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PUBLISHER'S BINDING

NOV 6 1953

APRIL 6, 1953 35c PER COPY

BROADCASTING TELECASTING

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Public May Have Color TV by Christmas
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Page 65

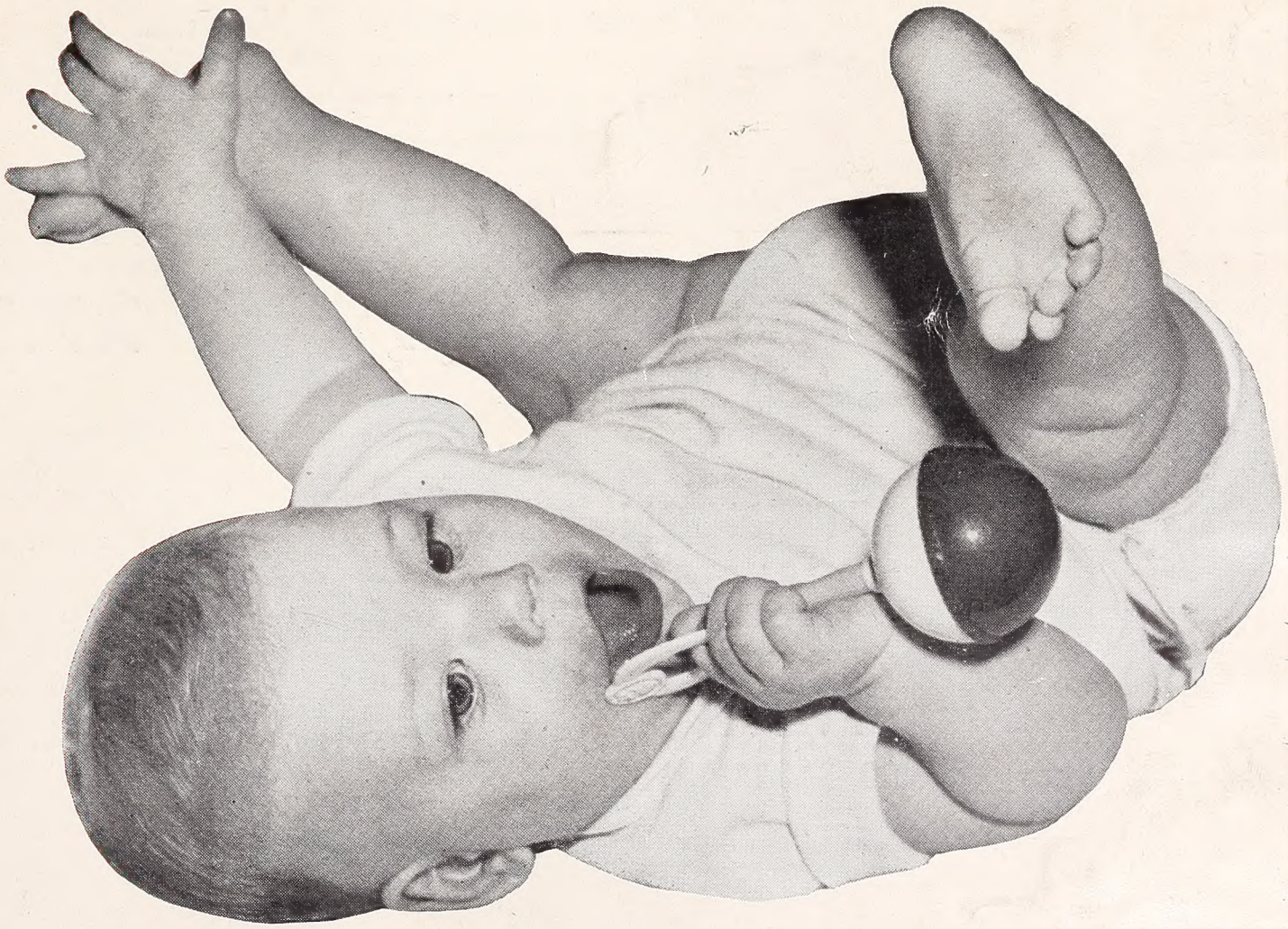
FEATURE SECTION
Starts on Page 79

22ND year
THE NEWSWEEKLY OF RADIO AND TV

Like babies go for rattles

Just like babies go for rattles, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce low-cost results for you, too. Get your Forjoe man to give you all the details.



IN BALTIMORE W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

TK6540
.B85

FABULOUS RATINGS

WTVR Television Richmond

Channel 6—Richmond, Virginia

Sunday-Saturday Averages		
Period	**Sets In Use**	**WTVR Ratings**
TOTAL MORNING 7:00 AM-12:00 NN	27.7	27.3
TOTAL AFTERNOON 12:00 NN-6:00 PM	43.5	43.3
TOTAL EVENING 6:00 PM-11:00 PM	85.1	84.3

Source: Television Popular Audience Ratings January 1953

SO GOOD IT'S HARD TO BELIEVE—BUT IT CAN BE PROVED!

National Representative—Blair TV, Inc.

Wilbur M. Havens—Station Manager

RIGHT OUT OF A PRIMER



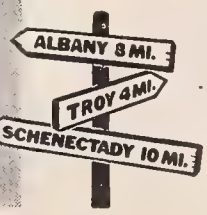
AS fundamental as anything found in a primer, is the fact, well known in advertising, that you can cover efficiently ⅓ of the total national market by advertising in 162 select markets.

WTRY has pioneered pointing out that Albany-Troy-Schenectady is in fact one of 43 markets wherein over ½ of the nation's sales are made.

WTRY has the biggest share of audience in Albany-Troy-Schenectady: 31% Morning, 23% Afternoon, 20% Night.

Check with Headley-Reed for facts on WTRY's advantages over the next best station with regard to rates, audience & cost-per-thousand.

WTRY



the station listened to most in

ALBANY - TROY - SCHENECTADY

980 - CBS - 5000 WATTS

represented by HEADLEY-REED

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WDEL-TV

Wilmington, Delaware

opens the door to successful selling in a big prosperous market

$1,533,373,000 a year to spend

DELAWARE, parts of New Jersey, Maryland and Pennsylvania constitute this big-income, big-spending market. When you buy WDEL-TV —whether through the NBC network, spot campaigns or local programs — you're reaching this big, prosperous market—you're buying an audience that *buys*.

channel 12

WDEL
AM TV FM
A Steinman Station

Represented by **MEEKER**

New York • Chicago • Los Angeles • San Francisco.

closed circuit

FCC LAST week gave initial consideration to plan, sponsored by Comr. Robert T. Bartley, for revamping of its processing lines on TV hearings, to give vhf cities having only one service priority, with progression on basis of descending order of population of markets. Staff was instructed to draft papers with prospect of action this week or next. First priority, however, presumably would be given to "white areas" having no service.

★ ★ ★

AT LEAST THREE proposals for reorganization of FCC, to be accomplished through "ripper" legislation, have been proposed to Chmn. Charles Tobey (R-N.H.) of Senate Interstate & Foreign Commerce Committee. He said last week that he doubted whether drastic action was necessary at this stage. He has openly supported Comr. Hyde for chairmanship.

★ ★ ★

THOUGH BASE stock used in experimental TV tape-recording may be costly ($250 per half-hour, $125 with maximum discounts), some insiders predict improved types of tape may cut cost as low as $70 in early days of upcoming art. Mass production, spurred by movies' use of tape instead of film, could combine with technical progress to bring further cost-cutting.

★ ★ ★

BEST BET is that House Appropriations Committee will now go easier on FCC budget since it was slashed by $1.2 million by President Eisenhower's director of budget —from $8.3 million to $7.1 million (see story page 60). Although conceivable Congress will prune some more off total sum, it's believed it won't touch sums allocated for TV processing—which weren't cut by Budget Bureau either.

★ ★ ★

CONVERSATIONS between General Teleradio Inc. and WLAW Boston-Lawrence, looking toward acquisition of 50,000 watter, reportedly bogged down last week with no indication as to outcome. Acquisition of high power station is sought to serve as key for Yankee-Mutual in New England area to replace 5,000 w WNAC.

★ ★ ★

MILLER BREWING Co. expects to reach 95% of all radio homes in Wisconsin and parts of Iowa, Michigan and Minnesota with regional baseball network for Milwaukee Braves games. WEMP Milwaukee will feed games but will be supplemented by WTMJ. Plans were part of package outlined in Tampa when Braves shift was okayed.

★ ★ ★

WTMJ EXECUTIVES figure major league baseball franchise shift so important that it constitutes public service. It will tape-record some NBC programs falling during games for later broadcast. NBC schedule will be disturbed little as possible. NBC sources in N. Y. indicate consideration being given to placing some sponsored shows displaced by baseball on other Milwaukee stations.

★ ★ ★

JOSEPH R. SPADEA, veteran radio sales executive and for past eight years CBS Radio network sales manager in Detroit, has resigned effective April 15. He will head Detroit office of Henry I. Christal Co., exclusive radio station representatives. CBS Radio has not yet named successor.

★ ★ ★

LEVER BROS.' new Lux Liquid (used for washing dishes), attempting to catch up to sales of older competitors, Glim and Joy, is preparing spot announcement campaign, starting about April 13 on staggered schedule in major markets using both radio and TV spots for six to eight weeks.

★ ★ ★

BILLS INTRODUCED last week in Illinois legislature would prohibit U. of Illinois from entering educational television station operation and require university to accept offers to telecast football games. Measures have unqualified endorsement of Television Committee of Illinois Broadcasters Assn., headed by Leslie C. Johnson, WHBF-AM-TV Rock Island.

★ ★ ★

GENERAL FOODS Corp., N. Y. (Swansdown Cake Mix), effective April 8, will use spot announcements on 80 radio stations for 10 to 12 weeks. Agency: Young & Rubicam, N. Y.

★ ★ ★

NORTH CAROLINA Association of Broadcasters plans no action yet but is keeping close watch on North Carolina Legislature ban of newsmen from its Appropriations Committee sessions. Move to extend the ban to other legislative functions would be opposed strongly by broadcasters.

IN THIS ISSUE

LEAD STORY

About 1,200 radio and some 20 TV stations have completed arrangements to carry play-by-play and other baseball programs. In all they amount to a $35 million sponsorship deal. *Page 31.*

ADVERTISERS & AGENCIES

William Esty agency wants 10% discount on radio spots in return for guaranteed summer-long contract. It's basing request on precedent set several weeks ago by Whitehall Pharmacal. *Page 34.*

FACTS & FIGURES

Network radio gross was down 6.6%, network TV gross up 7.5% in February, 1953, over February, 1952. *Page 36.*

GOVERNMENT

Senate confirms Doerfer as FCC member. *Page 52.*

FCC stays effective date of Ch. 10 share-time authorization for WHEC and WVET in Rochester because of protest from radio broadcaster and orders hearing. It's illustration of new interpretation of "interested" party's right to intervene. *Page 54.*

Rep. Wolverton predicts color TV by Christmas. *Page 56.*

STATIONS

Time Inc. buys KDYL-AM-FM-TV Salt Lake City for $2.1 million. *Page 65.*

Six more new TV stations go on the air. *Page 72.*

NETWORKS

CBS Radio is applauded for its stand on rate stability by affiliates, but at least one other network wonders whether the part of the CBS Radio announcement that mentioned new nighttime discounts wasn't more newsy than the part about maintenance of rates. *Page 75.*

FEATURES

WPTR Albany begins new in-store merchandising plan. *Page 81.*

Is TV pricing itself out of the market? Frank Stanton and Frank White both say "no" and with facts to prove their answers. *Page 82.*

Television network showsheet. *Page 90.*

UPCOMING

April 14-15: Color TV Demonstrations for House Commerce Committee, Princeton, N. J., and New York.

April 16-19: 23rd Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

(For other Upcomings, see page 125)

G-E HIGH GAIN HELICAL ANTENNAS OFFER YOU—

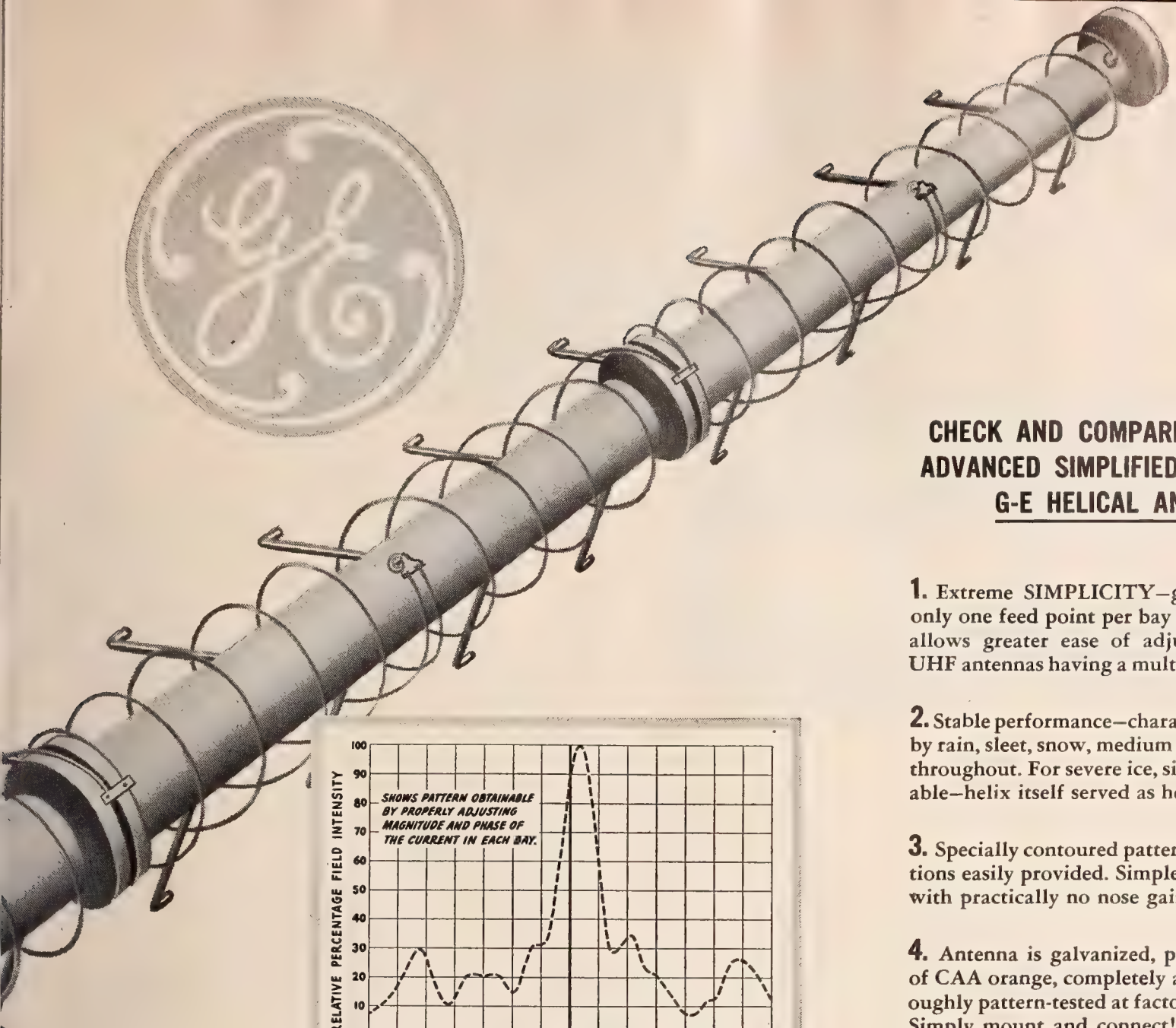
Outstanding Simplicity!

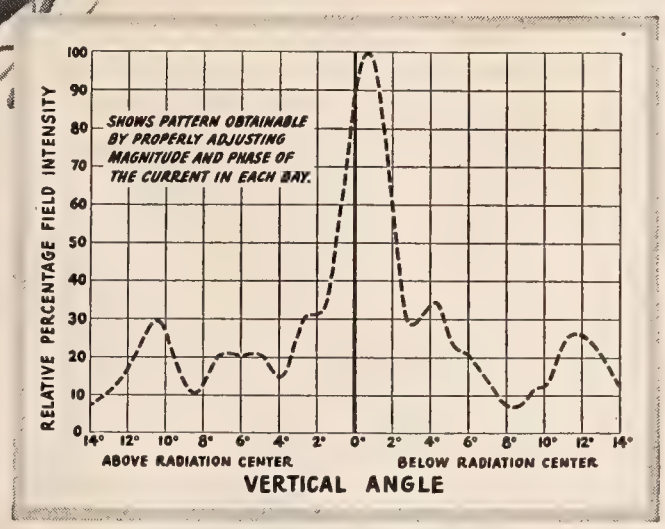
When stations want a UHF antenna that is known for outstanding simplicity of construction and feed—they immediately turn to General Electric's High Gain Helical Antenna. With a power gain of 5 per bay, this sidefire antenna offers simplicity of construction for the unusually high gain achieved. This simplicity of design enables Effective Radiated Powers of up to 1000 kw to be achieved without modification to the basic antenna structure. Stations already using the General Electric Helical Antenna report coverage results beyond expectations. For further, detailed information, please write: *General Electric Company, Section 243-6, Electronics Park, Syracuse, New York.*

Lloyd Krause, a G-E engineer, recently received the Coffin Award "for outstanding technical skill and ability in designing a helical UHF television antenna which is an important factor in opening up the UHF TV band."

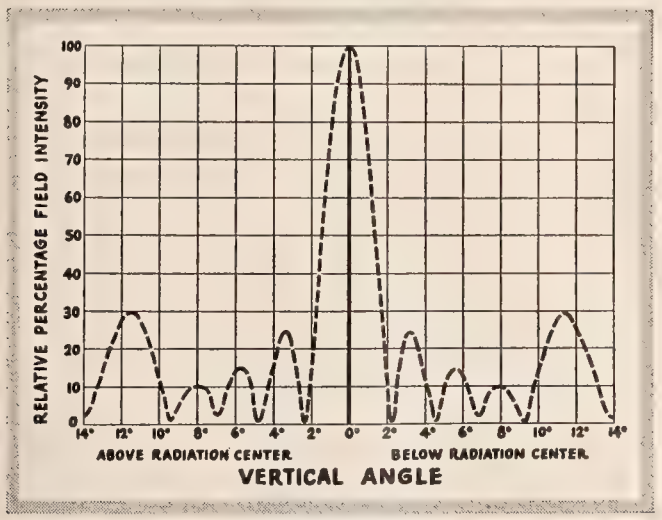


● Before this G-E Helical Antenna was shipped to Station WHUM-TV, Reading, Pa., it was put through exhaustive tests at Electronics Park, Syracuse, N. Y. These tests are offered at no extra charge. And before an antenna is shipped it must pass every specification demanded by the station's individual transmitting and installation problems.





Typical contoured vertical field pattern
of specially modified G-E 5-Bay Helical Antenna



Typical vertical field pattern
of standard G-E 5-Bay Helical Antenna

CHECK AND COMPARE THE 10 TOP ADVANCED SIMPLIFIED FEATURES OF G-E HELICAL ANTENNAS

1. Extreme SIMPLICITY—gain of 5 per bay—only one feed point per bay for gain of 25. This allows greater ease of adjustment over other UHF antennas having a multitude of feed points.

2. Stable performance—characteristics unaffected by rain, sleet, snow, medium ice. Low impedance throughout. For severe ice, simple de-icing available—helix itself served as heater element.

3. Specially contoured patterns for unusual locations easily provided. Simple beam tilt provided with practically no nose gain reduction.

4. Antenna is galvanized, painted with 3 coats of CAA orange, completely assembled and thoroughly pattern-tested at factory before shipment. Simply mount and connect!

5. Basic antennas now being delivered rated for 1000 KW ERP up to ch. 68.

6. Power gains of 5, 10, 15, 20, 25. High gains have been verified by measurement. Because of simplicity (small number of feeds) rated gains readily achieved.

7. Antenna construction very sturdy—helix of heavy gauge copperweld—helix supports strong enough to hold a man!

8. All antenna finishes and materials are impervious to weather.

9. Horizontal pattern circularity better than ± 1.5 db—the accepted standard.

10. Antenna may be shipped in two or more sections when necessary for tough cartage problems.

You can put your confidence in—

GENERAL ELECTRIC

NOW!—THE NEW 50,000-WATT

KTHS

BROADCASTING FROM LITTLE ROCK

GIVES YOU ALMOST ALL OF

ARKANSAS!



After operating for 27 years from Hot Springs, Arkansas, with 10,000 watts on 1090 K C, Radio Station KTHS now moves 40 miles eastward to Little Rock, broadcasting on the same frequency with power increased to 50,000 watts. The only Class 1-B clear channel station in Arkansas, it now also becomes the only 50,000-watt station in the state.

With an established listening audience of 72,840 *families* (BMB Study No. 2) who still hear the station at their accustomed dial setting, KTHS expands its *primary* coverage to 1,002,758 people — covers an *additional* 2,369,000 people in its *secondary* area.

Under the same ownership as KWKH at Shreveport, KTHS is operated under the same proven policies which have made KWKH the dominant station in its area and one of the great stations in the South.

ALSO — ON JUNE 15, KTHS JOINS THE CBS RADIO NETWORK.

Your Branham Man will gladly tell you the full details of the matchless new technical equipment, the tremendous new programming with which KTHS now becomes by far the most important radio station in Arkansas. *Ask him* — or write us direct.

DAYTIME PRIMARY (0.5 MV/M) COVERAGE INCLUDES:

	ARKANSAS	MISSISSIPPI	TOTAL
Population	946,575	56,183	1,002,758
Radio Homes	237,954	12,740	250,694
Farm Population	341,434	32,350	373,784
Farm Radio Homes	71,594	6,830	78,424

Over 10% of our total primary coverage (more than 100,000 people) do not receive primary daytime service from any other radio station!

THE NEW 50,000-WATT (CBS SOON!)

KTHS

Represented by The Branham Co.
Henry B. Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

BROADCASTING FROM LITTLE ROCK, ARKANSAS

at deadline

TV Adjudged Beneficial By N. Y., Chicago Groups

TELEVISION exonerated of blame for juvenile crime and found to exert good influence in separate reports by Chicago City Council TV Subcommittee and by Metropolitan School Study Council, research affiliate of Teachers College, Columbia U., New York.

Chicago council group found "no evidence" to support charges that TV programs cause high juvenile crime rate in city, according to Alderman Patrick Patrone. He told B•T: Group found no direct connection between medium and crime. Group took no stand on local broadcasters' request that council permit broadcasts and telecasts of meetings and hearings. Full report to be given to council today (Monday), following extensive hearings. Alderman John Hoellen, who introduced probe resolution, branded report "ridiculous" and urged group to call on FCC to study overall crime-television relationship and act, if needed, along "Blue Book" lines.

In report issued Saturday, Columbia educational group said two-year survey by committee representing New York public school systems found commercial TV programs being widely used for educational value by schools in area. Report said, "Relatively few of the programs being presented today could be classified as harmful for the student. Indeed, much of the medium's influence is good, though bulk of its offerings are not designed for educational purposes."

Danish Heads New MBS Commercial Operations

ROY DANISH, manager, western station relations at MBS, appointed director of newly created commercial operations department, to comprise sales service department (sales traffic, contract and estimate sections), affidavit section of accounting department and station traffic section of station relations department. Mr. Danish will report to E. M. Johnson, MBS vice president. Alma Graef, sales service manager, will assist Mr. Danish in establishing new department.

Ad Club Nominations

GEORGE A. PHILLIPS, advertising manager of Cluett, Peabody & Co., nominated for president of Advertising Club of New York. Other nomination on official slate, tantamount to election, are: Vice presidents C. B. Larrabee, president and publisher, Printers Ink Publishing Co. and Stanley Resor, president, J. Walter Thompson Co.; treasurer, James A. Brewer, chairman of board, Brewer-Cantelmo Co. Election to be held May 12.

104 CBS-TV Stations

ADDITION of four new affiliates to CBS-TV, bringing total to 104, announced Friday. They are: WLBC-TV Muncie, effective last Wednesday; WCSC-TV Charleston, S. C., May 15; KTXL TV San Angelo, Tex., July 1, and WMAZ-TV Macon, Ga., Sept. 23.

RADIO TOO SUCCESSFUL

ONE of better advertising success stories on West Coast involves Durkee famous foods, Cleveland, which recently cancelled part of its radio schedule because it was "oversold." Reason: Firm's advertising on KING Seattle alone moved reported one million pounds of margarine in three days. Schedule originally called for five week's promotion of one cent sale. Agency is Leo Burnett Co., Chicago.

Three-Dimensional Television To Be Shown NARTB Session

PROGRESS report on three-dimension (3-D) television has been added to opening morning's program of NARTB Engineering Conference to be held April 29-May 1 at Los Angeles during NARTB convention week. Separate demonstration of 3-D system will be given by Alex Quiroga and Glen Akins, of ABC Hollywood, following their joint engineering paper.

While they will demonstrate their own system, Messrs. Quiroga and Akins will summarize three different 3-D systems, according to Neal McNaughten, manager of NARTB's Engineering Dept. Working with Mr. McNaughten in planning Engineering Conference are Raymond F. Guy, NBC, chairman of general guidance committee, and Les Bowman, CBS, chairman of West Coast arrangements committee.

Among new developments to be described at meeting is TV booster station at Lawrenceburg, Tenn. John H. DeWitt Jr., WSM-TV Nashville, will explain its operation 70 miles from WSM-TV transmitter [B•T, Jan. 19]. Remote control operation of transmitters, recently sanctioned by FCC for stations not in high-power category, will be described by William F. Rust Jr., Rust Industrial Co., and Ben Akerman, WGST Atlanta.

John Mullin of Bing Crosby Enterprises will present paper on tape-recording of television and review latest progress in that laboratory's experiments. Several papers will describe progress in development of transistors and applications to broadcasting.

Ike on Foreign Policy

PRESIDENT EISENHOWER will make major address on foreign policy before American Society of Newspaper Editors April 16 to be broadcast on all major radio networks, 1-1:30 p.m. EST.

New Jingle Library

PURCHASE by RCA's Thesaurus of the complete Ullman Jingl-Library of some 1,600 transcribed commercial jingles announced by RCA Recorded Program Services. Re-titled Thesaurus Jingl-Library, it will become adjunct of company's transcription library and will be made available to station subscribers. Jingle library is said to cover 71 different product and service categories.

• BUSINESS BRIEFLY

HOPE, BERLE TO ALTERNATE • General Foods Corp. will sponsor Bob Hope in ten TV appearances next season on NBC-TV, Tuesdays, 8-9 p.m. Milton Berle, who has been in that time period three weeks out of four during the past year, will be seen two weeks in three this year with General Motors for Buick expected to be his sponsor, while Bob Hope appears on third week. Young & Rubicam is handling General Foods advertising; Kudner Advertising is agency for Buick. Official announcement expected tomorrow.

P & G SPOT DRIVE • Procter & Gamble Co., Cincinnati (Prell), placing radio spot announcement campaign in late afternoon time, effective April 6 through June 30, on 33 radio stations. Agency: Benton & Bowles, N. Y.

SEEK AVAILABILITIES • Sulphur-Chemical Co., Brooklyn, N. Y. (hair and scalp preparation), through Harry B. Cohn, N. Y., looking for radio availabilities in 10 southern markets on participation programs appealing to Negro audience.

MORNING CAMPAIGN • Shell Chemical Co., through J. Walter Thompson Co., N. Y., preparing early-morning radio spot announcement campaign with adjacencies to news, weather and farm programs to start April 13 for 16 weeks including June 1 to June 26 hiatus.

BASEBALL TV FEATURE • Post-Dodger home game quarter-hour *Talk to the Stars* with Happy Felton to be sponsored on WOR-TV New York by Tidewater Associated Oil Co. (Lennen & Newell) and Studebaker Dealers of Greater New York (Roche, Williams & Cleary) (see story page 31).

SWITCH 'MY HERO' TIME • Philip Morris & Co., N. Y. (Dunhill king-size cigarettes), sponsor of *My Hero,* switching time of program over NBC-TV from Saturday, 7:30-8 p.m. EST to same night, 8-8:30 p.m. EST, starting April 25. Agency: Biow Co.

Small Agencies Discussed

SMALL AGENCIES were urged at open forum discussion of League of Advertising Agencies in New York Thursday night to remain small, lest they grow to point where increased volume would raise overhead and cut into profits. For agencies whose clients demand extra services, consolidation was suggested as possible solution. More than 100 agency executives attended meeting. Program chairman was Lester Harrison, president of Lester Harrison Inc., N. Y.

RCA Dividend

RCA BOARD Friday declared dividends of 50¢ per share of common stock, payable May 25 to holders of record April 17, and of 87½¢ per share of first preferred stock for second quarter, payable July 1 to holders of record June 15.

Enjoy a Slice of Speedy's Birthday Cake



Wednesday, April 15, 1953, is a very important date in Speedy's life—his

32nd BIRTHDAY

Since 1921 WSPD has pioneered in Northwestern Ohio and observed with interest the rapid development of the rich Toledo Market. Speedy has thoroughly enjoyed entertaining his many friends, and his advice to them on the acceptance of new products has resulted in better living conditions for every home.

Speedy has kept his youthful vitality and progressive attitude. These qualities, coupled with 32 years of 'know-how', have delivered proof-of-performance results to WSPD clients. This month, these advertisers (through their sales results in the Toledo Market) are enjoying a delicious slice of Speedy's birthday cake.

WSPD

5000 WATTS
TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company

TOM HARKER, NAT. SALES MGR., 488 MADISON AVE., NEW YORK

WJTV



. . . No reason to worry, when we've got

UHF INTERFERENCE-FREE PICTURE PLUS VHF COVERAGE

Down here in Central Mississippi we've been hearing echoes of a controversy that seems to be raging in other places. Which is better . . . UHF or VHF? We've listened to the controversy, of course, but we haven't been disturbed. Because down here we figure we've got the best aspects of both.

Whether it's VHF or UHF—50 miles in all directions from a broadcasting site is more than just pretty good. And that's the distance we're reaching. Let us quote from a letter concerning a survey which the Product Performance Division of Philco Corporation made throughout our area only a few weeks ago:

> *". . . . we are very happy to say that your station has made great strides in bringing to this new television market a standard of quality performance far beyond our expectation. . . . Your present coverage of fifty miles radius from Jackson is more than we had anticipated."*

And here's a sample item from Philco Corporation's report . . .

> *"In Tallulah, Louisiana . . . 55 miles airline distance west of Jackson . . . with an antenna elevation of 55 feet, we received 99 microvolts of signal."*

We are pleased to have this vote of confidence from the Product Performance Division of Philco Corporation's field strength survey, and to know from these facts that WJTV's performance is far broader than engineers originally anticipated on paper.

That's why we're not worried down here in the Deep South. In the fast-growing Central Mississippi market we're giving the thousands of viewers* smooth, intelligent, adult television performance. There's really no reason to worry when you've got a combination that's unbeatable . . . a combination like UHF INTERFERENCE-FREE PICTURE PLUS VHF COVERAGE.

* March 31 estimate: 13,426 sets

WJTV

UHF CHANNEL 25 JACKSON, MISSISSIPPI

MISSISSIPPI'S FIRST TELEVISION STATION

John Rossiter, Manager

Owned by Mississippi's two state-wide newspapers

The Clarion Ledger and JACKSON DAILY NEWS

CBS PRIMARY AFFILIATE NBC . . . DUMONT . . . ABC

Represented Nationally by THE KATZ AGENCY



The "PUBLIC"



Blood is still urgently needed everywhere. Give today for the soldier fighting for his life in Korea . . . for a child who might be saved from the horrible paralysis of polio by the blood fraction, gamma globulin. Your blood is fighting on all fronts.

Call your American Red Cross today!

in PUBLIC SERVICE

PUBLIC:—"Of, pertaining to, or affecting the people at large, or the community."

— Funk & Wagnalls New College Standard Dictionary

A hospital in a neighboring community, in urgent need of a rare type of blood, asked Storer Station WMMN, Fairmont, W. Va., to make an appeal for donors.

The station immediately began broadcasting one-minute announcements. After only three of these announcements had gone on the air, the hospital called and asked that they be stopped. Reason: the waiting room of the hospital was jammed with 50 people who had answered the appeal.

Yes, 50 "people at large," "people of the community," *every one of them having the rare blood type needed,* had paused in the midst of their daily pursuits and had gone to the hospital to offer their blood. Because of their immediate response, the lives of at least six people were saved.

The prompt action of Station WMMN in broadcasting the appeal is typical of the services rendered the community by every one of the Storer stations, dedicated since 1927 to "Broadcasting in the Public Interest."

The seven radio and four television stations of the Storer Broadcasting Company pledge their wholehearted and responsive support to every cause, drive and campaign that will serve "the people at large, or the community."

STORER BROADCASTING COMPANY

"The Public Service Stations"

WSPD-TV Toledo, Ohio — **WJBK-TV** Detroit, Mich. — **WAGA-TV** Atlanta, Ga. — **KEYL-TV** San Antonio, Texas

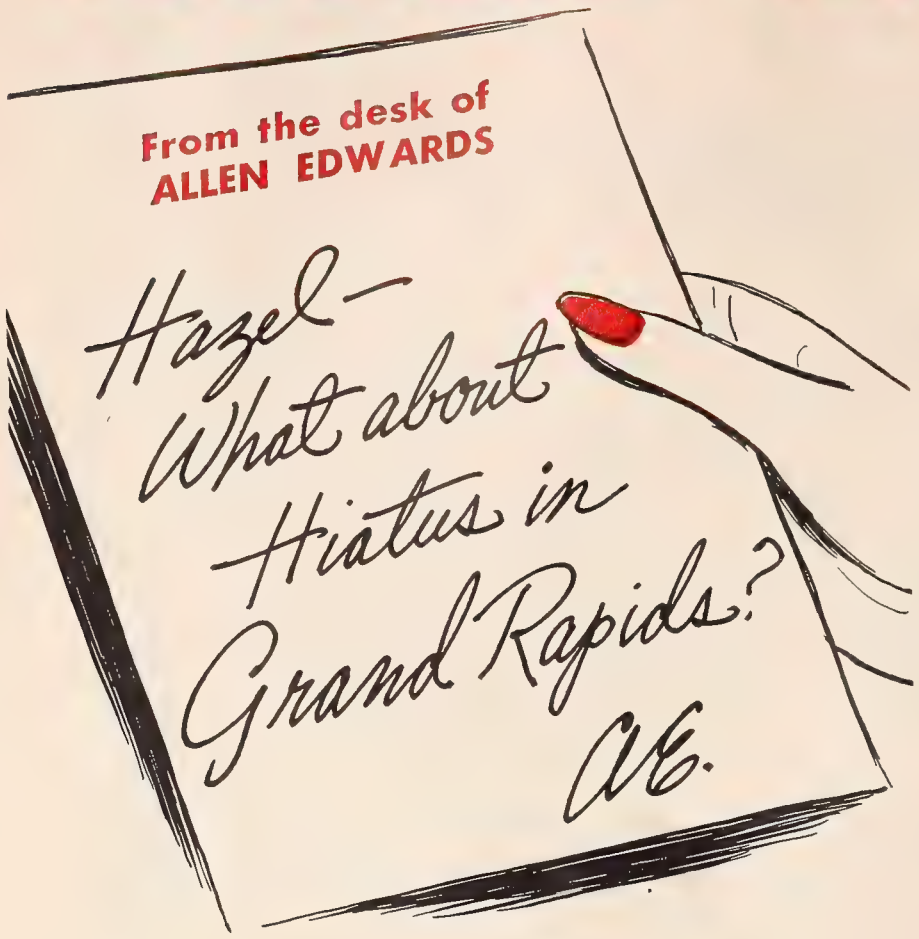
WMMN Fairmont, W. Va. — **WSPD** Toledo, Ohio — **WJBK** Detroit, Mich. — **WAGA** Atlanta, Ga. — **WWVA** Wheeling, W. Va. — **WGBS** Miami, Fla. — **WSAI** Cincinnati, Ohio

TOM HARKER, V. P., National Sales Director

NATIONAL SALES HEADQUARTERS:

488 Madison Ave., New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

WOODland! AM



Easy on that hiatus, Hazel

Maybe you have pegged Grand Rapids as a typical midwestern city. And maybe some of these cities do look like good axe bait for your summer cut-back. But, hold it, Hazel, Grand Rapids is different.

There are more people in and around Grand Rapids in summer than in winter. And they spend more dough. Because Grand Rapids is right smack dab in the middle of "The Vacationland of the Midwest". (Western Michigan, of course.)

Not only do Michiganders know how lucky they are and stay home summers . . . millions come up from less fortunate states to enjoy the woods and the lakes and the weather. A glance at the opposite page will tell you they come "loaded".

So play it smart. Keep your schedules on WOOD and WOOD-TV this summer. Tell the client why (Katz has all the dope) and he'll tag you as a real smart doll, Hazel.

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts

Associated with

WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.

WEOA — Evansville, Ind.

National Representatives: Katz Agency

I MARRIED JOAN

NBC-TV, Wed., 8-8:30 p.m. EST.
Sponsor: General Electric Co.
Agency: Young & Rubicam.
Stars: Joan Davis and Jim Backus.
Producer: Dick Mack.
Associate Producer: Al Simon.
Director: Philip Rapp.
Music: Robert Wagner Chorale.
Director of Photography: Philip Tanura.
Writers: Arthur Stander and Phil Sharpe.
Filmed at General Service Studios, Hollywood by Joan Davis Enterprises.

LONG overdue in this column is a report on NBC-TV's *I Married Joan,* a half-hour Wednesday night telecast exploring the blissful ups and downs of a successful (and sane) lawyer and his Little-Miss-Fixit (and not so sane) wife. The series got under way last October under General Electric Co. sponsorship and has been seen weekly since.

The mainstay of each program is Joan Davis, a versatile — and certainly double-jointed — comedienne who needs no further identification



JIM BACKUS AND JOAN DAVIS
Headaches and Orange Blossoms

for the movie fan or radio listener. And Miss Davis, as the perpetually fouled-up lady of the house in *I Married Joan,* is just as entertaining on TV as she has been in other facets of show business. Her self-inflicted tribulations account in large measure for this light, enjoyable half-hour. Jim Backus, her video spouse, is a capable actor who looks and convincingly plays the husband role. He and Miss Davis work well together.

If there is any one reason why domestic comedy continues to provoke laughter, it is because it deals with a universal idea everyone knows and understands. An audience is encouraged to react favorably to a farcical treatment of a familiar situation such as the one which is the backbone of this series.

The program's theme, as old as matrimony itself, revolves around a scatter-brain young matron who unconsciously promotes one domestic crisis after the other. Luckily she has been blessed with an understanding husband whose sterling trait is the patience of Job. He has long since learned to take his wife's antics in stride. In fact he has progressed to the point where he almost enjoys them. Entrust the repetition of this tale to a competent writer, a director and actors who know their business and the finished product, as exemplified in *I Married Joan,* will draw an audience.

EYE WITNESS

Mondays, 9-9:30 p.m., EST on NBC-TV.
Alternate Week Sponsorship: Pearson Pharmacal Co. (Ennds).
Agency: Harry B. Cohen.
Program Title (3/30): "The Cruel Clinic."
Original Story: Arthur Gordon.
Adapted by Irving Gaynor Neiman.
Director: Perry Lafferty.
Producer: Neptune Productions.
Production Supervisor: Joseph W. Bailey.
Cast: Mercer McLeod, Harry Townes, Eric Dressler.
Set Designer: Syrjala.

THE gory-story theme in its many forms has really been worked over in radio and television. When a new show in this format turns up the big question usually is: "Will it have a new twist?" Since the masters of tension and mystery drama apparently have tried everything, it's always a pleasant surprise if somebody comes up with a unique idea. But *Eye Witness,* which made its TV bow on NBC-TV last Monday, was pretty patterned video material.

"The Cruel Clinic," first episode in the weekly series, had the stock situation, typed characters, trite dialogue and obvious conclusion that you might find in a primer on how to write a TV script. The line of least resistance, which in this case led straight to mediocrity, was followed all the way.

Montgomery Tie-In

A different host will be seen on the program every week in a tie-in promotion with NBC-TV's *Robert Montgomery Presents.* The guest personality on *Eye Witness* on Monday evening will be the star of Mr. Montgomery's show the following week. Ann Rutherford, radio, TV and motion picture actress who introduced the initial *Eye Witness* telecast, testified to the veracity of the narrative about to unfold with a minimum amount of conviction. Any notion the viewer may have had that this contrived tale once really happened was dispelled at the end of the show when the credit list noted that this was an original story.

Pearson Pharmacal Co. has signed for alternate-week sponsorship of *Eye Witness* to sing the praises of Ennds, the chlorophyll product to end *all* chlorophyll products. If you don't go away fully convinced that Ennds are as essential as three meals a day, you can't blame the Pearson firm for not trying.

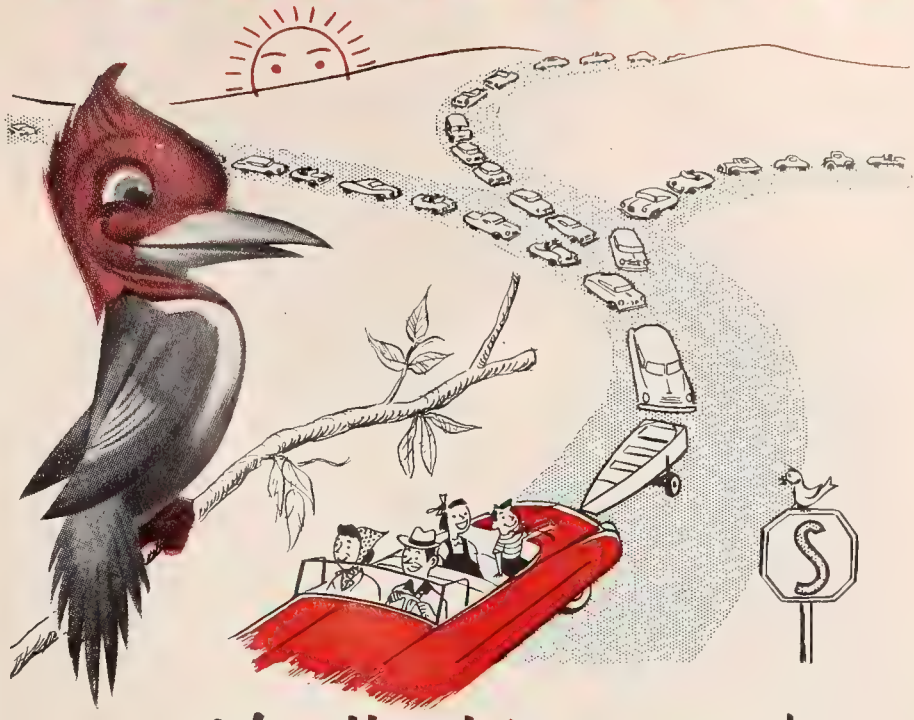
* * *

BOOKS

REPORTS ON THE FACILITIES OF MASS COMMUNICATION: Press, Film and Radio, V, 1951. By the United Nations Educational, Scientific and Cultural Organization, 19 avenue Kleber, Paris—16e, and United Nations, New York. 583 pp. $4.50.

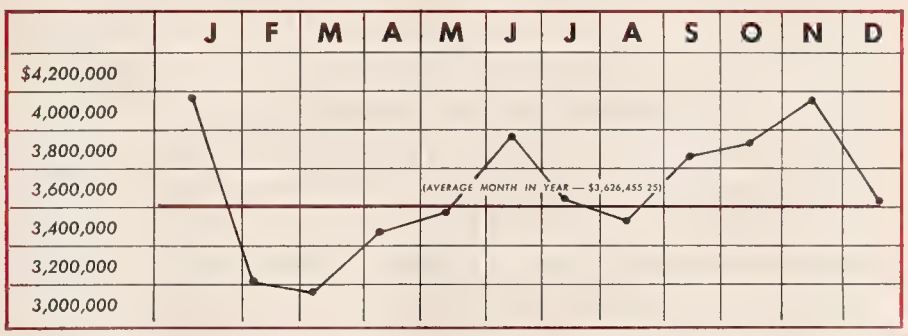
ANOTHER volume in the field of communication by UNESCO, this newly-issued paperbound book is a survey on the structure, work and equipment of the news agencies, press, movies and radio in 157 countries and territories. It was begun in 1947 and concluded in December 1951. Originally intended as a study of war damage to communication, the survey later was extended to include countries whose technical equipment in this field is inadequately developed. U. S. administered areas of Alaska, Puerto Rico and the Virgin Islands are included. The survey was made by field workers in 126 countries and by correspondence with 31 others.

WOODland! TV



Woodland is summer's cool spot for hot profits

Take it from the tax collector. There are more people spending more moola in this area in summer than in the average months for the rest of the year! And these sales tax figures from Michigan's Revenue Department prove it.



Based on 1952 receipts from 19 Woodland counties. Receipts of each month reflect sales of month preceding.



The U.S. Department of Commerce gets into the act by estimating three to four million tourists spend more than $200,000,000 in Western Michigan each year. Most of this boom business occurs in summer, of course.

So, "Dig that cra-a-azy Woodland market", Hazel. You'll hit paydirt every time.

WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

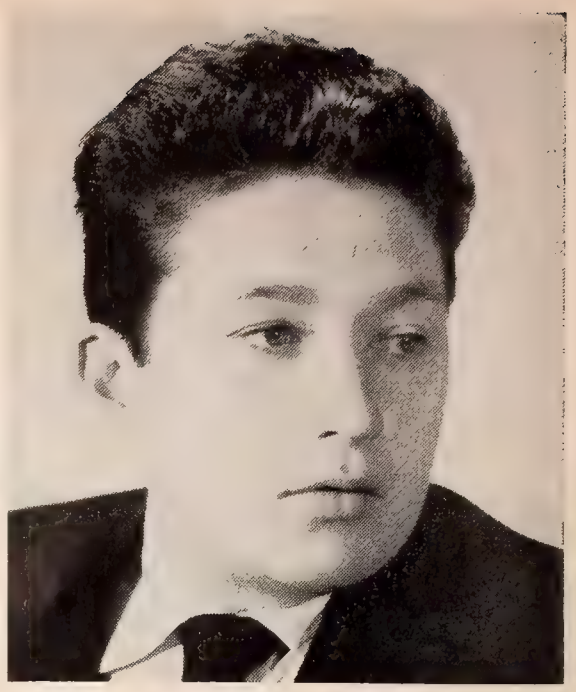
NBC — Basic; CBS, ABC, DuMONT — Supplementary
National Representatives: Katz Agency
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.



Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.



Tom McDermott

on all accounts

TOM McDERMOTT, director of the radio and television department at Benton & Bowles, New York, was not born in a rear office at B&B. It only seems that way.

Mr. McDermott has been with the agency since he was old enough to vote and the chances are that if the laws of retroaction (not to mention those of the state) could be stretched a bit, he would have cast that first vote for Edwin Booth, the famous actor. Mr. McDermott is the kind of person who considers his first 19 years spent apart from the theatre as a sign of a wasted youth.

He began the pre-dramatic—or pointless—part of his adult career as a student successively at Columbia and Chicago U. He finally came to his senses—and to the theatre—at Manhattan College, where he majored in dramatics and English and where he secured his MA degree.

During the vacation season at Manhattan he worked as a producer and director in summer stock and in 1941, his first year out of college, he directed a Broadway play called "House in Paris." It ran for a week and critics agreed the only thing worth salvaging was the director.

Benton & Bowles took over the salvaging job and Mr. McDermott took over as director and writer at Benton & Bowles.

In time he was directing the *Prudential Family Hour,* the *Burns and Allen* show, *Glamour Manor* and similar radio programs.

Presently, he supervises the following television shows: *Red Buttons,* sponsored by General Foods; *Captain Video,* also underwritten by General Foods, and *Those Two,* sponsored by Procter & Gamble. He also is in charge of auditioning all new programs.

Mr. McDermott, a native New Yorker, is the son of Michael McDermott, a retired hotel man, and Katherine McDermott. He was born May 27, 1920.

Mr. McDermott is a bachelor and lives at the New Weston Hotel, directly across the street from his office. "It helps," he explains. "Though I'm never at home, still I'm never far from there, either."

Actually, Mr. McDermott is "at home" wherever there is a camera or a microphone—or simply a bare stage with a few memories of previous action and the promise of another day doing exactly what he is doing today. Mr. McDermott's hobby, clearly, is the theatre.

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The Greater Sioux City Television Market

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37,097 sets within 0.1 mv line — in 31 prosperous Iowa, South Dakota and Nebraska counties.

Served by Cowles
See your Katz man



CLEVELAND'S
Chief
STATION
WJW

5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

OPEN MIKE

ABCs in Demand

EDITOR:

"The ABCs of Radio and Television" in your current issue is a most interesting and helpful outline. It would have permanent value as a brief reference manual. By any chance are you planning to reprint it in the form of a booklet or pamphlet?

W. S. Harvey
Gray & Rogers Adv.
Philadelphia

EDITOR:

Last night I missed all my favorite NBC radio and television shows reading your very informative and interesting "The ABCs of Radio."

This is the story I've been looking for—in one place—for the past four years. Thank you.

If reprints are made available I could easily use 25 copies.

Robert M. Adams
Director of Press and Promotion
WRC-WNBW (TV)
Washington, D. C.

EDITOR:

I thought that "The ABCs of Radio and Television" in your March 30 issue was an excellent summary.

How about making this available in reprint form? If you do, I'd be glad to order some copies. They would be very useful reading for students.

Robert M. Pockrass
Assistant Professor
Dept. of Journalism
Pennsylvania State College

[EDITOR'S NOTE: The article is being reprinted in booklet form and is available at 25¢ for a single copy, $2.25 for 10 copies, $5.50 for 25 copies, $10.50 for 50 copies, and $20 for 100 copies.]

'Music' Hit in S. A., Too

EDITOR:

Congratulations on the ("How to Set Your Sales Talk to Music") article by Phil Davis appearing in B•T Feb 16. It was a pip, and I am going to have it translated to pass along to the lads in the radio department. . . .

Bucky Harris, Radio & TV
Grant Advertising
South America

Who's on First?

EDITOR:

In your issue of March 23 you published a comment by Mr. William S. Halstead on the FM multiplex system announced by Mr. John Bose and myself. Mr. Halstead claims a priority of two and one-half years for the Multiplex Development Corp. and the Crosby Laboratories in the multiplexing of FM signals.

From an article in the November, 1950, issue of *Electronics* describing Mr. Halstead's demonstrations, it is clear that his equipment employed the system of FM multiplexing first used by me on April 22, 1935, when the programs of the NBC Red and Blue networks were transmitted simultaneously on a single carrier from the Empire State Building to Haddonfield, N. J., a distance of 85 miles. The arrangement of apparatus then used was described in my Institute of Radio Engineers paper published in May, 1936, and in my U. S. Patent #2,104,012 issued on Jan. 4, 1938.

While the original system as described in these publications multiplexed facsimile from New York to Haddonfield successfully and worked well on aural transmissions according to the standards of the time, it did not meet the rigid cross-modulation requirements or signal-to-noise ratios of present day FM transmission; hence the new system of transmission was devised. This system, while proceeding from

Time Buyers
can save
time by
using
WJBO's
booming
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Rouge
market

For instance,
population is
up more than
250% in the
last decade.

Reach the largest audience on NBC's 5,000 watt affiliate. Affiliated with the State-Times and Morning Advocate. National reps: Geo. P. Hollingbery Co.

WJBO
WBRL (FM)

. . . that's what you like about the South

Another Coveted Award to WAAM BALTIMORE CHANNEL 13





In 1950: The Peabody Citation for the "Johns Hopkins Science Revue". . . and now the 1952

Alfred I. duPont Award

To WAAM'S Distinguished Staff Commentator

GERALD W. JOHNSON

QUESTION: Does the fact that WAAM is the only Baltimore television station that has been honored with two major awards mean anything in particular to advertisers and advertising agencies?

We think it does.

The same alert, talented staff that collaborated in producing *two* award-winning programs stands ready to televise *your live program* in America's sixth city.

Don't underestimate the big difference this can make in Results.

The WAAM staff knows how to stage your commercial for maximum effect. And they're always willing and eager to pitch in if you say so.

Drop your Baltimore television problem in our laps and see how successfully we work it out for you.

Maryland's Most Honored Television Station

WAAM Baltimore Channel 13

AFFILIATE DUMONT TELEVISION NETWORK—AMERICAN BROADCASTING COMPANY

Represented Nationally by

HARRINGTON, RIGHTER & PARSONS, INC.—NEW YORK—CHICAGO—SAN FRANCISCO

the 1935 work, employs additional principles that provide not only technical solution of the problem but, as demonstrated from the experience of the Alpine transmissions, an eminently practical one as well.

As a matter of historic interest for your readers, some of whom may not be familiar with FM's genesis 20 years ago, the first FM multiplex transmission took place on Oct. 22, 1934, when a facsimile signal furnished by Mr. Charles Young of the RCA Victor Corp. was modulated on a super-audible AM subcarrier and transmitted with an NBC network program from New York to Haddonfield. The April 22, 1935, Red and Blue network transmission multiplexed a super-audible FM subcarrier on the main FM carrier as described in my I.R.E. paper (presented November, 1935).

A paper describing the new method of transmission which has been under development since 1946 will be presented by Mr. Bose and myself before the Radio Club of America. It seems a wise custom (and a long-established one) to describe before a recognized engineering society the technical details of any new radio development so that judgment by the engineering profession may be critically applied.

Edwin H. Armstrong
Dept. of Electrical Engineering
Columbia U.
New York

Hot Damm

EDITOR:

Every once in awhile a radio-television trade publication prints an article which doesn't do the industry any good. In my estimation the piece entitled "How's Your Local TV Future?" in your March 23 issue falls in this class. I find no fault with any attempt to present comparative cost figures, but in this case the basis and method are certainly open to question.

The estimate of TV homes in 1958, at least in our case, is ridiculous. The author uses 409,000 for Milwaukee five years hence whereas our census of sets installed in the area served by WTMJ-TV was 416,706 as of March 1, 1953. How can you reconcile that discrepancy?

In setting up his sets-in-use figures the author arbitrarily uses 40% or 60% of the projected TV homes in each market. With that I have no quarrel *but* then he allocates to each station an equal share of that potential audience. What earthly justification can there be for an even division of audience between the stations in any market? In all the surveys and ratings made in radio and now in television, who ever heard of anything regularly approaching such an even division?

The author may attempt to justify the equal division on the ground that he used the average of the existing rates in each market as the time service cost in that market. Such a procedure is just as unrealistic as the equal division of audience. Anyone who has had any experience in commercial radio or television knows full well that you just can't work with such averages. Each individual station presents a different picture. Stations with higher rates sometimes have large enough audiences to give a lower rate per thousand homes than stations with lower rates, and sometimes the reverse is true. . . .

Walter J. Damm
V. P. & Genl. Mgr.
WTMJ-AM-TV Milwaukee

[EDITOR'S NOTE: As Don W. Lyon, author of the article, pointed out, the tables only illustrated the formula and were not intended to be accurate reflections of market situations.]

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CHATTANOOGA, TENNESSEE

EFFECTIVE APRIL 7

NBC

WDEF
CHATTANOOGA
NBC

5000 Watts Day and Night

CARTER M. PARHAM, Pres.
KEN FLENNIKEN, Gen'l. Mgr.

REPRESENTED BY BRANHAM



REPRESENTING LEADING TELEVISION STATIONS:

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WOC-TV	Channel	5	DAVENPORT
KBTV	Channel	9	DENVER
WBAP-TV	Channel	5	FORT WORTH—DALLAS
KGMB-TV	Channel	9	HONOLULU
WAVE-TV	Channel	5	LOUISVILLE
WTVJ	Channel	4	MIAMI
WCCO-TV	Channel	4	MINNEAPOLIS—ST. PAUL
WPIX	Channel	11	NEW YORK
KSD-TV	Channel	5	ST. LOUIS
KRON-TV	Channel	4	SAN FRANCISCO



FREE

Pione

F & P REPRESENTS STATIONS

REACHING 26.5% OF ALL TV HOMES!"

If you are interested in facts and figures, we've got 'em for you!

As you possibly know, the top-flight stations at the left offer coverage of 26.5% of all the TV homes in America. This is a rather impressive fact in itself, but only the barest beginning.

On request we will gladly tell you how many *viewers* you can expect from any or all the stations we represent — the areas of viewing, the cost per million or per thousand TV impressions, or almost any other data you wish. And all of it as *accurate* as we conscientiously know how to make it.

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Station Representatives Since 1932

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IN METROPOLITAN
SAVANNAH
IT ISN'T EVEN CLOSE!
WTOC
leads in over
twice as many
daytime
quarter-hours
as all other
Savannah radio
stations combined

1st in 33 out of 48 quarter-hours. Average rating 61% higher than second station.

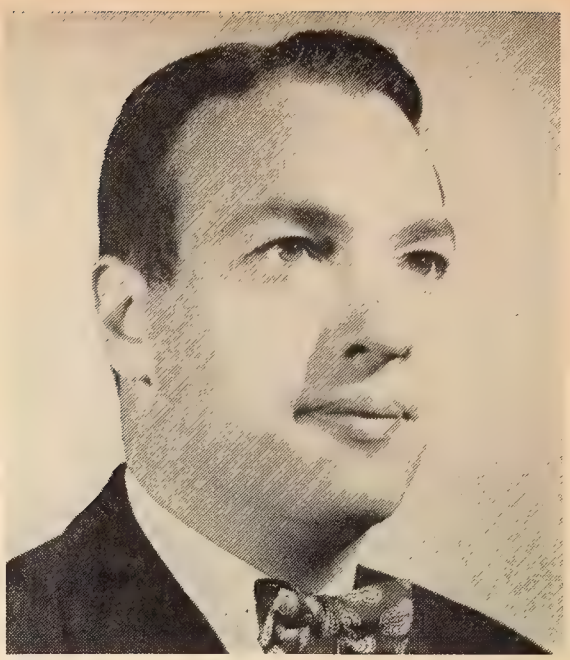
Source—Pulse of Savannah, December 1952, covering hours between 6 am and 6 pm.

WTOC
SAVANNAH

GEORGIA'S SECOND CITY
MEMBER OF THE GEORGIA TRIO
5000 WATTS 1290 KC CBS RADIO
Represented by
THE KATZ AGENCY, Inc.

our respects

to LEONARD HARRY GOLDENSON



LEONARD GOLDENSON, fresh out of law school and unemployed, arrived in New York from Pittsburgh in 1930, at the bottom of the depression, and pounded the streets for nine months. Thus ends the only faltering, or pedestrian, note in his still relatively brief but eminently successful career.

As president of American Broadcasting-Paramount Theatres Inc., Mr. Goldenson today sits at the helm of the new company formed by the mutually pleasing merger of financially strong United Paramount Theatres and financially anemic ABC. He had been president of UPT before—since its formation on Jan. 1, 1950—and it is his intention that ABC, the home broadcasting division of AB-PT, be operated in a manner akin to that employed with the company's numerous theatre-owning subsidiaries.

This is to say that ABC is practically autonomous. Its officers, augmented by a few key executives from the theatre side, have the responsibility for decisions, policies, and results, their actions needing advance AB-PT clearance only on such fundamental matters as capital expenditures, leases, long-term contracts and the like.

This independence accorded ABC implies no lack of interest in, or concern with, the radio and television business. The degree of interest actually involved is suggested, in part, by the millions of dollars AB-PT has committed to ABC expansion and development in the few weeks since the merger went through on Feb. 9, these millions including $7,662,000 of ABC term debt paid off within the first week.

High Enthusiasm for Radio

Mr. Goldenson's enthusiasm for radio is especially high. This medium, he feels, is grossly undersold and is, in fact, a victim of its own practitioners.

"The fact that there are 25-odd million cars with radios—that 90% of the new cars have radios—that radios are outselling television sets—the multiplicity of radio sets within homes —all these things show that radio is an accepted service," he maintains.

"Programming should be tailored to play up to the specialized audiences—the people listening in cars, in the kitchen, in the bedroom, on beaches. The people in the business have been guilty of talking radio down. We must realize what a medium we have, and sell it affirmatively."

Like the specialized programming he advocates for radio, "selective" programming in his view is a must for television. He is convinced that TV audiences become more and more selective and, unless programs keep pace, will cease to be audiences in any valuable sense.

The union of theatre operators and radio-TV operators, he believes, will prove valuable to ABC for a reason not calculable in dollars: Theatre men, dependent for their livelihood upon recognizing and anticipating local tastes and needs, can utilize this grass-roots sensitivity with high effectiveness in radio-TV programming.

Leonard Harry Goldenson was born Dec. 7, 1905, in Scottdale, Pa., the son of Lee and Esther Goldenson. His father owned an investment interest in the local theatre houses, which presumably led to free tickets for young Len and unquestionably led to his infection by the theatre bug.

After Harvard College—he graduated in 3½ years—and a six month term with a Pittsburgh brokerage house, he went through Harvard Law School and passed the Pennsylvania Bar examinations. Then to Pittsburgh for a few months and then the trip to New York, where, history will show, he proved himself more intuitive than the Paramount officials to whom he went first in his quest for a job. They turned him down.

After his nine months of job-looking he accepted a clerkship in a law firm, a prerequisite to law practice in New York.

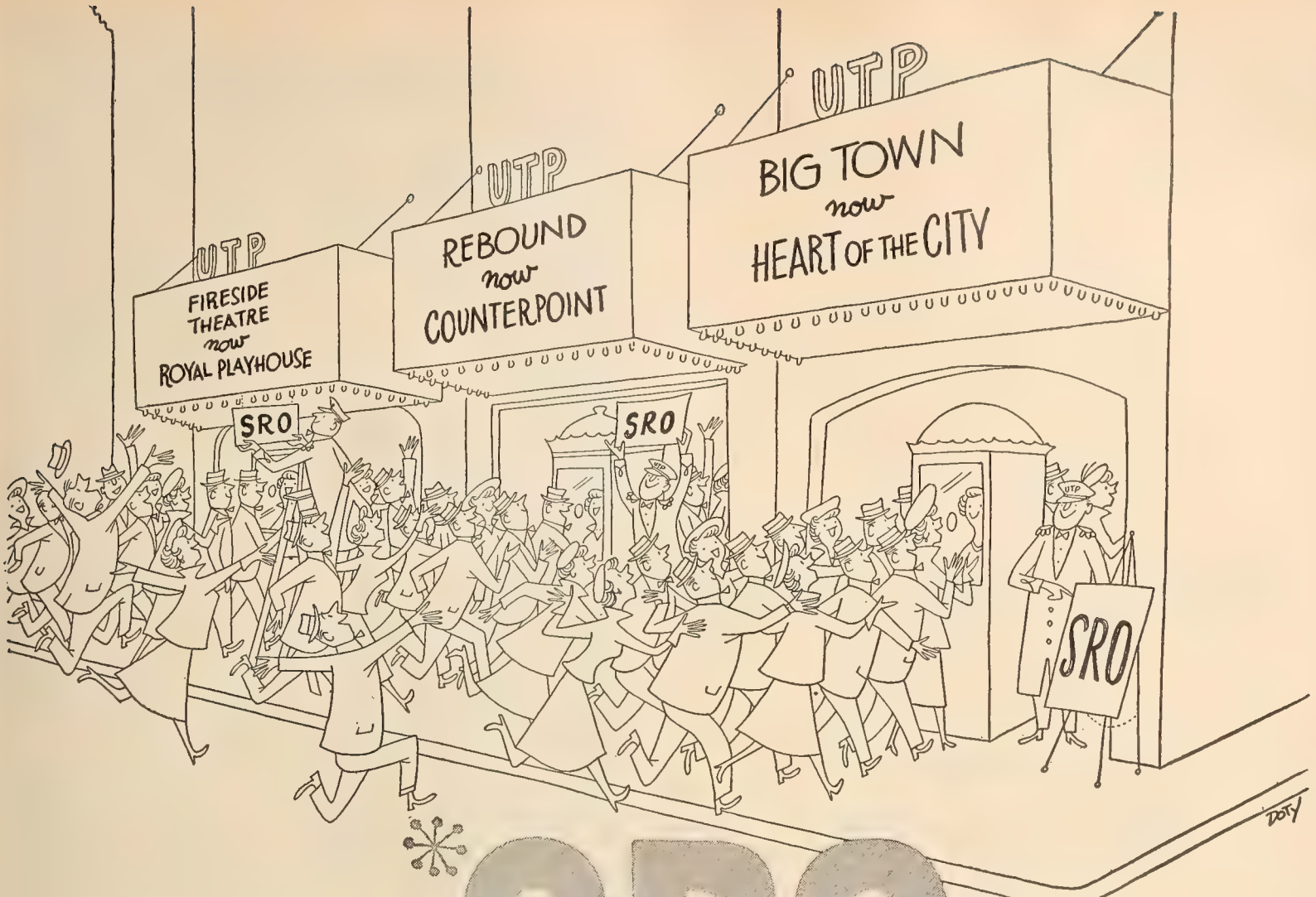
In 1933 the attorney for the receivers for Paramount Pictures invited him to reorganize the company's New England theatres. He accepted and was on his way. In the fall of 1937 he joined Frank Freeman, then in charge of Paramount's theatre operations, as assistant—a trouble-shooting job that kept him on the move around the U. S. until December 1938, when Mr. Freeman transferred to the West Coast and Mr. Goldenson was asked to look after the theatre interest. He was elected vice president in charge, as well as a board member, in 1941.

This situation prevailed until, as a result of a federal anti-trust suit, Paramount was forced to get rid of its theatre interests. Mr. Goldenson was elected president of United Paramount Theatres, the office he held at the time of the ABC merger.

As an indication of the scope of AB-PT theatre operations, the company owns some 651 theatres outright, has an interest in 57 others, and netted almost $7 million after taxes last year (as UPT, before the merger). It has been consistently active in theatre TV, and, among its other interests, owns 50% of Microwave Assoc. Inc., a small electronics manufacturer.

Mr. Goldenson likes tennis when he has time for it, but his real hobby is almost a profession: The United Cerebral Palsy Assn. He and his wife, the former Isabelle Weinstein, whom he married Oct. 10, 1939, are co-founders of UCP and he is president. A major portion of their time, apart from his AB-PT hours, is devoted to the UCP project, which in its third year, just completed, raised some $4 million to aid those with cerebral palsy.

The Goldensons have three children: Genise. 9; Loreen, 4½, and Maxine, 2½.



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Smash TV box-office! That was the story with every one of these big shows during their first run . . . and it's the same story now that they're again being brought to anxious TV audiences. Here's a real bonanza for local and regional advertisers! An unusual opportunity to cash in on a prestige name show at low cost. A once-in-a-blue-moon chance to send sales zooming as never before. Name your show, name your market . . . and you can just about name your sales ticket. Don't delay . . . contact UTP today!

Write or Phone for Complete Details



ROYAL PLAYHOUSE
(Fireside Theatre)
The highest rated dramatic film program in its first run as "Fireside Theatre." Series of 52 half-hours, each a hit. Produced by Bing Crosby Enterprises. Outstanding audience-compelling, sales-building TV series.



COUNTERPOINT
(Rebound)
26 half-hour dramatic suspense shows with tremendous adult appeal; hard-hitting shock and surprise endings. Produced by Bing Crosby Enterprises. Voted "best" by Nat'l Foundation for Psychological Research.



HEART OF THE CITY
(Big Town)
A leader in national ratings. Famous half-hour series that scored smashing successes for Lever Brothers as "Big Town." Features popular radio-TV characters, crusading reporters Steve Wilson and Lorelei Kilbourne.

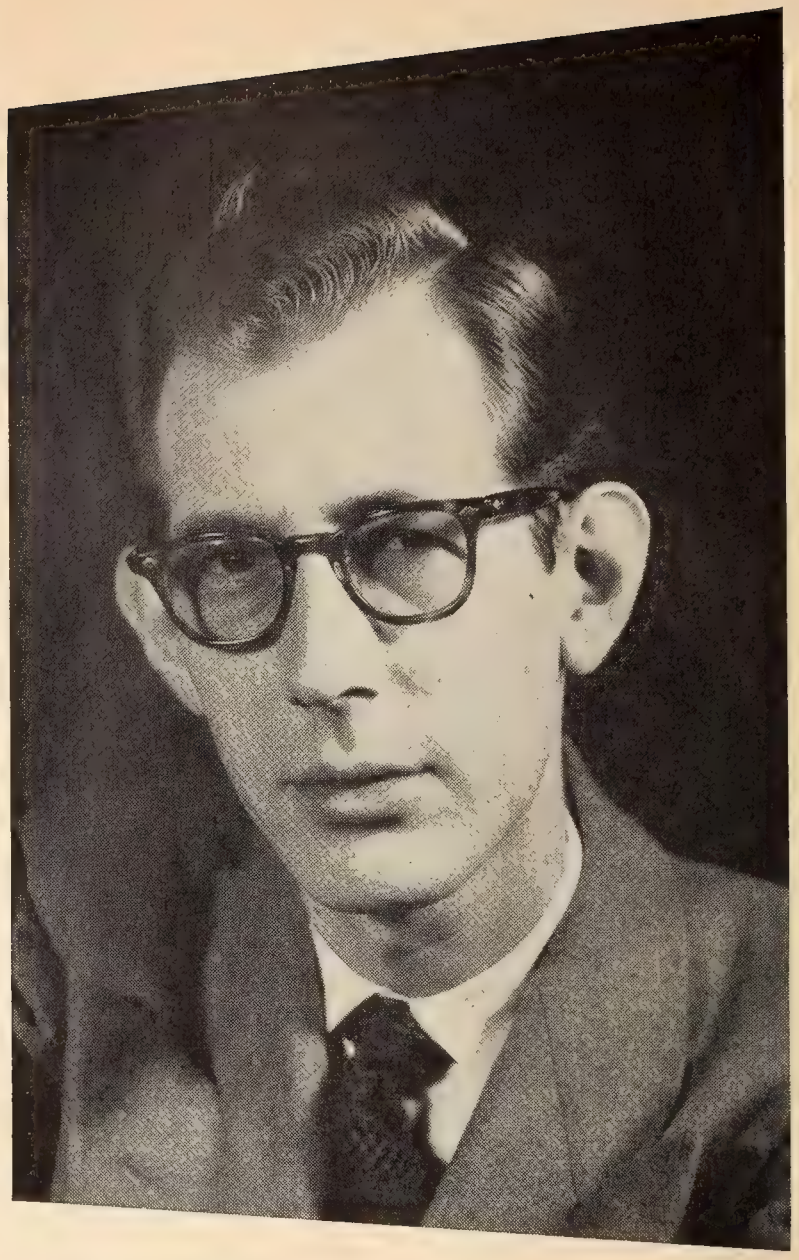
GOOD NEWS! "FIRST RUNS" STILL AVAILABLE IN MANY MARKETS...IF YOU HURRY!

3 more great shows from

UNITED TELEVISION PROGRAMS Inc.

**standing room only*

New York, 444 Madison Avenue, PL 3-4620 • Chicago, 360 North Michigan, CE 6-0041 • Hollywood, 140 North La Brea, WE 8-9181



Another Reason Why WPTF is North Carolina's Number One Salesman

All-Around Guy . . . SAM BEARD

If you want more sales in North Carolina, Sam Beard's your boy. He's Mister Versatility at WPTF which has more Tar Heel listeners than any other station. His daily quiz show "Time Out" pulls 70,000 letters a year. An Esso Reporter for 11 years, he also does his own 2 PM commentary. He's at ease with the Governor or emceeing the college proms. He's an all-around guy on the team which makes WPTF the Number One Salesman in North Carolina, the South's Number One State.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

April 6, 1953 Vol. 44, No. 14

BASEBALL SPONSORSHIP: A $35 MILLION PACKAGE

Upward and upward go the yearly totals involved in radio-TV coverage of baseball. Again this year, B•T runs down the major league and some of the minor league contracts as another season is about to get underway.

MAJOR and minor league baseball will be heard and seen this season over 1,200 radio and nearly a score of TV stations—a $35 million package of play-by-play coverage and adjacent baseball programs.

Supported by TV's increased audience, the baseball clubs will benefit by nearly $5 million from sale of radio and video rights, bringing the excitement and drama of the games into nearly all of the nation's homes and stimulating interest in the sport.

When the major league season opens next Monday in Washington, the game (New York Yankees vs. Washington Senators) will receive nationwide coverage on both radio and TV. Then the season will settle down to a pattern of national and regional coverage of the daily National and American League games plus assorted hookups and individual stations that carry minor league contests.

All-Star Game Coverage

In early July the annual All-Star game will receive nationwide coverage and finally the World Series will wind up the seven-month campaign of pre-season, regular season and post-season competition.

All 16 of the major league teams have sold radio rights. In all but three cities (Milwaukee, St. Louis and Pittsburgh) contracts have been signed for telecasts of games. The TV contracts range from all home games in some two-club cities to around 50 games in Washington.

Dominating the major league sponsors are 14 breweries. Joining them are three tobacco and three oil companies.

Since the Dept. of Justice took a close squint at sports radio-TV contracts a few years ago, the American and National leagues have stayed out of negotiations. All contracts are now signed separately by the individual clubs and the leagues no longer maintain radio-TV offices.

TV Play-by-Play: $3 Million

The national radio setup has not suffered because of TV's impact, judging by a survey of major league cities conducted by B•T. Television still draws frowns from club owners who fear its impact at the gate while enjoying fruits of video rights. TV play-by-play has developed into a $3 million project. Radio is less of a worry to operators of baseball teams, who receive substantial income from sale of these aural rights.

While the total number of radio stations carrying games is probably less than was the case two years ago when Liberty Network was operating, it still is the most important single element in the spring-summer broadcast industry. MBS will repeat its *Game of the Day* on several hundred stations. For the first time MBS has scheduled some 24 minor league games.

Thirty-eight minor leagues embracing 292 clubs will operate this season compared to 43 leagues and 324 clubs a year ago.

200 MBS Outlets for Beer Firm

Falstaff Brewing Co., St. Louis, will sponsor games on 200 MBS stations, through Dancer-Fitzgerald-Sample. An undetermined but large list of stations will carry the MBS games on a local co-op basis. A five-minute post-game feature, *Baseball Scoreboard*, will be sponsored on a Monday-through-Saturday basis over MBS under sponsorship of R. J. Reynolds Co. (Camels, through Wm. Esty Co.), with General Mills as Sunday sponsor (Wheaties, through Knox Reeves).

MBS announcers this season will be Al Helfer, Dizzy Dean, Art Gleeson and Gene Kirby.

Cost of television rights to play-by-play coverage has moved upward. Some complaints of club owners that TV was murdering the gate seem to have subsided and the owners are getting substantial shares of their total income from sale of radio and television privileges.

At the weekend Pittsburgh remained a TV holdout, a situation marked by a one-station problem and a low-rated team. New element in the Pittsburgh situation is WENS (TV), slated to take the air in mid-summer. At that time WDTV (TV), the DuMont station that has had the field to itself for some years, will have its first local competition. Larry H. Israel, with WDTV some time, is a managing partner in WENS as well as vice president-treasurer of the Pittsburgh baseball club. The ball team has repeatedly invited bids on Pirate play-by-play but has never permitted games on TV.

No TV Baseball in St. Louis?

St. Louis, also a single-station market with KSD-TV, carried five games last year but had no plans at the weekend to sign a 1953 contract.

Shift of the Boston Braves team to Milwaukee adds another major league city to radio coverage. Eventually Milwaukee's regional radio hookup may draw stations from the extensive network fed out of Chicago. The Braves received bids for television coverage of away games. Here again the single-station problem was involved and nothing has been done about television. A second station will start soon.

In estimating the value of the radio-TV baseball package, an accepted formula is based on the premise that the total rights-facilities-programming figure is more than double the cost of rights (about $5 million). Including minor leagues, the basic package figure for baseball will run at least $12 million and perhaps reach $15 million.

At this point the adjacencies enter the picture. In a lot of cases the pre-game and post-game programs produce as much or more revenue to stations than the actual play-by-play. Dugout and review programs concededly draw large audiences. On the basis of contracts signed one



FIRST sponsorship of its TV show was announced by Bank of the Manhattan Co., New York, at a banquet. The show, *Happy Felton's Knothole Gang*, will be on WOR-TV New York preceding all 1953 Brooklyn Dodgers home baseball games. At banquet (l to r): Richard Garlock, bank's advertising manager; Wickliffe Crider, Kenyon & Eckhardt vice president and radio-TV director; L. C. Marshall bank's president; Happy Felton, show's m.c.; Dwight Mills, K&E executive committee chairman; Ben La Rue, WOR-TV; Glenn Wiggins, K&E vice president and account supervisor; Robert Kent, bank's assistant advertising manager.

week before opening of the season, station and network adjacencies involve a round figure of nearly $20 million.

Three other elements then enter the picture. First, hundreds of stations sell segments of daily games, complete games or spots inside the games, to local advertisers. This is the case in several hundred stations carrying the MBS *Game of the Day*. Second there is lucrative revenue from sale of assorted spots around the sports package. Finally there is the hard-to-estimate pre-season coverage from training camps.

In the case of TV there are no large network hookups with the exception of a few special contests. Regional feeds come out of several cities.

Some examples of adjacencies are the MBS *Scoreboard*, Frankie Frisch *Clubhouse Interviews* on WPIX (TV) New York and Household Finance *Double-Header Stretch* between Giant doubleheader broadcasts on WMCA.

The season's major league opener next Monday will be carried on ABC-TV network. Falstaff beer (Dancer-Fitzgerald-Sample) will sponsor the game on 18 ABC-TV stations (not including WABC-TV New York). Another 39 ABC-TV stations will carry the opener on a co-op basis. WTTG (TV) Washington, which has a Senators schedule lined up, under National Bohemian beer auspices, will feed the opener to WAAM (TV) Baltimore, American beer; WTVR (TV) Richmond, National Bohemian; WPIX New York, and WNHC-TV New Haven, Ballantine beer.

Atlantic Refining Co., Philadelphia, placing through N. W. Ayer & Son, Philadelphia, has been in baseball nearly a score of years. Its 1953 project is larger than last year. Coverage

For layout of baseball pictures, see page 103.

is concentrated in its eastern marketing area, including New England, New York, Pennsylvania, New Jersey and several other Seaboard states.

Atlantic shares sponsorship in such cities as Boston, Providence, Philadelphia and Pittsburgh (see details below). At the weekend the Pittsburgh situation had not been finally worked out. but as usual Atlantic set up will feature Rosy Rowswell and Bob Prince over WWSW Pittsburgh and a score of stations in the tri-state area. In New York State, Atlantic shares radio play-by-play of Yankee games on a large hookup but does not incude New York City.

The New York teams will be covered intensively by radio and TV.

Ballantine beer will sponsor New York Yankee games, home and away, on WINS New York, except the third and seventh innings which will be sponsored by White Owl Cigars. J. Walter Thompson Co. is Ballantine's agency with Young & Rubicam handling White Owl. Commentators are Mel Allen, Jim Woods and Joe E. Brown.

Ballantine and Atlantic White Flash gasoline (N. W. Ayer) will co-sponsor Yankee games on a 29-station network, alternate days. Ballantine again will provide two innings for White Owl. Lehigh Valley Coal Co., through Ruthrauff & Ryan, will sponsor pre-game and post-game quarter-hours. Jeff Davis will handle Atlantic cut-in announcements.

On the Yankee baseball network are:

WROW Albany, WKOP Binghamton, WXRA Buffalo-Kenmore, WCLI Corning, WKRT Cortland, WWHG Hornell, WICY Malone, WALL Middletown, WGNY Newburgh, WSLB Ogdensburg, WEAV Plattsburg, WKIP Poughkeepsie, WVET Rochester, WNBZ Saranac Lake, WNDR Syracuse, WRUN Utica, WDLA Walton, WATN Watertown, WLAD Danbury, WKNB Hartford-New Britain, WAVZ New Haven, WBEC Pittsfield, WACE Springfield, Mass., WKBI St. Mary's, Pa., WATS Sayre, Pa., WQAN Scranton, WVPO Stroudsburg, WLYC Williamsport and WSKI Montpelier, Vt.

Tight Schedule

TITLE of most-baseball-minded station is claimed by KSFO San Francisco, which has 334 games on its 1953 schedule. KSFO will carry MBS *Game of the Day*, starting as early as 10:30 a.m. under Falstaff Brewing Corp. sponsorship Monday through Saturday. KLOK San Jose will carry Sunday MBS games.

Seals games are heard at 1:25 p.m. Wednesday, Saturday and Sunday, and 8:10 p.m. Tuesday, Thursday and Friday. Lucky Lager Brewing Co. co-sponsors Seals broadcasts. Don Klein voices Seals action for the fifth year. The Seals season opened last Tuesday.

All 154 Giants games will be sponsored on WMCA by Liggett & Myers, through Cunningham & Walsh, with Russ Hodges and Ernie Harwell at the mike. A quarter-hour, *Double Header Stretch*, has been sold to Household Finance Corp. through Needham, Louis & Brorby. A Giant radio network under Liggett & Myers sponsorship thus far includes nine stations.

WMGM will carry Brooklyn Dodgers games with Schaefer beer and American Tobacco Co. (Lucky Strike) as sponsors. BBDO handles both. Red Barber, Vince Scully and Connie Desmond will announce. A Dodger network was used last year but has not been set up thus far.

Television coverage of Yankee home games will be carried on WPIX (TV) by Ballantine beer (J. Walter Thompson Co.). Mel Allen, Jim Woods and possibly Joe E. Brown will do play-by-play. The last-named will do pre- and post-game features for R. J. Reynolds Tobacco Co. for Camel and Cavalier cigarettes through Wm. Esty & Co.

Cigarette Firm Sponsors Giants

WPIX also will telecast Giants home games. Liggett & Myers will sponsor, through Cunningham & Walsh. Russ Hodges and Ernie Harwell will announce.

Brooklyn Dodgers home games will be telecast on WOR-TV by Schaefer and Lucky Strike. Adjacent features have been sold to Associated Oil Co. (Lennen & Newell) and Bank of Manhattan Co. (Kenyon & Eckhardt).

Frankie Frisch, former big-league baseball player and manager, will star in a 10-minute post-game show, *Clubhouse Interviews*, after all Giant home games on WPIX starting April 16. Show will be sponsored by New York Lincoln-Mercury Dealers Assn., composed of 90 dealers in the New York metropolitan area, through Kenyon & Eckhardt, N. Y.

WNHC-TV New Haven has made arrangements to carry weekend home games of the Yankees and Dodgers on feeds from WPIX New York (Yankees) and WOR-TV New York (Dodgers). Dodger games are co-sponsored by American Tobacco Co. (Lucky Strike) and Schaefer beer, both through BBDO.

Atlantic Refining Co. (N. W. Ayer & Son), Narragansett Brewing Co. and Liggett & Myers Tobacco Co. (both Cunningham & Walsh, Boston) will share all Boston Red Sox games on WHDH Boston which in turn will feed a 36-station New England network under same sponsorship. Pre-game and post-game features totaling over $110,000 have been sold.

WNAC-TV and WBZ-TV Boston will share the Red Sox games, with WJAR-TV Providence as part of the project.

Starting last Wednesday, Kaiser-Frazer Corp. is sponsoring 32 segments of *Today* on NBC-TV with baseball as a sales motif. A baseball contest will open April 20, with autos included among prizes. Agency is William H. Weintraub & Co., New York.

Coverage of the Washington Senators will reach record proportions this season. National Brewing Co. will co-sponsor the complete schedule with Phillips appliance stores on WWDC Washington. The two sponsors will divide each game into two segments on a rotating basis. Norman Almony, National's advertising director, is directing the project. Agency is Kenyon & Eckhardt, New York, for National's Bohemian beer. Cohen & Miller, Washington, is the Phillips agency.

WWDC will key a 30-station daytime network reaching into Pennsylvania, Maryland, West Virginia and Virginia, with possibility that a North Carolina leg will be added. A small hookup will carry night games. National is making the game available to network stations on a 4½-inning basis, with the other half of the contest available for local sale.

47 Senators' Games on TV

National will telecast 47 Senators games on WTTG (TV) Washington, with 23 of the games away. The purchase of Senators' radio-TV rights is reported to have been a quarter-million-dollar package on a two-year basis. Announcers will be Arch McDonald, Bob Wolff and Bailey Goss on both radio and television.

Stations on the Senators' radio hookup are: Maryland—WFMD Frederick, WARK Hagerstown, WKIK Leonardtown, WCUM Cumberland, WASA Havre de Grace, WASL Annapolis, WCEM Cambridge; Virginia — WFVA Fredericksburg, WTON Staunton, WNNT Warsaw, WSTK Woodstock, WINC WRFL (FM) Winchester, WANT WRVB (FM) Richmond, WREL Lexington, WVEC Hampton, WLVA Lynchburg, WRIS Roanoke, WEVA Emporia, WCHV Charlottesville; West Virginia—WKYR Keyser, WEPM Martinsburg; Pennsylvania—WARD Johnstown, WHVR Hanover.

American Brewery, Baltimore, will telecast 46 Senators games, home and away, on WAAM (TV) Baltimore. American's agencies are Kuff & Feldstein and Elmer B. Free, both of Baltimore. No Senators games will be telecast on WAAM when the Baltimore Orioles are playing at home. Baltimore radio-TV stations and civic groups are conducting an intensive promotion drive in cooperation with the Orioles to stimulate fan interest in the minor league team following recent failure of the St. Louis Browns to move to the city.

Orioles on WITH

American also is sponsoring the complete Orioles schedule on WITH Baltimore. Out-of-town games will be reconstructed. WITH will feed the games to WNAV Annapolis. Radio rights are said to involve over $60,000.

WMAR-TV Baltimore will telecast 25 home games of the Orioles on Thursday nights and Sunday afternoons. Gunther Brewing Co., Baltimore, is sponsor. The account is placed through Biow Co.

Miller Brewing Co. has signed a five-year pact for radio rights to all Milwaukee Braves games. Unusual feature is the joint origination of games by WTMJ and WEMP-AM-FM, with WTMJ feeding supplemental regional network coverage involving 10 to 15 stations in Wisconsin, Upper Michigan and Minnesota. Price of the package was not disclosed, but it

was understood to exceed $1 million. Miller account is handled by Mathisson & Assoc., Milwaukee.

The Braves rejected bids for TV coverage, though it was reported that WCAN had offered $1 million for radio and TV privileges. WCAN-TV is scheduled to begin operation on Ch. 25 soon.

Tentative station lineup on Braves' games includes, in addition to WTMJ and WEMP: WISC Madison, WNAM Neenah, WCRO Richland Center, WKTY La Crosse, WOSA Wausau, WLIN Merrill, WDSM Superior and others in smaller communities not yet set.

Earl Gillespie, WEMP, and an announcer from WTMJ, will handle commentary, with road broadcasts live. WEMP has carried Milwaukee Brewers contests for 13 years and has been airing Braves exhibition games.

Eventually, many Wisconsin outlets now carrying some Chicago Cubs games through the Midwest Baseball Network are expected to cover the Braves, though the Cubs network is slated to remain substantially intact through this year [CLOSED CIRCUIT, March 30].

Braves Not on TV

Braves owner Lou Perini had indicated earlier that only Braves' road contests would be televised if station time and sponsor arrangements could be worked out. He finally turned down all TV, though Miller Brewing Co. and others reportedly were interested.

Walter Damm, general manager of WTMJ-AM-TV, had told B•T earlier it was questionable whether WTMJ-TV would carry any road games because of network clearance and time problems.

WTMJ-AM-TV will carry four remote simulcasts April 8 when the Braves team arrives in Milwaukee.

WGN-TV Chicago, for the sixth consecutive year will telecast all daytime home games of the Cubs and White Sox on exclusive basis. Co-sponsors are Theodore Hamm Brewing Co., through Campbell-Mithun, Minneapolis, and Liggett & Myers Tobacco Co. (Chesterfield cigarettes), through Cunningham & Walsh, New York.

The schedule does not include night games —the Cubs are the only major league team without lighting equipment and the Sox have adopted a policy, like some other clubs, against night telecasts. Jack Brickhouse and Harry Creighton will describe the games, starting with the city series April 10.

Cubs on 15 Outlets

L & M again will sponsor radio coverage of Cubs home and road games on WIND Chicago, independent outlet, with Bert Wilson handling commentary. The broadcasts also will go out over 14 other stations comprising the Cubs network.

Radio coverage of all Sox games will be sponsored on WCFL Chicago by General Cigar Co. (White Owls), through Young & Rubicam; Sinclair Refining Co., through Morey, Humm & Johnstone, and General Finance Loan Co., through Gordon Best Co. Bob Elson will announce all games, traveling with the team. Sponsorship will be on a rotating basis, it was understood.

As in Milwaukee, station, time and sponsor problems—not to mention indecision of club owners—may conspire to keep the Browns and Cardinals off local TV in St. Louis, another single-station TV market.

Griesedieck Bros. Brewery Co. for the ninth year has radio rights to all Cards home and away games, on WIL, which will feed a special network of perhaps 100 stations. Agency for Griesedieck is Ruthrauff & Ryan, Chicago.

George Burbach, general manager of KSD-TV St. Louis, told B•T that while some advertisers had shown interest in TV coverage, "no agreement has been signed yet." He said KSD-TV would be willing to carry some games depending on dates, time and sponsorship. The station carried five games last year.

Griesedieck's radio coverage of Cards' games is not clashing in any way with the fact that the team is owned by the rival Anheuser-Busch Co. Griesedieck has first refusal rights on TV coverage.

Browns on KMOX

Complete Browns' home and away schedule will be broadcast by KXOK and, occasionally for certain games, by KMOX in St. Louis, it was understood. Falstaff Brewing Corp. will pick up the radio tab, with plans set for a network of stations in Illinois, Missouri and Iowa, according to a Falstaff official. This would be similar to last year's schedule. Falstaff, represented by Dancer-Fitzgerald-Sample, New York, plans partial regional coverage of Chicago Cubs games, MBS' Game-of-the-Day and a 16-station TV hookup for the New York Yankees-Washington Senators opening day clash.

The Milwaukee and St. Louis situations pose what may prove to be a major league problem. A blackout of local television could have a major effect on individual reciprocal agreements among National League clubs. Under league policy, such agreements provide that the visiting club may share in home TV receipts. Whether the Braves have signed such pacts is not known. The Cards reportedly have concluded agreements with at least four other clubs and are negotiating for one with still another.

May Upset Reciprocal Agreements

The American League has no such policy, a fact which stirred up a storm involving Browns' owner, Bill Veeck, and Eastern Division teams. Mr. Veeck wanted the Browns to share in TV road receipts but capitulated the past fortnight. In any event, it is conceded that in one-station TV markets this could possibly upset reciprocal agreements in the National League.

WJBK and WJBK-TV will carry Detroit Tigers games, with sponsorship by Goebel's beer (Brooke, Smith, French & Dorrance) and Speedway Petroleum Corp. (W. B. Doner Co.). WJBK will broadcast a complete 154-game schedule, feeding a regional network of about 30 stations in Michigan and parts of Ohio and Indiana. Van Patrick and Dizzy Trout will do commentary. WJBK-TV will carry some 35 weekday home games under a policy which bars TV on weekends, holidays and at night. WJBK has been carrying baseball for some years.

Burger Brewing Co. will sponsor radio broadcasts of Cincinnati Reds' home and road games on both radio and TV, with Midland Adv. Agency handling the account. Contract calls for 26 weekday home games on WCPO-TV, which will feed WHIO-TV Dayton, WLWC (TV) Columbus and WSAZ-TV Huntington, W. Va. WCPO radio will serve as originating outlet for some 30-plus outlets in Ohio, Indiana, West Virginia and Kentucky. Waite Hoyt, WCPO sports director-announcer, and Bob Gilmore will describe contests.

All Indian Home Games Telecast

WXEL (TV) Cleveland will telecast the entire 77-game home slate of the Indians, with Pfeiffer Brewing Co. picking up the bill. Agency is Maxon Inc. Additionally, WXEL may pick up perhaps a half-dozen out-of-town games and will feed WHIO-TV Dayton, WSPD-TV Toledo and WTVN (TV) Columbus. Bob Neal and Red James will describe games.

WERE has radio rights, as in past years, to the full home and road schedule of the Indians, with Standard Brewing Co. (Erin Brew) as sponsor. Agency is Gerst, Sylvester & Walsh, Cleveland. Jimmy Dudley will handle commentary. Plans for a 30-station regional network feed throughout Ohio, New York State and Pennsylvania are underway. This is the fourth year of Indian coverage for WERE and Standard.

Tulsa Oiler baseball will have its video debut May 12 on KOTV (TV) Tulsa, according to Grayle Howlett, club president, and John Hill, KOTV commercial manager. The seven-game series will be sponsored by Hamm Brewing Co., St. Paul, and will bring games of six clubs. Bill Sheil, KOTV, will do play-by-play with Mr. Howlett as guest commentator.



CONTRACT for sponsorship of Orioles games on WITH Baltimore is signed by American Brewery. At signing were (seated, l to r): Claude FitzSimmons, American Brewery president, and R. C. Embry, WITH vice president. Standing, Leiter FitzSimmons, of American; Martin Mirvis, WITH salesman, and Nick Campofreda, sportscaster.

ESTY SOLICITS 10% SPOT DISCOUNT

Following lead of Whitehall Pharmacal Co. for Anacin, William Esty agency solicits station representatives by letter for stations willing to give a spot client—not yet revealed—a 10% discount on radio spots for a guaranteed summer-long contract.

THE SPOT rate structure, already invaded by "midgets" and corroded by discount demands, was threatened further last week, B•T learned, as a leading New York agency canvassed station representatives for a list of stations willing to extend to "all" advertisers a 10% discount in return for a non-cancellable April-to-September contract.

The canvass was made in a letter from the William Esty Co., signed by Richard Grahl, radio timebuyer for the agency. The letter made no mention of the specific advertiser for whom the agency is soliciting the discount, but Esty's list is known to include the following spot clients: Colgate-Palmolive-Peet Co., R. J. Reynolds Tobacco Co. (Camel and Cavalier cigarettes) and National Carbon Co.

Only 4 Stations Favorable

The letter—which in fact asked if the stations would extend the discount to "all advertisers"—obviously was referring to the precedent achieved by the Whitehall Pharmacal Co. for Anacin [B•T, March 23]. The Esty letter was sent to about 35 station representatives. At least 30 are reported to have responded, with only four stations indicating they would give the 10% discount for the firm contract. All the other stations, through their representatives, were reported to have said they would not grant the discount.

The Esty agency felt it was defending its clients by canvassing the possible rebate. In effect the agency feels that if such a deal is granted to one advertiser it should be done for all advertisers—in fact, is required by the standard AAAA contract. Universal acceptance of the Anacin offer thus would establish, in effect, a new summer spot rate.

Meanwhile, John F. Murray Adv., the Whitehall agency for Anacin, reportedly has achieved "an appreciable percentage of stations that have agreed" to grant the discount on those terms. B•T estimates that at least three quarters of the estimated 150 stations being used have not made the discount. The latter stations carrying the spots have a two-week cancellation clause. Thus, if Anacin should need the money for a network show it might cancel those contracts.

In explaining their position, the Anacin people maintain the 10% is an equitable bonus for the advertiser freezing his money on those outlets for that length of time. Moreover, it is in the nature of a bonus to those stations which normally suffer a slump in the hot weather period covered by the contract.

Most of the outlets employed by Anacin in this campaign are high-powered stations in major markets.

Distributor Convinced

TELEVISION apparently can sell a product to the distributor as well as to the consumer. KKTV (TV) Colorado Springs reported last week that Meadowgold Ice Cream's sponsorship of the *Gene Autry* Show on the station, presented locally by "Sheriff Jim," resulted in a decision by the Grove Drug Store chain in Southern California to carry Meadowgold exclusively in its outlets. Commented drug chain owner Art Groves: "After watching the sales results obtained by the 'Sheriff Jim' commercials on the Meadowgold television show, I just can't afford not to go along with 'Sheriff Jim'."

Advertising Trades Fair

ADVERTISING Trades Institute, New York, has announced an all-advertising-trades exposition to be held at New York's Hotel Biltmore June 9-10. Titled "The Advertising Essentials Show," the trade fair has been established exclusively for advertising executives and buyers of advertising materials. Exhibit space is being provided for professions which service the advertising field, including film producers, photographers, art services and display producers. Each exhibitor will be given an opportunity to display latest advances in facilities serving the industry.



OBVIOUSLY pleased at opening of Liller, Neal & Battle offices in New York are (l to r): James L. Battle, partner, agency's Atlanta office; William W. Neal, partner; Robert Kane, account executive in charge of New York office; John Wyatt, partner, Wyatt & Schuebel, radio-TV department of LN&B, and Reggie Schuebel, W&S partner.

New Ad Agency Established As Platt, Zachary & Sutton



Mr. Zachary



Mr. Sutton

FORMATION of a new advertising agency, Platt, Zachary & Sutton Inc., with offices at 7 East 44 St., New York, and 31 Providence St., Boston, was disclosed last week.



Mr. Platt

Rutherford Platt, agency president, said that the 28-year-old Platt-Forbes agency with its employes is being merged into the new company. Partners with Mr. Platt are George G. Zachary, who has resigned from Lennen & Newell, and Felix M. Sutton, from Grey Advertising.

Some of the accounts with which P Z & S begins operation are Howe Folding Furniture, National Distillers Products Corp., Oxo Beef Cubes and Fluid Oxo, Paterson Parchment Paper Co., Robinson Aviation Inc., and Selchow & Righter Co.

Manufacturers Urged to Aid Merchandising Effort

ADVERTISING agencies and manufacturers were advised Wednesday by Max E. Buck, director of advertising and merchandising for WNBC-WNBT (TV) New York, to cooperate with retailers on merchandising plans and not to indulge in a practice he called "mooch-andising."

In a talk before the Merchandising Club of New York, Mr. Buck drew upon his experience as sales and advertising manager of the Kings super market chain in northern New Jersey to hammer home the point that manufacturers and agencies, as well as retailers, should be "generous in terms of ideas, work and splitting the cost of promotion."

Mr. Buck was critical of special "deal packs," which he said some manufacturers offer to consumers, such as "buy one package at regular price and get the second package for five cents," adding:

"When a retailer sells two packages, he's entitled to two profits. When you charge him five cents for the second package and expect him to sell it for five cents, you are cheating him of the money it cost him to handle, warehouse, ship, display and sell it. And he isn't fooled by hysterical claims about the traffic-building value of such deals. He knows that whatever value the deal has will be neutralized by his competitor who has the same thing."

RADIOS IN CARS SELL IOWA MEN!



63.7% LISTENED TO THEIR CAR RADIOS TODAY!

"I heard about it in the car, this morning". That's a familiar phrase, anywhere in America — and *more* than familiar in Iowa.

Out here, automobiles are used more than you probably realize. There are no subways or commuter trains in Iowa. More than 58% of all Iowa families own radio-equipped cars. The 1952 Iowa Radio-Television Audience Survey shows that 63.7% of the men stated that they "used the car radio today". Twice as many men "listen most" to Station WHO, than to the next Station.

This is a plus-audience that radio, *and radio alone*, gives you in Iowa. It is an especially *good* audience because a large part of it hears your message while traveling to the store where your merchandise is sold.

If you have not yet received your copy of the 1952 Survey, write us or ask Free & Peters. Hundreds of advertising men call it *the most valuable book in their data files.*

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Absentee Buyers

CONSIDERABLE advertising on Canadian radio and TV is placed through U. S. advertising agencies, according to a survey of national business placed on Canadian stations. Almost 700 national advertisers are using Canadian broadcast stations, and their advertising was placed by about 150 agencies. Of these, about 85 have offices in Canada, either as Canadian agencies or branches of American agencies. Nearly 25 American agencies now have one or more offices in Canada.

Samish Leaves DF&S; Kabaker Goes to New York

ADRIAN SAMISH, vice president and director of radio and TV, Dancer-Fitzgerald-Sample, New York, for the past seven years, has resigned, it was announced last Tuesday.

Mr. Samish feels his time should be concentrated entirely on building radio and television programs. His future plans were not announced, however.

Alvin Kabaker, vice president in charge of the Hollywood office of DF&S, is moving to New York and will head the programming department. He has been with the agency for the past 15 years, five spent in the Hollywood office supervising radio and television programs there.

NEW BUSINESS

(Also see pages 104-105 for earlier NEW BUSINESS news)

Spot

Charles Antell Inc. (hair preparations) to sponsor RCA Recorded Program Services' *Aunt Mary,* syndicated daytime serial, on WIRE Indianapolis and WCAE Pittsburgh (quarter-hour, five times weekly). Agency: TAA Inc., Baltimore and N. Y.

Flo-Ball Pen Corp., L. A., starts radio-TV spot announcement campaign in Chicago and Milwaukee the end of April for two weeks. Agency: BBDO, L. A.

The Ethyl Corp., N. Y., will sponsor a quarter-hour TV sports show produced and distributed by Screen Gems Inc., called *The Big Playback* effective May 15, in approximately 35 markets. Time will be bought on regional basis. Agency: BBDO, N. Y.

Frawley Corp., Culver City, Calif. (Paper-Mate pens), renews spot announcement schedule on KECA-TV, KNBH (TV), KNXT (TV) and KTLA (TV) Hollywood, for 52 weeks from week of April 13. New campaigns have started in Milwaukee, Cincinnati, Detroit and Houston. Agency: Erwin, Wasey & Co., L. A.

Network

Pet Milk Co., St. Louis, to sponsor *Ted Mack's Original Amateur Hour* on NBC-TV, Sat., 8:30-9 p.m., effective April 25. Program replaces *All Star Revue* on 53 stations live and by kinescope on seven additional stations. Agency: Gardner Adv., St. Louis.

Kaiser-Frazer Corp., in addition to its spot campaign [B•T, March 30] effective April 1 launched its spring drive on behalf of the Kaiser car, using participations on *Today* on NBC-TV, 7-9 a.m., EST and CST. Agency: William H. Weintraub Co., N. Y.

NETWORKS' RADIO-TV GROSS SALES EXCEEDS $28.5 MILLIONS IN FEB.

Publisher Information Bureau figures disclose that this represents less than a 1% gain over the previous February. Also released by PIB are further breakdowns of the January 1953 network billings for radio.

GROSS TIME sales of the nationwide radio and TV networks in February amounted to $28,579,838, according to Publishers Information Bureau. Figure is nearly the same (plus 0.7%) as for February 1952 when the combined gross was $28,374,497.

Network radio gross billings dropped 6.6%, from $13,560,894 in February 1952 to $12,659,810 this February. TV gross in the same period rose 7.5%, from $14,813,603 a year ago to $15,920,028 this year.

For the January-February period the combined radio-TV network time sales are 3% ahead of the opening two months of last year —$59,732,913 in 1953 to $57,965,567 in 1952. The 5.5% drop in radio network gross—from $28,080,405 a year ago to $26,537,525 this year—was more than offset by the rise of 11.1% in TV network gross—$33,195,388 now compared with $29,885,162 then.

PIB data for February and January-February, radio and TV, network by network, this year compared to last, show:

NETWORK RADIO

	Feb. 1953	Feb. 1952	Jan.-Feb. 1953	Jan.-Feb. 1952
ABC	$2,538,663	$3,177,970	$5,213,285	$6,479,449
CBS	4,670,089	4,788,507	9,826,493	9,949,904
MBS	1,638,075	1,600,399	3,424,209	3,299,681
NBC	3,812,983	3,994,018	8,073,538	8,351,371
Total	$12,659,810	$13,560,894	$26,537,525	$28,080,405

NETWORK TELEVISION

ABC	$1,481,032	$2,148,467	$3,085,924	$4,168,928
CBS	6,744,928	5,103,043	13,874,154	10,177,686
DuMont	873,539	748,544	1,856,333	1,465,692
NBC	6,820,529	6,813,549	14,378,977	14,072,856
Total	$15,920,028	$14,813,603	$33,195,388	$29,885,162

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	Total
Jan.	†$2,674,622	†$5,156,404	$1,786,134	$4,260,555	†$13,877,715
Feb.	2,538,663	4,670,089	1,638,075	3,812,983	12,659,810
Total	$5,213,285	$9,826,493	$3,424,209	$8,073,538	$26,537,525

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuMont	NBC	Total
Jan.	$1,604,892	†$7,129,226	†$982,794	†$7,558,448	†$17,275,360
Feb.	1,481,032	6,744,928	873,539	6,820,529	15,920,028
Total	$3,085,924	$13,874,154	$1,856,333	$14,378,977	$33,195,388

† Revised March 31, 1953.

Women's Selling Power

A SURVEY has been undertaken by the New York chapter of American Women in Radio & Television to determine the selling power of women in both radio and television. A project of the organization's industry study group, the survey was described as the "first step in a program to determine the influence of women in broadcasting, particularly the problems of daytime programming." Chairman of the study group is Helen Faith Keane, associate professor of retailing, New York U. The group has sent questionnaires to women broadcasters and expects to make results public by the end of May.

Census Releases TV Figures

OFFICIAL U. S. Census Bureau figures on radio and TV homes as of April 1950 in California, New Jersey and Tennessee have been released by the bureau. They show radio and TV homes as of April 1950. The TV figures (only percentage saturation is shown) apply to a period when only 5 million sets had been manufactured compared to 22 million TV sets at the present time. [For complete tables see FOR THE RECORD, page 111].

Earlier, PIB had released figures on January 1953 billings for radio networks. These show:

TOP TEN RADIO NETWORK ADVERTISERS IN JANUARY 1953

1	Procter & Gamble Co.	$1,162,515
2	General Foods Corp.	637,612
3	Miles Labs.	592,210
4	Sterling Drug	539,738
5	General Mills	538,243
6	Gillette Co.	519,058
7	Colgate-Palmolive-Peet Co.	424,738
8	R. J. Reynolds Tobacco Co.	364,553
9	Lever Brothers Co.	357,643
10	P. Lorillard Co.	353,509

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS

	January 1953	January 1952
Agriculture & Farming	$ 107,317	$ 59,987
Apparel, Footwear & Access.	82,705	23,405
Automotive, Automotive Access. & Equip.	598,107	406,608
Beer, Wine & Liquor	81,249	198,268
Building Materials, Equip. & Fixtures	71,650	72,676
Confectionery & Soft Drinks	246,220	547,130
Consumer Services	213,139	170,730
Drugs & Remedies	1,782,293	1,890,958
Food & Food Products	3,264,159	3,411,771
Gasoline, Lubricants & Other Fuels	445,538	474,508
Household Equipment	640,196	351,522
Household Furnishings	203,592	109,362
Horticulture	1,188	
Industrial Materials	148,437	216,403
Insurance	157,858	343,948
Jewelry, Optical Goods & Cameras	78,900	91,380
Office Equipment, Writing Supplies, Stationery	66,580	81,125
Publishing & Media	16,062	61,150
Radios, TV Sets, Phonographs, Musical Instruments & Access.	282,024	106,776
Retail Stores	1,236	948
Smoking Materials	1,295,189	1,770,437
Soaps, Polishes & Cleansers	1,191,727	1,556,733
Toiletries & Toilet Goods	2,429,711	2,076,320
Transportation, Travel & Resorts	63,196	91,312
Miscellaneous	409,442	364,482
Total	$13,877,715	$14,477,939

Source—Publishers Information Bureau

WETV
CHANNEL 47
MACON, GEORGIA

WDAK-TV
CHANNEL 28
COLUMBUS, GEORGIA

ANNOUNCE WITH PRIDE
THE
APPOINTMENT OF

Headley-Reed TV

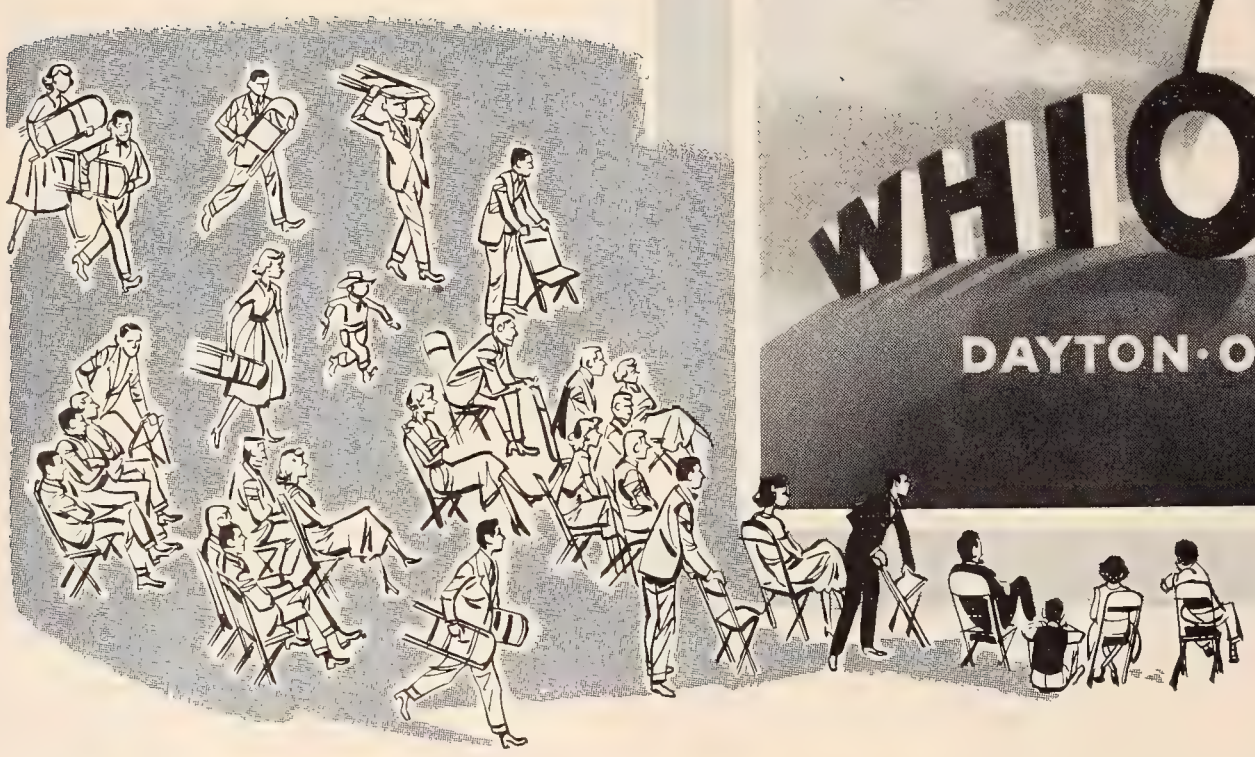
NEW YORK PHILADELPHIA CHICAGO ATLANTA HOLLYWOOD SAN FRANCISCO

AS

National Representatives

EFFECTIVE IMMEDIATELY

New notch for a top-notch audience!



WHIO-TV has moved to *channel* 7

Channel 7 now brings WHIO-TV into every television home in this rich Miami Valley, and everybody out here knows it! Here's something they don't know yet: WHIO-TV boosts its power to 316,000 watts in September and starts sending from the tallest television tower—1104 feet—in the country. Everything else is the same. Still the top audience in Dayton—still one of the richest markets—still one of the best buys you can find. Ask a George P. Hollingbery representative and find out more.

CBS TELEVISION NETWORK

ABC-DUMONT

whio TV AM FM

DAYTON OHIO

'Lucy' Away Out in Front In Nielsen's March TV Report

A. C. NIELSEN Co.'s first report for March, covering top TV programs for the two weeks ending March 7, places *I Love Lucy* (CBS-TV) first both in the number of homes reached and in the percentage of homes reached in each station area. The listings:

Rank	Program	(000)
1	I Love Lucy (CBS)	15,776
2	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	10,797
3	Colgate Comedy Hour (NBC)	10,751
4	Dragnet (NBC)	10,464
.5	Texaco Star Theatre (NBC)	10,288
6	Buick Circus Hour (NBC)	9,902
7	You Bet Your Life (NBC)	9,817
8	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	9,556
9	Pabst Blue Ribbon Bouts (CBS)	9,147
10	Gillette Cavalcade (NBC)	9,027

% OF TV HOMES REACHED

Rank	Program	Homes %
1	I Love Lucy (CBS)	72.6
2	Arthur Godfrey's Scouts (CBS)	59.3
3	Texaco Star Theatre (NBC)	58.2
4	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	52.6
5	Dragnet (NBC)	52.6
6	Buick Circus Hour (NBC)	50.8
7	Colgate Comedy Hour (NBC)	49.8
8	Gillette Cavalcade (NBC)	45.8
9	You Bet Your Life (NBC)	45.4
10	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	44.8

Copyright 1953 by A. C. Nielsen Company

Benny, Godfrey and 'Shadow' Top Multi-Market RadioPulse

THE *Jack Benny Show*, Arthur Godfrey and *The Shadow* took first place in popularity

TELESTATUS®

Weekly TV Set Summary—April 6, 1953—TELECASTING SURVEY

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	.....	.....
Amarillo	KGNC-TV, KFDA	18,046	.....
Ames	WOI-TV	131,369	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	215,000	.....
Atlantic City	WFPG-TV	.....	9,308
Austin	KTBC-TV	23,339	.....
Baltimore	WAAM, WBAL, WMAR-TV	467,417	.....
Bangor	WABI-TV	16,000	.....
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	151,000	.....
Bloomington	WTTV	221,800	.....
Boston	WBZ-TV, WNAC-TV	1,029,151	.....
Bridgeport	WICC-TV	.....	.....
Buffalo	WBEN-TV	336,931	.....
Charlotte	WBTV	307,805	.....
Chicago	WBBM-TV, WBNK, WGN-TV, WNBQ	1,363,674	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	402,000	.....
Cleveland	WEWS, WNBK, WXEL	739,702	.....
Colorado Springs	KKTV	16,500	.....
Columbus	WNBS-TV, WLWC, WTVN	279,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	246,871	.....
Davenport	WOC-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	272,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	19,545	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	246,871	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	233,961	.....
Greensboro	WFMY-TV	156,548	.....
Holyoke	WHYN-TV	.....	.....
Honolulu	KGMB-TV	17,597	.....
Houston	KPRC-TV	237,000	.....
Huntington-Charleston	WSAZ-TV	180,996	.....
Indianapolis	WFMB-TV	332,000	.....
Jackson	WJTV	.....	11,300
Jacksonville	WMBR-TV	109,000	.....
Johnstown	WJAC-TV	621,244	.....
Kalamazoo	WKZO-TV	241,832	.....
Kansas City	WDAF-TV	281,228	.....
Lancaster	WGAL-TV	212,412	.....
Lansing	WJIM-TV	171,350	.....
Lawton	KSWO-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,536,852	.....
Louisville	WAVE-TV, WHAS-TV	232,693	.....
Lubbock, Tex.	KDUB-TV	22,104	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	194,987	.....
Miami	WTVJ	174,700	.....
Milwaukee	WTMJ-TV	416,706	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	360,100	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Nashville	WSM-TV	107,108	.....
New Britain	WNKB-TV	.....	36,600
New Castle	WKST-TV	.....	27,763
New Haven	WNHC-TV	349,000	.....
New Orleans	WDSU-TV	174,485	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth Newport News	WTAR-TV	161,585	.....
Oklahoma City	WKY-TV	193,700	.....
Omaha	KMTV, WOW-TV	181,433	.....
Peoria	WEEK-TV	.....	18,075
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,217,138	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	584,000	.....
Portland, Ore.	KPTV	.....	72,839
Providence	WJAR-TV	284,000	.....
Pueblo	KDZA-TV	13,000	.....
Reading	WHUM-TV	.....	84,748
Richmond	WTVR	164,742	.....
Roanoke	WROV-TV, WSLS-TV	50,100	19,000
Rochester	WHAM-TV	177,500	.....
Rock Island	WHBF-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
St. Louis	KSD-TV	490,000	.....
Salt Lake City	KDYL-TV, KSL-TV	121,100	.....
San Antonio	KEYL, WOAI-TV	133,721	.....
San Diego	KFMB-TV	173,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	558,200	.....
Schenectady-Albany-Troy	WRGB	261,400	.....
Seattle	KING-TV	243,000	.....
Sioux City	WSBT-TV	35,556	.....
South Bend	KVTV	.....	30,669
Spokane	KHQ-TV, KXLY-TV	24,701	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	.....	.....
Syracuse	WHEN, WSYR-TV	217,263	.....
Tacoma	KTNT-TV	.....	.....
Toledo	WSPD-TV	224,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	142,360	.....
Utica-Rome	WKTV	89,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	443,680	.....
Wichita Falls	KWFT-TV	.....	.....
Wilkes-Barre	WBRE-TV	.....	52,000
Wilmington	WDEL-TV	132,121	.....
York	WSBA-TV	.....	28,534
Youngstown	WFMJ-TV, WKBN-TV	88,000	22,000

Total Sets in Use 22,594,040

Total Stations on Air 155* . Total Markets on Air 103*..

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U.S. however, is unduplicated estimate.

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
246,871
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

among top 10 evening, Monday-Friday daytime, and Saturday and Sunday daytime radio network programs, respectively, in Multi-Market RadioPulse for weeks of Jan. 2-8 and Feb. 1-7. List compares ratings for those months with those of November-December 1952. Also included are the average quarter-hour sets-in-use from November 1952 through February 1953 for the leading U.S. radio markets. Full lists follow:

EVENING

	Program Average Rating Jan. Feb.	Nov. Dec.
Jack Benny Show	9.6	7.9
Amos 'n' Andy	9.3	7.7
Lux Radio Theatre	8.6	7.7
Bergen-McCarthy	8.4	7.0
My Little Margie	6.9	
You Bet Your Life	6.8	6.2
Bob Hawk Show	6.6	6.0
Life With Luigi	6.6	5.9
Fibber McGee & Molly	6.5	6.0
My Friend Irma	6.5	

MON.-FRI. DAYTIME

	Program Average Rating Jan. Feb.	Nov. Dec.
Arthur Godfrey	7.6	7.6
Helen Trent, Eisenhower	7.1	7.1
Ma Perkins, Eisenhower	7.0	7.0
Our Gal Sunday, Eisenhower	6.9	7.0
Road of Life, Eisenhower	6.9	
Wendy Warren	6.7	6.8
Aunt Jenny	6.6	6.7
The Guiding Light	6.6	6.6
Young Dr. Malone	6.6	6.5
Perry Mason	6.4	

SAT. & SUN. DAYTIME

	Program Average Rating Jan. Feb.	Nov. Dec.
The Shadow	4.6	4.1
Stars Over Hollywood	4.6	4.4
Theatre of Today	4.6	4.4
True Detective Mysteries	4.4	4.1
City Hospital	4.2	3.9
Fun For All	4.0	3.7
Counterspy	3.9	3.8
Music With the Girls	3.9	
Give & Take	3.8	3.6
World News (5:30-6:00 Sun.)	3.8	

Videodex Rates 'Lucy' As March 1-7 Favorite

CBS-TV's *I Love Lucy* led the Videodex top 10 TV network programs for week of March 1-7:

	Program	No. of Cities	% TV Homes
1	I Love Lucy (CBS)	68	60.7
2	Godfrey & Friends (CBS)	64	49.3
3	Talent Scouts (CBS)	35	44.9
4	Texaco Star Theatre (NBC)	55	42.7
5	Dragnet (NBC)	61	42.1
6	Comedy Hour (NBC)	69	40.3
7	Groucho Marx (NBC)	71	40.2
8	Your Show of Shows (NBC)	62	37.4
9	All Star Revue (NBC)	63	36.6
10	What's My Line? (CBS)	43	35.7

	Program	No. of Cities	No. TV Homes (000's)
1	I Love Lucy (CBS)	68	13,189
2	Godfrey & Friends (CBS)	64	10,129
3	Groucho Marx (NBC)	71	8,808
4	Comedy Hour (NBC)	69	8,803
5	Dragnet (NBC)	61	8,416
6	All Star Revue (NBC)	63	7,923
7	Texaco Star Theatre (NBC)	55	7,587
8	Your Show of Shows (NBC)	62	7,343
9	Pabst Blue Ribbon Bouts (CBS)	59	6,711
10	Talent Scouts (CBS)	35	6,659

Nielsen AM Ratings

THE *Jack Benny* show topped evening, once-a-week radio ratings of A. C. Nielsen Co. for the Feb. 22-28 period:

EVENING, ONCE-A-WEEK

Rank	Program	Homes Reached (000)
1	Jack Benny (CBS)	5,326
2	Amos 'n' Andy (CBS)	4,923
3	Charlie McCarthy Show (CBS)	4,878
4	Lux Radio Theatre (CBS)	4,744
5	People Are Funny (CBS)	4,610
6	You Bet Your Life (NBC)	4,297
7	Our Miss Brooks (CBS)	4,118
8	Big Story (NBC)	3,894
9	Great Gildersleeve (NBC)	3,894
10	My Little Margie (CBS)	3,760

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Ziv Plans to Film Shows In Both Monochrome, Color

ZIV Television Programs shortly will begin filming its program series in both black-and-white and color, shooting simultaneously.

Decision, a spokesman said, stems from recent studies which led to the conclusion color films—which Ziv has used in the past—do not reproduce as well in monochrome TV as do black-and-white films, while at the same time filming only in monochrome fails to provide for the ultimate advent of color TV.

The simultaneous shooting is expected to start within a few weeks and will apply in the case of such major Ziv series as *Favorite Story, Cisco Kid, Boston Blackie,* and *The Unexpected.*

Ziv first started filming in color some four and a half years ago, with *Cisco Kid,* and since has used color filming with its eight other properties, the ideal being to provide black-and-white programs now and yet be prepared when color TV arrives.

Television Exploitation Gets Rights to 6 Programs

EXCLUSIVE distribution rights to six TV film properties have been obtained by Television Exploitation, New York TV film syndication firm, Oliver Unger, general manager, announced Thursday. They are:

M.D., a daily five-minute series produced in cooperation with the American Medical Assn. and county medical associations in the U. S. and Canada; *Gulliver and the Little People*, a weekly half-hour family series; *Capsule Operas*, 15-minute program produced in Rome by Metropa Film Co.; *Roller Derby*, a weekly half-hour presentation; *Washington Spotlight*, a weekly quarter-hour discussion program featuring columnist Marquis Childs, and 34 feature films.

Mr. Unger said Television Exploitation plans to expand its national sales force and in this connection has called a meeting of the organization's 27 sales representatives to be held in New York the week of April 13. The firm was formed last September with Mr. Unger as general manager, Harold Goldman, national sales manager, Seymour Scott, treasurer, and Milton Gettinger, general counsel.

Preliminary Injunction Granted in Films' Release

FOUR independent film production companies last week were granted a preliminary injunction by Los Angeles Superior Court prohibiting distribution of eight old theatrical motion pictures to television.

The four—Equity Pictures, Equity Films, Orbit Productions and Orbit Pictures—are suing for $2 million damages on charges the defendants failed to devote their best efforts in distributing the films to theatres and that the films' release to TV was "wrongful" [B•T, March 2].

Defendants are Chesapeake Industries Inc. (formerly Pathe Industries), Motion Pictures for Television, United Artists, Eagle Lion Classics, Eagle Lion Films, Pictorial Films and Motion Pictures Unlimited. Also named as defendants, but not for damages, are Bank of Manhattan Co., KTTV (TV) Los Angeles, NBC, CBS, KMTR Radio Corp. (KLAC-TV Los Angeles licensee) and several individuals.

BBC, NBC, TELENEWS SIGN FILM PACT

BBC has made separate agreements with NBC and Telenews Productions for the interchange of film coverage of news events, it was announced last week.

Negotiations for the NBC-BBC agreement were concluded by George Barnes, director of TV broadcasting for BBC, and Davidson Taylor, director of public affairs for NBC. Herbert Scyeftel, president of Telenews, represented his company.

The NBC-BBC agreement, described as a "long-term" one, provides that each organization will have access to all news films taken by the other and will take special films for the other as news requirements warrant.

NBC already has similar agreements with Pathe Cinema in France, Belgavox in London, Olygoon in Holland, Cinesuipsse in Switzerland, and the Rai and Incom in Italy. NBC maintains news film cameramen in England, Korea, Japan, Germany and other critical news areas overseas.

Federal Judge Approves CVP Suit Settlement

SETTLEMENT of a suit charging Arthur S. Lyons, president of Camera Vision Productions Inc., Beverly Hills, Calif., and two other directors with misappropriation and misapplying corporation funds was approved last week by Los Angeles Federal Judge Ernest Tolin.

Agreement came after Mr. Lyons relinquished some of his stock shares in the TV and motion picture camera firm and waived $15,000 due him in dividends. Plaintiffs Mrs. Gloria Dahlberg of New York and Mrs. Rose K. Davis of Hawaii, who said they had invested a total of $100,000 in the company, named Mr. Lyons, Edgar R. Morris and Edward C. Flynn as defendants when they filed the suit last August [B•T, Aug. 19, 1952]. They asked their removal from office.

Studio Sale Appeal Denied

DENIAL of an appeal seeking cancellation of the transaction made last December in the sale of California Studios, Hollywood, to Gross-Krasne Inc., TV film producers, was made last week by Probate Judge Newcomb Conde in Los Angeles Superior Court. Theodora and Arlynne Sherman, daughters of the late Harry Sherman, independent producer and owner, had filed the appeal seeking dismissal of the $135,000 sale from the Sherman estate [B•T, March 16].

Film Sales

Guild Films, New York, sold its *Liberace* TV film series to **KFOR-TV** Lincoln, **WFBM-TV** Indianapolis, **WTVU (TV)** Scranton and the Bowman Biscuit Co. for Lubbock, San Antonio and Albuquerque. **KFOR-TV** and **WTVU (TV)** also purchased the entire Guild catalog.

* * *

Screen Gems Inc., New York., reported last week that its TV film series, *Your All-Star Theatre,* now is carried in 59 markets under title of *The Ford Theatre,* sponsored by Ford Motor Co., and in eight additional markets under independent sponsorship.

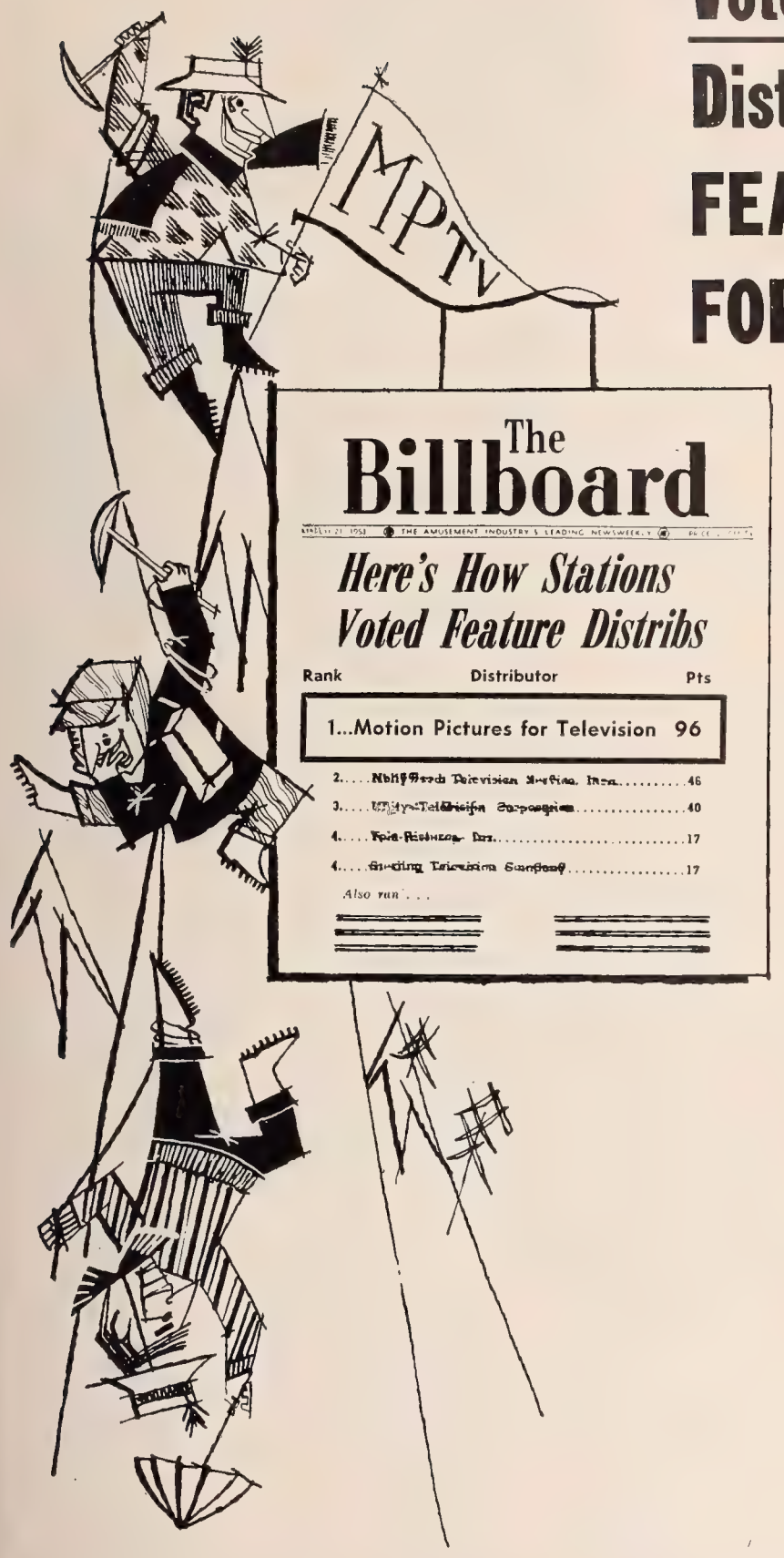
* * *

Louis Weiss & Co., Los Angeles, has leased *Custer's Last Stand* and *The Black Coin,* 15-episode film serials, to **KNXT (TV)** Hollywood

MPTV

Voted Number 1

Distributor of FEATURE FILMS FOR TELEVISION



By the TV Stations of the Nation.

Our function is to supply TV stations with . . .

- **the largest and most complete selection of feature film programs, westerns, and serials for TV.**
- **the finest "on the spot" distribution service . . .**

  and beyond question
- **QUALITY**

This we have done and will continue doing to the very best of our ability.

There is an MPTV branch office with a complete "on hand" film selection in your area:

New York	655 Madison Ave.	E. H. Ezzes
Boston	216 Tremont Street	Fred Yardley
Chicago	830 North Wabash Ave.	John Cole
Dallas	3905 Travis Street	Ken Rowswell
Detroit	2211 Woodward Ave.	Art Kalman
Los Angeles	9124 Sunset Blvd.	Dave Wolper

SEE US AT THE NARTB SHOW IN APRIL . . .

Call or write your local representative or—

MOTION PICTURES FOR TELEVISION, Inc.

655 Madison Avenue, New York City 21 *TEmpleton 8-2000*



for showing on *Space Funnies,* five times weekly half-hour juvenile program. The distribution firm also has set *That's My Boy,* a feature film starring Jimmy Durante, for multiple runs during one-year period on WXEL (TV) Cleveland and WCPO-TV Cincinnati.

* * *

Hauser Nash Sales Inc., Chicago, sponsor of *Grand Marquee* on WNBQ (TV) Chicago, has purchased $100,000 package of 18 Hollywood feature films from **George Bagnall & Assoc.,** Chicago.

* * *

KTTV (TV) Hollywood has acquired year's rights to *Jeffrey Jones,* half-hour series filmed by **Lindsley Parsons Productions,** that city, and syndicated by **CBS-TV Film Sales.** Station will telecast 26 programs on first-run basis and same number on second-run basis.

* * *

A. C. Weber & Co. Inc., Los Angeles (Pfaff sewing machines), starts *Play of the Week,* half-hour film series, on KECA-TV that city, for 26 weeks starting tomorrow (Tuesday). The series, distributed by **PSI-TV,** is the second run of *Schlitz Playhouse of Stars,* produced by **Edward Lewis.** Agency: **Robert F. Laws & Assoc.,** Hollywood.

* * *

Bell Brand Foods Ltd., Los Angeles (potato chips), renewed weekly half-hour TV series, *Ramar of the Jungle,* filmed by **Arrow Productions,** Hollywood, on KTTV (TV) that city, for 13 weeks from March 24. Agency is **McCann-Erickson Inc.,** Los Angeles.

Availabilities

Association Films Inc., New York, is offering to TV stations free of charge a group of 12 film subjects varying in length from 7 to 45 minutes. The offering is part of the firm's "Spring Free Film Festival."

* * *

Louis Weiss & Co., Los Angeles, has obtained distribution rights to 13 quarter-hour films in *Canine Comments* series and is making them available to TV stations on a local or regional sponsorship basis. The educational-entertainment series was filmed at dog shows, kennels and Jamieson Film Co. studios, Dallas, and produced by **David Wade,** known on radio as the "Hymn Singer."

Production

Gross-Krasne Inc., Hollywood, has acquired TV film rights to 13 "Lone Wolf" novels by **Louis J. Vance.** Production has started on series of 13 half-hour films, planned for regional distribution through **United Television Programs.**

* * *

Prockter Television Productions plans two TV filmed series, one on police work in various countries and the other starring **Walter Brenner** in a situation-comedy program. Production on both is scheduled for this summer.

Film People

Terry Tashjy, program coordinator of *The All Night TV Show* on WOR-TV New York, has joined **Sandy Howard Productions,** New York, as program coordinator of its new series, *Inside Times Square.* **Hank Leads** and **Dale Donnenberg** have been signed as executive producer-director and associate producer, respectively, of the show. **Mr. Heatherton,** in association with **Sandy Howard,** president of the production firm, has formed Heatherton Music Inc., a music publishing firm.

* * *

Nevin Paskow, in charge of Paramount Television Productions TV film service department, New York, has been named as sales account executive. Mr. Paskow will report to **John F. Howell,** Paramount's director of TV sales and merchandising.

* * *

Harold Hackett, vice president in charge of radio and television for MCA for the past 18 years, elected to the newly-created post of executive vice president of **Official Films, Inc., I. D. Levy,** chairman of the board, announced last week. Mr. Levy said that Mr. Hackett was added to the staff in line with Official Films' present expansion plans, which encompass the extension of the company's activities into the packaging of live television and tape radio shows. He also will create and package new television film programs to augment the firm's *My Hero, Terry and the Pirates* and *Four Star Playhouse* series.

* * *

Reorganization of the sales department of **Alexander Film Co.** in a move to strengthen the firm's sales management force has been announced by **M. J. McInaney,** vice president in charge of sales. **Cliff Parker,** formerly northern division sales manager, has been promoted to the new post of general sales manager. He is succeeded by **Cy Martin,** formerly assistant northern division manager.

Roy King, formerly southern division sales manager, has been named to the newly created post of assistant general sales manager and will operate from Alexander's Dallas office. He is succeeded by **Frank Clinebell,** formerly assistant southern division manager. **Clarence Inskeep,** formerly acting theatre relations manager, will take over the duties of assistant southern division sales manager. **Larry Norris** returns to his former position as theatre relations manager following a two-year tour of duty with the Navy.

* * *

Edmund O'Brien has been signed as host and narrator for a new series of half-hour, TV filmed programs titled *The Law Strikes Back,* to be filmed by **Screen Gems Inc.,** New York. The series, currently in production at the Hollywood studio of Columbia Pictures Corp., parent company, will be available for national or regional sponsorship.

* * *

George Dietrich, vice-president and manager, Keenan, Hunter & Dietrich, L. A. (station and publishers representatives), and **Jack Gregory,** KGO-TV San Francisco, join **Ziv TV Programs Inc.,** Hollywood, as district representatives headquartered in Los Angeles and Seattle, respectively.

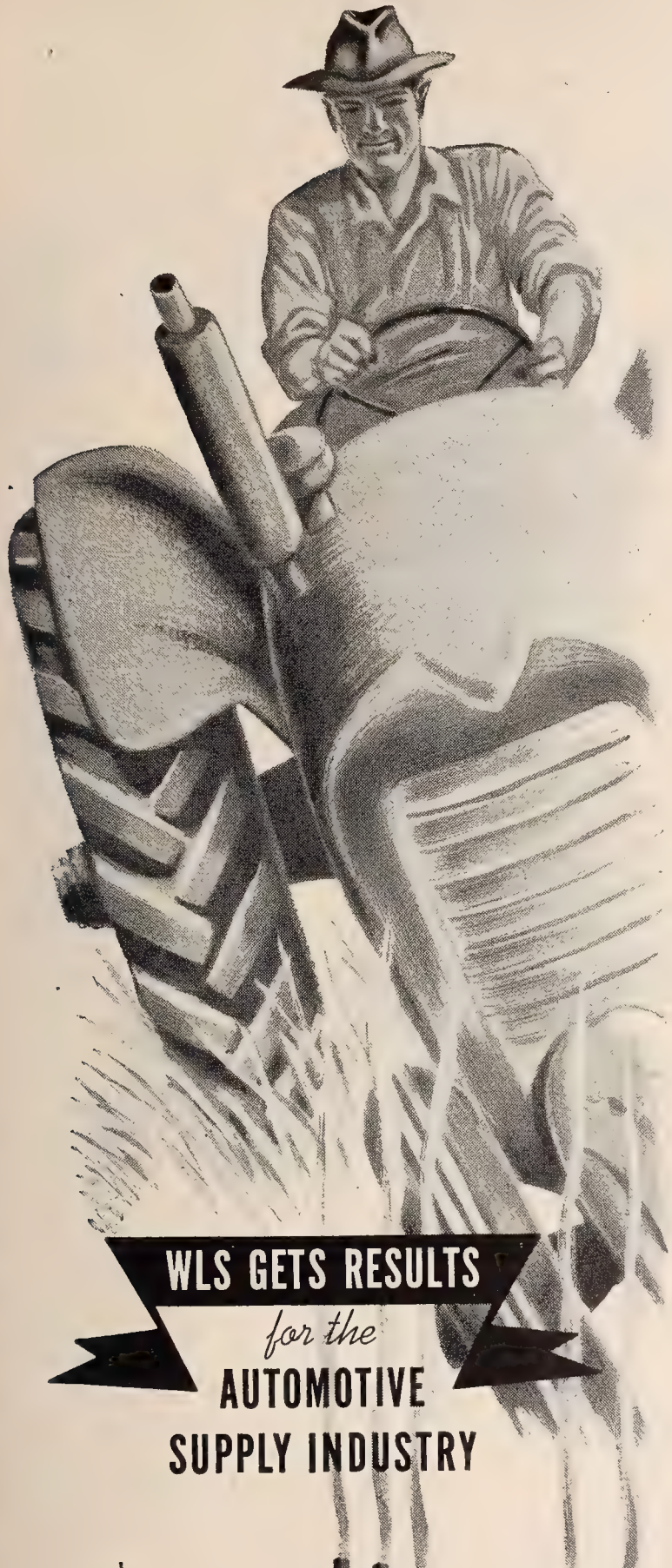
* * *

Les Mitchel, writer on former CBS Radio *Skippy Hollywood Theatre,* joins newly formed **Zorro Productions,** Burbank, as head of story and casting departments for *The Sign of Zorro,* TV film series which goes into production this summer.

* * *

Irving Pichel, motion picture producer-director-actor-writer, has been signed by **Filmcraft Productions,** Hollywood, to direct *Mark Twain Television Theatre* film series.

"COST TOO MUCH", they said . . . until



people started asking for them!

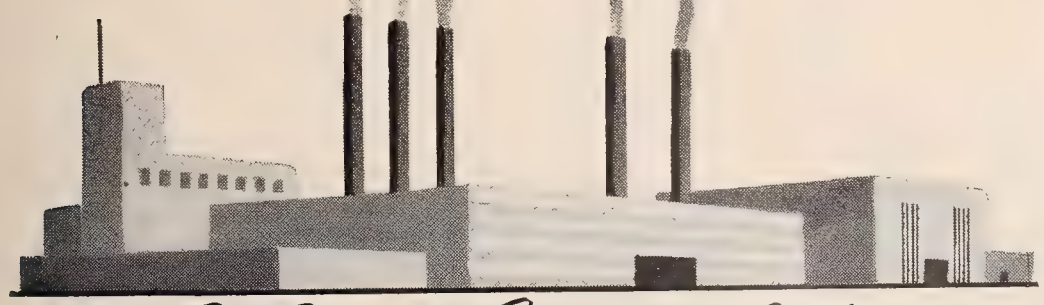
A certain manufacturer makes a tractor brake requiring original factory installation on new tractors. It can *not* be used for replacement.

This brake is exceptionally high quality . . . and has an unusual safety factor . . . but is somewhat more costly, so most tractor manufacturers hesitated to use it. Their costs had already sky-rocketed . . . and they didn't think farmers would pay more for tractors with these better brakes. As a result, these brakes were available on only twenty-three 1950 models.

An intensive advertising campaign on WLS "sold" the idea and advantages of these better brakes to farmers . . . and the demand thus created readily convinced leading tractor manufacturers. As a result, these brakes are offered on fifty-four 1953 models . . . and the brake manufacturer had over $5,000,000 in orders.

If you have a product or service of merit . . . you'll find the vast WLS audience equally receptive and responsive to sound reason and sincere appeal. Better see your John Blair man or contact us today . . . and add yours to the growing list of success stories being developed for WLS advertisers the nation over.

WLS GETS RESULTS
for the
AUTOMOTIVE
SUPPLY INDUSTRY



A Clear Channel Station

WLS CHICAGO 7 — The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

SRTS CONSOLIDATES OFFICES IN CHICAGO

STANDARD Radio Transcription Services is closing its Hollywood office and consolidating its sales and business operations in Chicago, it was revealed last week.

Reports of the realignment of SRTS involving an expansion of midwest operations were confirmed by Milton M. Blink, executive vice president of Standard and head of the Chicago office. He said the transition would be effected by April 15.

Mr. Blink said that the move would "consolidate interests in one office to fit Standard's new style of selling." Standard will retain shipping offices at the California studios, which will serve as headquarters for United Television Programs Inc., of which Mr. Blink is executive vice president and director.

It also was interpreted as a move to concentrate more heavily on the expansion of UTP, formed last December in association with Gross-Krasne Productions Inc. and Studio Films Inc. UTP was set up as a distribution-production firm with operations on the national, regional and local levels.

Policy Alters Needs

Mr. Blink indicated that under Standard's new policy of selling its library outright to stations, it no longer appeared necessary to maintain a full-fledged headquarters in Hollywood.

He said there would be "several additions" to the midwest office, and that all sales and business will be handled out of Chicago. There also will be no office in New York. Standard has been paring its New York and Hollywood staffs for the past seven months.

It was stressed that Standard's transcription library sales have been moving briskly the past eight months and selling with "great regularity." More than 300 stations have bought the new service outright, Mr. Blink said.

Standard adopted its outright sale policy last September [B•T, Sept. 22, 1952]. It indicated at the time that it intended to discontinue its monthly library releases to stations.

Mr. Blink is a co-founder of SRTS with Gerald King, president of Standard and board chairman of UTP.

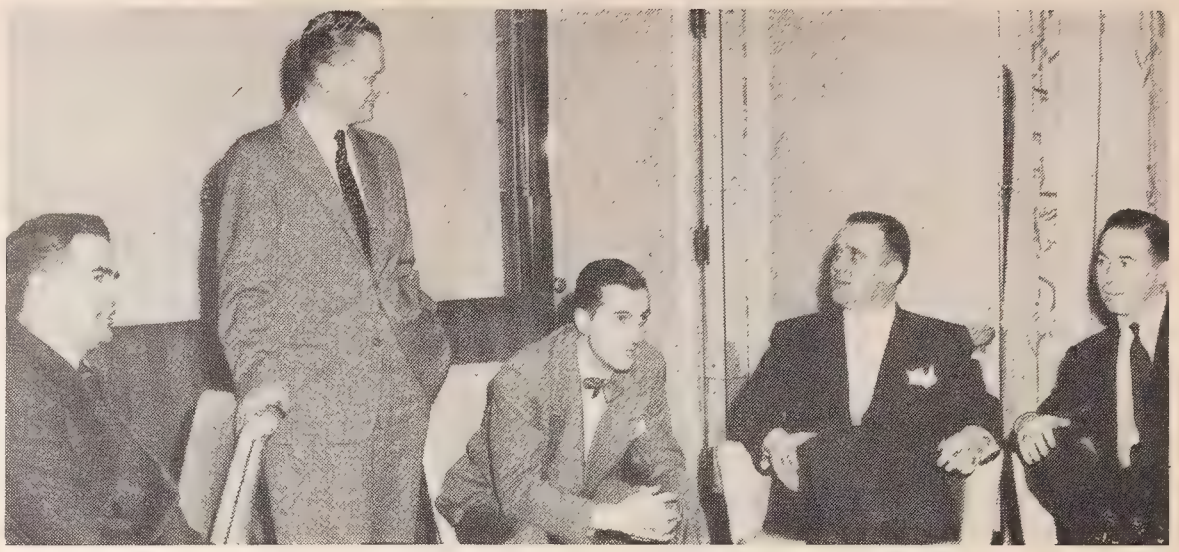
Davis and Hope Partners In New TV-Radio Company

FORMATION of a new TV-radio package and production firm in partnership with Bob Hope, radio-TV-moving picture star, was revealed in Chicago last Thursday by Hugh Davis, former agency executive.

The firm will maintain offices in the Taft Bldg., 1680 N. Vine St., Hollywood. It will be known as J. Hugh E. Davis Co. Mr. Davis said he and Mr. Hope will be partners. There is no executive alignment as yet.

Mr. Davis, executive vice president at Foote, Cone & Belding, Chicago, for nine years before resigning last spring, said he and Mr. Hope had started the firm "for the purpose of packaging and producing TV shows" as well as some radio programs. Production is being launched on a modest scale at the outset, he added.

The company will concentrate mainly on live and film TV packages, branching out into production of commercials at a later date. Eventually, Mr. Davis said, it hopes to open other offices, first in New York and perhaps later in Chicago.



ADVERTISERS and representatives talk about TV at the spot clinic conducted by the Station Representatives Assn. in New York's Biltmore Hotel. Group includes (l to r) John Wade, Avery-Knodel; Edward Lier, radio-TV director, and Carl Smith, assistant advertising manager, both Shell Oil Co.; Steve Maschinski, Adam J. Young Jr. Co., and Taylor Eldon, Branham Co.

Panel to Discuss Radio-TV At AFA Convention in June

A PANEL of eight speakers will discuss latest developments in radio and television at a session June 16 at the 49th annual convention of the Advertising Federation of America at Cleveland's Hotel Statler June 14-17.

Presiding at the radio-television meeting will be John A. Thomas, radio and television director of Ewell & Thurber Assoc., New York. In this post he has been in charge of both media for Willys-Overland, currently sponsoring the New York Philharmonic-Symphony on radio and *Omnibus* on television. Mr. Thomas also served 15 years with BBDO, where he headed the TV account service section and was a member of the agency's radio-television plans board.

The convention program on June 14 includes a morning session on "Merchandising Problems and Tools for Today," in which the following will participate: William G. Werner, director of public relations, Procter & Gamble, Cincinnati; Henry Schachte, advertising director, Borden Co., and chairman of the Adv. Research Foundation; James Nance, president, Packard Motor Car Co., and Henry G. Little, chairman, Campbell-Ewald Co., Detroit.

Other discussions will center on "Bridging the Gaps Between Advertising Education and Practice"; "Serving Advertising, Business and the Public," and "Outstanding Advertising Case Studies."

Chairman of the convention program is Graham Patterson, publisher of the *Farm Journal* and *Pathfinder* and a former AFA board chairman.

RTMA to Fete Electronic Firms

ELECTRONIC manufacturers of Southern California will be guests April 15 of Radio-Television Mfrs. Assn., according to James D. Secrest, RTMA executive vice president. They will attend a luncheon and afternoon meeting at the Ambassador Hotel, Los Angeles. RTMA officers and directors will entertain directors of the RTMA of Canada April 16-17 at the same site.

Plans to expand RTMA services will be considered at the West Coast meetings, according to A. D. Plamondon Jr., RTMA president. The April 15 discussion will include a panel on radio-TV prospects. U. S. and Canadian RTMA directors will hold a joint conference. RTMA committees and divisions will hold separate meetings.

SPEAKERS AGENDA SET FOR 4-A'S MEET

TALKS by Walter Williams, Under Secretary of Commerce; Bennett Cerf of Random House and the CBS-TV show, *What's My Line?*, and top advertising agency executives will feature the American Assn. of Adv. Agencies' 35th annual meeting April 23-25 at The Greenbrier, White Sulphur Springs, W. Va. Annual session of the 4-A Council and chapter governors will be held April 22.

Mr. Williams will speak on the businessman's responsibility in today's society, during the business session April 25. Mr. Cerf will discuss the "American taste," whether it is "inclining, declining or reclining" at the previous day's business session.

Agency executives who will address the convention or take part in discussions are: Vergil D. Reed, J. Walter Thompson Co., on getting people to live "one-third" better; Henry Dreyfuss, industrial designer, on new products to come; Bruce and Beatrice Blackmar Gould, editors, *Ladies Home Journal,* on what interests the women; Walter O'Meara, Lennen & Newell; John H. Tinker Jr., McCann-Erickson, and William D. Tyler, Leo Burnett Co.

Cunningham to Speak

John P. Cunningham, Cunningham & Walsh, who is chairman of the convention, will address the annual dinner, April 24. Among those scheduled to preside at the various sessions (mornings, April 24-25) are E. E. Sylvestre, Knox Reeves Adv.; Earle Ludgin, Earle Ludgin & Co.; Henry M. Stevens, J. Walter Thompson Co. and convention vice chairman, and Henry G. Little, Campbell-Ewald Co.

Events of the last two days of the meeting—April 24-25—will be open to invited advertiser and media guests, but total attendance will be limited to 550.

Afternoons will be open for sports and recreation with a golf tournament a highlight. Luncheon, reception and a golf tournament are scheduled for the ladies. Mrs. John P. Cunningham is chairman of the Ladies' Committee.

Nebraskans Meet May 22

NEBRASKA Broadcasters Assn. has scheduled its annual state convention for May 22 at the Clarke Hotel, Hastings, Bob Thomas of WJAG Norfolk, secretary-treasurer, has announced.

another 1st for KDUB-TV Lubbock, Tex.



NOW IN USE

Seventeen thousand, five hundred square feet of production space designed to assure artistic and mechanical perfection

SINCE NOMEMBER 1952

KDUB-TV, first TV station on the air in West Texas, has been telecasting on channel 13. Here are 317,700 potential customers with the third highest per capita income in the nation!

SALES HUB OF THE SOUTH PLAINS MARKET
KDUB TV
LUBBOCK, TEXAS CHANNEL 13

EFFECTIVE POWER
35,000 WATTS VISUAL
17,500 WATTS AURAL

affiliates: CBS Du Mont Paramount

National Representative AVERY-KNODEL, INC.

W. D. "DUB" ROGERS — President
MIKE SHAPIRO — Commercial Mgr.

RCA's *Thesaurus* NOW

1600 MORE WAYS TO

Huge money-making Ullman Library of 1600 sponsor-selling jingles available complete to Thesaurus stations...tremendous new profit PLUS for subscribers!

Thesaurus now offers the biggest feature of its kind in transcription library history.

Now EVERY subscriber to RCA's *Thesaurus* can have this fabulous sales builder—a library of commercial jingles so big, so varied that almost every type of sponsor can be sold.

These 1600 profit-proved jingles are available with *Thesaurus* at a negligible additional cost. The jingles alone make *Thesaurus* a gold mine in sales—but add them to *Thesaurus*' big-name, easy-to-sell shows, and you have a guaranteed bonanza.

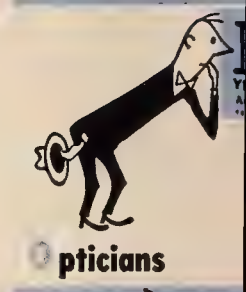
Write for details on this revolutionary news—today!





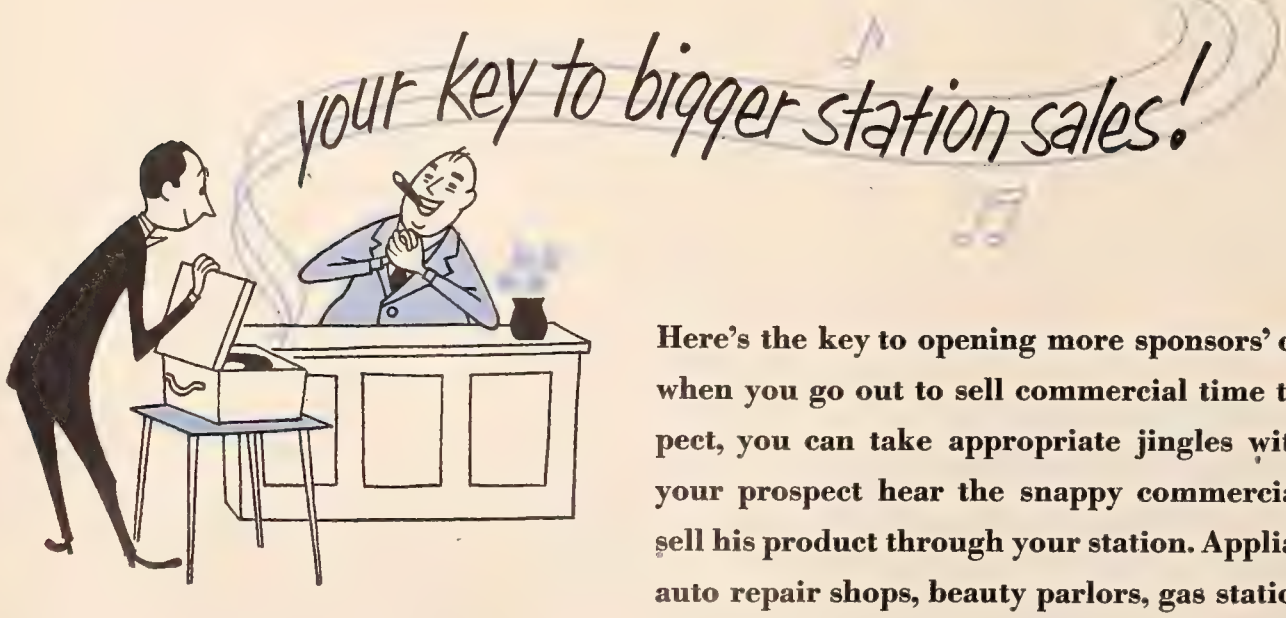








Dept. B-40



Here's the key to opening more sponsors' doors. Now, when you go out to sell commercial time to any prospect, you can take appropriate jingles with you—let your prospect hear the snappy commercial that will sell his product through your station. Appliance stores, auto repair shops, beauty parlors, gas stations, jewelry stores—the NEW *Thesaurus* gives you unmatched sales material to sell them all and hundreds of others!

OFFERS YOU MAKE MONEY!

70 CLASSIFICATIONS!
You can sell any sponsor



Auto repair shops



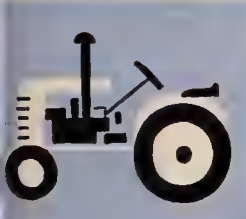
Beauty shops



Bowling alleys



Camera shops



Farm supplies



Florists



Gas stations



Hardware



Ice cream



Kiddies' shops



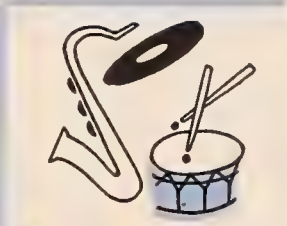
Laundries



Loan companies



Meat stores



Music shops



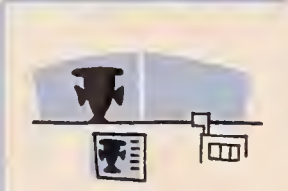
Paint & wallpaper



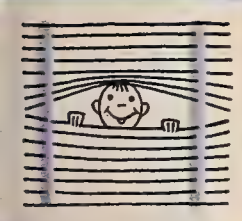
Real estate



Soft drinks



Taxicabs



Venetian blinds



Women's wear

Thesaurus

...the library that pays its own way

RCA recorded program services

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

630 Fifth Avenue, New York 20, New York *Chicago* *Hollywood* *Atlanta* *Dallas*

Appliances
Auto Accessories
Auto Service
Bakeries
Beauty Shops
Bonded Attys.
Bread
Bank Stocks
Breweries
Building Supplies
Camera Shops
Children's Shops
Christmas Jingles
Clothing for the Family
Coal and Ice
Commercial Banks
Dairies
Department Stores
Drive-In Restaurants
Drive-In Theatres
Drug Stores
Dry Cleaning
Farm Equipment
Feed and Grain
Fender and Body Works
Florists
Food Stores
Fuel Oil
Funerals
Furriers
Gas Stations
Gift Shops
Hardware Stores
Ice Cream
Jewelers
Laundries
Linoleum
Loan Companies
Lumber
Luggage Stores
Meat Markets
Men's Clothing
Movers & Storage
Movie Theatres
Music Stores
Opticians
Optometrists
Paint and Wallpaper
Plumbing
Real Estate & Insurance
Restaurants
Rugs
Rug Cleaners
Savings Banks
Savings and Loan
Self-Service Laundries
Shoes
Soft Drinks
Sporting Goods
Taxis
Television
Used and New Cars
Venetian Blinds
Wholesale Liquor
for Banks
Women's Apparel
Sales Improvement
Staff Training
Safety Slogans
Market Development
Specials

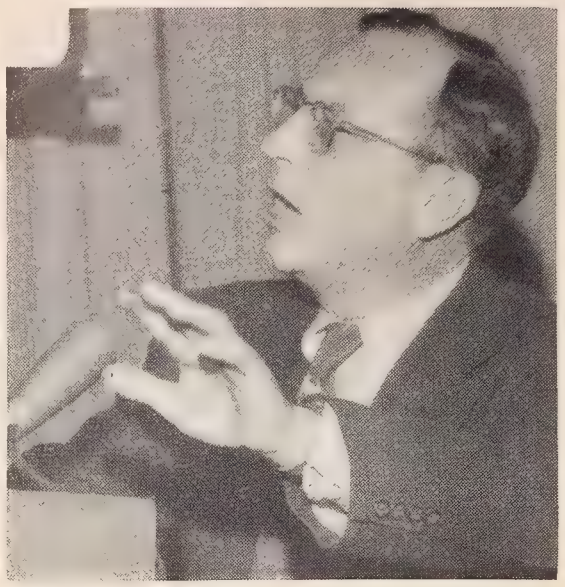
TMKS.®

Doherty Warns TV Men Of Personnel Scarcity

DIFFICULTY of finding trained TV personnel at a reasonable wage scale was pointed out to Florida TV applicants by Richard Doherty, NARTB vice president and director of employer-employe relations, at the first Florida Television Conference at WTVJ (TV) Miami March 27-28.

Sixty-eight TV applicants were represented at the sessions. Mitchell Wolfson, WTVJ president, called the conference to enable Florida television men to exchange information and experience.

Guest speakers with Mr. Doherty were H. Preston Peters, Free & Peters Inc., and Forrest Thorpe, Southern Bell Telephone & Telegraph Co.



RICHARD DOHERTY, NARTB vice president and director of employer-employe relations, addresses Florida Television Conference.

GOLF TO SEND OFF NARTB ACTIVITIES

NARTB's convention week in Los Angeles will open Monday, April 27 although the formal management conference program will start two days later.

Date of the annual NARTB golf tournament for the B•T silver cups will be Monday, the 27th. Convention registration will open the same day. The golf tournament will be held at Wilshire Country Club, 301 N. Rossmore Ave., Los Angeles.

Following custom, the tournament will be a blind bogey competition. Cups will be awarded for low net and low gross. Play will start at 10 a.m. A bus will leave the Biltmore Hotel at 9 a.m. Entries may be submitted to the Washington or Los Angeles office of B•T, or other bureaus. Maury Long, B•T business manager, is in charge of the tournament.

Announcement was made last week by Clair R. McCollough, Steinman Stations and chairman of the NARTB Convention Committee, that registration has been moved from Tuesday to Monday, the 27th. Pre-convention registrations indicate that many of the conventioneers will arrive in Los Angeles the April 25-26 weekend.

Events scheduled Tuesday, the 28th, include a business meeting of the NARTB television membership. Several new TV board members will be elected at that meeting. FM session will be held that morning and the annual equipment-service exposition will open at the same time.

Broadcast Advertising Bureau will hold a Tuesday afternoon meeting open to all broadcasters.

BAB Tells Success Story

HOW radio advertising helped develop a $2 million-a-year retail furniture business is described in a new BAB presentation distributed to members last week.

Titled "Music Hath Charms . . . and Sells Furniture, too—on Radio," the eight-page booklet outlines the success story of P. J. Nee Furniture Co. of Washington. Noting radio has accounted for 60% of the firm's advertising budget yearly since 1938, the presentation describes the evening music program, *The Nee Hour of Dreams*, and discusses radio's contribution to the company's growth.

BAB's booklet quotes Maury L. Nee, treasurer of the firm, as saying:

"To us, radio means potentially 100% penetration of our market area. It means an attractive program framework for our messages—a framework that can't be duplicated in any other medium: Music—that you can close your eyes and listen to—430% increase in business during the period we've used radio—no wonder we're sold on it."

NARTB TV Code Enforcers Set Meeting April 23-24

NARTB's TV Code Review Board, directing body in charge of television code enforcement, will meet April 23-24 at the San Marcos Hotel, Phoenix, prior to the NARTB Los Angeles convention, according to John E. Fetzer, WKZO-TV Kalamazoo, Mich., board chairman.

The board will review enforcement progress and hear a report by Ed Bronson, director of TV code affairs.

NARFD Plans Sales Talks At Regional Meet in K.C.

NATIONAL Assn. of Radio Farm Directors will hold an all-day regional Radio and TV Farm Sales Presentation next Monday at the Hotel Muehlebach, Kansas City, Mo. NARFD has sent invitations to advertising managers of 65 firms "who have not been using much farm radio or TV but should be in the fold."

Scheduled to talk are Mal Hansen, WOW-AM-TV Omaha, NARFD president; Charlie Smith, research representative, WCCO Minneapolis; Sandy Saunders, WKY Oklahoma City; Sam Schneider, KVOO Tulsa, past NARFD president; George Higgins, vice president-managing director, KMBC Kansas City, Mo.; Leo B. Olson, advertising manager, DeKalb Agricultural Assn. Inc., DeKalb, Ill.; Chuck Worcester, WMT Cedar Rapids, past NARFD president, and Jack Jackson, KCMO Kansas City, Mo., NARFD vice president.

A panel, "How to Reach the Farm Market," will feature: Chairman Herb Plambeck, WHO Des Moines, past NARFD president; Gale Blocki Jr., midwest sales director, BAB; Chuck Calkins, radio-TV director, Conklin-Mann & Son, New York; B. S. Graham, manager, Central Oklahoma Milk Producers Assn., and Maurice Johnson, vice president-sales manager, Staley Milling Co., Kansas City.

Other stations to be represented: KMMJ Grand Island, Neb.; KXXX Colby, Kan.; KFAB Omaha; KFEQ St. Joseph; WIBW Topeka; KSOO Sioux Falls, S. D.; KMMO Marshall, Mo.; KOA KLZ Denver; WNAX Yankton, S. D., and KMA Shenandoah, Iowa.

BAB Adds Pinkerton, Lawsky In Expansion Staffing

IN LINE with an expanded operation to service a new all time high in membership, BAB announced last week the addition of Jane Pinkerton and Arnold Lawsky to the New York staff, starting this month.

Miss Pinkerton, Chicago Bureau news editor of B•T for the past two years and a staff writer since 1948, will join BAB's national promotion staff on April 15. She will edit the BAB *Radio Advertising Newsletter* and also will work as "case history" reporter and presentation writer.

Mr. Lawsky, production assistant at Sherman & Marquette, New York, for the past five years, joined the production department of BAB in a similar capacity. He will be assistant to William L. Morrison, assistant secretary-treasurer of BAB.

RECORDING CHANGE REQUEST EXPECTED

NEW recording standards designed to bring technical elements of reproduction in line with progress in the art will be submitted to the NARTB Recording & Reproducing Standards Committee at a meeting set April 28 at the Hotel Biltmore, Los Angeles.

Neal McNaughten, NARTB Engineering Dept. manager and chairman of the committee, will preside at the meeting, a convention week event.

First change in the NARTB recording curve in a decade will be proposed to the committee, whose extensive research before and during World War II brought uniformity out of chaos in the sound-reproduction processes and in the equipment employed. A disc subcommittee headed by K. R. Smith, Allied Record Mfg. Co., will propose that the disc curve be changed from 100 to 75 microseconds (us/s).

This change, based on long subcommittee study, will reduce the pre-emphasis on higher frequencies. Originally this pronounced pre-emphasis was required to overcome noise in recording material. The new hot-stylus cutting of masters, improved vinyl products and smaller grooves permit less pre-emphasis without loss of quality. Listeners should notice no difference, it was explained, nor will present libraries be affected.

NARTB plans to express the factor in mathematical terms instead of on graph paper. This is expected to permit easier design of equalizers.

Included in the proposed new standards are 45 rpm recordings.

The magnetic tape subcommittee, headed by W. E. Stewart, RCA, will recommend standards with a 50 us/s pre-emphasis at 15 inches per second. This will remove one of the most serious problems in tape recording—lack of pre-emphasis uniformity between stations. It is expected to speed up development of tape libraries.

The committee has not yet taken up standards for magnetic tape TV recording, awaiting development of the art.

4-A's Chapter Elects Witt

HARRY W. WITT, manager, Calkins & Holden, Carlock, McClinton & Smith Inc., Los Angeles, has been elected chairman of the Southern Calif. Chapter, American Assn. of Adv. Agencies. Other new officers are Norton W. Mogge, president, Mogge-Privett Inc., vice chairman, and Charles E. Lasher, copy chief, Young & Rubicam Inc., secretary-treasurer. Robert M. Hixson, president, Hixson & Jorgensen Inc., was elected to the board of governors.

KFDX-TV

WICHITA FALLS, TEXAS

CHANNEL 3 • ERP 60 KW

ON THE AIR

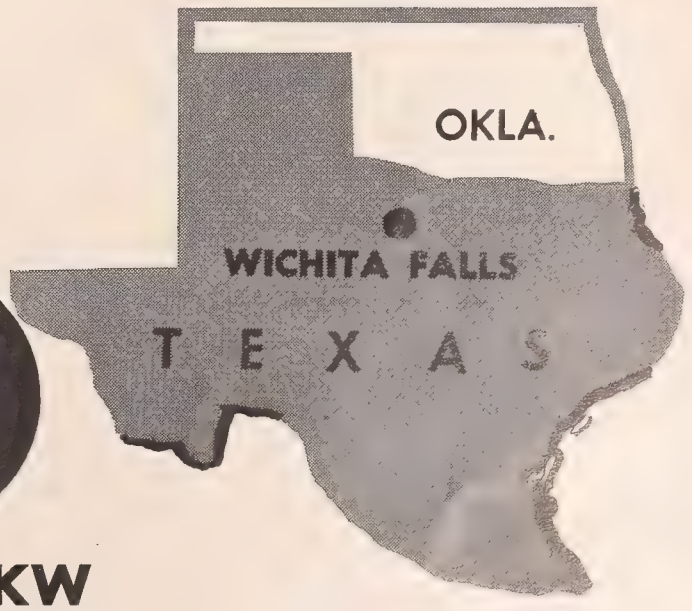
APRIL 12, 1953

REPRESENTED NATIONALLY BY

THE O. L. TAYLOR CO.

ABC-NBC

KFDX-TV



CHANNEL 3 ERP 60 KW

WICHITA FALLS, TEXAS



some spots are better

For the best spot, at the right time, at the right place



than others

You're always sure of top coverage when you sponsor local Radio news programs.

*More people depend on Radio for rapid news reporting than on any other medium.** The news programs on the five Radio Stations represented by NBC Spot Sales feature the top newsmen in their markets. They command attention for your sales message by giving your customers the local and national headlines first . . . long before the extras hit the street.

To get the scoop on sales with local Radio news, call your NBC Spot Radio salesmen for programs available now and throughout the summer. *BAB

representing
RADIO STATIONS:

WMAQ	*Chicago*
KNBC	*San Francisco*
WTAM	*Cleveland*
WRC	*Washington*
WNBC	*New York*

representing
TELEVISION STATIONS:

KPTV	*Portland, Ore.*
WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
WNBW	*Washington*

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SENATE CONFIRMS DOERFER AS FCC'S NEW GOP MEMBER

Republicans gain Commission member and are closer to assuming control. When current Chairman Walker leaves FCC, Republicans will have certain majority. Speculation still high on appointment of new Chairman.

FOR THE first time since it was established 19 years ago, the FCC stands on the threshold of being Republican controlled, following Senate confirmation last week of Commissioner-designate John C. Doerfer, former Wisconsin Public Service Commission chairman [B•T, March 30, 23].

Actually, the Republicans will have a three-to-three stand-off with Democratic members of the Commission until a successor to Democratic Chairman Paul A. Walker is named and seated. Mr. Walker's term runs to June 30, and every indication is that he will be permitted to fill out his third term.

Last year Mr. Walker reached the statutory retirement age of 70, but President Truman by executive order waived the retirement requirement until the completion of his term.

Mr. Doerfer breezed through a Senate Commerce Committee hearing in apple-pie order, was approved unanimously by the committee last Wednesday and confirmed by the Senate the next day. It is expected Mr. Doerfer will be sworn in this week.

He will replace Comr. Eugene H. Merrill, Utah Democrat, appointed by President Truman to fill the term of former Comr. Robert F. Jones who resigned last year. Mr. Merrill's recess appointment terminates when Mr. Doerfer takes the oath of office. Mr. Doerfer will serve until June 30, 1954. Reappointment for a new seven-year term from that date seems assured.

Commission Balance

Although the addition of Mr. Doerfer to the Commission evens the number of Republican and Democratic Commissioners, it is believed that Independent Comr. Edward M. Webster, former assistant chief engineer and ex-Coast Guard chief communications officer, will line up with the Republican team—Rosel H. Hyde, Idaho Republican and former FCC general counsel; George E. Sterling, Maine Republican and former FCC chief engineer, and Mr. Doerfer. However, Mr. Webster is noted for pursuing an independent course, and therefore there may be keen competition for his vote from the Democratic members—Mr. Walker, Oklahoma; Robert T. Bartley, Texas, and Miss Frieda B. Hennock, New York.

Choice of a new chairman of the Commission, who can be named at will by the President, still seems uncertain.

Those who take the view that Mr. Doerfer will get the nod point to President Eisenhower's appointment of Washington attorney Edward F. Howrey to the Federal Trade Commission and his almost immediate designation as chairman following Senate confirmation a few weeks ago.

Hyde's Stock Rises

But during the last week the stock of Mr. Hyde—who has been prominently mentioned for the chairmanship ever since the Nov. 20 election results—began to rise again. White House officials were told, it was said, that only through Mr. Hyde's elevation could the FCC be assured of a Republican majority in reorganizing that agency. This is based on the assumption that Mr. Hyde, with his 25 years experience in communications regulation, could move more effectively sooner than Mr. Doerfer, a newcomer to the field.

At the Senate hearing on the nomination, Mr. Doerfer had the support of both Wisconsin Senators, Republicans Alexander Wiley and Joseph R. McCarthy. Sen. Wiley appeared personally for the nominee and described Mr. Doerfer's "distinguished career" and "great accomplishments" as a member and as chairman of the Public Service Commission of Wisconsin.

Sen. Wiley was followed by Wisconsin Gov. Walter J. Kohler who praised Mr. Doerfer's integrity and conscientiousness, and spoke highly of his ability to expedite matters.

This brought a remark by Sen. Charles W. Tobey (R-N. H.), chairman of the Senate Commerce Committee, that the FCC was the "weakest commission in Washington" in this respect. Sen. Edwin C. Johnson (D-Colo.) rejoined that perhaps it was Congress' fault, for not giving the Commission enough funds to hire "sufficient hearing teams."

Forthright, youthful appearing Mr. Doerfer —he's 48—obviously impressed the Senators. Since there is no TV in his home market he admitted he did not own a TV set and thus had no firm convictions on educational TV or color TV. He also made it plain that he came from a strong Democratic family and had actually run for the Democratic nomination for state senator—but unsuccessfully.



FCC Commissioner-designate John C. Doerfer appears before the Senate Interstate & Foreign Commerce Committee hearing on his nomination.

Switched Allegiance

He explained that after President Roosevelt's Supreme Court "packing" plan, he switched his allegiance to the Republican party, and that he had actively supported Wendell L. Willkie in 1940. He has since then considered himself a Republican, although not affiliated with any political party, he stated.

Bulk of the hearing on Mr. Doerfer's nomination was an exchange of views among committee members on educational television, and the surprise announcement by Sen. Tobey that the Senate Commerce Committee would hold hearings on the subject "in 10 days" (see separate story on page 58).



SENATE Commerce Committee interrogates Wisconsin Republican John C. Doerfer, (seated front center, back to camera). Facing Mr. Doerfer are (l to r) Sens. John W. Bricker (R-Ohio), Charles W. Tobey (R-N. H.), chairman; Edwin C. Johnson (D-Colo.), and Lester C. Hunt (D-Wyo.). Man seated next to Mr. Doerfer and facing camera, is transcribing proceedings.

House Group Bars Media From L. A. Red Hearings

ALL news media will be barred from the House Un-American Activities subcommittee's closed sessions in Los Angeles starting today (Monday) when many witnesses who objected to being televised at the earlier open hearings will testify. Rep. Donald L. Jackson (R-Calif.), who will preside, last week said the anonymity requested by these witnesses should extend to all media.

Two "friendly" witnesses last week were Dwight Hauser, ABC radio writer-director, and Roy Erwin, freelance actor-writer-sound effects man.

Discipline Contemplated

Disciplinary action against Jody Gilbert, radio-TV actress, and Libby Burke, TV dancer, and any other member of the American Federation of Television and Radio Artists who refused to cooperate at the hearings, will be determined next Monday (April 13) by the board of AFTRA's Los Angeles Local.

"Unfriendly" witnesses will face charges of conduct prejudical to the welfare of AFTRA under a new ruling adopted by the local last month [B•T, March 16]. Those being disciplined will have the right to a hearing and appeal to the membership, the national board or convention.

A REPORT ON 30 YEARS OF SERVICE

Radio WOW began its 31st successful broadcasting year on April 2, 1953!

The audience of Radio WOW is now *100,000 families greater than its nearest competitor — 243,000 families greater than the third station.*

This 31st year looks like it will be the greatest year in billings in the station's history.

Why?

Take a look at these five solid reasons why Radio WOW continues its leadership:

1. ***590 kilocycles, 5,000 watts.*** Radio WOW's (brand new RCA) transmitter delivers a strong, clear signal both day and night, for nearly 200 miles in all directions from Omaha.
2. ***Programming.*** An NBC affiliate for 26 years. The finest local programs. Radio WOW's emphasis on excellent News Service is nationally recognized and respected.
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4. ***Progressive ownership and management "know-how."*** Frank P. Fogarty carries on with a veteran staff trained by the late John J. Gillin, Jr. The ownership is the solid, progressive Meredith Publishing Company of "Better Homes and Gardens" and "Successful Farming" fame.
5. ***Promotion and merchandising.*** Alert, aggressive, continuous, past, present, and future!

This five-point unbeatable combination is a specific formula for advertising success in WOW-Land.

RADIO
JOHN BLAIR AND CO.
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WOW
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ROCHESTER SHARING DELAYED; EIGHT NEW UHF PERMITS GRANTED

In a legal move, Gordon Brown is successful in staying the effectiveness of the share-time grant to WHEC and WVET in Rochester.

PLUNGING deeper into the legal convulsions which confront the industry over the right to protest non-hearing TV grants under Sec. 309(c) of the Communications Act, FCC last week postponed the effective date of its new share-time permits for vhf Ch. 10 at Rochester, N. Y. [B•T, March 16].

Heeding the protest of Gordon Brown, operator of WSAY Rochester, FCC stayed effectiveness of the Ch. 10 share-time authorizations made to WHEC and WVET there and designated their applications for hearing "at a time and place, and upon appropriate issues, to be designated by further order of the Commission."

An "expedited" hearing is called for under the terms of the new protest rule, Sec. 309(c), a McFarland Act amendment to the radio-TV law. To be considered, a protest must be filed within 30 days of a TV grant. Once a protest is filed, FCC must act upon it within 15 days.

Both WHEC and WVET had been competitors for vhf Ch. 10. They obtained their grants upon submission of the share-time proposal in order to avoid lengthy comparative hearing.

Mr. Brown, charging FCC acted too quickly on the share-time proposal, protests that his newly-filed Ch. 10 application is entitled to consideration.

His complaint, only one of several filed against new non-hearing TV grants under the terms of Sec. 309(c), stems from the precedent case involving WGRD Grand Rapids, Mich., and its economic objection to the uhf Ch. 35 grant at Muskegon, Mich., to Versluis Radio & TV Inc.

FCC first denied the WGRD complaint, but later reversed itself after consultation with the U. S. Attorney General and ruled WGRD is a "party in interest" under Sec. 309(c) [B•T, March 30]. The Versluis application is set for hearing April 22 in Washington, the Ch. 35 grant being stayed pending outcome.

Concurrently, FCC last week issued permits for eight new uhf stations, including one for uhf Ch. 27 at Rochester to Genesee Valley TV Co., a merger of two former competitors for Ch. 27 [B•T, March 30]. They are WRNY Rochester and Schine Chain Theatres, 55% owner of WPTR Albany. Each acquires half-interest in the new permittee.

Construction permits were issued to the following:

Alexandria, La. (City priority Group A-2, No. 131) — Barnet Brezner (general contractor), granted uhf Ch. 62, effective radiated power 21.5 kw visual and 11.5 kw aural; antenna height above average terrain 640 ft.

Lewistown, Pa. (Group A-2, No. 380)—Lewistown Bcstg. Co. (WMRF), granted uhf Ch. 38, ERP 21.5 kw visual and 11 kw aural; antenna 1,020 ft.

Tulare, Calif. (Group A-2, No. 419)—Sheldon Anderson (KCOK), granted uhf Ch. 27, ERP 105 kw visual and 59 kw aural; antenna 690 ft.

Marion, Va. (Group A-2, No. 708)—Mountain Empire Bcstg. Corp. (WMEV), granted uhf Ch. 50, ERP 110 kw visual and 60 kw aural; antenna 1,600 ft.

New Brunswick, N. J. (Group B-1, No. 138)—Home News Pub. Co., granted uhf Ch. 47, ERP 87 kw visual and 49 kw aural; antenna 430 ft.

New Orleans, La. (Group B-4, No. 184) — CKG TV Co. (WMRY), granted uhf Ch. 26, ERP 100 kw visual and 54 kw aural; antenna 330 ft.

New Orleans, La. (Group B-4, No. 184) — Community TV Corp., granted uhf Ch. 32, ERP 85 kw visual and 48 kw aural; antenna 470 ft.

Rochester, N. Y. (Group B-4, No. 191)—Genesee Valley TV Co. (merger of WRNY and Schine Chain Theatres bids), granted uhf Ch. 27, ERP 265 kw visual and 135 kw aural; antenna 440 ft. Comr. Frieda B. Hennock favored letter of further inquiry.

Post-Thaw Grants 333

The eight new station permits increase post-thaw grants to 333 and the total outstanding U. S. TV station authorizations to 441. A total of 154 stations is operating commercially.

In other actions last week, FCC denied the petition of Hearst Corp. for rehearing and dismissed the Hearst application for vhf Ch. 10 at Milwaukee. Ch. 10 was reserved for educational use by the Sixth Report and Order, FCC noted, hence the channel is no longer available for commercial use. Operator of WISN Milwaukee, Hearst went through hearing for TV there in 1948 but the freeze was imposed before a decision was rendered. FCC concluded Hearst was uniformly treated by the Sixth Report.

In a concurring statement, Comr. Robert T. Bartley commented that to delay a ruling would provide no solution. "Even if we should allow the application to remain on file after reconsideration of the allocation for Milwaukee, we could not, in fairness, refuse to consider any other commercial applicant for Ch. 10," he said.

Comr. Rosel H. Hyde dissented, stating the bid should not be dismissed "without an opportunity to re-examine the allocation of facilities to the Milwaukee area."

FCC also finalized its proposed allocation of uhf Ch. 75 to Patchogue, N. Y. [B•T, Jan. 5]. The channel is sought by WALK there. Comr. Bartley dissented "in view of the possibility of arriving at a more efficient use of the spectrum."

The Commission denied petitions of WCAE Pittsburgh and WHIS Bluefield, W. Va., and finalized its proposal to assign vhf Ch. 4 to Fayetteville, W. Va., requested by WOAY Oak Hill, W. Va. [B•T, Feb. 21]. Offset carrier requirement for reserved Ch. 4 at Chapel Hill, N.C., is changed to plus.

On petition by the Western Massachusetts Educational TV Council, Amherst, Mass., the Commission proposed rule-making to assign vhf Ch. 8 to Amherst and uhf Ch. 80 to North Adams, Mass., both to be reserved for noncommercial, educational use. Comments are due April 20.

The Commission denied a petition by Storer Broadcasting Co. to reconsider on the merits FCC's ruling that Storer must chose between pending TV bids at Miami and Wheeling [B•T, Feb. 2]. FCC, however, decided to withhold any further action for seven days on TV bids in conflict with Storer's applications both in Miami and Wheeling-Steubenville so that Storer may elect which bid it will prosecute. Ch. 10 is involved at Miami; Ch. 9 at Wheeling-Steubenville.

FCC ruled earlier that since Storer already operates four TV stations, it could apply for only one more in view of the five-station limit. This is considered a precedent decision, since the multiple ownership rule heretofore has not been applied to applications.

Storer, meanwhile, has purchased WBRC-AM-TV Birmingham for $2.4 million, subject to FCC approval, and is expected to drop both its Miami and Wheeling bids [B•T, March 30].

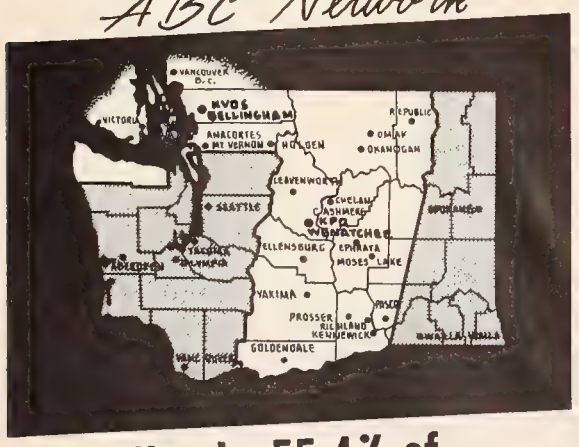
Other Protests

Other than the TV-grant protests by Mr. Brown and WGRD Battle Creek, FCC has received protests to its authorizations for uhf Ch. 46 at Durham, N. C., and vhf Ch. 8 (share-time permits) at Salinas-Monterey, Calif., filed respectively by WSSB Durham and KICU (TV) Salinas, new uhf Ch. 28 grantee [B•T, March 30]. Both complaints were filed pursuant to Sec. 309(c).

T. E. Allen & Sons Inc., the Ch. 46 grantee at Durham, comprising a merger of T. E. Allen & Sons and WTOB Winston-Salem, former competitors for the channel, told FCC last week that WSSB's protest specifies no issues and does not meet technical requirements of Sec. 309(c), hence it is not a "party in interest." Allen asserts that WSSB's application for Ch. 46 was untimely and asks the Commission to affirm the FCC secretary's action returning the bid to WSSB.

The Chief of FCC's Broadcast Bureau also tendered an affidavit by Joseph N. Nelson, chief of his TV Facilities Division Application Branch, refuting certain allegations of WSSB about telephone conversations on the status of the Allen application and WSSB's proposal to file.

KMBY-TV Monterey and KSBW-TV Salinas, new share-time Ch. 8 grantees, charged KICU's "letter of protest" was filed too late, is without merit and is not in proper form for consideration.

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Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.
KVOS 1000 WATTS 790 K C
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Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME
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FIRST PRIZE	(Auricon Cine-Voice Sound Movie Camera, plays on any 16 mm sound projector)	**KMTV** Omaha, Nebraska
SECOND PRIZE	(Minitape Portable Tape Recorder, 13-lb., battery-operated. Model M5A)	**KSL-TV** Salt Lake City, Utah

RADIO PRIZE WINNERS

FIRST PRIZE	(Portable Magnecord Recorder with play-back amplifier. 3 heads for monitoring from tape. Model PT63)	**WAYS** Charlotte, North Carolina
SECOND PRIZE	(Minitape Portable Tape Recorder, type used by over 500 radio stations. Model M5A)	**WGH** Norfolk, Virginia
THIRD PRIZE	(Minitape Portable Tape Recorder, self-contained, network-quality recordings. Model M5A)	**WSAZ** Huntington, West Virginia

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PUBLIC COLOR TV BY CHRISTMAS IS PREDICTED BY WOLVERTON

House Commerce Committee Chairman Wolverton believes public color TV will be available early if NTSC's system lives up to promises and "FCC cooperates." FCC Chairman Walker calls for caution in scrapping the current system in favor of a new one but thinks any new hearing could be shortened.

COLOR TV by Christmas. That is House Commerce Committee Chairman Charles A. Wolverton's prediction "if the National Television System Committee fulfills its optimistic promises and the FCC cooperates."

The New Jersey Republican hazarded that guess when asked his idea on when color TV for the public might arrive, following last week's testimony by FCC Chairman Paul A. Walker before the House committee investigating the status of color television [B•T, March 30, 23].

At the same time, Rep. Wolverton said the committee might ask additional manufacturers to testify in order that it can get more information on the "industrial and commercial" aspects of polychrome video. The committee has heard representatives of RCA, CBS-Columbia, DuMont, GE and NTSC.

Demonstrations Next Week

This, he said, would be considered after the Committee's visit to Princeton and New York April 14-15 to view comparative demonstrations of the NTSC and CBS systems. The committee also hopes to view RCA's receiver and tube developments and Chromatic Television's tri-color tube (the Lawrence tube).

Still unanswered is whether the Senate Commerce Committee intends to move into the color TV arena. General impression is that it will not—provided the House Committee's activities result in the public getting color video in reasonable time.

View of Sen. Edwin C. Johnson (D-Colo.), whose open letter to Senate Commerce Committee Chairman Charles W. Tobey (R-N. H.) sparked the current congressional interest in multi-hued video [B•T, March 16], is that there might be no need for the Senate to "plow the same ground" if the House Committee is successful in "giving the public color."

"If the House Committee accomplishes that," the Colorado Democrat said, "I'll say amen and glory be."

Some observers have thought the Senate might move into the realm of facets touched upon by the House Committee—origin of NPA Order M-90 which effectively banned the production of color TV receivers, the organization of NTSC and the Justice Dept.'s investigation of the electronics manufacturing industry. Sen. Johnson's observation was that most of this was "water over the dam" and he questioned whether anything could be gained by it.

Essence of Chmn. Walker's testimony before the House committee was that the Commission must be cautious before approving a new color TV system and scrapping the field sequential approved system. However, he said he thought that any future hearing could be shortened considerably.

". . . Any system of color television which is to be with the public for years," Mr. Walker urged, "merits the most serious governmental deliberation. These deliberations should not and need not be interminable, but they should assure the public that all persons having a worthwhile contribution to make to a correct answer should have the opportunity to be heard."

'Don't Let Public Decide'

This also was his answer to the RCA recommendation that the FCC immediately authorize the compatible NTSC standards and "let the public decide." He called the suggestion "fundamentally unsound."

Authorization of multiple standards would, Mr. Walker declared, "completely destroy the fundamental competitive basis upon which broadcasting was intended by Congress to operate . . . each [station] would have in effect a monopoly of the attention of its audience . . . public choice from among several color systems becomes a snare and a delusion . . . it deprives the public of the real freedom of choice in programming which is the cornerstone of our American system of broadcasting."

Mr. Walker defended the FCC's choice of the CBS-sponsored field sequential system in 1950 as the only one that "measured up to those standards [criteria for color TV]". He called attention to the FCC 1950 FCC report which said that "compatibility is too high a price to put on color." He added: "It [the field sequential system] and it alone afforded an available, adequate, simple and relatively inexpensive method of securing color television."

In answer to Dr. W. R. G. Baker, GE Electronics Div. vice president and chairman of NTSC, who asked that the FCC cooperate more fully with the NTSC group, Mr. Walker recounted the liaison already established between the government agency and the manufacturers' committee.

The FCC chairman also explained that experimental rules of the Commission applied to all services, not only to color television. Dr. Baker had complained that the FCC's regulations made it impossible to test NTSC color signals during regular programming hours. Mr. Walker assured the House committee that the FCC would be sympathetic if applications for such experimental tests were submitted. Mr. Walker also revealed that only three out of 26 original applications for authorization to test NTSC color system had been turned down.

Not only does the law require the Commission to take certain steps in matters involving rule changes, Mr. Walker pointed out, but the Commission must be certain that any standards it approves meet the tests of practicality.

Any new hearing should not take as long as the 1949-50 color hearing, he said. The Commission would not be "starting from scratch," he said. If there is only one proponent, he declared, the hearing should not take too long.

The FCC had nothing to do with NPA Order M-90, Mr. Walker said. It was not consulted, he added. In response to a question, Mr. Walker said he would have recommended against the issuance of the order, unless he was convinced by NPA officials that it was required because of the materials situation.

In response to a question from Rep. Wolverton as to when he thinks color TV might be available to the public, Mr. Walker replied: "I wish we knew, Mr. Chairman, I wish we knew."

He said he agreed with Dr. Baker that NTSC should be permitted to test its proposed system and that the four to six months for testing "seems" reasonable. He agreed that the Commission could, on its own motion, institute proceedings, but he felt that it would be best for the move to come from the industry. He also said in reply to a question that he did not think the industry in asking for time to complete tests was trying to delay color TV.

NTSC Tests

COLOR TV tests with the compatible National Television System Committee standards are under way now with the following participants: WNBT (TV) New York, WPTZ (TV) Philadelphia, and the experimental transmitters of General Electric, Syracuse; Zenith Radio Corp., Chicago, and Allen B. DuMont Labs., New York. Tests are run when and as needed.



FCC CHAIRMAN Paul A. Walker was flanked by advisers before House Commerce Committee. L to r: Benedict P. Cottone, general counsel; Curtis B. Plummer, chief, Broadcast Bureau; Mr. Walker, and Edward W. Allen Jr., chief engineer.

FCC Reports to Congress

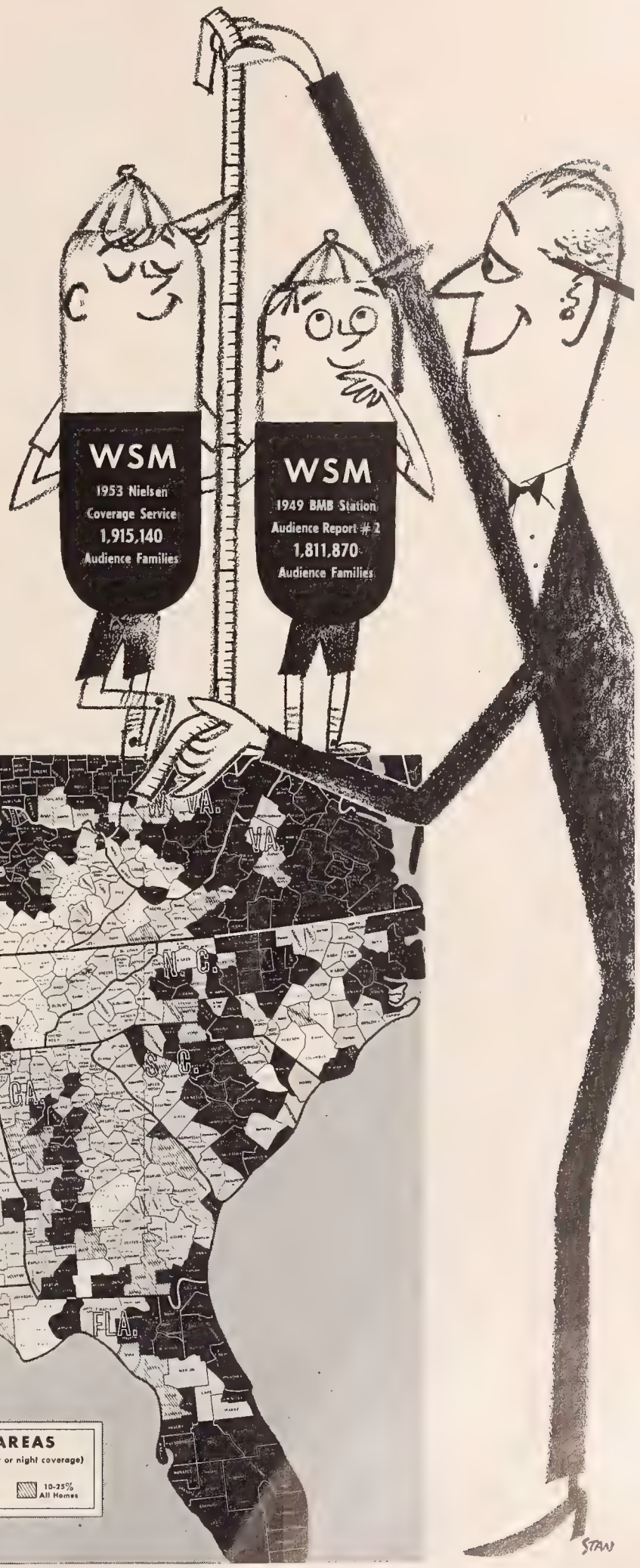
FCC submitted its third monthly report on pending applications to Congress last week, listing uncontested pending applications 90 days or older and hearing cases which were completed six months or more. Report is required by the provisions of the McFarland Act, which went into effect last July.

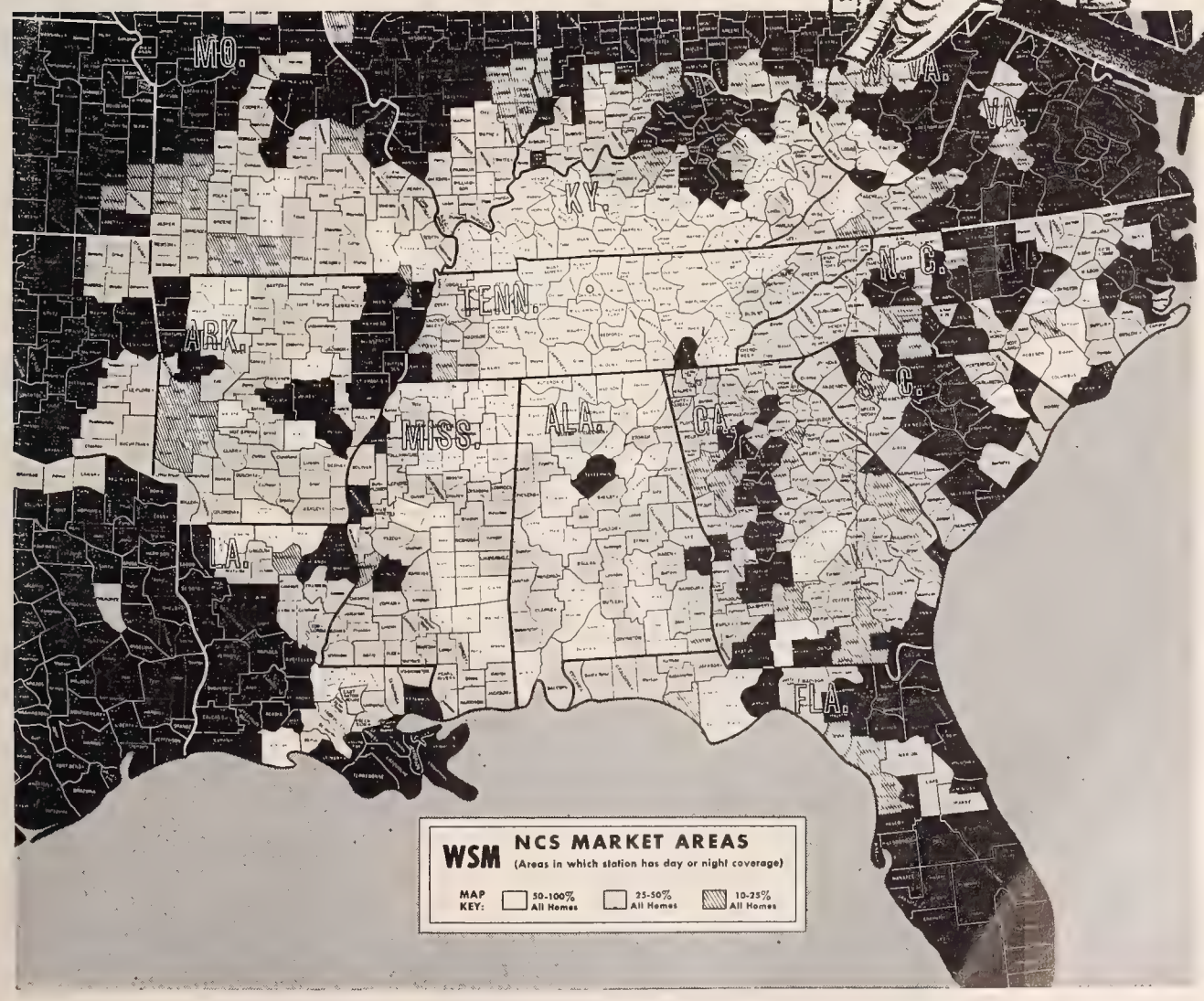
Still a Growing Boy!

We think we know what's happening to radio. We know we know what's happening to WSM. It's showing a very healthy growth, thank you. For proof we offer the comparison (right) and the latest Nielsen Coverage Study Map below.

Irving Waugh or any Petry Man will be happy to show you the complete Nielsen Coverage Study. Better see it before you make any advertising plans for the Central South.

WSM *Nashville . . . 650*
Clear Channel 50,000 Watts





SENATE TO HEAR EDUCATIONAL TV

During hearing on John C. Doerfer's nomination to FCC, Sen. Tobey announces that the Commerce Committee soon will look into educational TV.

HEARING on educational TV, April 16, was announced by Senate Commerce Committee Chairman Charles W. Tobey (R-N.H.) during discussion on reserved channels at the hearing on the nomination of John C. Doerfer, Wisconsin Public Service Commission chairman, to be a member of the FCC.

Promise for the hearings came from Sen. Tobey, when discussion among Sens. John Bricker (R-Ohio), Edwin C. Johnson (D-Colo.), John Marshall Butler (R-Md.) and others waxed warm.

Discussion started when Sen. Bricker asked Mr. Doerfer whether he was in favor of reserving channels for educational television. If educational institutions lose this opportunity, Sen. Bricker said, they may never recover "these losses."

Suggestion that educational institutions work with existing commercial stations was broached by Sen. Butler. The "freshman" Maryland Senator thought that educational programs can be worked in on regular stations, "not dedicated stations."

Force Stations to Give Time

Belief that the answer lay in giving the FCC authority to force commercial stations to devote a certain portion of their time for education was voiced by Sen. Johnson. The ranking Democrat on the Senate Commerce Committee referred to a proposal he had made during the course of the FCC's TV freeze. He said not many educational institutions have the funds and skills to put on good educational programs and run stations.

Sen. Lester C. Hunt (D-Wyo.) suggested that educational television reservations be handled on a case by case basis. That is, he said, in Wyoming where schools and colleges cannot afford to run their own stations, they should be given time on commercial stations; in Ohio where educational institutions can and desire to run their own stations, they should be given that opportunity.

Sen. Bricker declared that educational television has "great possibilities" to get the "very best programs" to the public. Reservation of TV channels for education, the Ohio Senator said, will give educators a chance to have their own stations.

"I don't want to see this great facility taken over entirely by educational institutions," he said, "but I feel strongly we are passing up one of the great opportunities in the educational field if we don't reserve channels for them."

Sen. Bricker was the author in the 82nd Congress of a bill (S J Res 28) directing the FCC to make a study of educational television and reserved non-commercial channels.

Sees Commercial Monopoly

Sen. Butler foresaw the possibility of a commercial monopoly in instances where only two channels were available for a community—one educational and one commercial.

At this point Mr. Doerfer managed to answer Sen. Bricker's original question. Mr. Doerfer said he did not know enough about the subject, was inclined to approach the question "cautiously" and would reserve judgment until he understood the situation better.

When the FCC issued its end-of-freeze report last year [B•T, April 14, 1952], it placed in reserved status for one year 242 channels for educational, non-commercial stations. Thus far it has granted 14 educational applications and has 43 on file pending action. On June 2, requests for change of these reservations to commercial usage will be entertained by the Commission. On that date, freeze on any changes in allocation table will be lifted.

Stanton's View

FIRST OPPOSITION to FCC chairman Paul A. Walker's opinion that networks should be licensed, expressed to the House Commerce Committee last month [B•T, Feb. 23], has been sounded by CBS President Frank Stanton. Appearing before the same committee, which is investigating the status of color television, Mr. Stanton was asked about his views regarding licensing of networks. He said he did not believe it was necessary, particularly since the FCC exerted an influence over networks through its control of the licenses of the networks' owned and operated stations.

In a clarification of Mr. Walker's views on network licensing, the FCC chairman two weeks ago read a statement subscribed to by the entire Commission which stated that a study of network operation should be undertaken first, after which a recommendation that networks be licensed might be made [B•T, March 16].

Mountaintop-High Power TV Urged for Montana by Craney

TELEVISION coverage of Montana's vast areas by several high-power mountaintop transmitters was proposed to the FCC last week by E. B. Craney, treasurer of Television Montana, in withdrawing an application for Ch. 3 in Great Falls.

Mr. Craney is president of KXLY-TV Spokane and operates a group of northwest radio stations. He is a principal in KXLF Butte, which has received a Ch. 6 TV grant [B•T, March 9].

Recently Television Montana called a conference of Montana TV applicants to discuss the chance of getting FCC approval of high-power mountaintop stations on a group basis, with dominance avoided through limitation of stock ownership in any one person or group.

The plan would bring TV service to most of the people of Montana rather than serve only a few in centers of population, according to Mr. Craney, making the state a single market desirable to national advertisers and thus attracting top programs.

Mr. Craney told FCC the plan "would have the possible drawback of instituting a state rather than a community TV system but for a state of such wide area and few people this would probably prove a boon rather than a drawback." The plan has been abandoned for lack of cooperative interest, he said.

Television Montana is going ahead with its Butte CP plans but may again ask a change in transmitter site, he said. As to Great Falls, he said a grant has been made to others (KFBB-TV, Ch. 5) and the Television Montana application is tied up and will have to go to hearing.

KGKL SURRENDERS VHF CH. 3 CP

THE FIRST post-thaw TV construction permit to be surrendered—for vhf Ch. 3 at San Angelo, Tex.—was turned back to the FCC last week by KGKL San Angelo because "the market is not large enough to support two TV stations."

Another TV grantee. Westex TV Co., already is building on vhf Ch. 8 there. It is identified in ownership with KTXL San Angelo.

Lewis O. Seibert, secretary-treasurer and 10% owner of KGKL Inc., licensee of KGKL and permittee of KGKL-TV, told B•T last week that he considers the two-TV station situation there "economically unsound," eventually resulting in "inferior service."

"There is no cheap way to operate a television station that I know of," Mr. Seibert commented.

Earlier, one operating TV station—also a post-thaw grantee—discontinued service for economic reasons. It was KONA-TV Honolulu, assigned vhf Ch. 11 and the island city's second operating station. KONA-TV has been purchased jointly by KPOA and KGU Honolulu [B•T, March 16].

San Angelo had a 1950 population of 52,093, with 89.7% radio saturation accounting for 13,742 radio homes. The primary area of KGKL encompasses 32,963 radio families, Mr. Seibert quoted from a recent audience report.

KGKL and KTXL are the only local radio stations. Founded in 1928, KGKL is assigned 5 kw day, 1 kw night on 960 kc, directional night, and is an ABC affiliate. KTXL, founded in 1947, is a Mutual outlet and assigned 250 w on 1340 kc.

Mr. Seibert has purchased the remaining 90% interest in KGKL from other stockholders for a total consideration of $450,000 [B•T, March 16]. Application for assignment of the station's license from KGKL Inc. to Mr. Seibert individually is pending FCC approval. Mr. Seibert acquires all company assets in the transaction.

The balance sheet of KGKL Inc., submitted with the transfer bid and dated Nov. 30, 1952, reported total current assets of $204,300, including nearly $111,000 cash. Fixed assets totaled $25,900. Liabilities were listed as $32,000. Total net worth was given as $198,000-plus. Surplus of nearly $135,000 was given, with current profit cited as in excess of $23,000. Mr. Seibert's net worth was given as nearly $103,000 on Dec. 22, 1952.

Hobby Nominated

NOMINATION of Mrs. Oveta Culp Hobby (KPRC-AM-TV Houston, *Houston Post*) to be a Cabinet member was sent to the Senate Thursday by President Eisenhower. Under the President's Reorganization Plan No. 1, the Federal Security Agency becomes the Dept. of Health, Education and Welfare. Legislation (HJRes-223) bringing about cabinet status was passed by the House March 18 and by the Senate March 30, and signed immediately by the President. Mrs. Hobby's new title will be Secretary of Health, Education and Welfare. The nomination is effective April 11, if confirmed by the Senate.



CHARLES S. PATCH
Patch's Department Store, Inc.
Southern Pines, N. C.

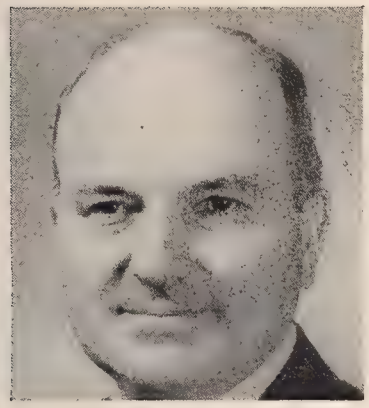
"AP news has been the mainstay of our advertising for six years. To check on the results, we recently made a study of our bank clearances and charge accounts. It showed that occasional customers now travel 25 per cent further to trade with us—and become regular customers. With AP news over WEEB, we are consistently gaining new accounts that formerly went into other communities to trade."



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President, WEEB
Southern Pines, N. C.

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VIRGIL ZIEBARTH
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Manager, KSUM
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"We ORIGINATE eleven daily newscasts—all sold. AP news means continued good will from sponsors."

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
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Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

BUDGET BUREAU CUTS FCC $1.2 MILLION

Economy-minded GOP Bureau slices FCC budget request to $7.1 million, it is revealed on Capitol Hill. Next consideration is up to Congress.

FCC got cut $1.2 million by the new economy-minded Republican Budget Bureau—from $8.3 million to $7.1 million for fiscal 1954—transcript of executive testimony before the House Appropriations Committee on Feb. 26, released today, revealed. The House committee has still to recommend an appropriation.

Hearing record showed that the FCC requested $9.9 million and was trimmed to $8.3 million in President Truman's budget message. Further trimming accomplished by President Eisenhower's budget director cut requested personnel in technical research and frequency allocation, field engineering and monitoring and safety and special radio services, leaving them at present levels.

Cuts also eliminated funds for proposed network study and requested funds for printing and reproduction by more than 50%, for the purchase of equipment by 45% and for land and structures by 85%.

Broadcast Bureau personnel was cut back from requested 276 to 256, which compares with 150 employed in 1952 fiscal year and estimated 194 this year. The reductions were made on the assumption, FCC Chairman Paul A. Walker informed the House committee, that standard broadcasting backlogs would be permitted to increase and that productivity would be increased, and that further streamlining was required in handling renewals, transfers and assignments.

No cut was made in the estimated personnel required to handle TV and FM cases, Mr. Walker said.

Commission has a backlog of 17,621 applications pending as of Jan. 31, Mr. Walker informed the committee. Of these, 2,274 were broadcasting applications (870 AM, 189 FM, 883 TV and 332 others). Mr. Walker said there were 550 conflicting TV applications which would have to go to hearing. He estimated, at committee urging, that it might take "three, four, five years before we get caught up with our present force."

Need 40 Examiners

It would take a staff of 279 to clean up the existing TV hearing cases by June 30, 1954, Comr. Robert T. Bartley said in submitting a survey made by the staff at his request. This would cost $1,671,200 in salaries he said. Estimate is based on use of 40 examiners, he explained.

Length of TV hearings was subject of complaint by Reps. Albert Thomas (D-Tex.) and Sidney R. Yates (D-Ill.). They asked why attorneys' examinations and cross examinations were unduly prolonging hearings.

Mr. Walker replied in these words:

You are right, and that sounds like a very simple statement, it looks like a very simple thing until you get into these hearings and some of the lawyers begin to cross-examine the opponent on the ground of his financial qualification, and those things run on and on and on, and yet, as I say, we have tried to shorten up the time of the hearings by provision in our rules, and through cooperation of the local bar associations, and still these hearings go on for a long, long time.

It is the hardest thing in the world to keep a lawyer quiet or to keep him from asking too many questions—and I am not saying that critically; I am just telling you that it is a part of the process that is hard to reform so as to keep these hearings down to a reasonable length of time.

In answer to another question by Rep. Yates, the Commission furnished the following information regarding newspaper ownership: Newspapers have a direct or indirect interest in 86 of the 355 TV stations authorized and in 556 of the 2,450 AM stations operating. That is 24% of the TV stations and 22.7% of the AM stations, the Commission reported.

Information submitted to the House committee also showed that the FCC owned $2,186,384 worth of equipment.

FCC Remote-Operator Rules Go Into Effect on April 15

REVISED FCC rules permitting remote operation of transmitters of 10 kw or less power and easing operator ticket requirements will go into effect April 15, ending a long battle by NARTB to obtain recognition of technical progress.

FCC last Monday denied an appeal by International Brotherhood of Electrical Workers, (IBEW) [B•T, March 9] for reconsideration of its Jan. 26 order revising the rules [B•T, Feb. 2]. NARTB last March 17 had filed a motion to strike the IBEW petition and had opposed the union's arguments. IBEW had claimed security hazards plus economic injury to technicians.

In its denial order the FCC held IBEW had brought up no new facts or policy considerations nor were its claims of harmful effect on the Conelrad alert plan of radio-TV silence found to be convincing.

Based on Economic, Technical Grounds

The new rules changes are based on both economic and technological grounds, FCC emphasized, but warned that compliance is dependent to a large extent on the good faith of licensees.

Comr. Hennock dissented on the ground IBEW's petition warrants further hearing, including oral argument.

FCC's action clinched a campaign by NARTB under direction of a special committee headed by William C. Grove, KFBC Cheyenne, Wyo., and head of Wyoming Cowboy Network. Bernard Koteen served as special counsel to the committee.

In a separate ruling FCC ordered WGNS Murfreesboro, Tenn., to cease operating with a person (named Freeze), who holds no operator's permit, and with an operator of lesser grade than authorized, as well as to keep required program logs.

Ask Conelrad Change

FCC has been asked by NARTB and NBC to extend the release date of its proposed Conelrad manual for 30 days to permit additional comments. The Commission proposed to incorporate the Conelrad plan (AM broadcast operation during enemy air attack) into its rules.

NARTB notes that FM and TV stations are eliminated from operation under Conelrad and required to maintain silence during "alerts." It suggests the rules be modified to include FM and TV if an acceptable plan can be devised at this time.

Walker Approves Ike

ALTHOUGH it wasn't revealed at the time, FCC Chairman Paul A. Walker was in attendance at the Session of the National Presbyterian Church, Washington, D. C., which accepted President Eisenhower as a member of the church on Feb. 1. The President met with the Session on that day just before the regular Sunday worship service and was accepted as a member upon confession of faith. The Session is the governing body of the church. Chairman Walker is one of the 30 Elders who comprise the Session at the present time.

Reductions in VOA Stations Save $500,000—Dr. Johnson

IIA Administrator Johnson reports cancellation of contracts for 12 transmitters results in U. S. saving of a half-million dollars annually.

REDUCTION in the number of Voice of America shortwave transmitting stations [CLOSED CIRCUIT, Oct. 20, 1952] was announced last week by Dr. Robert L. Johnson, head of the International Information Administration. Cancelled, as of June 30, 1953, were contracts with five private broadcasters for 12 transmitters, resulting in a $500,000 annual saving, Dr. Johnson said.

The Voice has been under fire by two Senate groups—Permanent Investigating Committee, headed by Sen. Joseph R. McCarthy (R-Wis.), and a Senate Foreign Relations subcommittee, chairmanned by Sen. Bourke B. Hickenlooper (R-Iowa). The McCarthy committee has heard complaints of inefficiency and communist infiltration [B•T, Feb. 23, et seq.]. The Hickenlooper subcommittee, a continuance of a study begun last year, has been looking into the practices and effectiveness of the entire overseas information program [B•T, Feb. 9].

Contracts Cancelled

Cancelled were contracts with the following broadcasters (figures in parenthesis indicate number of transmitters affected): World-Wide Broadcasting Corp., Scituate, Mass. (5); Associated Broadcasters, San Francisco (2); General Electric Co., Belmont, Calif. (2); Crosley Broadcasting Corp., Mason, Ohio (2), and Westinghouse Electric Corp., Hull, Mass. (1).

Continuing in use are 30 shortwave transmitters, of which 16 are owned by the U. S., six privately and eight jointly.

The Voice also owns and operates medium wave transmitters in Munich, Germany; Salonika, Greece; Wolferton, England, and the *U.S.S. Courier*. All of these operate with 150-300 kw output. Munich is due to be boosted to almost 1,000 kw. Under construction are two additional medium wave transmitters in the Far East and in the planning stage is one for the eastern Mediterranean.

Voice also operates RIAS (Radio in American Sector) Berlin, used for domestic German consumption. In addition, VOA furnishes friendly foreign governments with transcriptions, tapes and scripts for use on domestic facilities for home consumption.

Reduction in the number of shortwave transmitters was brought about, Dr. Johnson said,

Now

WBBM-TV

"Chicago's Showmanship TV Station,"
already drawing one-third of the
average audience in its four-station market
(with the curtain just going up!)

in

CHICAGO

the nation's second-largest market
in television circulation,
population, effective buying income, retail sales
...any way you count the house

is represented by

CBS TELEVISION SPOT SALES

which can get you into some of the best
and most sales-effective acts
in Chicago and nine other TV markets,
including the four largest.*

**CBS Television Spot Sales also represents*
WCBS-TV, *New York,* WCAU-TV, *Philadelphia,* WTOP-TV, *Washington,*
WBTV, *Charlotte,* WMBR-TV, *Jacksonville,* WAFM-TV, *Birmingham,*
KGUL-TV, *Galveston-Houston,* KSL-TV, *Salt Lake City,* KNXT, *Los Angeles,*
and CTPN, *the CBS Television Pacific Network.*

by a reduction of about 15% in the amount of program time being broadcast worldwide. This resulted in excess transmitter facilities, he pointed out.

Meanwhile, the Senate subcommittee ended several weeks of hearings last week, with Advertising Council President Theodore S. Repplier, publicist Edward L. Bernays and pollster Dr. George Gallup testifying. Mr. Repplier suggested advertising techniques be more fully used in overseas propaganda, and Dr. Gallup called for larger appropriations and more serious evaluation studies.

Following the Easter recess, the subcommittee will resume sessions, with State Dept. officials scheduled to appear in behalf of the IIA.

FCC Paperwork Reduced For Radio-TV—Strouse

SHARP slashing of red tape involved in filling out FCC forms has brought a new and harmonious relationship between the industry and the Commission, according to Ben Strouse, WWDC Washington, chairman of the radio-TV committee of the Advisory Council on Federal Reports.

Writing in the Council's 10th anniversary report, Mr. Strouse said that the number of forms to be filled out by broadcasters has been cut from 18 to 8 and the number of pages from 379 to 52 [B•T, Nov. 3, Oct 6, 1952].

Form Styling Revised

Styling of forms has been revised to permit carbon copies and ease of handling, resulting in common benefit, Mr. Strouse explained. He said the informal FCC-industry discussions, in cooperation with the Bureau of the Budget, have involved a spirit of "give and take and a desire to cooperate by both parties that alone makes the existence of our committee worthwhile." David E. Cohn is Budget Bureau liaison with the committee.

The joint undertaking, Mr. Strouse added, has resulted in extensive reduction in costs involved in filling out station forms for the FCC.

Illinois Solon Seeks TV Libel Legislation

LIBEL LEGISLATION designed to place television on the same footing with radio and the press under Illinois law has been introduced in the state legislature at Springfield.

Sen. William D. Connors (D-Chicago) sponsored a bill which would render station owners and others guilty of libel for "maliciously and knowingly" permitting broadcast utterances defaming anyone. It would amend present statutes which were revised in 1945 to include radio as well as the press.

Special Exemption

As under current law, special exemption is provided for utterances in political campaigns. The bill explains that "the truth shall be a sufficient defense," as in radio and press cases. Penalties call for up to one year imprisonment and a $500 fine.

A Chicago attorney familiar with broadcasting operations and libel raised the question of whether the Connors legislation might not be unconstitutional and extend beyond criminal into civil liability. The present radio libel law, he noted, extends only to criminal offenses.

Color Quip

AFTER hearing Dr. Allen B. DuMont observe that he didn't think any color system was ready yet although previous witnesses had flatly said it was, House Commerce Committee Chairman Rep. Charles A. Wolverton (R-N.J.) observed: "I guess we'll have to get a crystal ball if we want to know whether color television is here or not." Immediately, a colleague added: "A color crystal ball." And another quipped: "Compatible or incompatible, Mr. Chairman?"

FCC Grants Three Transfers, Five New AM Stations

FCC last week granted three station transfers and five construction permits for new AM stations.

Consent was granted to:

Assignment of license of KCOK Tulare, Calif., to Sheldon Anderson in compliance with the will of Herman Anderson, deceased.

Assignment of construction permit of WCIN Cincinnati from New York Technical Institute of Cincinnati Inc. to Robert W. Rounsaville for $15,646.95, amount expended by the former.

Assignment of permit of KPLN Camden, Ark., from Leo Howard, trading as Mid-South Broadcasting Co., to D. R. James Jr. Comrs. E. M. Webster and Frieda B. Hennock dissented.

Five construction permits were granted for new AM stations:

Andrew B. Letson, Ocala, Fla., 900 kc, 500 w daytime. O. A. Tedrick, El Dorado, Kan., 1360 kc, 500 w day. Moritz Zenoff, Henderson, Nev., 1440 kc, 250 w, unlimited. Luther M. Jones, Jackson, Ohio, 1280 kc, 1 kw day. Tiger River Corp., Chattahoochee, Fla. (WKDO), granted construction permit to replace one which expired, 1380 kc, 500 w daytime.

KDON Santa Cruz, Calif., was authorized to move its main studio to Salinas, maintaining present studios at Santa Cruz and Long Beach (1460 kc, 5 kw unlimited, DA).

KOPL Los Angeles was authorized to increase power on 1540 kc daytime from 5 kw to 10 kw.

WBUT Butler, Pa., was granted change from 1580 kc to 1050 kc, operating with 500 w day, DA.

KEAR San Mateo, Calif., was granted power increase from 1 kw to 10 kw, operating unlimited time on 1550 kc, DA-2.

KWIL Albany, Ore., was granted change from 1240 kc, 250 w unlimited to 790 kc, 1 kw unlimited DA-2.

NARTB Asks FCC Changes In Its Rules Sec. 1.342

CHANGES in FCC's proposed amendment of Sec. 1.342 of its rules, covering documents that AM, FM, TV and international broadcast stations must file, were asked last Monday by NARTB.

Agreeing that changes are needed to end confusion about what documents should be filed, NARTB asked that interested parties get a chance to comment once more when the proposed language has been finalized. NARTB also urged FCC to remove a proposed section relating to filing of mortgage or loan agreements. Other portions of the rules require full disclosure before changes in control or ownership can be made, NARTB held.

Elimination of Bulk Time Provision

Elimination of a provision governing bulk time sales on the ground it is covered elsewhere in the rules was asked by NARTB. It suggested removing part of an amendment covering filing of contracts relating to officers, directors or regular employes paid on a percentage of net profits or required to share net losses. NARTB claims this clause should be limited to management personnel other than officers, directors or employes of the licensee.

KLZ BRIEF DENIES RIVAL'S EXCEPTIONS

FCC sets oral argument in the Denver Ch. 4 case as KLZ replies to exceptions filed by Denver Television Co.

REPLY to exceptions to examiner's initial decision in the Denver Ch. 4 case, filed three weeks ago by Denver Television Co. [B•T, March 23], was made last week by KLZ Denver, favored for the TV grant. At the same time, the FCC set April 23 as the date for oral argument on this case.

KLZ brief emphasized that Examiner James D. Cunningham found no violation of the chain broadcasting rules through KLZ's affiliation agreement with CBS. It also reiterated the examiner's findings that KLZ was better qualified than Denver Television because of (1) local residence, (2) public service and community affairs, (3) integration of ownership and management, (4) quality of proposed programs, (5) public support, (6) operating policies, (7) overall plans for service, and (8) ability to execute plans and policies due to facilities and experience of staff.

Denver Television's attempt to brand the KLZ-CBS affiliation agreement a violation of chain broadcasting rules was rebuffed by KLZ in its brief. KLZ quoted the examiner's contention that Denver Television's position was a "strained interpretation" of those rules. It also pointed out that first refusal rights for TV—the provision at issue—had been in existence by networks for at least 12 years and that FCC had done nothing about it.

Allegation that principal KLZ stockholders Harry Huffman, Frank H. Ricketson and Theodore R. Gamble were tainted with an anti-trust brush was rejected by KLZ. The Denver station emphasized that these men were employes of corporations subjected to anti-trust proceedings many years ago and that none controlled the policies of the companies with which they were associated.

Reference to third principal stockholder J. Elroy McCaw—that he misrepresented holdings and positions in application—was denied by KLZ. In Mr. McCaw's 20-year record in broadcasting, no material discrepancies were found, KLZ said. It also called attention to the examiner's decision which found that there was no attempt by Mr. McCaw to misrepresent.

Radio and TV are complementary, not competitive as alleged by Denver Television, KLZ brief asserted. This was in response to the position of Denver Television that radio ownership should be considered a disqualifying factor in TV grants.

There is no record that TV has cut the aggregate AM audience, KLZ said. It also pointed to the increase of national spot AM business since the advent of TV.

In answer to the Broadcast Bureau's exceptions to the examiner's comments that there was no Commission policy requiring consideration of the possible conflict of interests between AM and TV under the same ownership, KLZ said it agreed with the Broadcast Bureau that the issue should be resolved, then emphasized that it had been raised and resolved by the examiner—in favor of KLZ.

TIME INC. BUYS KDYL-AM-FM-TV; LARSON WILL HEAD OPERATION

Publisher Henry Luce's company announces its second venture into the broadcasting field, purchasing Intermountain Broadcasting & Television Corp.'s Salt Lake City outlets. Price is $2.1 million.

SECOND venture of Time Inc. into broadcasting was made public last week when the purchase of KDYL-AM-FM-TV Salt Lake City for $2.1 million was announced by the publishing firm's president, Roy E. Larsen, and KDYL President Sidney S. Fox.

The Henry Luce-owned company (*Time, Life, Fortune*) also announced that G. Bennett Larson, vice president and general manager of WPIX (TV) New York will be associated with it in the ownership of the Utah properties. Arrangement will be similar, it is presumed, with that existing between Time Inc. and former FCC Chairman Wayne Coy in the ownership of KOB-AM-TV Aubuquerque, N. M.

Purchase of 100% of the stock of Intermountain Broadcasting & Television Corp., licensee of the KDYL stations is subject to FCC approval. A formal application for transfer of control will be filed soon. Of the 20,000 outstanding shares of Intermountain, pioneer broadcaster S. S. Fox owns 10,740. Other major Intermountain stockholders are Fred B., Hazel and G. A. Provol, 3,650 and Jessie F. and L. A. Loeb, 4,150.

Agreement Terms

Under the terms of the agreement, signed last week, Time Inc. placed a $210,000 deposit on the purchase and promised to pay $1.58 million on closing date, $210,000 on adjustment date and $100,000 one year after adjustment date at 4% interest. The purchase price of $2.1 million will be adjusted after FCC approval to provide for net quick assets.

Scheduled to be organized is a new company which will hold the licenses of KDYL-AM-FM-TV. It is this company with which Mr. Larson —who began his radio career with KDYL 27 years ago—will be associated. Time Inc. will own 80% and Mr. Larson 20%, it is understood. Mr. Larson will be president and general manager of the new company. Physical assets of the properties will be owned by Time Inc. subsidiary Printing Developments Inc., which will lease them to the new operating company.

NBC-affiliated KDYL began operating in 1922, radiates 5 kw on 1320 kc. In 1947, KDYL-FM was established, and in 1948 KDYL-TV. KDYL-TV, also affiliated with NBC, operates on Ch. 4, has an effective radiated power of 30 kw. It recently moved its transmitter to Mt. Vision in the Oquirrh Mountain range, 9,000 ft. above sea level, and is said to cover 200 miles outside Salt Lake City, including 87% of the population of Utah as well as parts of Idaho, Wyoming and Nevada. Antenna is 3,080 ft. above average terrain.

Agreement indicates that Intermountain's liabilities total $350,128.53. No figures were given for assets or income. Unless FCC approves within six months following the filing of the transfer applications, the contract may be terminated. Agreement also provides that the NBC affiliation for both the radio and TV stations must be continued in order for the sale to be consummated.

No personnel changes are contemplated, according to a Time Inc. statement. The firm also stated that Mr. Fox will continue in an advisory role. It is understood he will receive a $100,000 consulting fee over a several year period. KDYL executives include John M. Baldwin, vice president and technical director; George A. Provol, commercial manager; Dan Rainger, program director; E. J. Drucker, sales director, and Connie Eckhardt, film buyer.

Time Inc. bought KOB-AM-TV from T. M. Pepperday, publisher of the *Albuquerque Journal*, last year for $900,000 [B•T, May 28, 1952]. New Mexico properties are jointly owned by Time Inc. and Mr. Coy. Mr. Coy is also radio-TV consultant to Time Inc. KOB-TV is due to begin construction soon of a new transmitter atop Sandia Mt., 11,500 ft. above sea level.

Time and *Life* have participated in radio and

* * *



DISCUSSING Time Inc. purchase of control of Intermountain Broadcasting & Television Corp., licensee of KDYL-AM-FM-TV Salt Lake City, are (l to r) Time President Roy E. Larsen; Sidney S. Fox, Intermountain president and principal stockholder, and WPIX (TV) New York Vice President G. Bennett Larson, who will become president-general manager and 20% owner of KDYL-AM-FM-TV upon authorization of the transfer by FCC.





DEBUT of Nash-Kelvinator as a sponsor of NBC-TV's *Welcome Travelers* is discussed by (l to r): Bob Cunningham, show's co-host; Tim King, N-K advertising manager; Tommy Bartlett, program star; Norman Blackburn, vice president in charge of radio-TV, Geyer Adv. Co., and Jack Bonning, advertising executive, Nash-Kelvinator. Firm is sponsoring first quarter-hour Friday segment of Monday-through-Friday series, 2:30-3 p.m. CST.

television for many years as sponsors and as producers. Time Inc.'s March of Time produced last year's *Crusade in Europe* and the now current *Crusade in the Pacific,* and also produces a half-hour news documentary shown weekly by many stations.

Forty-three-year-old "Ben" Larson began his career in radio in 1927 at the age of 16 at KDYL. Two years later he was named KDYL program director. In 1929 he moved to NBC New York as a producer-director. While with NBC, Larson was responsible for the Damrosch music series, Ed Wynn's *Fire Chief* show, Chase & Sanborn hour, Rudy Vallee's show, and many others. In 1934, Mr. Larson joined the Joseph Katz agency and for the next eight years worked with that agency, Ruthrauff & Ryan and Young & Rubicam. In 1942 he took over management of Washington's WWDC, in which he was a part owner. In 1945 he became manager of Philadelphia's WPEN and two years later vice president in charge of television for the *Philadelphia Bulletin's* WCAU-TV. He became manager of WPIX, owned by the *New York News,* in 1950.

Station Sales Recap

SALE of KDYL-AM-FM-TV Salt Lake City to Time Inc. and G. Bennett Larson for $2.1 million brings to three the number of TV station sales pending FCC approval. Last February Westinghouse Radio Stations bought WPTZ (TV) Philadelphia for highest price ever paid for a single broadcast property, $8.5 million [B•T, Feb. 23]. Two weeks ago, Storer Broadcasting Co. bought WBRC-AM-TV Birmingham for $2.4 million [B•T, March 30].

Major station sales since the beginning of 1953 include WBKB (TV) Chicago to CBS for $6 million; KFMB-AM-TV San Diego to Jack D. Wrather and Helen Marie Alvarez for $3.15 million; WMBR-AM-FM-TV Jacksonville to *Washington* (D. C.) *Post* (WTOP-AM-FM-TV) for $2.47 million; WLTV (TV) Atlanta to Crosley Broadcasting Corp. for $1.5 million, and WTVN (TV) Columbus, Ohio to Radio Cincinnati Inc. (WKRC-AM-FM-TV) for $1.5 million.

Navy Trip for Station Men

NINE men representing Kansas radio stations spent the weekend in Pensacola, Fla., on a "news media cruise" to check the Navy aviation cadet training program there. They were Ray Jensen, KSAL Salina; Bob Schmidt, KAYS Hays; Fred Conger, WREN Topeka; Archie Taylor, KANS Wichita; Hale Bondurant, KFBI Wichita; Bob Wells, KIUL Garden City; Wendell Elliott, KGNO Dodge City; Hilton Hodges, WIBW Topeka, and William Sutherland, KCKN Kansas City.

New WEMP-FM Frequency

WEMP-FM Milwaukee on March 29 switched to its new frequency, Ch. 227 at 93.3 mc, and this month expects to increase its effective radiated power from 35 to 50 kw and install a new antenna, the station reported last week.

NY Radio Executive Nominees

JAMES M. GAINES, vice president, General Teleradio Inc. in charge of WOR and WOR-TV New York, is the official nominee for president of the Radio & Television Executives Society for 1953-54. Other officers proposed by nominating committee, whose choices are tantamount to election, are: First vice president, George S. Shupert, United Artists Corp.; second vice president, Robert Burton, BMI; secretary, Claude Barrere; treasurer, Joseph A. McDonald, NBC.

Katz TV Markets Report

THE KATZ AGENCY, station representation firm, has issued its "TV Spot Advertising Cost Summary No. 13," covering 95 TV markets and showing for each the highest one-time rate in one-minute, half-hour and hour units, day and night. Markets are arranged in groups of 10, according to the number of sets, and totals and averages are shown for successive groups of 10 markets (first 10, first 20, etc.).

WWLP (TV) Joins AT&T Link

WWLP (TV) Springfield, Mass., has been connected to the intercity TV network facilities of AT&T with the opening of a new microwave link to that city from an intermediate station on the New York-Boston radio relay system, AT&T reported. This makes network programs available to 124 TV stations in 79 cities.

WKBV's New Building Starts

CONSTRUCTION will begin immediately on a new building for WKBV Richmond, Ind., according to general manager Lester G. Spencer. Plans call for erection of a 409-foot tower and antenna on a tract west of the city limits. The station is now in the Leland Hotel Bldg. Studios, offices and transmitter will be at the new site.



STATION executives in Boston cheer CBS Radio President Adrian Murphy (3d from r), who told Radio Executives Club of New England that radio's condition is robust [B•T, March 16]. Executives are (l to r): George Steffy, WNAC; Rudolph Bruce, RECNE president; Lambert Beeuwkes, WLAW; Mr. Murphy; Harvey J. Struthers, WEEI; Cy Young, WBZ.



SPONSORSHIP by Jacob Ruppert Brewery (Knickerbocker beer) of an 11 p.m.-midnight Monday-through-Friday Broadway production type show on WABC-TV (ABC) New York beginning April 27 is signed by (l to r) Robert E. Kintner, ABC president; Fred M. Linder, Ruppert president, and Milton H. Biow, board chairman, Biow Co. Adv. ABC describes contract as the biggest slice of local TV time ever bought by a single sponsor. [B•T, March 16].

Hurleigh Re-elected Chairman Of Chicago Unlimited

ROBERT F. HURLEIGH, WGN-AM-TV Chicago, was re-elected chairman of Chicago Unlimited at its first annual membership meeting recently. Others re-elected were Sterling C. Quinlan, WBKB (TV), vice chairman, and John Weigel, announcer, secretary. Members discussed objectives of the organization since its formation last fall, including ways and means of bringing more talent, radio-TV originations and advertising business to Chicago. Plans were announced for a spring masquerade ball, to be held April 24.

KLX Increases Power To 5 kw Fulltime

POWER of KLX Oakland, Calif., has been increased 500 times to 5 kw. Station claims it is now the only independent outlet in the Bay Area broadcasting with this signal strength day and night. Power hike followed an increase in population along the eastern side of the bay, reports Milton L. Levy, station manager. Two 370-foot towers stand on pilings 17 feet above the water, and are sunk 60 feet into the bay. Site was chosen to provide a salt water ground system, Mr. Levy says.

Fast Play

TRANSFER of Boston Braves to Milwaukee was followed in fast order by a big league baseball schedule on WEMP-AM-FM Milwaukee. Station made hurried arrangements to carry play-by-play reports of all afternoon and weekday evening exhibition games of the Milwaukee Braves starting March 22. Daytime commentary, handled by Earl Gillespie, Milwaukee sportscaster, is replayed each week night at 8 during the entire exhibition schedule, which continues through April 12. *(Also see roundup of baseball sponsorships, page 31)*

day or night you corral

200,000 memphis and Mid-South TV Homes



when you buy...

"Your TV Shopper"

Here are household hints and shoppers' specials wrapped in a bright and breezy package for housewives in the morning. The show features Olivia Browne, well-known Memphis TV emcee, and WMCT's own Wilson Northcross. It's loaded with "sell."

Monday thru Friday 9:30 A. M.

"Berl Olswanger Show"

"The casual touch." That's the charm of the Berl Olswanger show. Flanked by the lovely Ol'Swingers, Berl mixes pop tunes by these three pert chicks, together with his inimitable piano interludes and the restrained Olswanger humor. It's a natural for easy listening and viewing.

Monday thru Friday 5 P. M.

• PARTICIPATING SPOTS NOW AVAILABLE ON EITHER SHOW

WMCT

Memphis ONLY TV Station
WMC WMCF WMCT

National Representatives:
THE BRANHAM COMPANY

Owned and operated by
THE COMMERCIAL APPEAL

CHANNEL 5 • MEMPHIS
AFFILIATED WITH NBC

ALSO AFFILIATED WITH
CBS, ABC AND DUMONT



PEPSI-COLA TOAST is offered by representatives of WINZ Miami, Fla., and Pepsi president Hal Pelton on the occasion of the soft drink company's signing of a contract for Sunday 8 a.m.-5 p.m. time for one year on the Florida station. After eight weeks of the show Pepsi announced a 44% boost in sales in the Miami area. Under the umbrella are (l to r): Rex Rand, WINZ president and general manager; Hal Pelton; Bob Vemm, Hoock Advertising Agency, Miami, and B. Nealy, WINZ sales manager.

1 Vhf, 4 Uhf Transmitters Shipped by RCA in 10 days

ONE vhf and four uhf transmitters were shipped by RCA within the last ten days.

The vhf transmitter, a 2 kw unit, was sent to KROC-TV Rochester, N. Y., vhf Ch. 10 permittee. RCA said a 12-bay superturnstile antenna, now being assembled at the RCA plant in Camden, N. J., will be shipped to KROC-TV this month. The antenna will multiply the signal strength of the station about 13 times, so the effective radiated power will be about 25 kw, RCA reported.

Uhf transmitters were sent to WKJF-TV Pittsburgh, Pa., assigned uhf Ch. 53, owned by Mrs. Agnes J. Reeves Greer and expected to begin operations in May; KMJ-TV Fresno, Calif., uhf Ch. 24, owned by the McClatchy Broadcasting Co., also expecting to begin operating in May; WSUN-TV St. Petersburg, Fla., uhf Ch. 38, owned by the City of St. Petersburg and aiming for a May start, and WHIZ-TV Zanesville, Ohio, uhf Ch. 50, owned by Southeastern Ohio Broadcasting System Inc. and expecting to begin this month.

Court Case Aired

GORY double-murder case, which made headlines in Omaha for two weeks, was aired via short wave directly from the court room by KFAB and its featured newscaster, Hugh McCoy. Mr. McCoy, who received permission from the judge in a "precedent setting" decision, reported all two and one-half hours of the murder trial via a microphone strung through a window from KFAB's mobile transmitter unit. His description was tape-recorded for reference, and his report re-written into news bulletins at the station.



Mr. McCoy

WFAM-FM Rites

WHAT was described as probably the "first formal FM radio wake" was held last Tuesday from 8-9 p.m. EST for WFAM-FM Lafayette, Ind., which ceased operation at that time. The "funeral" program included an improvised "coffin" containing the station's amplifier tube, the playing of appropriate music and final rites by a WFAM-FM salesman. Meanwhile WFAM-TV, which will operate on Ch. 59, will start test patterns on April 19 and is expected to begin full-time programming about May 1.

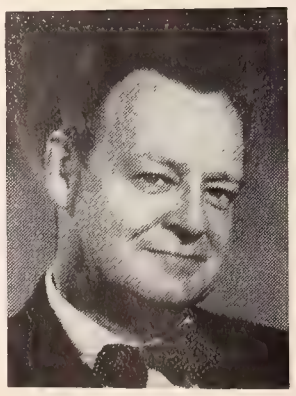
WFMY (FM) Ceases Operation

WFMY (FM) Greensboro, N. C., owned by the Greensboro News Co., will cease operation April 19, the station reported last week. It is the only FM station in that city. WFMY was established in 1948 and is assigned Class B Ch. 247 (97.3 mc) with effective radiated power of 34 kw. WFMY-TV will continue operation under the Greensboro News Co. ownership, it was reported. WFMY-TV, which went on the air in late 1949, is assigned vhf Ch. 2. Gaines Kelley is general manager.

KGUL-TV Names Hunt

APPOINTMENT of Leslie Hunt as Houston representative of the new KGUL-TV Galveston, Tex., was announced last week. Mr. Hunt is headquartered at the Bermac Bldg., 401 San Jacinto, Houston. Phone number is Linden 1617.

KGUL-TV, operating on vhf Ch. 11, went on the air March 22 [B•T, March 29].



Mr. Hunt

KDUB-TV's New Studios To be Opened Thursday

FORMAL opening of new studios of KDUB-TV Lubbock, Tex., will take place Thursday. Opening ceremonies will follow a dinner at the Country Club for industry representatives.

W. D. (Dub) Rogers Jr., president and general manager, said KDUB-TV is the first TV station to be located in a secondary market. KDUB-TV began operating Nov. 13, 1952, on vhf Ch. 13. It is affiliated with CBS-TV and DuMont and is represented by Avery-Knodel.

GE Ships 2 12-kw, 3 100-w Transmitters, 35-kw Amplifers

WITHIN the last fortnight, General Electric has shipped two 12 kw uhf transmitters, two 35 kw amplifiers for existing vhf stations and three 100 w uhf transmitters.

The 12 kw transmitters were shipped to WHYN-TV Holyoke, Mass., uhf Ch. 55, on March 25, and to WKAB-TV Mobile, Ala., uhf Ch. 48, on April 1.

The 100 w transmitters were sent to WGBI-TV Scranton, Pa., uhf Ch. 22, on March 25; KRTV (TV) Little Rock, Ark., uhf Ch. 17, on March 25, and to WEEU-TV Reading, Pa., uhf Ch. 33, on March 27.

GE's 35 kw amplifiers were sent to KRLD-TV Dallas, Tex., on April 2, and WSYR-TV Syracuse, N. Y., on March 26.

19 Stations Add KBS

KEYSTONE Broadcasting System last Wednesday reported the addition of 19 new stations since Jan. 1, bringing its total of affiliates to 643. Edwin R. Peterson, KBS vice president, predicted Keystone will have some 700 affiliates by next January. List of new affiliates since the first of the year follows:

KRCH Hot Springs, Ark., KVLC Little Rock, Ark., KIBS Bishop, Calif., WCBC Anderson, Ind., KSOK Arkansas City, Kans., WPTX Lexington Park, Md., WVOM Brookline, Mass., WMUS Muskegon, Mich., WMPA Aberdeen, Miss., WDOB Canton, Miss., WCLD Cleveland, Miss., WOHP Bellefontaine, Ohio., WLEU Erie, Pa., WBCU Union, S. C., WAEW Crossville, Tenn., KVSP Lubbock, Tex., KGNB New Braunfels, Tex., WIKE Newport, Vt. and WRIS Roanoke, Va.

Theatre Symposium

SYMPOSIUM on "Theatre in Television" was featured in Washington, D. C., a fortnight ago as part of Theatre Week in the Nation's Capital, an annual promotion by the D. C. Board of Trade. Representing the broadcast media were Fletcher Markle, producer of CBS-TV *Studio One;* Sonja Stein, *Washington Post* radio-TV columnist, and Larry Beckerman, producer, WTOP-TV Washington, *Post* station.



DISTANCE of freak pickup on TV set in Fitchburg, Mass., of *Comedy Carnival* on WLW (TV) Columbus, Ohio, is measured at 71 miles by Charles Sloan (l), chief engineer, and Lyn Ballard, of *Carnival* show.

Television's Finest

PORTABLE CAMERA MOUNT

for Complete Mobility



HOUSTON-FEARLESS ALL-METAL TRIPOD

Combines extreme ruggedness, adaptability, rigidity, ease of operation and portability not found in any other tripod. For studio or field use. Levels automatically. Tubular steel legs are easily adjusted for height—lock positively to prevent slipping. Folds compactly. Two sizes: ¾ and full length.

HOUSTON-FEARLESS FRICTION HEAD

Provides smooth, easy panning and tilting of TV cameras. Pans 360° on ball bearings. Tilts 45° up or down with camera counterbalanced at all times. Variable drag and brake are provided on both pan and tilt. Adjustable handle. Fits Houston-Fearless and other standard tripods, pedestals, dollies and cranes.

HOUSTON-FEARLESS TRIPOD DOLLY

Gives convenient mobility to tripod-mounted television cameras. In the studio, it offers a rapid means of moving camera. Wheels swivel for maneuverability or can be locked parallel for straight line tracking. In field, provides easy means for positioning camera. Strong, lightweight tubular steel. Folds compactly.

Write for information on specially-built equipment for your specific needs.

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11807 W. Olympic Blvd., Los Angeles 64, Calif.
Please send catalogs on ☐ Friction Head ☐ Tripod ☐ Tripod dolly ☐ Panoram dolly ☐ TV Cranes ☐ Camera pedestals ☐ Film Processors ☐ Remote control parabola.
Name_____
Station or firm_____
Address_____
City_____ Zone____ State_____

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

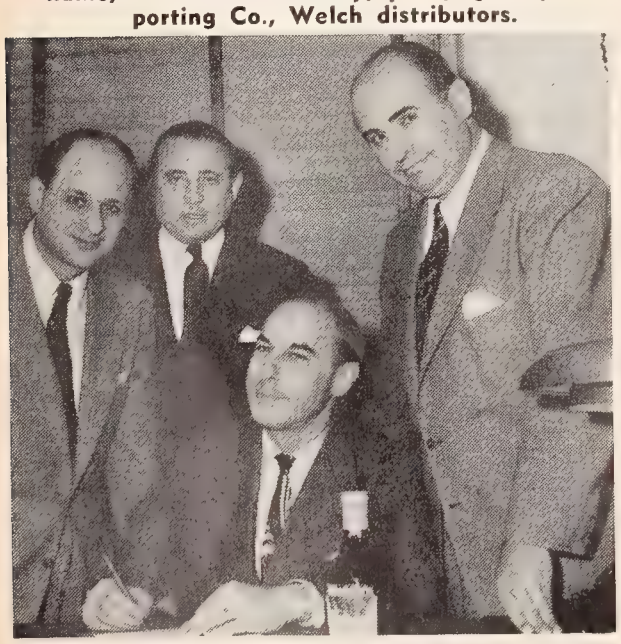


PARTIES to signing of contract for Colorado Fuel & Iron Co. to sponsor Wednesday and Friday segments of five-minute, five-a-week *Weather Show* on KBTV (TV) Denver are (l to r): Seated, Jerry Sabin, adv. dir., CF&I, and Jerry Lee, KBTV cmml. mgr.; standing, Joseph Herold, mgr., and Bob Brown, slsmn., both KBTV.



WNOK-TV Columbia, S. C., signs first client for TV services with first operations scheduled in May. Seated, Morris Kline, Kline Iron & Metal Co.; standing, Cora Graham, Bradley, Graham & Hamby Adv., and Frank Harris, WNOK-TV sls. dept.

WELCH's Wines sponsorship for its sacramental wine of *Bill Stern Sport Show* on WNBT (TV) New York in time for Jewish Passover, which began last Monday, is signed by (seated) Bill Stern, show star; standing (l to r), Ted Cott, NBC v.p. and WNBC-WNBT gen. mgr.; Monroe Greenthal of agency of that name, and Edward Bishop, pres., Quality Importing Co., Welch distributors.



Stations Draw Response On Bond Drive Programs

RADIO pickups of Washington ceremonies in which Mary Pickford opened a Defense-Bond-a-Month campaign brought wide response, according to Ed Linehan, chief of the Advertising Section of the Treasury's Savings Bond Division.

Mr. Linehan told B•T that large numbers of persons told Miss Pickford in Washington they had heard her Monday broadcasts, taped by NBC and MBS. Television, too, drew response to Miss Pickford, who is touring the nation at her own expense on behalf of the bond drive.

In Washington Miss Pickford re-enacted on the Capitol steps the opening of a Liberty Bond drive 35 years ago in World War I. Speaker Joseph Martin (R-Mass.) took part in the ceremony. Miss Pickford appeared in Los Angeles, Chicago and New York prior to formal inauguration of the current campaign.

Over 2,900 radio stations are carrying *Guest Star* transcriptions for the bond division every week, according to Mr. Linehan. All TV stations are cooperating.

Worden Heart Victim

RALPH P. WORDEN, pioneer radio newscaster, announcer and executive at WGAR and other Cleveland radio stations, died March 31 in Berea Community Hospital following a heart attack. He was 58. Before retiring nearly two years ago, Mr. Worden was public affairs director at WGAR, where he had been news director for the previous decade. Mr. Worden instituted radio newscasts on WHK Cleveland and the former WJAY. Mr. Worden was radio editor of the *Cleveland News* for several years during the 1920s, instructing early "hams" how to build radio sets.

WBBM AM-TV Names Wiley

CHARLES (CHUCK) WILEY, special events director at WBBM-CBS Chicago, has been appointed public relations director at WBBM and WBBM-TV that city. He will continue his production duties.

Stations Testify in Chicago TV 'Morals' Probe

THE RIGHT to telecast meetings and hearings of the Chicago City Council "would accomplish more" in solving local juvenile crime than "any possible action" against TV program fare, representatives of Chicago TV outlets and civic leaders have told a council subcommittee.

That testimony was made during a hearing on the moral tone of television programming. Stations reminded the subcommittee that the city council cannot legislate in the communications field and warned against the danger of invading the field of censorship.

In a joint statement, Chicago station executives asserted that official hearings held on crime ought to be opened to TV, because "televising of these hearings . . . would have tended to educate the public, including parents, non-parents and even the adult youth on the problems of law enforcement in Chicago." The executives referred to previous requests for telecasts of City Council Crime Committee hearings.

Miller to Direct WWVA; Myers, Hofmann Promoted

MANAGEMENT realignment at WWVA Wheeling, 50-kw CBS outlet licensed to Storer Broadcasting Co., elevates Paul J. Miller to managing director, Paul A. Myers to assistant managing director and Andrew Hofmann to local commercial manager, William E. Rine, vice president in charge of Storer's Northern District, announced last week.

Mr. Miller, who joined WWVA in 1931 as an announcer and later became production manager, has served as assistant managing director under Mr. Rine, until recently WWVA managing director, since 1946. He is married to the former Vivian MacDonald.



Mr. Myers



Mr. Miller

Mr. Myers joined WWVA in 1931 as an entertainer and musician. Later he became a commercial representative and became program director upon returning from Navy service in 1946.

Mr. Hofmann has been a WWVA sales representative since joining the station in 1949. He is married to the former Paula Paur.

Webb to WLOK-AM-TV Sales From WJW Post

APPOINTMENT of Lawrence Webb, vice president and treasurer of WJW Cleveland, as national sales manager of WLOK-AM-TV Lima, Ohio, was announced last week by Robert O. Runnerstrom, executive vice president of WLOK-AM-TV. Operations are scheduled to begin at WLOK-TV April 15.

Mr. Webb served WJW 13 years except for four World War II years in the Coast Guard. He began at WJW as an auditor and was elected treasurer in 1946 and a vice president in 1950.

Gamblers De-Iced

LEADERS in one of the biggest gambling raids in Colorado history appeared on television to outline the "hows" of the gang barons to Denver audiences. Max Goldberg, writer of the "Side Street" column in the *Denver Post* for six years and moderator on KBTV's *On the Spot,* interviewed the arresting officers, District Attorney George Priest and Chief Investigator Louis Hawley. With the aid of a pool table as a prop, the men demonstrated how the dice game of Barbuit was rigged in favor of the house. The show is aired weekly as a half-hour public service feature.



WABC (ABC) New York will carry the Frederic W. Ziv Co. program, *Freedom, U.S.A.* (now on more than 500 stations), under sponsorship by Local 815, Teamsters Union. Tyrone Power (c), program star, discusses it with Ted Oberfelder (l), ABC vice president, and Hartley Samuels, WABC general manager.

Evans Newly-Elected to KGMB-AM-TV, KHBC Board

C. RICHARD EVANS has been newly-elected to the board of directors, Hawaiian Broadcasting System (KGMB-AM-TV Honolulu and KHBC Hilo, both Hawaii), according to J. Howard Worrall, firm's president.

A veteran of the broadcast field—he started in the business 27 years ago, Mr. Evans is vice president and general manager of the stations. He is formerly vice president and general manager of KSL-AM-TV Salt Lake City. In September 1952, he was invited to be TV consultant to Hawaiian Broadcasting and was commissioned to buy necessary equipment to put KGMB-TV on the air. A month later, Mr. Evans engineered construction of the station and was appointed to his present post. Station began operations in December 1952.

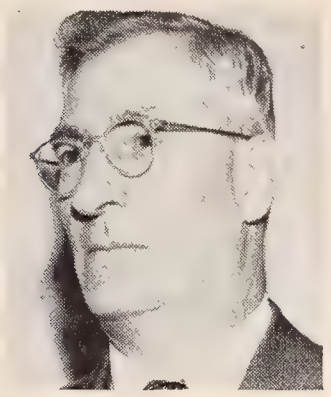
Confusion in Profusion

FOR WEEKS after KTNT-TV Tacoma first put its test pattern on the air in February, radio dealers and the FCC received numerous phone calls from confused televiewers. Reason: The harmonic of KISW-FM Seattle falls in the picture channel of KTNT, and causes a herringbone pattern on the TV screen. KISW is working to eliminate the interference, station officials reported.

Meanwhile, viewers of KTNT's Channel 11 have had afternoons and evenings of fine classical music emanating from their receivers.

One Thursday evening, a woman described by KISW executives as "angelic-faced" appeared on the KTNT screen and began speaking to the viewers. People tuned to the station heard a male voice discussing the art of selecting and drinking wines. It was Frank Schoonmaker, whose *News from the Wine Country* was on KISW-FM.

This is Mr. L. E. Paul



This is what he says

"The Lawrence Electric Company (construction supply firm of which he is president) *is pleased to record satisfaction with results obtained from sponsorship of Fulton Lewis, Jr. on WTRF, Bellaire, Ohio. Customers stop us on the street to thank us for sponsoring the program. Others comment favorably while making purchases. Still others have switched to us because we helped return Fulton Lewis, Jr. to the local airways."*

This is Fulton Lewis, Jr.



whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers, the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

6 NEW TV OUTLETS MAKE THEIR BOWS

Total number of commercial TV stations now 154 of which 46 are post-freeze outlets. Several new ones plan operations shortly.

WITH six more outlets either on or due on the air last week, the total number of operating commercial television stations today (Monday) stands at 154 (excluding Mexican stations).

Of this number, 46 are post-freeze outlets, 27 vhf and 19 uhf.

Beginning operations last week were KVTV (TV) Sioux City, Iowa, vhf Ch. 9; WICC-TV Bridgeport, Conn., uhf Ch. 43; KCJB-TV Minot, N. D., vhf Ch. 13; KFDA-TV Amarillo, Tex., vhf Ch. 10, and WLEV-TV Bethlehem, Pa. WKST-TV New Castle, Pa., which also is said to serve Youngstown, Ohio, and Pittsburgh, was due on the air over the weekend.

Two stations hoping for an early April start have had to revise their target date estimates: KELO-TV Sioux Falls, S. D., vhf Ch. 11, now is aiming for April 29, and KFDX-TV Wichita Falls, Tex., vhf Ch. 3, hopes to begin April 12.

Sam Townsend, president of WKST-TV New Castle, said weather continued to delay start of his station but it appeared the outlet would begin over last weekend.

Mr. Townsend said WKST-TV is the second station to receive an RCA offset-fed uhf antenna, but will be the first station on the air with one. He said the new antenna eliminates dead spots and is 7% more efficient than the former uhf antennas. The New Castle station also has the second RCA double vertical disc slide projector, which allows instantaneous changes of slides electronically, Mr. Townsend said.

At last report, KRTV (TV) Little Rock, Ark., uhf Ch. 17, was to begin operations yesterday.

Due to go on the air within the next two or three days is WCOV-TV Montgomery, Ala., uhf Ch. 20.

WAFB-TV Baton Rouge, La., uhf Ch. 28, plans to start tomorrow (Tuesday).



WITH PICK and shovel, KVEC-TV San Luis Obispo, Calif.'s Station Manager Les Hacker (l) and Commercial Manager Jack Wasson break ground March 18 for the new station's site, located north of the city. Tenative date for programming to start is May 8, which is the 16th anniversary of KVEC-AM.

Several grantees, in addition to KELO-TV and KFDX-TV, hope to get started during the second two weeks of April. Included in this group are:

WCOS-TV Columbia, S. C., uhf Ch. 25; WEEU-TV Reading, Pa., uhf Ch. 33; WFTL-TV Fort Lauderdale, Fla., uhf Ch. 23; WHP-TV Harrisburg, Pa., uhf Ch. 55; WKNX-TV Saginaw, Mich., uhf Ch. 57; WLBC-TV Muncie, Ind., uhf Ch. 49; WLOK-TV Lima, Ohio, uhf Ch. 73; WTVO (TV) Rockford, Ill., uhf Ch.39; KTYL-TV Mesa, Ariz., and KCBD-TV Lubbock, Tex.

WGLV (TV) Easton, Pa., uhf Ch. 57, represented by Headley-Reed, probably will begin "very shortly," according to J. L. Stackhouse, publisher of the *Easton* (Pa.) *Express*, WGLV (TV) permittee. He said the first 5 kw transmitter built by DuMont is on its way to the station. The first uhf antenna of its kind, made by Workshop Assoc., Boston, which is designed to avoid low or dead spots, will boost the output to 100 kw effective radiated power visual. Mr. Stackhouse reported.

An RCA microwave relay, which has a receiving station atop Pattenburg Mt., N. J., within line-of-sight from the Empire State Bldg., will retransmit TV programs to the WGLV (TV) transmitter site, which is within line-of-sight from Pattenburg Mt., Mr. Stackhouse said. The WGLV (TV) antenna is 1,485 ft. above sea level. The station will be an ABC-TV affiliate.

Newest Grantees in First Stage Of Planning New Operations

THOUGH most of last week's television grantees had not formulated definite plans by last Thursday, at least one permittee hopes to be on the air by fall.

Mort Silverman, manager of the CKG-TV Co., uhf Ch. 26 grantee in New Orleans, said that a fall start was contemplated, contingent upon delivery of General Electric equipment. Mr. Silverman, who is general manager of WMRY New Orleans, told B•T that the new uhf station will be represented by Gill-Perna. Network affiliation has not yet been negotiated.

Jules J. Paglin and Stanley W. Ray Jr., co-managers of WBOK New Orleans and participants in Community Television Corp. there, uhf Ch. 32 grantee, said that a meeting of the corporation board of directors and of the 17 stockholders—all prominent New Orleans businessmen—would be called promptly to devise plans.

Messrs. Paglin and Ray said that no target date had yet been set. DuMont equipment is specified. Network negotiations have not yet been entered into, they said, and no decision has been reached as to national representative.

Bob Wolfenden, executive vice president and general manager of WMEV-TV Marion, Va., advised B•T that plans are yet to be set. He reported that "equipment is to be selected, networks to be seen . . . Donald Cooke is national representative for both AM and TV."

Fred Stoye, treasurer and general manager of Las Vegas (Nev.) Television Inc., vhf Ch. 8 grantee which received its permit March 19, said that the starting date is contemplated within 30 to 90 days. National representation will be handled by Weed TV. GE equipment is being ordered. No arrangements have yet



GUESTS at the opening of KPRC-AM-TV Houston's radio-television center [B•T, March 30] are shown with hosts Gov. William P. Hobby, president, The Houston Post Co., licensee of KPRC, and Jack Harris, vice president and general manager. They are (l to r, seated) Harry Bannister, NBC vice president in charge of station relations; Mrs. Harris; Mrs. Hugh Halff; Gov. Hobby; Mrs. James Moroney, and Mr. Moroney of the *Dallas Morning News* (WFAA Dallas). Standing are Edward Petry of Edward Petry & Co., station representative firm; Hugh Halff, president, WOAI San Antonio; George Cranston, general manager, WBAP Fort Worth; Mr. Harris; Harold Hough, director WBAP; Martin Campbell, general manager, WFAA; Odgen Knapp, NBC, and Ralph Nimmons, station manager, WFAA.

Radio-TV Serve Syracuse

WHEN strikes halted Syracuse's two newspapers, the *Post-Standard* and the *Journal-Herald*, radio and TV were called upon by the S. I. Newhouse interests, which own the two papers, as well as WSYR and WSYR-TV. A populace, cut off from its newspapers, turned to these two stations plus WAGE, WFBL, WHEN (TV), WNDR-AM-FM and WOLF for news service.

WSYR reported to B•T that it ran 17 extra newscasts along with those regularly scheduled and, in addition, gave "on the air" editions covering local, national and international news, weather, stock market reports, funnies and extra ads. WSYR-TV signed on an hour earlier and throughout the day stressed features and news ordinarily presented by the struck newspapers. Stations indicated Friday that they would continue such service for the duration of the strike.



ARCHITECT'S drawing shows KPIK (TV) Los Angeles transmitter building as it will look when construction is completed this summer atop Mt. Wilson for the John Poole Broadcasting Co. [B•T, March 9]. Three and one-half story structure has ground-level drive-in.

been made for network affiliation.

Ralph Atlass, president of Johnson-Kennedy Radio Corp., Chicago, told B•T that no target date has been set for WIND-TV, uhf Ch. 20 grantee. He said the date depends on how soon equipment can be delivered. He said that network affiliation was not contemplated and that the station will concentrate on local programming. Ralph Atlass said H. Leslie Atlass, CBS vice president and general manager of WBBM-AM-TV Chicago, will divest himself of 20% interest in WIND-TV within 60 days in accordance with the FCC proviso which accompanied the March 19 grant.

WIND-TV will maintain studios and transmitter in the *Chicago Daily News* building and also will have space in the Wrigley Bldg. Ralph Atlass said the first year operating cost is estimated at more than $925,000.

KSD-TV, WJAR-TV Plan To Up Power Within Month

POWER increases for two more pre-freeze stations are scheduled to take effect within the next month.

KSD-TV St. Louis, Mo., and WJAR-TV Providence, R. I., are both installing new antennas, already having received the amplifying equipment. At the time of its power boost, WJAR-TV also will change from vhf Ch. 11 to vhf Ch. 10.

KSD-TV, operating on vhf Ch. 5, is replacing its three-bay antenna with a six-bay antenna, and will increase effective radiated power from 16 kw to 100 kw visual.

WJAR-TV will step up its effective radiated power from 30 kw to 200 kw visual. Its six-bay antenna is being replaced with a 12-bay superturnstile antenna. The antenna height above average terrain will be increased from 720 ft. to 734 ft.

Truman Brizee Dies

TRUMAN BRIZEE, 48, WHAM-TV Rochester sales manager, died in New York Wednesday after a long illness. He joined WHAM in 1937 as salesman, became promotion and publicity director in 1943, sales manager in 1947 and assumed the WHAM-TV position in 1949. Survivors are his wife, the former Marguerite Unterborn, seven children and his parents.



George E. (Ed) Zimmerman, Former KARK Official, Dies

FUNERAL services were held last Monday for George E. (Ed) Zimmerman, 61, former vice president and general manager of KARK Little Rock and Southwest radio pioneer, after his death the previous day in that city.



Mr. Zimmerman

Associated with KARK from 1936, Mr. Zimmerman retired in 1950 because of ill health. He began his radio career in the Army Signal Corps in World War I and was a staff official of WFAA Dallas, when he supervised installation of equipment at KFDM Beaumont and KPRC Houston. Later he was a member of NBC's public relations department, which he left in 1936 to join KARK.

A member of the Little Rock Bodies of the Scottish Rite Masons and the Scimitar Shrine Temple, he also belonged to the Little Rock Chamber of Commerce, American Legion, Rotary Club and Little Rock Club.

Survivors are his wife, Mrs. Lillian Grasby Zimmerman, and a brother, W. C. Zimmerman, Dallas.

Steen Elected to WRS Board

JOHN W. STEEN, Westinghouse Radio Stations Inc. attorney who is headquartered in Washington, D. C., was elected to the board of directors at a meeting of stockholders, E. V. Huggins, president, announced last Tuesday [CLOSED CIRCUIT, March 30]. Mr. Steen joined the Westinghouse Electric Corp.'s legal department in 1944. He is a member of the Federal Communications Bar Assn.



Mr. Steen

WJR Directors, Officers Re-elected at Meeting

ALL WJR Detroit officers and directors were re-elected and a restricted stock plan for station executives approved at a stockholders meeting Wednesday.

Directors: Mrs. Frances S. Richards; John F. Patt, president; Worth Kramer, vice president-general manager; William G. Siebert, secretary-treasurer; Selden S. Dickinson, and G. F. Leydorf and F. Sibley Moore, vice presidents. Other officers: George W. Cushing and Gordon Gray, vice presidents.

The restricted stock option plan will integrate more closely active management with station ownership, the station reported. Employes holding stock in The Goodwill Station Inc., licensee corporation, now number 54.

WABI-AM-TV Staff Functions Are Tailored to Growth

NEW organizational plan for WABI-AM-TV Bangor, Me., was announced last Monday by Murray Carpenter, general manager-treasurer.

Commenting that "it is quite likely that our staff will double in size in the very near future," Mr. Carpenter said WABI plans to open its TV station to a "full-time operation."

Under the new setup, Lee Gorman Jr., WABI-AM-TV general sales manager, has been moved to the position of general business manager for both stations. Walter L. Dickson, former chief engineer, now is techical operations manager for radio-TV.

Bronson's New Duties

Richard B. Bronson, former radio program director, assumes the same duties in television, with Robert H. Patten succeeding him in radio. Other appointments: Milton Chapman, radio sales manager; Johnny McRae, chief announcer, and Robert McCausland, assistant TV sales manager.

REPRESENTATIVES

Raymond H. McKinney Dies; Everett-McKinney Principal

REQUIEM mass for Raymond Hilary McKinney, 66, veteran advertising representative, was said at the Church of the Resurrection, Rye, N. Y., last Tuesday, following his death March 28 after a long illness.

Mr. McKinney was a stockholder and treasurer of Everett-McKinney Inc., station representation firm, but was active primarily in the newspaper representation field as president of J. P. McKinney & Son, New York.

He was a director of the Gannett newspapers, which his company had represented some 40 years. The Gannett newspapers own a group of radio stations in New York, Connecticut, and Illinois which are among the stations represented by Everett-McKinney.

Survivors include two daughters, Mrs. James D. Black and Miss Jane E. McKinney, of Rye, and a sister, Mrs. James A. Cahill, of Washington.

Shorts

Headley-Reed Co., N. Y., appointed national representative by WORL Boston.

George W. Clark Inc., N. Y., appointed representative for WOV New York.

James S. Ayers Co., Atlanta, appointed southeastern representative for WAYS Charlotte, N. C.

George W. Clark Inc., N. Y., appointed national sales representative for WOL Washington.

Forjoe & Co., N. Y., reappointed representative for WLEE Richmond. Va.

Continental Radio Sales appointed national representative for KIMO Independence, Mo.

Avery-Knodel appointed national representative for KTYL-TV Mesa, Ariz.

Everett-McKinney Inc., N. Y., appointed by KSWO-TV Lawton, Okla., as national representative.



CBS Radio Gets Plaudits On Murphy's Rate Stand

FURTHER signs that radio business is on the rise were seen last week as CBS Radio thumbed through congratulatory messages on President Adrian Murphy's announcement that the network expected nighttime rates to hold through the 1953-54 season [B•T, March 30].

Though CBS affiliates reportedly were pleased, at least one rival network raised a question about that part of Mr. Murphy's announcement which referred to a revised discount structure.

It was learned that Alfred R. Beckman, national director of station relations of ABC, had sent a memorandum to ABC affiliates pointing out that Mr. Murphy had announced that CBS "will afford advertisers for every quarter hour sponsored in the daytime the opportunity of buying a nighttime quarter hour at a quarter of the nighttime network hourly rate."

Mr. Beckman said: "This simply means that CBS daytime advertisers, of which there are many, may now buy evening quarter hours at 25% of the hourly rate less applicable discounts. This obviously reduces the cost of a quarter hour evening time period on CBS Radio by 37½%. Also, an advertiser may put these two quarter hours together back to back so that the half hour automatically becomes a 50% half hour instead of, as heretofore, a 60% half hour. This represents a reduction of 16⅔%."

Mr. Beckman said that ABC was "studying the effects of this latest move on the part of CBS Radio" and would "report further when we have arrived at definite conclusions."

C. L. McCarthy, president and general manager, KROY, CBS radio affiliate in Sacramento, termed the announcement "most encouraging" and added "the non-network business of this station for the first three months of 1953 is up 34% by comparison with the same period of 1952."

"It has been my opinion," Mr. McCarthy said, "that radio will hold its own despite the frenetic attitude of some advertisers and agency people who have been over-romanced by TV. This news [Mr. Murphy's statement] strengthens my conviction. . . . We sincerely hope your efforts to improve the CBS Radio schedule will be successful and you may count on our full cooperation. . . ."

Vice President and General Manager D. L. Provost, Hearst Corp., whose WISN-AM-FM Milwaukee are CBS Radio affiliates, wrote Mr. Murphy that "I consider your report very significant and it is certainly one of the most encouraging messages to be given to our industry in a long time. . . . We have proved in recent months with our operation of WISN in Milwaukee that radio can be sold. We are running ahead both in local and national business over last year and are continuing to book considerable new business."

Ray P. Jordan, WDBJ Roanoke, wired the network: "This move . . . should materially assist in the stabilization of radio rate practices," while O. J. Keller, WTAX Springfield, Ill., said the announcement reflects a "fine job" and "is most welcome news. . . ."

C. Wallace Martin, WMCS Columbia, S. C., found it "certainly reassuring to learn of CBS Radio's strong faith in the future of our medium." Paul R. Bartlett, KFRE Fresno, said the announcement was "good news indeed" and "proves that Columbia is doing the job."

De Gray Named Director Of CBS Radio Station Rel.

EDWARD J. De GRAY, CBS Radio station relations representative since 1951, has been appointed director of station relations, William A. Schudt, CBS Radio vice president in charge of that division, announced Friday. He succeeds Mr. Schudt, who held the position before his elevation to a vice presidency.



Mr. De Gray

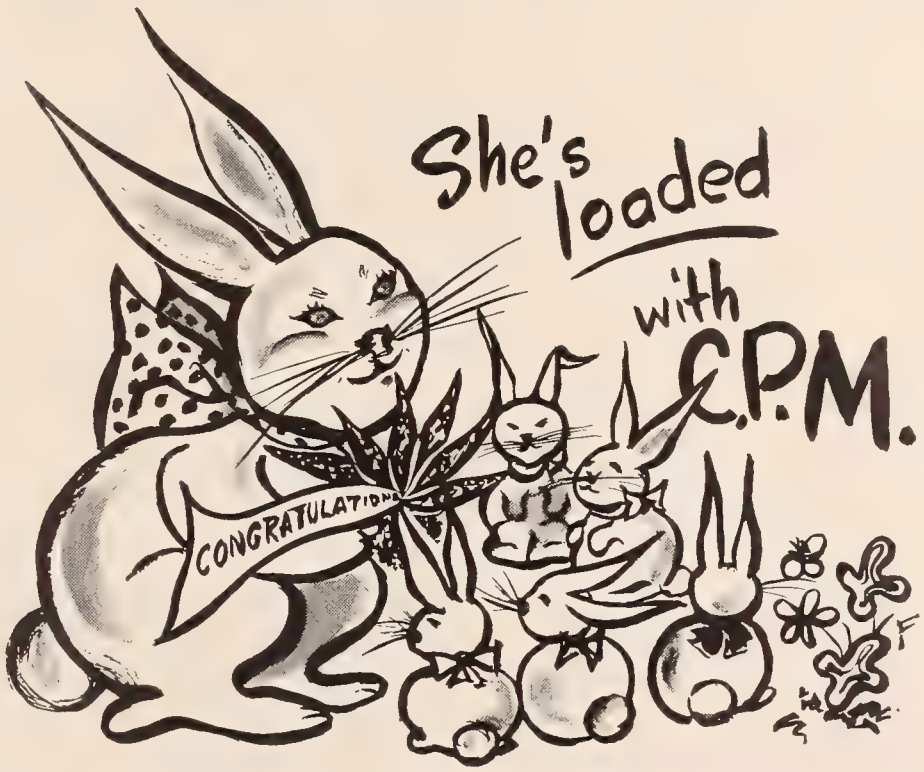
Mr. De Gray joined CBS in 1937 as an accountant and was transferred in 1940 to WBT, then the CBS-owned radio station in Charlotte, N. C. He became assistant general manager of WBT and secretary-treasurer of the Jefferson Standard Broadcasting Co. in 1947.

NBC Names Engle, Hughes

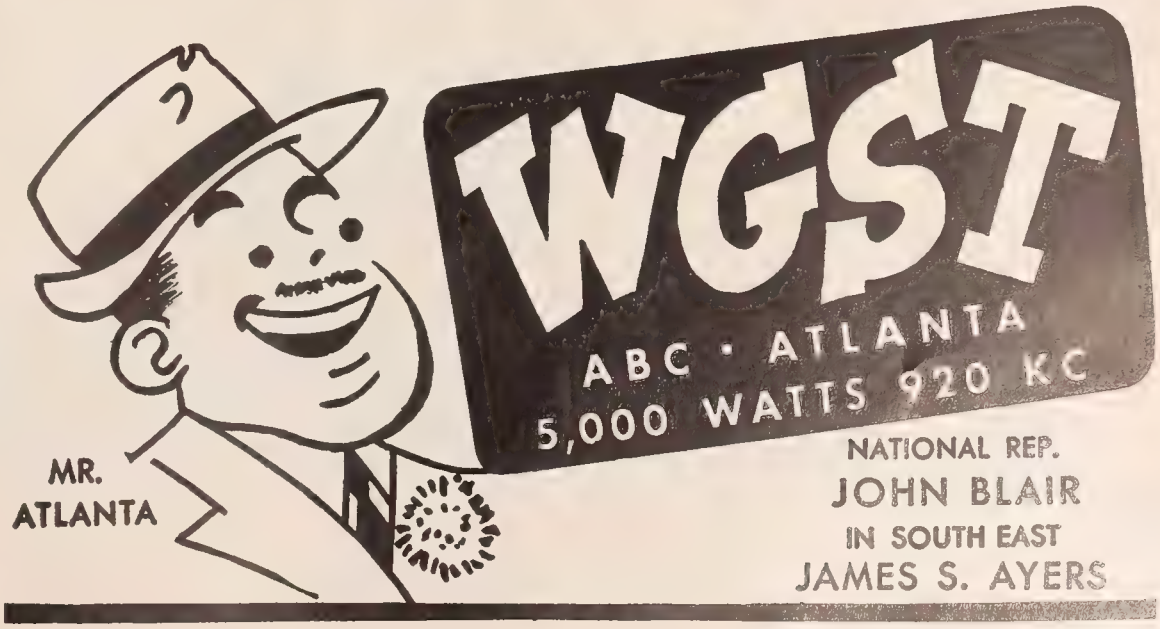
APPOINTMENTS of Thaine Engle as supervisor of television audience promotion and of Ridgway Hughes as manager of sales promotion for radio and television for NBC were announced last week by Jacob A. Evans, NBC director of advertising and promotion.

Mr. Engle joins NBC from WBAP Fort Worth.

Mr. Hughes resigned as promotion manager of McCall's *Better Living* magazine.



If you want your sales in Atlanta to multiply like Easter bunnies, then turn the job over to WGST because here's the station that's "Loaded with C.P.M."—CIRCULATION, PROGRAMMING, MERCHANDISING! We have 28 years of successful selling experience in this booming market to put at your command. Get the full story of WGST by contacting us or our national reps.





THREE HAPPY PEOPLE celebrate NBC-TV's 100th affiliate, KELO-TV Sioux Falls, S. D. The century marker was sealed when Joe Floyd (c), KELO-TV president, signed contract. Sheldon Hickox (l) and Don Mercer (r), both NBC, close the pact with Mr. Floyd. The vhf Ch. 11 affiliate is represented by the O. L. Taylor Co.

Networks Reveal New Plans For Coronation TV Coverage

FURTHER details of network plans for TV coverage of the coronation of Queen Elizabeth II in London June 2 were revealed last week, tied to the plans of British Royal Air Force bombers to make two flights delivering BBC films for use here on a "pool" basis [B•T, March 30, Feb. 23].

ABC-TV, CBS-TV, NBC-TV and DuMont all scheduled showings of the BBC films at 6 p.m. EDT on Coronation Day, plus late-evening showings of films delivered by the second RAF flight. The networks also are planning their own film coverage to augment that provided by BBC.

The early-evening showings of ABC-TV and NBC-TV are slated at 6-7 p.m. EDT. CBS-TV's is scheduled to start at 6 p.m., but running time was not disclosed. Late-evening presentations were set, in some cases tentatively, at 9-10 p.m. on ABC-TV, 10:30 to midnight on NBC-TV, and 11 p.m. to midnight on CBS-TV.

Additionally, CBS-TV plans to go on the air at 5:30 a.m. on Coronation Day with film clips from New York and direct pickup of audio portions from London. Similarly, ABC-TV tentatively has scheduled a June 2 morning telecast at 8-9 a.m. NBC-TV said it would make known its other plans "soon."

DuMont will show the coronation films from 6-7:30 p.m. The network also plans a repeat telecast after 10 p.m.

General Motors is sponsoring NBC's coverage, both radio and TV, and Willys-Overland Motors is sponsoring that of CBS-TV and CBS Radio. ABC has signed Pepperell Mfg. Co. for its radio coverage.

ABC-TV Adds Three

ADDITION of three new television stations to ABC-TV network, bringing the total to 161, was announced Thursday by Alfred R. Beckman, national director of the ABC station relations department. New affiliates, effective on or about April 15, are:

WGLV (TV) Easton, Pa., owned by the Easton Publishing Co., which will operate on Ch. 57, with Nelson Rounsley as manager (station also is affiliating with DuMont); WLBC-TV Muncie, Ind., owned by Tri-City Radio Corp., Ch. 49, W. F. Craig, commercial manager, and WCOV-TV Montgomery, Ala., owned by Capitol Broadcasting Co., Ch. 20, Hugh H. Smith, general manager.

NBC Promotes Bubble Gum

A PROMOTION plan in which pictures of 36 NBC radio and television personalities appear on "trading cards" distributed with NBC Stars' Picture Bubble Gum was announced by the network last week. It was reported some 50 million cards are in the hands of children in NBC radio and TV cities.

In a reciprocal agreement with the Bowman Gum Div. of Haelan Labs., Philadelphia, NBC provided 20-second spot announcements on owned-and-operated radio and TV stations in New York, Washington, Chicago and Cleveland, advising listeners and viewers about the gum. According to NBC, the plan was conceived by Ted Cott, vice president and general manager of WNBC-WNBT (TV) New York.

Klugherz Joins CBS-TV Unit

DAN KLUGHERZ, of the radio-TV department of Young & Rubicam, last week was named manager of film production for CBS-TV, where he will be responsible for supervision of film production activities for network programs.

WABC-TV New Power Debut Coincides With 'Album' Bow

ABC announced last week that its New York key television station, WABC-TV, next Sunday will become "the first top market major network-owned station to adopt superpower video."

The change, boosting WABC-TV's effective radiated power from 16 kw to 80 kw through the installation of a new General Electric 25 kw amplifier, will be made coincident with the debut of ABC-TV's ambitious new half-hour *ABC Album* series at 7:30 p.m. EST April 12.

Power increase is one of a series planned for all ABC-owned TV stations in a $2 million project [B•T, Feb. 23].

Frank Marx, ABC vice president in charge of engineering, said the WABC-TV power boost will increase the station's coverage range from its present 55 miles to more than 65 miles, and improve reception within the present range.

Similar increases are planned for the four other ABC-owned TV stations under the $2 million program, with 25 kw amplifiers to be installed at KECA-TV Los Angeles in May and at WBKB (TV) Chicago, WXYZ-TV Detroit, and KGO-TV San Francisco by mid-summer.

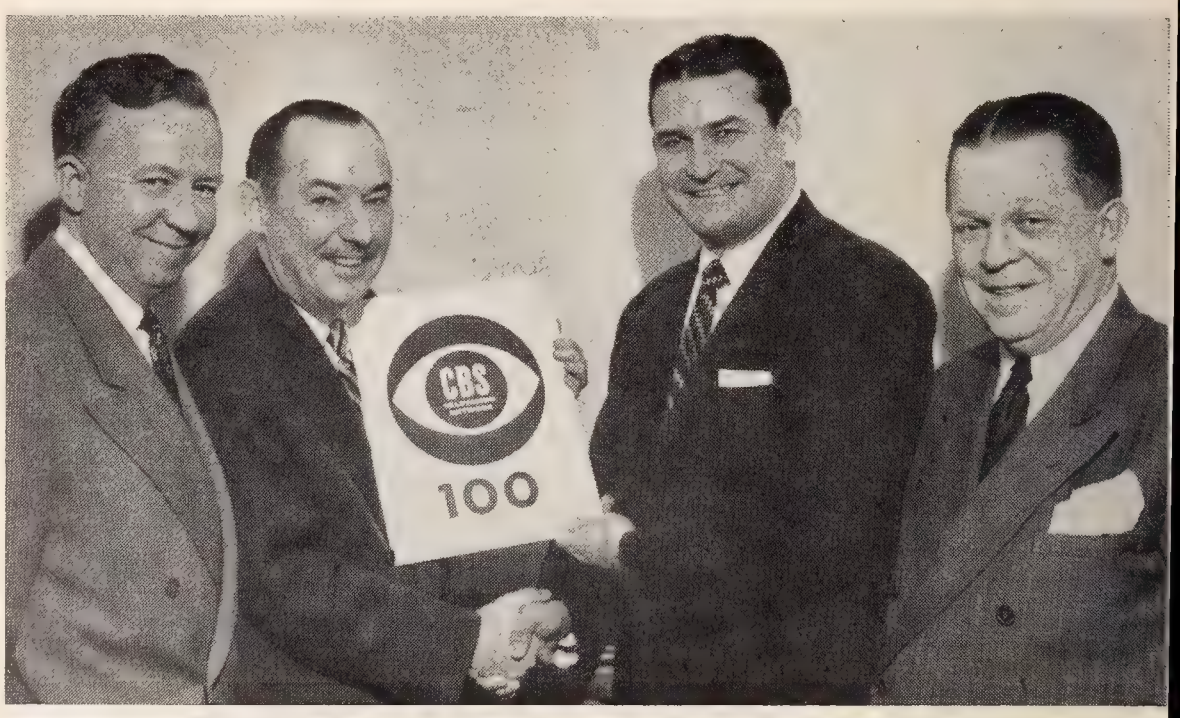
Second phase of the program calls for installation of new, specially designed antennas at the five stations, while the project will be completed with installation of new General Electric 50 kw transmitters at all the stations by fall, 1954.

DuMont Has 105 Stations

SIGNING of 31st DuMont affiliate since lifting of TV freeze last July 1 was reported by Elmore B. Lyford, DuMont Television Network's director of station relations. He listed total affiliates at 105.

Seven new stations to be added were listed by Mr. Lyford as follows:

KRTV (TV) Little Rock, owned by Little Rock Telecasters Inc., scheduled to begin operations on uhf Ch. 17 on May 1; WCSC-TV Charleston, S. C., owned by WCSC Inc., vhf Ch. 5, May 1; WBUF-TV Buffalo, owned by Chautauqua Bcstg. Corp., uhf Ch. 17, June 15; WFTV (TV) Duluth-Superior, owned by Great Plains Television Properties, uhf Ch. 38, May 1; WATR-TV Waterbury, owned by WATR Inc., uhf Ch. 53, July 1; KWFT-TV Wichita Falls, Tex., owned by Wichita Falls Television Inc., vhf Ch. 6, March 1, and WHYN-TV Springfield-Holyoke, Mass., owned by Hampden-Hampshire Corp., uhf Ch. 55, yesterday (Sunday).



THIS POSTER, these men affirm that CBS-TV has signed its 100th network affiliate, KWFT-TV Wichita Falls, Tex. [B•T, March 23]. Herbert V. Akerberg (2d l), CBS-TV vice president in charge of station relations, congratulates Kenyon Brown, president and general manager of KWFT-TV. Participating in the ceremony are Robert Wood (l), assistant director of station relations, and Fritz Snyder (r), CBS-TV station relations director.



Regardless of conditions— BLAW-KNOX CAN BUILD YOU A *BETTER* TV TOWER

Years of experience—more than four decades, in fact—have given Blaw-Knox the edge in designing, fabricating and erecting antenna towers for any purpose and any location. Blaw-Knox TV towers are on the job in widely separated geographical areas . . . in wide open fields, atop buildings in crowded cities and even grounded in salt water. Some have TV antennas already mounted—others have built-in provisions for TV when licenses are granted—all are heavily galvanized for longer life.

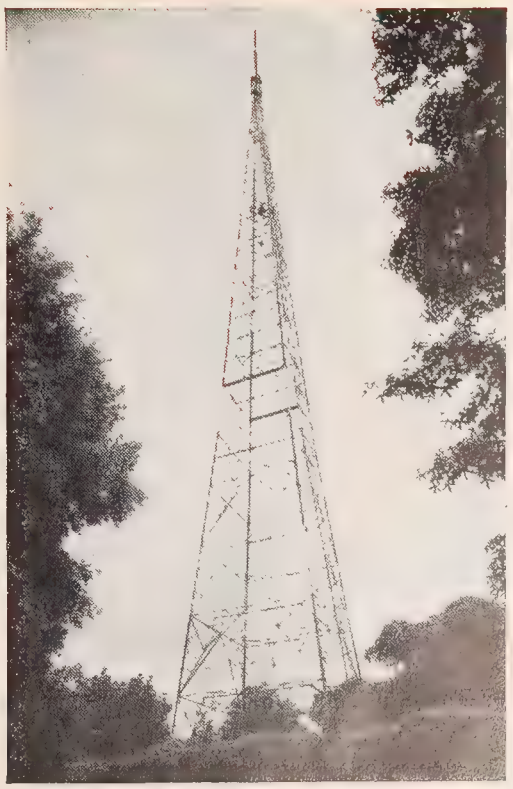
Whether you need a 100 ft. self-supporting structure or a 1000 ft. guyed tower to meet your requirements—whether for AM, FM, TV or Microwave—write or call today for capable engineering assistance with your plans.

Make it a point to visit our exhibit at the NARTV Convention.

BLAW-KNOX

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 22, PA.





Intermountain Plans Single Rate, New Coverage

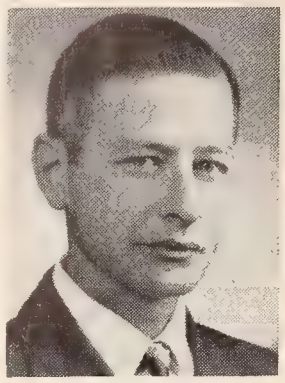
SINGLE RATE card and regrouping of affiliates are moves announced by Intermountain Network in a plan to "strengthen the network's position and to assure advertisers of even more concentrated coverage."

Jack Paige, Intermountain executive vice president, states that the network will issue a single rate card for the full broadcast day as part of its process of equalizing rates. The affiliate regrouping is designed to place sales emphasis on 44 stations in the seven-state coverage of the network. Stations affected are in Colorado, New Mexico and Texas.

New coverage maps and data will be released with the completed structure, Mr. Paige stated. Intermountain will continue to be the central feeding point in the Mountain Time Zone for MBS.

Warner Opens D. C. Office On Radio-TV, Copyright Law

HARRY P. WARNER, formerly associated with the Segal, Smith & Hennessey law firm in Washington, D. C., last Wednesday announced the opening of a law office in that city. Mr. Warner, author of a book, *Radio and Television Rights*, to be published early next month, will specialize in radio, television, copyright and trademark matters.



Mr. Warner

Mr. Warner, born in Newark, N. J., June 1913, is an alumnus of the U. of Michigan Law School where he was a Phi Beta Kappa. He was with Segal, Smith & Hennessey and its predecessor since 1936.

During World War II he was in the Army, associated in legal work with the motion picture industry's war and training film production. From 1948-52 he was chairman of the Committee on International Communications for the American Bar Assn. He is a member of ABA, the Federal Communications Bar Assn. and the District of Columbia Bar. He was editor-in-chief of the Federal Communications Bar *Journal* and now is serving as FCBA's chairman of the publications committee. In 1948-49, his first book, *Radio and Television Law*, was published. His new office in Washington is located at 916 Evans Bldg., New York Ave.

Resnick Leaves FCC, Sets Up D. C. Law Office

LEO RESNICK, veteran FCC hearing examiner and attorney, resigned from the Commission last week to enter private practice before the administrative agencies of the federal government, specializing in radio-TV and communication law.

Best known as presiding officer in the lengthy Paramount-ABC merger case—in which he recommended approval of the "marriage" and formation of American Broadcasting - Paramount Theatres Inc., a finding substantially adopted by FCC in its final ruling to grant the merger [B•T, Feb. 16]—Mr. Resnick left the quasi-judicial FCC post effective last Friday. For all practical purposes, a hearing examinership is considered a lifetime position.



Mr. Resnick

Mr. Resnick has set up his offices in the Occidental Bldg., 1411 Pennsylvania Ave., N.W., Washington, D.C.

Mr. Resnick joined FCC as an attorney in 1940, subsequently handling matters pertaining to rule-making and allocation proceedings, enforcement cases in the courts, proposed legislation and preliminary conferences to international conventions. He also appeared before congressional subcommittees as an FCC witness. Part of his former FCC work was for Vice Chairman Rosel H. Hyde when the latter was FCC General Counsel, among others.

Named in 1947

When FCC named its first group of hearing examiners in June 1947, following provisions of the Administrative Procedure Act, Mr. Resnick was among the initial 10 appointed to that post. During his tenure, he issued some 50 initial decisions, none of which were reversed by the Commission.

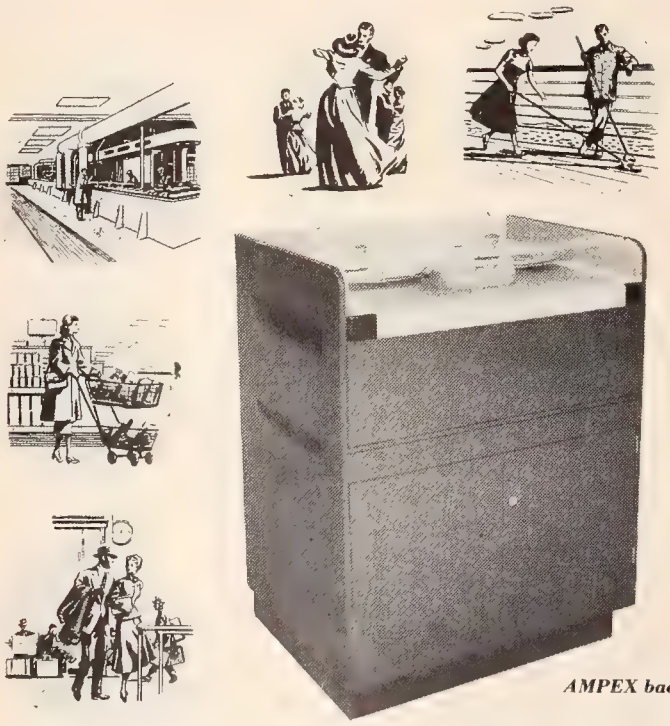
Mr. Resnick served in the Navy from 1943-1945, assigned to administrative work in the research and development branch of the Bureau of Ships Electronics Div. He retains his reserve commission as lieutenant.

A native of McAlester, Okla., Mr. Resnick attended Columbia U., New York, where he received his A.B. in 1934 and LL.B. in 1936. He is a Phi Beta Kappa. As an undergraduate, he was classmate of Presidential Press Secretary James C. Hagerty.



Have you heard *the latest...*

IN BACKGROUND MUSIC?



An atmosphere to relax and enjoy—or the stimulation to work, to think, to play or buy—these are the benefits of background music. And background music is now practical *anywhere,* even beyond the reach of present wired services.

With the announcement of the new AMPEX 450, magnetic tape, musical wonder of a coming era, has become the ideal medium for background music. Hourly cost drops to a new low; quality rises to an all-time high. A wide variety of music for every purpose is now available on pre-recorded tape (see your Ampex distributor). Tape recordings eliminate needle scratch and their fidelity is permanent. They last for any conceivable number of plays.

On the AMPEX 450, up to eight hours of unrepeated music is available from one 14-inch reel of tape, and fully automatic repetition is available. The troubles and complexities of record changers are eliminated. And the AMPEX requires no standby attention from an operator.

AMPEX background music has a place in your business.

For further information, write to Dept. D-1218B

AMPEX

MAGNETIC RECORDERS

THE NEW AMPEX 450

- 8 hours of uninterrupted music (rest periods as desired)
- Usable on land, sea or air
- No standby operator required
- Lowest cost per hour

AMPEX ELECTRIC CORPORATION
934 CHARTER STREET • REDWOOD CITY, CALIF.

BROADCASTING

TELECASTING

features



Designed...

For the Audience

WREC performance is designed to build lasting confidence and prestige. Highest quality, diversified programming and community service keep listener-interest alive and active. *Result:* Latest Standard Audit & Measurement Reports and Hooper Ratings show WREC has a greater audience than ever before!

For the Advertiser

Carrying your message to this alert audience is a sound foundation for any advertising program. WREC delivers the "better half" of both the rural and metropolitan listeners in the 2 billion dollar Memphis Market at rock-bottom costs. (Rates are 10% per thousand listeners lower than in 1946). For maximum results from your advertising dollar, put Memphis No. 1 Station first on *your* list.

WREC

MEMPHIS NO. 1 STATION

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS—REPRESENTED BY *THE KATZ AGENCY*

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Readers' Service, Room 870

Press Bldg., Washington 4, D. C.

FIRST!

THE BEST ADVERTISING BUY IN LOS ANGELES

MONDAY thru FRIDAY 12:00 NOON to 6:00 P.M.	22.2
SATURDAY 12:00 NOON to 6:00 P.M.*	56.8
SUNDAY 12:00 NOON to 6:00 P.M.	32.2
SUNDAY thru SATURDAY 6:00 P.M. to 11:00 P.M.*	23.7

Share of TV audience 1952

K T L A

CHANNEL 5

KTLA creates its own top-rated television programs — shows that win and hold large and loyal audiences. KTLA, channel 5, delivered, on the average, the largest share of television audience in Los Angeles, afternoon and evening, during 1952.**

*Oct. thru Dec. 1952 Indexes 7 a.m.-6 p.m. Saturday. Sunday thru Saturday 6 p.m.-12 midnight.

**Computed from Hooper TV Audience Index Reports for Los Angeles, Jan. thru Dec. 1952. Measurements for stations not broadcasting entire reported period are adjusted.

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Offices · 1501 Broadway, New York 36 · BRyant 9-8700

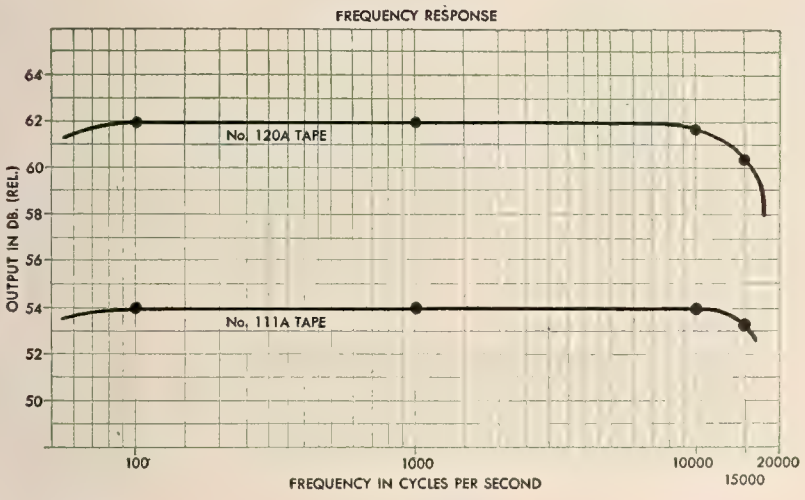
PAUL H. RAYMER COMPANY · NATIONAL REPRESENTATIVE
New York · Detroit · Chicago · Boston · Memphis · Hollywood · San Francisco

KTLA Paramount Television Productions Inc

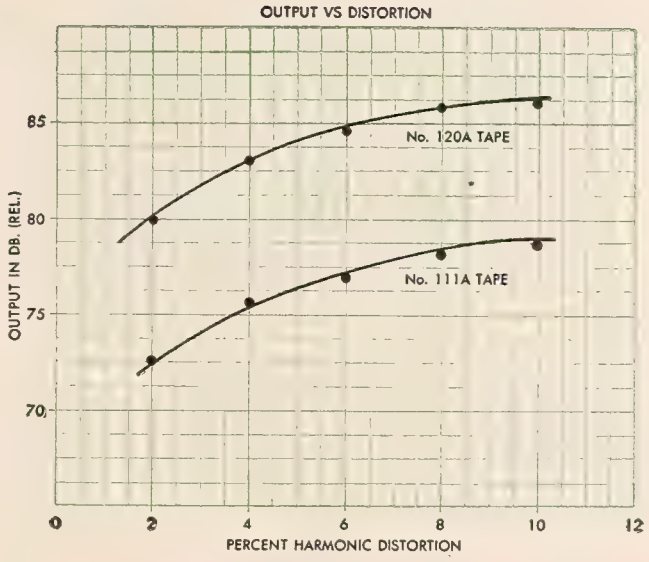
ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

output

or harmonic distortion!



The frequency response characteristics of both No. 120A and No. 111A tapes are virtually identical at 15 ips tape speed. These curves were made with each tape set at optimum bias and an input level 15 db below 1% 3rd harmonic distortion.

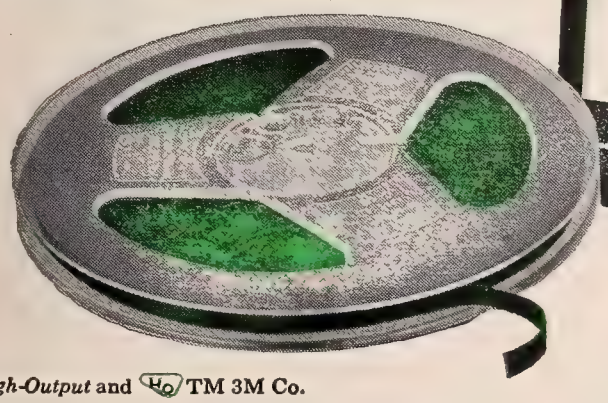


This graph shows the 8 db increase in output of *High-Output* Magnetic Tape No. 120A over No. 111A at any given distortion level. *When compared with other brands of magnetic tape, the difference in output is as much as 12 db!*

FREE BOOKLET

tells the full story of the tremendous technical possibilities of *High-Output* Magnetic Tape. Address Dept. BT-43, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and a copy will be sent promptly.





Available now on:
120-AP 1200-foot Professional Reel

120-A 2400-foot on NARTB hub or reel

High-Output and TM 3M Co.

STANTON DEFENDS TV PRICES



(Continued from page 82)

price-per-thousand for the average half-hour evening program on CBS Television was $4.74; in 1950 it was $2.96; in 1951, $2.70; in 1952 to the present, $2.39. This declining trend—from $4.74 to $2.39—can be attributed to the increasing saturation of the existing television markets and to the greater coverage which television has been bringing in year by year. In January 1953, CBS Television was making available to the advertiser over 5 million more homes than in October 1951, and was bringing in these additional homes at about 60% of the price-per-home of the previous year. Today, the network television advertiser can buy access to a thousand television homes more cheaply than he has ever been able to do before.

Thus, in the only terms by which television's costs can be validly appraised—namely, those of price-per-thousand—it seems evident that the belief that television has been pricing itself out of the market partakes largely of illusion.

So much for the past. Now, what about the future?

The 100 TV Markets

In considering the future of television costs, it is necessary to lay down certain assumptions. These assumptions concern the future size of the television market at a given point in time. For the purpose of this discussion I am assuming that television will be established for the national advertiser when the 100 largest television markets each have at least one station and 90% saturation or a total of 35,000,000 television families.

In order to see what the future shape of the network television market will mean to the price of television advertising, it is necessary to re-state the general formula on which station rates in television are now based. This base is $120 per evening half-hour for a circulation of 20,000 homes and provides for a 50% increase in rate for every additional 100% increase in circulation.

Taking the two extremes in size of the new incoming television markets, this will mean that the price of television time in the metropolitan markets of 2,000,000 will be about 90 cents per thousand homes for the average evening half-hour as opposed to $1.80 per thousand in markets of 100,000 homes. This pattern of a higher price-per-unit-of-circulation in the smaller markets is, of course, characteristic of other media as well, in particular, radio and newspapers. These well known differentials are based on the simple fact that the expenses of operating a small market newspaper or television station are not smaller in direct proportion to the markets served.

This pattern of rate structure leads to two opposing tendencies in the future growth of television. As new television homes appear in new and smaller markets, the price-per-home can be expected to be higher in these markets than in the older, larger markets. On the other hand, as the older markets acquire new television homes and approach 90% saturation, these homes can be delivered at a lower price-per-thousand. The rule of thumb may be described as follows: If it originally required 1 unit of cost to reach a thousand homes in the older markets, it now requires ½ unit of cost to reach each additional thousand homes in these markets, whereas in the new, smaller markets which are emerging in the post-freeze period, it requires 1½ units of cost to reach a thousand homes.

These opposing trends—the declining price-per-thousand of the older markets and the rising price-per-thousand of the newer markets—tend to offset each other and to stabilize the over-all price-per-thousand for time at a point between the ceiling (of the price-per-thousand) of the new, smaller markets, and the floor (of the price-per-thousand) of the existing, older markets. An important factor helping to keep the price of television down in spite of its extension to new and more expensive markets is the economy achieved by spreading the production and talent costs over larger potential circulation.

Timetable for Television

Barring certain contingencies which could materially alter the timetable, I believe that these 100 largest markets will all be in operation within one year from now, and that set ownership within these markets will approach the 90% saturation mark within two and a half years, or at some point between 1955 and 1956.

I can visualize at least five factors that may alter this schedule:

1. A world war.
2. A general economic upheaval.
3. Color television. It is difficult to forecast what effect its introduction might have on the time-table of receiver saturation.
4. The question of whether the Federal Communications Commission's approach to the present system of allocations will change or remain the same.
5. The recently proposed Bartlett plan for expediting the applications of prospective television licensees which, if adopted, would act as an accelerating factor in television's expansion. This plan provides that where there is more than one applicant for a given channel, the applicants will pool their resources to form a corporation which will then be authorized by the FCC to operate a television station on an interim basis pending the Commission's adjudication of the claims of the various petitioners. When the successful applicant is designated, the temporary corporation will be dissolved and the station will revert to him. At this point, each of the applicants participates in his share of the profits or losses so far incurred. The plan is designed to cut through the inevitable legal delays attending conflicting applications for licenses and to speed up the construction and operation of new stations.

Barring these contingencies I would place the point when television will reach the 100-largest-market stage at roughly two and a half years from today. (Such a network, incidentally, embraces an area producing 82% of the total retail sales of the country and containing nearly 81% of all U. S. families.)

At this stage it is my considered opinion that the price-per-thousand of television in the 100 leading markets will not exceed the price today. In other words, the network television advertiser two and a half years from now will be able to buy access to 35,000,000 television homes in 100 major television markets for the same price-per-thousand he is paying today for access to 21 million homes in 61 of the pre-freeze markets.

The principal basis for believing that television's price-per-thousand will be stabilized at the current level is that the same principle of interaction which operated prior to the lifting of the freeze will continue to operate. The continuingly lower cost of bringing in additional homes in the older established markets on the one hand, together with the spreading of program costs over larger numbers of set-owning families on the other, will offset the increasing costs of bringing in homes from the smaller new markets.

The continuing introduction of efficiencies in production techniques as exemplified by our new Television City plant in Hollywood, so designed as to maximize the efficient use of manpower and materials and to obtain a factory-type flow of program production will continue to keep production costs down.

If I may recapitulate—it seems to me that the evidence of the past is incontrovertible in demonstrating that television *has not* been pricing itself out of the market and that realistic estimates for the future indicate that television *will not* price itself out of the market.

Size of Networks

In considering the future I have selected a network of the 100 largest television markets in order to keep my discussion specific. In doing so I do not mean to imply that television's growth will suddenly stop at the 100th market. Nor did I mean to imply that national advertisers will all use networks of 100 stations. Some will use fewer markets; some will use more.

To go back once more to the beginning, it may strike you as odd that the question of whether television is pricing itself out of the market should arise when the price-per-thousand has been declining so rapidly. I have suggested that the anxiety on this point stems from the increase in the total cost of television as the national audience grows to increasingly great proportions. For there is no question of the fact that as television continues to deliver large audiences, its total costs will rise. But for advertisers interested in operating a nationwide business, the development of a medium that brings them wider coverage at no increased price-per-thousand must not only make sense, but be thoroughly welcome. If it's a good buy for part of the market, in my judgment, it will represent an even better buy when it offers the same price-per-thousand for the full market. On this basis if the total cost is large, it is because the country is large.



T'NT stands for Tup and Tony—Howard Tupper, left and Tony Carvell, veteran WGY staff announcers who have teamed up to develop an enticing early afternoon show. Here, you see the two among 31 baskets full of drugstore and grocery products advertised over Station WGY. These baskets went to 31 winners in WGY's 31st anniversary contest.

On the air between 1:15 and 2:15 every weekday afternoon, Tup and Tony present a little bit of everything for their thousands of loyal listeners. Phone interviews with shut-ins and the chief of the U. S. Weather Bureau in Albany, taped interviews with interesting residents of the WGY area, human interest stories about other residents, jokes, and plenty of recorded music make up the program.



In spite of rainy weather, over half of the contest winners came to the WGY studios and appeared on T'NT before picking up their coveted prizes. Putting sponsors' products into listeners' homes like this, is just another "extra" enjoyed by WGY advertisers.

Represented by
HENRY I. CHRISTAL CO.
New York
Chicago • San Francisco

STUDIOS IN SCHENECTADY

WGY *The Capital of the 17th State*

A GENERAL ELECTRIC STATION

WHITE DEFENDS TV COSTS



(Continued from page 83)

the total cost of sponsoring an evening hour for 52 weeks on a full network can run into a 4 to 5 million dollar figure . . . And a 15-minute daytime strip can cost between 2 and 3 million dollars for 52 weeks.

Figures such as these—for a single advertising operation—can be pretty formidable to all but the biggest-budgeted advertisers, some of whom have many products to sell. With their products they can fully occupy an evening hour and a daytime strip and get maximum value from it.

But for many other national advertisers, the figures I have mentioned are not much in point. They're like quoting the price of a fleet of trucks to a man who can use a Jeep. The problem, then, is to make network television available in smaller sales units so that more advertisers can get the benefits of its effectiveness. And this should be done without chopping the program unit into little pieces. Network television is meeting this problem through different types of shared sponsorships. They cut the cost per client and still give him plenty of advertising pressure.

For example, we have alternating-week sponsorships of an evening hour show like the Montgomery dramas and a half-hour program like the Winchell-Mahoney show. We also have a 90-minute musical comedy revue like the *Show of Shows,* where a half-hour is shared by three advertisers. You can buy as little as a 15-minute segment once a week in an hour daytime strip like Kate Smith. Our two-hour morning show, *Today,* is sold in 6-minute segments which cost only $3,300—for time, talent, production—everything. By using these opportunities, advertisers have been able to sample the medium, and have come back with really startling success stories that are leading them to use it on a wider basis. This pattern is becoming typical. And the NBC programs I have mentioned are only examples of the flexibility all networks are seeking to develop.

Future Flexibility

Looking toward the future, we may see an expansion of this concept. It would be based on a program structure which would include a number of shows of varied types. Advertisers could buy one or more announcements for one or more weeks. Some of the shows would be scheduled in the morning, some in the afternoon, and some in the evening, and they would be fitted around programs sponsored by single clients. With this sort of structure, advertisers could buy as little as a one-time participation in a single show . . . or as much as every-day exposure in different programs throughout the week on a year-around basis. They could reach selected audience types—young married people, teenagers, women—as well as the general family audience. And they could schedule the volume and type of their television advertising to tie in with special sales, saturation campaigns, seasonal drives or year-round selling.

I think you can see the attraction of such a plan from the advertiser's point of view. Small-budget advertisers would have the same opportunities to use network television as the individual brands of advertisers who have several products. Large-budget advertisers could get greater exposure and frequency by spreading their advertising across various types of programs and reaching larger cumulative audiences. More sponsors would be able to buy into known circulation values.

This sort of approach could help strengthen the economic base of network television. It could make the medium more useful to advertisers already using it, and it could make it more readily available to hundreds of national advertisers who haven't begun to use it. From these sources, revenue could be developed which is needed to build better shows, develop new techniques and broaden the scope of programming. And for the advertiser who wants it and can afford it, there would still be a range of programs available for individual sponsorships, with the identity and prestige values they provide.

There are certainly many problems in working out such an approach. But the potential of the approach is so great that it deserves the most serious consideration on the part of all concerned. We *do* know that the television network of the future cannot be supported by the relatively small group of major advertisers alone. And anything which makes the medium more useful to more advertisers is going to advance the interests of all who want and need a strong national service—the public, the stations, and the advertisers themselves.

Better Commercials

A related question we should examine is how to get more mileage out of the commercial presentation itself—the minute or minutes of time in which you do your selling. These deep waters are just being charted, and again, we have only a few guideposts along the way.

We know that the effective commercial must meet two standards—it must be persuasive and it must be remembered. Stating these objectives is a good deal easier than achieving them. But in our Hofstra research studies, we made some interesting by-product discoveries on the matter.

We found, for example, cases where competing companies, using a network program with about the same costs, were both getting excellent remembrance of the television commercials. But in one case, the advertising produced almost twice as many extra customers as in the other—because it was more persuasive.

We also found that relative program ratings don't necessarily reflect relative sales effectiveness. There were cases where competing advertisers were getting about the same program ratings, but where one of the programs was developing many more new customers than the other, and conversely there was a case where competing advertisers were getting about the same sales effectiveness from their television programs, although one had a 13 rating and the other had a 23.

To focus industry attention on the matter, we pursued these leads in a pilot study with the Schwerin organization. Although the study barely scratched the surface, it did confirm a number of basic principles of the "do's and don'ts" of television commercials. For example, it documented the increased impact you get when audio and video are used to convey the same thought at the same time. It showed the importance of backing up claims of performance by demonstrating performance in action. It indicated that a few simple points, summarized at the end, are much more effective than a long accumulation of points. It showed situations where a less expensive commercial did a much better job than a more costly one. And it produced some helpful evidence on the right type of personality to use for presenting different types of products and messages.

We've published the results, and there's not much point in going into the details now. But when we find tremendous variations in the selling effectiveness of different programs, which cost the same and rate the same . . . and when we discover that this difference is due largely to the relative efficiency of the commercials . . . at least we have another approach through which advertisers can increase their returns from television. As we pointed out in our report, improving the "rating" of the sales message can be just as profitable as improving the program rating—and it usually can be done more readily at far less cost.

Changing Patterns

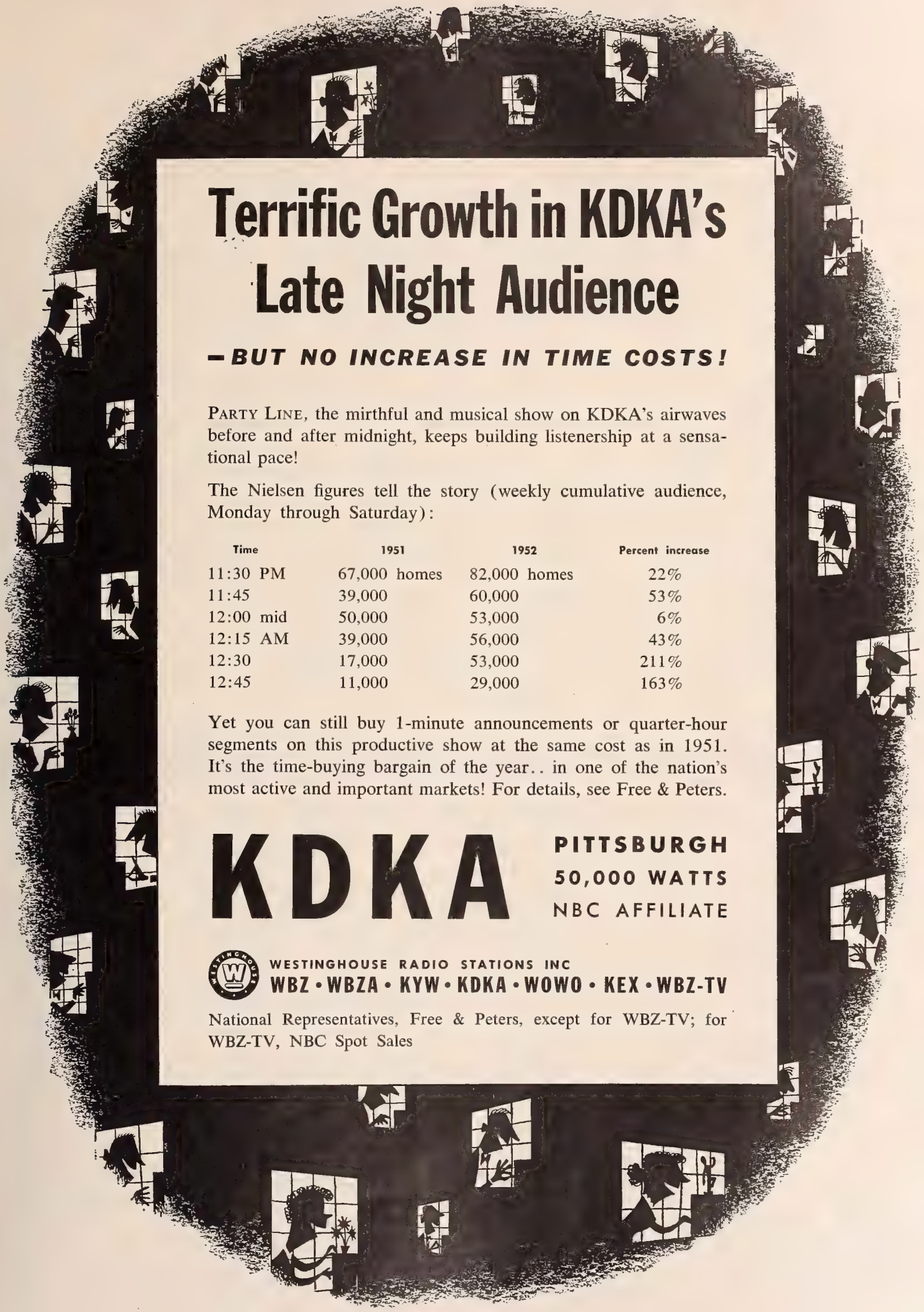
Program opportunities and program patterns are changing too. We see network television broadening out beyond the conventional entertainment forms. The lines between public service and entertainment are being washed away. Documentary material, discussions, and selections from the opera, ballet and the classics of literature are integrated into some of the most popular sponsored entertainments, where they reach a mass audience.

Presentations which a few years ago would have been considered as purely "educational"—in quotes—are becoming hits on television, programs like *Victory at Sea, Ding Dong School* and the film interviews with Bertrand Russell, Robert Frost and Carl Sandburg.

Early experimental formats like *Camel Caravan*—television's first newsreel—and *Show of Shows*—its first Broadway-type revue—have proved out long ago. New ones—like *Omnibus* and *Today* and *See It Now*—have been launched. Television has established a pattern of advertising support for such great occasions as the political conventions, the inauguration and the coronation—something relatively unknown in radio.

All of these trends are healthy ones and I hope we can find ways of extending them. Television should be able to embrace all the varied material of human interest, and advertisers should encourage such a movement. Nothing is so deadly to the vitality of a medium as the stereotype—the wave of comedy revues when one is successful, the blurred carbon copies of a great mystery series, the rash of situation comedies when

(Continued on page 92)



Terrific Growth in KDKA's Late Night Audience

—BUT NO INCREASE IN TIME COSTS!

PARTY LINE, the mirthful and musical show on KDKA's airwaves before and after midnight, keeps building listenership at a sensational pace!

The Nielsen figures tell the story (weekly cumulative audience, Monday through Saturday):

Time	1951	1952	Percent increase
11:30 PM	67,000 homes	82,000 homes	22%
11:45	39,000	60,000	53%
12:00 mid	50,000	53,000	6%
12:15 AM	39,000	56,000	43%
12:30	17,000	53,000	211%
12:45	11,000	29,000	163%

Yet you can still buy 1-minute announcements or quarter-hour segments on this productive show at the same cost as in 1951. It's the time-buying bargain of the year.. in one of the nation's most active and important markets! For details, see Free & Peters.

KDKA

PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS INC
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

COMPARATIVE NETWORK SHOWSHEET

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TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*On Guard* F	Electric Cos. alt. wks. sust. Your Are There	*New York Times Youth Forum*	Revere Meet the Press L
6:15				
6:30	*Film*	Alcoa See It Now L		Gen Foods Roy Rogers F
6:45	Gruen W. Winchell L			
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	P&G Red Skelton F
7:15				
7:30	*Playhouse Seven* F	American Tobacco Private Secretary L		Reynolds Metals Mr. Peepers L
7:45				
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L
8:15				
8:30				
8:45				
9:00	*America In View* F	General Electric Fred Waring L	Clorets Chlorophyll Gum & P&G Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Film*	Bristol Myers Time To Smile L	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	A. Murray Dance Studios Arthur Murray Show	P&G The Doctor F
10:15	*Film*			
10:30	Both Sides A. F. L.	Jules Montenier What's My Line L	Young People's Church of the Air *Youth On The March*	
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	
7:15				
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L		P&G Those Two L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Sterling Drug Ins. Mark Saber Homicide Squad F	Carnation Burns & Allen (alt.) L Goodrich		Winchell-Mahoney Show L Crosley-Speidel alternating
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45				
9:00	Perspective L	Philip Morris I Love Lucy F	*The Big Idea*	Pearson Pharm. Alt. Wks. Eyewitness L
9:15				
9:30	*Talent Patrol* L	Gen. Foods Instant Maxwell Coffee L Gaines Dog Food Red Buttons	*Feature Boxing with Ted Husing*	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00	Why L			
10:15		Westing-house Studio One L		
10:30				Co-op Who Said That L
10:45			*Girl Alone*	
11:00		Longines Chrono-scope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15				Pepsi-Cola Short Stories F
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Chevrolet Dinah Shore L
7:45		Revlon Jane Froman		Camel News Caravan L
8:00		Ernie Kovacs (sust.)	Admiral Corp Life Is Worth Living	Texas Co. Milton Berle L
8:15				
8:30			Curtis Publishing Co. Keep Posted	
8:45				
9:00		Schick Crime Syndicated (alt.) L Carter Prod. City Hosptl.	Wine Corp. of America Where Was I?	P&G Fireside Theatre F
9:15				
9:30	ABC Fights (Co-op)	Electric Auto-Lite Suspense L	Serutan Wisdom of the Ages	Armstrong Circle Theatre L
9:45				
10:00		Block Drug Danger L	*Meet the Boss*	P. Lorillard Two For The Money F
10:15				
10:30	Bendix Swanson (alt. wks.) The Name's The Same L			P. Lorillard Embassy Club L
10:45				
11:00				Bob Considine Mutual of Omaha
11:15 PM				

ABC

	ABC
6:00 PM	
6:15	
6:30	
6:45	
7:00	
7:15	
7:30	Date with Judy Clorets ½ sponsor
7:45	
8:00	*Film*
8:15	
8:30	
8:45	
9:00	*Film*
9:15	
9:30	*Wrestling From Rainbo* L (9:30 to Midnight)
9:45	
10:00	
10:15	
10:30	
10:45	
11:00	
11:15 PM	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N	Sweets Co. Tootsie Hip-podrome L	*In The Park*		
12:15 PM				
12:30	Voice of Prophecy Faith For Today L	Hawley & Hoops Candy Carnival L		*The Nature of Things* L
12:45				
1:00	*Seminar* L			*Youth Wants To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
9:45				Minn. Mining, Tues. Scott Paper, Thur. General Mills, Fri. Ding Dong School L
10:00		Arthur Godfrey M-Th 10-11 a.m. (See Footnote) Wheel of Fortune F 10-10:45 a.m. S		
10:15				
10:30		Westing-house Betty Furness F.		*Prologue to the Future* F
10:45				
11:00		C-P-P (MWF) Strike It Rich L		*Ask Washington* L
11:15				
11:30		*There's One In Every Family* Partic. See Footnote		*Mrs. USA* F
11:45				
12:00 N		Gen. Mills Bride & Gr'm L	*Mid-day Chapel*	
12:15 PM		Amer. Home All Products Love of Life	*Noontime News*	
12:30		P&G Search for Tomorrow	*Take the Break with Don Russell*	
12:45		P&G Guiding Light		
1:00			*Ladies Date with Bruce Mayer*	
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15	Lash of the West			
10:30	Johnson Candy Rootie Kazootie L			
10:45				
11:00	Ralston-Purina *Space Patrol* F	*There's One In Every Family*		
11:15				
11:30	Derby Foods Sky King; Amend Co. Hail The Champ (alt. wks.)	Brown Shoe Smilin' Ed McConnell F	International Shoe Co. Kids & Co.	
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Meet Me At The Zoo		
1:15				

SATURDAY

1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

	AY / ONT	NBC	THURSDAY ABC	CBS	DuMONT	NBC	FRIDAY ABC	CBS	DuMONT	NBC	SATURDAY ABC	CBS	DuMONT	NBC	
6:00 PM															6:00 PM
6:15												*What In The World*			6:15
6:30										*Meet the Veep* L					6:30
6:45					Capt. Video				General Foods Capt. Video	No Network Service	Sweets Co. Whiteman TV Teen Club L	Liggett & Myers Stork Club			6:45
7:00				Amer. Cig. & Cig. Co. News 7:30-7:45 pm		Pepsi-Cola Short Stories L		GM-Oldsmobile News		P&G Those Two L		Sylvania Beat The Clock L		*Mr. Wizard*	7:00
7:15		P&G Those Two L	General Mills Lone Ranger F	General Electric Jane Froman		Chevrolet Dinah Shore L	General Mills Stu Erwin F	Chesterfield Perry Como		Camel News Caravan L					7:15
7:30		Camel News Caravan L				Camel News Caravan L		Gen. Foods Maxwell House Coffee Mama L		RCA Dennis Day L	Chas. Antell What's Your Bid		*Johnny Jupiter*	Dunhill My Hero F	7:30
7:45		GE I Married Joan F	*Film*	*Life with Luigi (Sust.)*	*Guide Right*	DeSoto-Plymouth Groucho Marx F	Hotpoint & Lambert (alt. wks.) Ozzie & Harriet F								7:45
8:00								R. J. Reynolds My Friend Irma L	Dark of Night	Gulf Oil Life of Riley F	*Texas Rasslin'* F	Schick Inc. Bristol-Myers Nescafe (Co-Sponsorship) Jackie Gleason Show		Pet Milk Johnson & Johnson All Star Revue L	8:00
8:15		**	Lorillard Chance of a Lifetime L	Blatz Amos 'n' Andy (alt.) Singer Swng 4 Star Plhs	Associated Tide Water Oil Broadway to Hollywood	Borden Treasury Men In Action L									8:15
8:30				Lever Lux Video Theatre L Tobacco Co Biff Baker, U.S.A.	*Treasure Hunt!*	Chesterfield Dragnet F	*Film*	Schlitz Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Big Story L	Bayuk Cigar Saturday Evening Fights L	*This Is Show Business*			8:30
8:45		Krafts Foods Television Theatre L	*Motor City Fights*	Lever Rinso Big Town F	*What's the Story Walter Kiernan*	Ford Ford Theatre F	Kreisler, (alt. wks.) Tales of Tomorrow L	General Foods Sanka Our Miss Brooks		Campbell Aldrich Family L	*Fight Talk*	*Meet Millie*		Your Show of Shows R. J. Reynolds S.O.S. Benrus Griffin Prudential Lehn & Fink L	8:45
9:00															9:00
9:15															9:15
9:30								Colgate Mr. & Mrs. North	Clorets and Bauer & Black Twenty Questions	Gillette Cavalcade of Sports L	*Local*	Sealy Balance Budget (alt. wks.) Cats Paw Quiz Kids	Co-op Wrestling from Chicago		9:30
9:45		Hazel Bishop This Is Your Life L	*Local*	Philip Morris My Little Margie	*Author Meets the Critics*	U.S. Tobacco Martin Kane									9:45
10:00															10:00
10:15									Helene Curtis and Carter Products Down You Go			Simmons Jergens (alt.) It's News To Me			10:15
10:30			Thor. Quick as a Flash	Carter I've Got A Secret (alt. wks.) Toni Racket Squad						Chesebrough Greatest Fights F				American Tobacco Your Hit Parade L	10:30
10:45													11:05 Boyle-Midway Sports Showcase		10:45
11:00													11:20 Wrestling Resumes		11:00
11:15 PM															11:15 PM

ME

	SUNDAY BS ·	DuMONT	NBC	MONDAY - FRIDAY ABC	CBS	DuMONT	NBC	SATURDAY ABC	CBS	DuMONT	NBC
			Religious Hour Frontiers of Faith L		Garry Moore Show (See footnote)						
			American Inventory L		Campbell Soup Double or Nothing M-W-F Westinghs. Freedom Rings Tu-Th						
			Bohn Alum. American Forum L		Art Linkletter's House Party (See Footnote) 2:30-3 pm						
	Unto eet		*Victory at Sea* F		Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Fri.	*Paul Dixon Show*	*Break the Bank* L				
	f the k		*Juvenile Jury* L		*Action in the Afternoon*		P&G Welcome Travelers L				
	f the on		RCA (alt. wks.) Kukla, Fran, Ollie L								
			Zoo Parade Quaker Oats L				Kate Smith L *				
	rs- and und gton d can ne & dry aper bus		Hallmark Hall of Fame L				Lever Hwkns. Falls L				
			Fram. Corp. Sightseeing F				Gabby Hayes**				
			Window On Washington L								

Explanation: Programs in italics, sustaining; Time, EST. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Participating sponsors.

Mon. thru Fri. "Kate Smith"; 4-4:15. Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:45-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

** Wednesdays, 8:30-9 p.m., Scott Paper for Scott Music Hall alternates with Du Pont for "Cavalcade of America."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M.-Th. Arthur Godfrey Time 10-11 a.m. 10-10:15 Mon.-Th.—Consolidated Cosmetics & Clinton Foods, alt. days.

10:15-30, Mon.-Th.—Star-Kist Tuna & Owens-Corning, alt. days.

10:30-45—Lever, M. & W.—Frigidaire, Tu. & Th.

10:45-11, M-Th.—Pillsbury.

10:45-11 a.m. Fri.—Westinghouse-Betty Furness.

There's One in Every Family. Wed., 11-11:05 a.m. Carter Prod.; Thur. only, 11:15-11:30 a.m.

11:15-30 a.m. Thurs., Wine Corp of America—Bill Cullen's Show

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

1:30-45 p.m. Mon.—Masland; Thu.—Deepfreeze

1:45-2 p.m. Mon.—Duff; 1:45-2 p.m. Mon. Duff & Hoover, alt. wks.; Tues., Ballard; Wed., Best Foods; Thurs., Stokely-Van Camp; Fri., Kellogg; Tu., W., F. 1:30-2 P&G.

2:30-45 p.m., Fri.—Green Giant

2:30-45 p.m., M., W., Th.—Lever

2:45-3 p.m., M., Th.—Pillsbury

2:30-45 p.m., Tues.; 2:45-3 p.m. Fri.—Kellogg House Party

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

April 6, 1953



WHITE DEFENDS TELEVISION COSTS

(Continued from page 88)

one becomes a hit. I recognize that advertisers are practical businessmen with something to sell. But I would suggest that television must keep refreshing itself to hold and attract audience and that an excess of caution on the part of advertisers may defeat the very interest they want to protect.

All this suggests another way in which television can be made more useful to advertisers and to the public. As one of the most influential forces in our society, it has a vast potential as a public relations medium —and American business is only beginning to understand how well it can serve in this capacity.

The character of large corporate enterprise has undergone great changes in the past 25 years. It is no longer a law unto itself. The basis for many of its financial decisions is made in Washington. The nature of many of its operations is determined around the collective bargaining table. Its ownership has become dispersed among millions of stockholders. Its management is made up of skilled professionals who in many respects act as public servants. With this diffusion of the authority of big business, it has become part and parcel of our social machinery and has taken on wider and wider social responsibilities.

This thesis has been presented most brilliantly by David Lilienthal in his new book called "Big Business—A New Era." But, as he points out, many people still have an emotional distrust and suspicion of big enterprise and this antagonism reaches down to affect all business.

Such an attitude is dangerous, not only to business itself, but to the growth and integrity of our whole economic system. It is up to the leaders of our business community to correct this suspicion. In television they have a powerful tool to help them do it. And by doing it, they will gain for their own company the public attention and goodwill which have become such practical business assets.

In judging television, we must understand that it can always do more than it is presently doing—in serving the public, in serving individual advertisers and in serving our free enterprise system.

These three fields of service are closely interwoven. As one advances, it strengthens the others. And together they point to a larger purpose—the preservation of a way of life that is under threat. What happens in the free world will depend largely on America—on the wisdom and information of our people, on our unity and on our moral and economic strength.

These goals are great goals and television can become one of the greatest forces for reaching them.

We have in television a powerful instrument for informing the people on the issues and events of their time. And in our democracy, we happen to believe in the people's ability to make the right decisions once they have the facts and understand the issues.

We have in television a means for putting our people in direct touch with their leadership, so that our nation can grow in unity and moral purpose.

We have in television a major medium which can help our free enterprise system reach its full promise—by strengthening our salesmanship, stimulating our commerce and expanding our production.

The stewardship of this great instrument is in our hands. And for sponsors as well as broadcasters, the opportunities which lie ahead may well be just as great as our responsibilities.

WAVE Begins Auto-Portable Radio Promotion Campaign

ALL-OUT CAMPAIGN to break down radio's "summer" and "weekend" hiatus habit and to exploit "outdoor radio" was begun by WAVE Louisville last Wednesday.

The WAVE management, announcing it is "fed up with the ill-conceived habits" of the summer and the weekend hiatus and radio's failure in general to promote auto and portable sets, set forth an extensive outdoor radio promotion schedule in which it will use several media.

"During the winter months we plug hard on the clock-radio, the use-your-auto-radio-in-town and the radio-in-every-room concepts," the WAVE announcement said. "Now we will point out that in the good weather months, radio can—and does—move outdoors."

Quoting last year's sales of 8 million auto and portable radio sets—compared with 5½ million TV sets—the WAVE report declared: "We are out to make all we can aware of the fact that auto and portable radio is the fastest growing communications medium in America."

Two samples of WAVE promotion spots on chainbreaks and participation programs:

"In the spring (summer) Louisvillians get out and go. Four hundred and seventy thousand* of them keep informed and entertained with portable and automobile radios. They hear radio at its best on WAVE."

"What's the fastest growing communications medium in America? It's outdoor radio. Out of the 12 million radios sold last year, 8 million were auto and portable sets. Wherever Americans go, they take radio."

WAVE outdoor radio also will be plugged on a "heavy schedule" of rotating station identifications, in WAVE ads in the national trade press and in mailing pieces to clients and prospective clients, agencies, national representatives and others.

"And last but not least," the station adds, "WAVE's local programming this summer will keep the auto and portable radio listener uppermost in mind, with plenty of music, news and sports results—with de-emphasis on programs whose meanings are lost if you miss part of them. . . .

"In short, at WAVE we're out to prove that summertime radio is bigtime radio."

* WAVE reports a Louisville set count of 135,450 auto radios and 141,750 portables, with an average 1.7 listeners per set.

'PRE-CONVERSION' — a uhf introduction for a vhf market

Problems are legion to the uhf grantee in an established vhf market: Time can't be sold unless enough sets are converted to uhf; quick uhf signals are sometimes unsatisfactory and antagonize time buyers and public, and service firms can't always get the equipment needed to prepare for uhf in advance of the station start.

DETERMINED to avoid the pitfalls from too much haste in bringing uhf service to a community already receiving vhf television, a Virginia permittee is going to initiate a uhf preconversion plan utilizing a "marker-beacon" signal during station construction.

Holder of the CP—for uhf Ch. 33 in the Norfolk-Portsmouth-Newport News area—is The Eastern Broadcasting Corp., also licensee of WHYU (AM). Call letters of WACH-TV will be asked. In addition to assuring the best uhf signal possible, the permittee also wants to have uhf receivers converted in sufficient quantity before the station begins operation.

Frederic F. Clair, manager of the stations, outlined the plan as follows:

"Using the ultimately permanent antenna—mounted temporarily at or within a few feet of the permanent site, we will radiate a 'marker beacon' type narrow-band modulated (460 cycle, plus voice identification as 'temporary and experimental') signal. This will be at the aural center-frequency of WACH-TV. By using a 50 w transmission through our high-gain antenna, we will provide in excess of 50 mv/m across both A and B prospective service contours.

"This may be used to orient and cut receiving antennas, adjust oscillators and I. F.'s—all with plenty of lead-time, perhaps six months.

"Since we don't want to go on the air with less than the most perfect picture the art provides—we will be able to construct our regular uhf station with care and leisure. Since this 'marker-beacon' signal will serve as a signal generator, technicians may even line up resolution etc. (by drifting the set oscillator side to side) and we will have at least partially-prepared sets all converted and on a large scale ready for a really good program signal just when our station is ready to roll."

John Doley, president of Eastern Broadcasting, added that as more complex signals were produced, all the way up to test pattern, they would be added to the pre-program service. He said that the AM outlet would constantly promote the existence and proper use of the marker signal. The cooperation of set-dealers, stations and the public, Mr. Doley pointed out, "will help us to develop this infant service."

Eastern Broadcasting Co. reports favorable reception from sales, network and technical sources within the industry. FCC representatives, to whom proposals concerning the plan were presented, indicated that the Commission is interested, but would like the permittee to first confer with set manufacturers and others concerned for specific comment.

Detroit FM Pulls Up

FM RADIO is pulling out of a backslide in Detroit, bringing home some of the listeners lured by TV in the last few years, according to a feature story recently in the *Detroit Free Press.*

The shift is taking place because broadcasters have begun to put out the kind of programs which utilize the high-fidelity reproduction which FM can give, the article claimed. The paper said previously, identical shows were aired on both AM and FM outlets, with the result that listeners couldn't tell the difference—so why pay more for FM?

Then the U. of Michigan, which was operating an FM station, began to expand its musical programs, the *Free Press* noted. Results: Requests for program listings started coming in from the Detroit area. FM set sales went up, while stations met the challenge by putting more high quality music on the air. The boom was on.

Texas, Not Holland Kind

THE New York official in ABC's co-op department apparently knew more about the bathtub article than about the gadget invented by Eli Whitney. Lifting an eyebrow at the name he saw sponsoring ABC commentator Paul Harvey's co-op program on KRIO McAllen, Tex., he messaged the station that "no liquor sponsors are permitted on co-ops." The Texans had their laugh, then informed the New Yorker that the sponsor, Farley-Williams Gin Co., is located in the cotton-producing Rio Grande Valley, and that its product comes in bales—not bottles.

you need PROPER EQUIPMENT FOR RESULTS



you'll NEVER MISS when you specify WTOD TOLEDO, OHIO

Proper tools are always necessary to do a good job—and to do a good job of selling in Toledo, Ohio, you need WTOD. Giving folks what they want from radio—music, news, and sports—this 1000 Watt independent delivers more listeners per dollar. Top availabilities.



National Representative
Headley-Reed Co.

★ RADIO
★ TV
★ NEWSPAPER

an EDWARD LAMB Enterprise

New York Office—Hotel Barclay—Home Office—500 Security Bldg., Toledo, Ohio

FOLDER WELCOMES WMBR

CBS Radio Spot Sales is announcing its appointment to handle national sales representation of WMBR Jacksonville with a folder welcoming the station to "Radio's Royal Family" and listing other stations represented by CBS Radio Spot Sales. An attached memorandum points out that the Jacksonville area accounts for almost $900 million a year in wholesale volume of sales.

REPORT ON THIRSTY VIEWERS

THIRSTY televiewers in Syracuse, N. Y., do their water drinking during commercials and station breaks, according to a front-page story published March 26 in the *Post-Standard*. Paper reprinted a water department chart showing water demand in one section of the city during evening TV hours. Peak water flow coincided with hour and half-hour points. Story related that a similar trend has been noticed in Detroit, Toledo, Houston and "even London, England."

WRIS INTRODUCTION

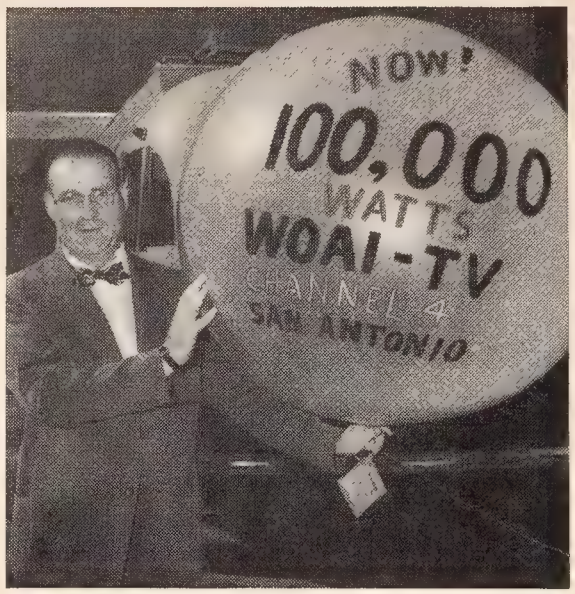
FULL-PAGE ad in the *Roanoke Times* last month announced that "1410 comes to life" when WRIS went on the air at the 1410 spot on the dial. Editorial layout featured information on the new station as well as pictures of executives and personalities connected with WRIS.

'KNOCKOUT' PROMOTION

BOXING theme has been adopted by WFIL-TV Philadelphia for a new promotion piece. Copy states that the station daytime programming's "1-2 punch scores a knockout." Ratings are quoted from the ARB report for January, 1953. Promotion gives a special plug to two shows, *Bandstand* and *Ramar of the Jungle*.

WIDE Whets Interest

CHANGE in broadcast policy by the City Council of Biddeford, Me., has enabled WIDE there to serve its listeners in York County by arousing a vocal interest in good local government. The station helped settle a ruckus which developed mid-January after minutes reported publicly of a previous council session did not agree with a tape-recorded report aired by WIDE. Listener protest resulted in a changing of the council minutes. Late in the month, Arthur Deters, president of the station, gained permission for the first time to broadcast proceedings at which the newly-elected mayor was challenged by his opponent because of a mixup in absentee ballots. Two WIDE newsmen sit daily from 9 a.m. until 6 p.m. in court to record all testimony, later aired as a regular feature after careful editing.



THIS PROMOTION stunt blew up in the faces of WOAI-TV San Antonio's management shortly after Arden X. Pangborn, general manager, prepared to launch the balloon bearing tidings of the station's new 100 kw service. It carried a small white card entitling the finder to $100. The scheme to release it from the top of the antenna was foiled when high winds burst the bubble. A stand-by balloon met a similar fate. The station settled for more down-to-earth promotion in a special dedicatory program, a camera tour of studios for viewers and reports on distant reception from television dealers.

WHP-TV BOOSTS ATTENDANCE

OFFICIALS of the Builders' Show in Harrisburg, Pa., are giving credit to WHP-TV Harrisburg and a closed circuit telecast for the unusually large attendance at the show this year. Station's booth was located just off the main entrance of the exhibition building. Crowds which gathered at the booth were televised to TV dealer displays throughout the exhibition area. Dealers related that the direct sales-leads promise to push TV set sales in central Pennsylvania to a new high.

SAFETY CAMPAIGN SHOWS

A 13-week Highway Safety Campaign was launched March 27 over KDKA Pittsburgh in cooperation with the Commonwealth of Pennsylvania. Shows, aired every Friday evening, are dramatizations of accidents, depicting various every day situations and results from non-adherence to the safety laws.

TV SEWING COURSE

MILWAUKEE women, according to WTMJ-TV in that city, are taking up sewing of spring coats in a big way because of a twice-a-week sewing course on *Women's World*. The outlet reports that viewers following the TV lessons have sent in 7,021 requests for instruction booklets which illustrate the steps in making the coat.

TALKS ON CANCER

SERIES of five-minute daily talks by local physicians and dentists has been scheduled by WSTC Stamford, Conn., during the month of April in connection with the local Cancer Drive. Each doctor will talk on a different phase of cancer. Time for these broadcasts has been an annual contribution of the station for the past three years.

CONTEST MARKS ANNIVERSARY

PLACING the advertisers' product in the listeners' homes was the objective of WGY Schenectady's 31st anniversary celebration in which 31 entrants in a favorite program contest received baskets containing food and drug products advertised on the station. Focal point of the celebration was *T'NT*, program on which contestants nominated their favorite broadcast and gave reasons for their choice. Winners received baskets filled with 88 items advertised on WGY.

WHK MARKET DATA

THREE-PAGE promotion on market data in the WHK Cleveland area has been released by that station. Featured is a map of the measured service contours of the station, a break-down of counties in the outlet's coverage area, homes covered, effective buying income and amount of retail sales.

IN-SCHOOL PROGRAMMING

NEW series of educational programs designed for in-school listening has started on WROL Knoxville, Tenn. Station reports that response from schools has been most encouraging. Included in the series are lectures on books, plays, music, American history and industry.

KYW WINS CITATION

KYW Philadelphia's efforts in recruiting a full company of Marines resulted in the station's being presented with a special citation from the U. S. Marine Corps. KYW was the only radio station in Philadelphia used in promoting the special two-week recruiting drive which

Report Train Wreck

WRECK of three New York Central trains near Conneaut, Ohio, the night of March 27 found WTAM (AM) WNKB (TV) Cleveland staffers roused from bed and working extra hours to cover the story locally as well as providing national reports for NBC radio and TV.

Stations claim that the first radio report was made by WTAM and that the outlet was a step ahead with phoned reports from eye witnesses and spot taped reports of stories from survivors. NBC radio received a full half hour's tape of on-the-spot reports and a two minute tape feed. Locally, WTAM aired a six-minute chronological spot report on the wreck.

For TV, NBC received a specially produced four minute show early Saturday afternoon (film shots taken at night) and NBC-TV's *Today* program and *NBC Newsreel* were provided with daylight shots.

KGW Airs Hearing

WHAT was believed to be the first broadcast in Oregon of a major hearing held by a legislative committee has been aired by KGW Portland. Station asked permission to cover via tape recorder a hearing on the subcommittee on welfare of the Joint Ways and Means group, which was debating whether names on the state welfare roll should be made public.

Permission was refused at first, with some state legislators of the opinion that an edited version might favor one side of the argument. Hours of debate in the state Senate were resolved by allowing KGW to tape proceedings. Public interest following the first broadcast necessitated a capsule version the following evening and the full version again three days later.

resulted in 123 enlistments in an all-Greater Philadelphia company to serve together during basic training. The award was presented to General Manager Frank Tooke by Major C. D. Morrow of the local recruiting office in behalf of Gen. Lemuel Shepherd, commandant of the Marines.

MERCHANDISING DISPLAY PLAN

MERCHANDISING display plan at WLW and WLWT (TV) Cincinnati has captured the attention of 165 members of the Independent Grocers Assn. in Ohio who have joined in the project. In addition, the station reports, selected stores serviced by the Kentucky Food Stores of Lexington and the Marsh Foodliners of Indiana have signed with Jack Frazier of the outlets' client service staff for participation in the Point of Purchase plan.

STUDENT TRAINING PROGRAM

ARRANGEMENTS have been made with WGPA Bethlehem, Pa., for the advanced radio students of Centenary Junior College, Hackettstown, N. J., to have one week of training at the station. Students will get first-hand information on station manager's duties, bookkeeping, continuity writing and broadcasting techniques. This training is in addition to a weekly program produced in the college's radio workshop and presented by remote control through WGPA.

Direct Selling

AN ADVERTISER speaks and sells direct to the listener on WICC Bridgeport, Conn. Samuel Shapiro, owner-manager of D & Son (furriers), beams his own commercials in a five-minute, late evening schedule.

Idea evolved when Stanley Edwards, WICC account executive, and sales-promotion man, Jay Hoffer, tried to sell a reluctant Mr. Shapiro on the evening spot in an area crowded by New York television. It clicked. Mr. Shapiro plans to continue his radio sales talks indefinitely.

THE PERFECT PROGRAM

WTOP-TV Washington reportedly has found the perfect program—no cost, no talent fees, proven universal interest, always something new. It's a quarter-hour morning feature on the *Uncle Bill Jenkins* show. A camera atop the WTOP building under construction, serves as sidewalk superintendent for viewers. As the station puts it, the program provides "highly constructive television."

EASY INFORMATION

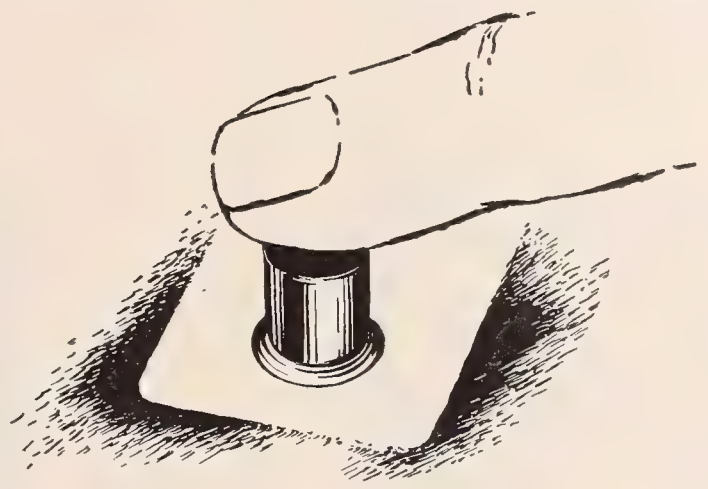
WBTV (TV) Charlotte, N. C., has put out an attractive folder designed to give time buyers and agencies a quick picture of pertinent information. The pamphlet contains four maps of the service area, which illustrate the per cent of families viewing TV per county.

'Shopper Stopper'

WBKB (TV) Chicago has instituted a new merchandising plan for its food advertisers under agreements with National Tea Co. and Great Atlantic & Pacific Tea Co., John Mitchell, WBKB (TV) vice president, has announced.

Open to all food advertisers, the plan ("Shopper Stopper") offers extra point-of-sale promotion. Advertisers may receive an intensive display promotion for one week in 600 food stores in the Chicago area, 300 each from the two large food chains.

WBKB's TV sales staff now includes Walter Preston, Murray Richardson, Rudolph Peterson, John E. Flatley, Ben Drake, Jim Beach and Patricia Banks.



THIS BUTTON STARTS A 16 HOUR DAY'S CONTINUOUS PROGRAM. IT PLAYS AUTOMATICALLY. STATION OPERATING COSTS GO DOWN; PROFITS GO UP.

IT'S A NEW DEVELOPMENT YOU MUSTN'T MISS!

your chance to see it . . .

THE AUTOMATIC STATION OF TOMORROW

AMPEX display

at the NARTB Convention

Los Angeles, April 28th through May 1st

IN THE 75th MARKET
– TEXAS' 5th
EL PASO
Consistently, month after month, Sales Management Magazine has shown El Paso as one of the nation's preferred cities. The Federal Reserve Bank report states that El Paso department stores topped all of her larger sister cities in percentage of retail sales increase.
To best reach this lucrative retail sales market of more than $500,000,000, use KEPO . . . your best advertising medium in the Nation's Largest Trade Territory. KEPO gives you the advantage by delivering El Paso's most powerful radio signal . . . and the most sales-responsive audience in its 525,000 listener area—plus the added bonus of the hundreds of thousands of people it reaches in New Mexico, Arizona and Old Mexico.
Figures from Sales Management, May 10, 1952
Ask Avery-Knodel for complete details.
THE MOST POWERFUL STATION IS
KEPO
ABC at 690
10 kw

JET FIRE
MERCHANDISING
IN THE TRI-CITY AREA
TO GIVE YOUR PRODUCT
TIME PLUS
WPTR
50,000 WATTS
UPSTATE NEW YORK'S
LEADING INDEPENDENT
ALBANY SCHENECTADY-TROY
ASK YOUR
WEED REPRESENTATIVE

Advertisers

Bob Ashe to advertising staff, Tide Water Associated Oil Co.

Kenneth L. Brown, copy chief in advertising department, Wyeth Labs., Phila. (drug products), appointed advertising manager.

Agencies

Garrit Lydecker, Young & Rubicam, N. Y., to Chicago office as vice president effective April 15.

Floyd Holm, vice president, Compton Adv. Inc., Hollywood, transfers to N. Y. headquarters as assistant to **Lewis Titterton,** vice president in charge of radio-TV, effective July 1. **James Seabourne** shifts from N. Y. office to Hollywood, as manager.

William F. Dietz, manager of production department, Albert Frank - Guenther Law Inc., N. Y., elected a vice president.



Mr. Dietz

Hal Weiss, radio-TV writer, to I. R. Stempel Adv., N. Y., as account executive.

James T. Vandiveer, radio-TV director, John I. Edwards & Assoc., Hollywood, to Erwin, Wasey & Co., L. A., as account executive in charge of radio-TV for Carnation evaporated milk.

Robert J. Weill, Doyle, Dane, Bernbach, N. Y., to Lester Harrison Inc., same city, as vice president in charge of agency operations.

Les Blumenthal appointed business manager of radio-TV department, William H. Weintraub & Co., N. Y. [B•T, March 23]. **Lee Currlin** appointed assistant business manager in charge of timebuying. **Carlos A. Franco,** former general manager of radio-TV department, resigns effective April 10.

Emerson Foote, executive vice president of McCann-Erickson, and former director of American Cancer Society, presented with 15th annual Clement Cleveland Award of New York City Cancer Committee for work "in bringing the cancer problem to public attention."

A. Charles Cuddeback, Young & Rubicam, N. Y., to BBDO, that city, in media department.

Ray Girardin appointed radio-TV director, H. B. Humphrey, Alley & Richards Inc., N. Y.

Robert Pasch, copy staff, Dancer-Fitzgerald-Sample, N. Y., to creative staff, Ruthrauff & Ryan, N. Y.

Jay Dugan has started **Jay J. Dugan Agency,** 1622 Chestnut St., Phila.

Lee Morris appointed head of newly formed radio-TV department, Riedl & Freede Inc., Paterson, N. J. **Elva Cumberworth** to agency on radio-TV staff.

Robert L. Luce, copywriter, Mergenthaler Linotype Co., to copy department, Fred Gardner Co., N. Y.

George Weaver, media department, Foote, Cone & Belding, L. A., appointed director of media research and analysis. **Kenneth V. Moore,** assistant account executive, Erwin, Wasey & Co., L. A., to FC&B as media manager, succeeding **Richard Marshall,** who has resigned.



Mr. Moore

Helen Stenson, radio timebuyer, Foote, Cone & Belding Inc., S. F., named broadcasting director.

R. Hill Carruth, account executive, KTTV (TV) Hollywood, to Carson-Roberts Inc., L. A., as head of newly formed radio-TV department.

John Casey to account management group, Biow Co., N. Y. **Douglas Brown** to agency's media department in timebuying section.

Harold L. Mooney to Paris & Peart Adv., N. Y., as director of media and research.

Ralph E. de Castro, vice president and member of plans board, C. J. La Roche & Co., to copy staff, Kudner Agency, N. Y.

Stations

W. Eldon Gardner appointed managing director, WKMF Flint, Mich.

Harry L. Becker, program director, KIMO Independence, Mo., appointed station manager. **Don Angel** to station's sales staff.

Bert Godfrey, formerly with KVER Albuquerque, N. M., to KVWO Cheyenne, Wyo., as general manager.

Dick Maguire, manager, KFJI Klamath Falls, Ore., elected president of KWIN Ashland, Ore. **David Bigley,** commercial manager, at former station, to latter outlet as manager. **Paul J. Alexander,** KFGR Forest Grove, Ore., to KWIN as chief engineer.

David Camp, manager, KBIF Sanger, Calif., adds duties as commercial manager. He succeeds **Dick Schunk,** resigned to rejoin Barker's Furniture Co., Fresno, as manager. **Waldon Jorgensen,** account executive, and **James Bailey,** announcer, KRDU Dinuba, join KBIF in same capacities. Station moves business headquarters to 1412 Fulton St., Fresno.

Adelbert A. Skirbunt, accountant at WEWS (TV) Cleveland, transfers to sales staff.

Louis F. Allen to sales department of WBBM Chicago, as account executive.

William R. Dothard, account executive, Ziv

Television Programs, to WFBR Baltimore, in same capacity.

Worth Kramer, vice president of WJR Detroit, presented with Annual Christian Brotherhood Award for station's contribution toward promotion of Christian Brotherhood in field of radio.

Robert T. Mason, general manager, WMRN Marion, Ohio, named chairman of radio-TV committee for Ohio diocese of Protestant Episcopal Church.

Thomas F. McCollum appointed promotion manager, WSYR-AM-TV Syracuse. He replaces **Caley E. Augustine,** now director of promotion and public relations, WJAS-AM-FM Pittsburgh [B•T, March 30].



Mr. Augustine



Mr. McCollum

Roger Van Duzer appointed program director and film buyer, KNUZ-TV Houston.

Jay Roberts, chief announcer, KXAR Hope, Ark., to KNEA Jonesboro, Ark., as program director.

Dick Campbell appointed local program director, KOTV (TV) Tulsa, succeeding **Don Thompson,** now executive program manager.

Reg P. Merridew, program director, WGAR Cleveland, elected director of Cleveland Church Federation.

John E. Hill to production staff, KDKA Pittsburgh.

Elizabeth Glaze to continuity department of WIRE Indianapolis.

Rhean D. Cunningham appointed chief engineer, KFEL-AM-FM-TV Denver. **Scotty Cullen** named TV studio technical manager and

Art Robertson named chief technician of TV studio.

Pat Arnoux, WTAR-TV Norfolk, Va., promoted to assistant TV program and production manager. **George Brantley** to station as traffic and continuity manager.

Burt Harris, managing director of Western Television Productions, Denver, named production manager of KKTV (TV) Colorado Springs.

Lola Tilden, assistant program manager, WGMS Washington, promoted to music director. **Maurie Higdon** appointed production director at WGMS.

Dick McAdoo to WBIG Greensboro, N. C., as farm director.

Edward H. Devany, WTAR-TV Norfolk, Va., to production staff, WICC-TV Bridgeport, Conn.

Betty Underwood appointed director of women's programs, WNOE New Orleans.

Carl Ide, announcing staff, WNJR Newark, N. J., returns to staff of KDKA Pittsburgh.

Mike Lesnick and **Mike Breen** appointed TV directors, WSYR-TV Syracuse.

Sally Lieberman to WICC Bridgeport, Conn., as record librarian.

Bob Weaver returns to announcing staff, WTVJ (TV) Miami, after service with U. S. Air Force.

Alfred Balk, publicity department, Illinois Agricultural Assn., to WBBM Chicago, as news writer.

Peter Reynolds, Hollywood radio-TV actor, assigned role in 20th Century-Fox feature film, "The Robe."

James Gantz, KYW Philadelphia news editor, reelected to board of directors of Philadelphia Sportswriters Assn.

Thomas F. O'Neil, president, General Tele-radio-MBS, father of boy, March 30.

Edward Anderson, announcer, WTIC Hartford, and Jean Eddy Gabriel were married March 21.

Maurice Brunsvold, announcer, WOI-TV Ames, Iowa, father of girl, Kristine Louise, March 27.

Paul Abbott, m.c., *Ladies Day* on WSYR-TV Syracuse, father of boy March 19.

Herb Fontaine, program director and chief announcer, WCOU-AM-FM Lewiston, Me., father of boy, Stephen Daniel, March 30.

Page Reeder, WBAL Baltimore engineer, father of girl, Donna Maria.

Bert Demers, KOMO Seattle account executive, father of girl, Diane Elizabeth.

Networks

Bill Brennan, script co-ordinator, CBS-TV Hollywood, named general program co-ordinator in charge of script evaluation and supervision. **Sharman Douglas** to network's program department as editorial assistant.

Pedro Gonzales-Gonzales, contestant who recently appeared on NBC-TV *You Bet Your Life,* assigned role in Universal-International feature film, "Wings of the Hawk."

Arthur Hull Hayes, CBS vice president and general manager, KCBS San Francisco, appointed chairman of radio-TV participation for 34th annual California Public School Week, beginning April 27.

Walter Black and **Bill Mendrek,** co-producers and writers of *My Son Jeep* on NBC, presented with National Laugh Foundation award for best situation comedy on radio.

Irving Fein, director of publicity and exploitation, CBS Radio, Hollywood, named director of public relations.

Charles Sanford, musical director for NBC-TV *Your Show of Shows,* awarded *Music Business* magazine's Clef Award as "outstanding and most versatile conductor in television for 1953."

Gabor Rona, portrait photographer, CBS Radio, Hollywood, father of girl, Saundra Lynn, March 25.

Dick Wylie, 50, special assistant to California's attorney general and one-time general manager of Don Lee Bcstg. System, L. A., died March 20. Police reported death was a suicide.

Manufacturing

Philip H. Fisher, merchandise manager in charge of housewares and appliances of Gray-



From the word "Go" in the "Go Cunard" opening, the universal urge to travel is really stimulated in this 1-minute spot that packs every second with sell. Quick glimpses of famous foreign sights merge into glamor shots of fun and luxury on board . . . convincing proof that Cunard's way of "Getting there is half the fun!" A reprise of the "Go Cunard" opening clinches the sale for a Cunard sailing. Created by Sarra for The Cunard Line through Kelly, Nason, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

son-Robinson Inc., appointed treasurer of Wilcox-Gay Corp., Brooklyn, replacing **H. Everett Smith,** resigned.

Paul Bergquist, broadcast consultant, appointed field sales representative for RCA broadcast equipment in Maryland and Virginia.



Mr. Bergquist

Paul E. Bryant, western sales manager, Zenith Radio Corp., L. A., to Hoffman Sales Division, L. A. distribution firm for Hoffman Radio Corp., that city, as general manager.

Nathaniel M. Marshall appointed manager of TV equipment sales, General Precision Lab. Inc., Pleasantville, N. Y.

Anthony Azzato, manager of film department of WPIX (TV) New York, appointed eastern sales manager for Standard Television, with newly-opened offices at 10 E. 49th St., New York.

Frank P. Hogan appointed radio-TV zone manager for St. Paul-Minneapolis territory, Crosley Div., Avco Mfg. Corp., Cincinnati.

Dr. Carl H. Becker, physicist and audio engineer, to staff of Ampex Electric Corp., Redwood City, Calif.

Calvin Hugy, radio sales promotion chief, Hallicrafters Co., promoted to advertising manager.

Michael Ames, vice president of David O. Alber Assoc., N. Y., public relations firm, named manager of public relations and publicity of Emerson Radio & Phonograph Corp.

Representatives

John R. Stewart has resigned as eastern TV sales manager, George W. Clark Inc., station representative firm. Future plans have not been announced.

Alan Hartman, United Television Programs, and **Bill Rich,** WPIX (TV) New York, to Headley-Reed TV, station representation firm, as account executives.

Edward A. Barry, salesman at Weed & Co., Chicago, father of girl, Ann Patricia.

Services

Sheldon J. Karlan to Melrick Landen Assoc., N. Y., public relations counsel, as account executive.

Program Services

Richard J. Barrett, copywriter, Milton Weinberg Adv. Co., L. A., to Harris-Tuchman Productions, Hollywood, as sales service director.

Louis D. Frohlich, 68, Schwartz & Frohlich, ASCAP counsel, died March 31.

SEVEN PRIVATELY-OWNED APPLICANTS GET GREENLIGHT FOR CANADIAN TV

On the heels of technical approval by the Dept. of Transport, the CBC Board of Governors has recommended the first seven non-government owned or controlled television outlets. Hamilton, London, Sudbury, St. John, Sydney, Windsor and Quebec are the markets, with expectation that commencements will range from four months to a year.

FIRST seven Canadian independent television stations are expected to be on the air within four months to a year. This was indicated following recommendations by the Board of Governors of Canadian Broadcasting Corp. on March 30 that these seven stations be licensed for vhf operation. Department of Transport, Ottawa, which grants licenses, had okayed technical briefs of applicants before CBC Board hearings, March 26-28, at Ottawa.

CANADA

Five of the applications were recommended without special riders to the board's recommendations. Niagara Television Ltd., Hamilton, Ont., consisting of a joint operation by AM stations CKOC, CHML and CJSH-FM, all of Hamilton, will operate on Ch. 13 with 80.6 kw video and 48.36 kw audio and a directional antenna to beam programs northeast and southwest. It is believed the station will be first on this continent to have a directional TV antenna.

Station will be managed by Ken Soble, owner of CHML. Company application showed capital investment at $721,000, and initial operating expenses for the first two years at over $250,000. Station plans 37 hours of live programming weekly, in addition to carrying CBC national programs. Appearing before the CBC Board, Mr. Soble stated that he hoped the CBC programs were not so timed as to throw out the station's commercial schedules.

CFPL London, Ont., was recommended for a TV license on Ch. 10, with 117 kw video and 59.6 kw audio. Antenna will be 576 feet above average terrain. Station is owned by the *London Free Press,* and Walter J. Blackburn, president, told the Board that the TV station could be on the air by November. Questioned about monopoly of news with the only newspaper in the city also owning radio and TV stations, Mr. Blackburn stated that there was genuine competition between the paper and CFPL, and that neither CFPL nor the TV station would carry editorial opinion broadcasts or attempt to broadcast the paper's editorial views. This makes the seventh station which will be seen in the London area.

CKSO Sudbury, Ont., is recommended for a TV station on Ch. 5 with 1.25 kw video and .625 kw audio. Station is located in the nickel mining area where there has been no TV reception to date.

CHSJ St. John, N. B., is recommended for Ch. 4, with 27.8 kw video and 13.9 kw audio, with antenna 1,200 feet above average terrain. CJCB Sydney, N. S., will have a station on Ch. 4 with 24 kw video and 12 kw audio, and antenna at 299 feet above average terrain.

Opposition from Jack Cooke, CKEY Toronto, to licensing CKLW Windsor for TV station was tabled. But the CBC Board recommended CKLW for TV with the "understanding that station be fully obligated to carry national program service at times specified." Station will be on Ch. 9 with 103 kw video and 61.8 kw audio, with antenna 619.5 feet above average terrain.

A recommendation for a station at Quebec City was granted on condition that local shareholders take up options noted in application. Licensee will be Television de Quebec Limitee, consisting of Famous Players Canadian Corp., Toronto movie company, and AM stations CHRC, CJQC and CKCV, all Quebec. Station will be on Ch. 4, with .923 kw video, .554 kw audio, and antenna at 457 feet above average terrain.

Major opposition developed to an application for a vhf Ch. 6 station at Kitchener, Ont., by Central Ontario Television Ltd., consisting of Famous Players Canadian Corp., Toronto, Electrohome Mfg. Co., Kitchener, and CKCR Kitchener. Opposition was from Toronto municipality as well as Joseph Sedgewick, legal counsel for CFRB Toronto, as Ch. 6 is a Toronto channel. The CBC Board denied the application on the grounds that the "station as proposed with a very wide coverage would to a large extent duplicate service from other stations. The Board does not believe that for this purpose it would be justified in recommending the transfer of a channel allocated to the Toronto area. The Board believes it would be desirable to have a station serving more immediately the area around Kitchener. At the same time it wishes to point out that cognizance must be taken of channel availabilities." Kitchener has been allocated uhf Ch. 45.

Important Coast Changes Seen in New TV Allocations

LATEST list of TV frequency allocations of the Canadian Dept. of Transport reflects important changes in Pacific Coast areas [for complete revised list, see FOR THE RECORD, page 112].

At Vancouver, Canadian Broadcasting Corp. will open a TV station this year on Ch. 2. Assignments made internationally by Canada and the U. S. give Ch. 2 to Victoria, and Ch. 6 to Vancouver. But possible interference with Seattle stations on Chs. 5 and 7, resulted in CBC having assignments changed to give it Ch. 2. Independent stations will be allowed to build at Victoria, which is even closer to Seattle. Only vhf channel now assigned to Victoria is Ch. 6.

CANADA

Other changes in Canadian TV allocations are addition of Red Deer, Alta; on Ch. 6; Chilliwack, B. C., from Ch. 12 to 3; addition of Dawson Creek, B. C., on Ch. 5; addition of Ch. 68 and 78 to Hamilton, Ont.; in Quebec province additions of Ch. 4, to Amos, La Sarre Ch. 13, Val d'Or Ch. 8, and Ville Marie Ch. 2; addition of Ch. 7 to Matane, Que.; and in Newfoundland, Corner Brook Ch. 5, Gander Ch. 6, Grand Falls Ch. 3, St. Georges Ch. 7 and St. John's Chs. 2, 4, and 8.

The assignments, the Dept. of Transport points out, are only for areas within 250 miles of the U. S.-Canadian border, and a few other areas where assignments must dovetail into the border areas. Assignments for other specific places will be worked out as applications for stations are made in those areas.

RFE Station Support

ALMOST incredibly widespread use by American radio and TV broadcasters of material sent them by the Crusade for Freedom (organization supporting work of Radio Free Europe in broadcasting to countries behind the Iron Curtain) is indicated by returns of a post card survey covering the use of Crusade material sent stations during the campaign period of Nov. 5, 1952 to Jan. 31, 1953.

2,075 radio and TV station managers received the post card.

1,485 station managers (71%) responded, stating they had received the mailings regularly, an unusually high percentage of replies.

1,430 stations (99%) broadcast crusade spot announcements sent to them an average of 21 times per week.

1,155 stations (82%) used other Crusade and RFE materials sent them.

1,455 stations (98%) asked to be kept on the mailing list.

This phenomenal display of station support was in addition to the many radio and TV network programs broadcast on behalf of the Crusade and RFE.

U. S. Programs Hold Most Canadian TV Viewers

U. S. TV programs continue to be most popular with Canadian TV audiences in Southern Ontario, where four-fifths of all TV sets in Canada are located. The March Elliott-Hayes Ltd., Toronto, program rating report covering Canada's two TV station cities, Toronto and Montreal, shows that in the Toronto-Niagara area 21.7% of the audience looks at CBLT Toronto, and the remainder at Buffalo and other U. S. stations. At Montreal there is no American station competition, and the sets-in-use index of 60.6 for March is the highest attained since CBFT Montreal went on the air last September.

CANADA

Most popular programs telecast by CBLT Toronto for March were *NHL Hockey*, rating 54.1, *Studio One* 44.1 (U. S.), *The Big Revue* 28.3, *Tales of Adventure* 28.1, *Bell Singers* 27.1.

From WBEN-TV Buffalo, the most popular programs were *Comedy Hour* 77.4, *TV Playhouse* 77.3, *TV Theatre* 77.3, *Arthur Godfrey* 76, and *Feature Film* 75.5.

From CBFT Montreal, the most popular March programs were *NHL Hockey* 76.6, *Foreign Intrigue* 72.2 (U. S.), *Studio One* 72 (U. S.), *Feature Film* 69.3, and *Le Nez de Cleopatre* 69.

$2,500 Crosley Grant Aids Cincinnati Educational TV

EXPERIMENTAL educational telecasting in the area around Cincinnati will be aided by a $2,500 grant from the Crosley Broadcasting Corp., James D. Shouse, Crosley board chairman, said last week.

The grant was made to the Greater Cincinnati Television Education Foundation, which intends to file an application with FCC for noncommercial educational uhf Ch. 48 in that city. The money will be used to produce educational programs at the Cincinnati College of Music. Productions will be telecast on WLWT (TV), the Crosley Cincinnati outlet, according to Uberto Neely, foundation chairman and radio-TV director at the College of Music.

Mr. Shouse said the programs will prepare the people for educational television in WLWT's claimed coverage area of 15 counties in southwestern Ohio, northern Kentucky and southeastern Indiana. Earlier this year WLWT offered its tower to air the proposed station's programs.

Mr. Neely said the grant will enable his group to train technical program and administrative aides in station operation and that the Crosley assistance will save the foundation "approximately $100,000." Working with the foundation are the U. of Cincinnati, Xavier U., Adult Education Council, Cincinnati Board of Education, Cincinnati Public Library and Our Lady of Cincinnati College. The programs will be aired Sunday afternoons.

Mr. Neely said the foundation, incorporated with declared assets of $230,000, plans to begin station operations in January 1954, if FCC grants the channel. Yearly expenditures are estimated at $100,000 to $200,000. It plans to ask added financial help from the Ford Foundation, he said.

Teacher's Guide on CBS-TV Coronation Coverage Set

A DETAILED teacher's guide correlating CBS-TV's coverage of Queen Elizabeth's coronation in London on June 2 with classroom lessons and supplementary study projects in history, geography, economics, language, music and art has been prepared by the Citizenship Education Project of Columbia U's Teachers College.

According to Sig Mickelson, CBS-TV director of news and public affairs, more than 100 stations in CBS-TV's coast-to-coast network are cooperating in the distribution this week of the manuals among universities, colleges, high schools, junior high and elementary schools, in their areas.

This is the second CEP manual prepared for CBS-TV. The first covered the inauguration of President Eisenhower and, according to Mr. Mickelson, was endorsed by educators, the press and the public.

The guide will describe to teachers, CBS-TV's efforts to bring complete and fast coverage of the event. It touches on the network's plan to convert a British Overseas Airway's Stratocruiser into a laboratory to accommodate electrical and editing equipment to process television recordings in 58 seconds. It describes the flight of the plane from London to Newfoundland to New York in time for an 11 p.m.-12 midnight, EDT, presentation of the coronation over CBS-TV.



CHECK for $2,500 as aid in producing educational TV programs is presented by James D. Shouse (l), board chairman of Crosley Broadcasting Corp., to Dr. Claude Courter (c), superintendent of Cincinnati Public Schools, and Uberto Neely, chairman of Greater Cincinnati Television Educational Foundation, applicant for noncommercial educational uhf Ch. 48 in Cincinnati.

Michigan State TV Workshop

THIRD annual summer TV workshop at Michigan State College, Lansing, is set for Aug. 3-12. Students can earn four credit hours during the three-week intensive training period. Co-directors are Dr. Armand L. Hunter, director, TV development, and Dr. Robert P. Crawford, director, TV educational training. James Tintera is in charge of production sessions.



Realistic "how to" technique sparks this new TV commercial for Helena Rubinstein's Stay-Long Lipstick. Demonstration and sell are deftly interwoven as an attractive mother applies her lipstick, then turns, with engaging spontaneity, to kiss her little girl as the "voice over" emphasizes the message, "you're confident your lipstick will not smear." In a change-of-pace ending, a novel animation of the lipstick repeats the demonstration and the final shot completes product identification with a galaxy of glittering lipsticks. Produced by SARRA for Helena Rubinstein, Inc., through Hewitt, Ogilvy, Benson & Mather, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

N. Y. State 'Pilot' Outlets Supported by Local CLU

THE NEW YORK Civil Liberties Union has swung its support behind proposals that the state establish educational TV "pilot" stations.

Condemning the report of a special commission which recommended further study but said there is no need now for a proposed state-owned 10-station educational TV network, and which also voted against establishment of a pilot station [B•T, March 2, et seq.], the NYCLU said last week it had joined 23 other groups in supporting a bill which would provide for three pilot stations.

"We believe that the principles underlying our constitutional provisions regarding freedom of speech will be enhanced by taking advantage of at least some of the channels allocated by the FCC in the State of New York for noncommercial educational purposes," the NYCLU wrote legislative leaders.

"Noncommercial educational television will in no way interfere with commercial use of television, and in fact, will provide a varied fare to such operations which can only result to the benefit of the listening and viewing audience."

New York Gov. Thomas E. Dewey has announced he will implement the special commission's report by appointing a committee to help develop "the greatest potentials of educational television for our people." Under his plan various educational and other groups, including broadcasters, would work together to help "establish workshops at which practical ideas can be tested and even bring about the creation of non-profit corporations for the erection of noncommercial television stations with private funds."

The best way to sell the KANSAS FARM MARKET

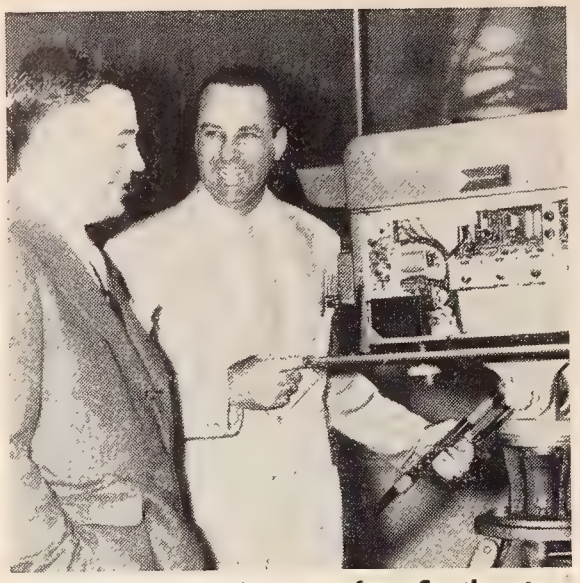


use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.



CLASSROOM equipment for Southeastern Radio and Television Institute, Nashville, is inspected by Bailey Manthey (l), school president, and T. F. Bost Jr., General Electric Co., Atlanta, at the new TV studios' formal opening.

Nashville School Offers TV

TELEVISION classes begin this month at new studios of Southeastern Radio and Television Institute, Nashville, according to Bailey Manthey, school president.

Three hundred middle Tennessee radio and advertising personnel attended the Institute's formal opening March 20. The school will offer courses in television production and engineering for professional personnel, and plans beginners courses later in the year.

State Budget Cut May Doom TV Plans for U. of Illinois

THE U. of Illinois may have to scrap plans for a noncommercial, educational TV station at Urbana-Champaign because of a threatened cut in the state budget, its president, George D. Stoddard, said last Tuesday. Accordingly, it will ask the FCC to extend its deadline on educational TV reservations beyond June 2, he indicated.

The university, which wants vhf Ch. 12, also is in line for a $100,000 grant from the Ford Foundation.

Cuts in the state budget, Dr. Stoddard said, "mean we will lose Ch. 12 . . . and also the $100,000 offered by the Ford Foundation, which we were to accept by April 1." If FCC extends educational reservations, he added, the foundation also will be asked to extend the deadline on its offer.

The U. of Illinois has been awaiting action by its board of trustees preparatory to filing for Ch. 12, according to Robert Hudson, director of broadcasting.

The TV outlet would operate under the university's name and banner, with nearby educational institutions invited to participate in programming. The university's AM station (WILL) already has some TV equipment on hand (transmitter, one studio) and would operate off its AM tower.

Political Time Study

KALTENBORN Foundation has awarded a fellowship to Isaiah S. Bard of New York for a study of radio and television time given political candidates. The study will be made under auspices of the American Civil Liberties Union, and will be supervised by Prof. Charles Siepmann, director of New York U.'s communications department.

Southern States Ask FCC To Extend June 2 Ban

SOUTHERN Regional Education Board, Atlanta, last week acted to ask FCC to extend for another two years the Commission's present ban on acceptance of petitions seeking change of reserved educational TV channels to commercial status. The ban will expire June 2 under present rules of the Sixth Report and Order, the final TV allocation plan.

Action came after representatives of southern state governors met in Atlanta with members of the Joint Commission on Educational Television and of the National Citizens Committee on Educational Television.

Governors' spokesmen revealed that several states have not considered reserved TV channels because their individual legislatures have not yet met.

Campus Stations Increase

EXPANSION of college campus radio stations from 36 in 1951 to 70 in 1953 has been reported by David W. Borst, operations manager of the Intercollegiate Broadcasting System in announcing publication of IBS rate card 19

He noted that both local and national advertisers are using campus stations "to reach an audience that is just forming its buying habits and is receptive to new ideas and products." Mr. Borst said IBS stations serve some 350,000 listeners in more than 90 college communities

NCAA Football on TV Brings in $1.15 Million

MORE THAN $1.15 million paid for sponsorship of the 1952 NCAA controlled football TV games will be distributed in the form of dividends to 51 NCAA member schools.

Walter Byers, executive director of NCAA reported that the $1,151,109.22 covers all "live" games—presumably including regional contests other than those sponsored nationally by General Motors on NBC-TV. The figure covers receipts from delayed telecasts.

Largest share, although the sum was not disclosed, will go to the Army and Navy academies The annual classic was carried by more than 60 TV outlets.

WRU TV Policy

COOPERATION with educational as well as commercial television stations was voiced as the policy of Western Reserve U. in Cleveland last week by the Broadcasting and Television Council there. John F. White, who heads the council and is vice president of development at the university, expects to continue the school's system of spotting its "educational" shows on commercial TV outlets, following a pattern set in 1948 when it aired its first program on WEWS (TV) there. "Everybody benefits under our present arrangement," he said.

He termed the university's video philosophy as one of "televised education, not educational television. We view television not as a 'cause' but as a tool." He said the school's position is fulfillment of its function to educate, not to operate a business, which maintenance of a television station would be.

ABC Station Winners Listed In 'Blood Boosters' Contest

WINNERS of its contest, "Space Patrol Blood Boosters," among 37 ABC radio and television outlets, are being announced today by Ralston Purina Co., which sponsors *Space Patrol* Saturday, 10:30-11 a.m. EST on ABC radio and 11-11:30 a.m. on ABC-TV.

The contest on the *Space Patrol* children's shows, promoting donation of blood to the Red Cross by urging children to recruit adult donors, was held among ABC radio and TV non-network-owned affiliates.

Grand prize, a Nash Rambler Airflyte station wagon, went to WKNA Charleston, W. Va. TV station winners were KMTV (TV) Omaha, which received as first prize an Auricon Cine-Voice sound movie camera, and KSL-TV Salt Lake City, second prize, a Minitape portable tape recorder.

Radio winners: First, WAYS Charlotte, N. C., a portable Magnecord recorder with play-back amplifier; second, WGH Norfolk, Va., Minitape portable tape recorder, and third, WSAZ Huntington, W. Va., an identical Minitape recorder. Joining in promotion of the contest were 82 ABC radio and 12 ABC-TV stations.

Friendly Town Awards

WINNERS in the fifth annual New York *Herald-Tribune* Fresh Air Fund's Friendly Town's radio-television and newspaper contest were announced last week. In radio-TV, first place was awarded jointly to WKNE Keene, N.H., and the Endicott (N.Y.) *Daily Bulletin,* licensee of WENE Endicott. Panel totaling seven judges selected WKNE as a winner in recognition of its efforts in providing two-week vacations in the Keene area for 149 children during 1952. Second place in the radio-TV contest went to WJOY Burlington, Vt., and to WGY-AM and WRBG (TV) Schenectady, with honorable mentions going to WHWB Rutland, Vt., and WVPO Stroudsburg, Pa.

Contest judges in the radio-TV division were: Frank White, NBC president; Robert E. Kintner, ABC president; Thomas F. O'Neil, Mutual board chairman and president, and Lawrence W. Lowman, CBS Inc. vice president.

Cancer Control Campaign Waged by Radio-TV Industry

Broadcast media carry the most vigorous schedule of programs and spots in American Cancer Society.

MESSAGES on cancer control are pouring into U. S. homes this month with the aid of the radio-TV industry. The broadcast media are carrying the most vigorous schedule of programs and spots in American Cancer Society for Cancer Control Month, according to Walter King, ACS radio and TV director.

"The networks, individual stations, agencies, stars, writers and all the other people who are involved in the presentation of entertainment by air have responded with enthusiasm," he said. They will both spread the ACS message that cancer can be cured, if detected early and treated promptly, and help in the campaign to raise $18 million for continued research and education in the fight against the nation's number one disease menace.

More than 75 of the top network programs alone already are pledged to participate in this year's drive, Mr. King reported. The list includes such top programs as *Godfrey & His Friends,* Milton Berle, Edward R. Murrow, Ozzie & Harriet, *Mr. Peepers,* Bing Crosby and the like. In addition, many popular artists have recorded programs and announcements for individual station use.

* * *

Union Station Music Series

WHK Cleveland and Local 4 of the American Federation of Musicians are cooperating in a series of four half-hour live musical broadcasts benefiting such fund-raising groups as the National Society for Crippled Children and Adults, American Cancer Society and Red Cross. AFM is paying performers' salaries from its Music Performance Trust Fund, a sum allocated to each locality by the international after collection of royalties from recording companies. If the series is successful, a fall schedule will be planned by Kenneth Hackathorn, manager of WHK, and Lee Repp, president of Local 4.

* * *

WMBH's Political Observer

INNOVATION in public service is the free offer of WMBH-AM-FM Joplin, Mo., to local schools, churches, colleges and civic groups. Stations have retained a trained political observer with a Ph. D. in political science to visit local groups and discuss generally the field of international relations. He speaks on any topic selected by the persons he is to visit, and has thus far made more than 30 appearances.

* * *

Knoxville Leader on WROL

CAS WALKER, former mayor and now city councilman at Knoxville, Tenn., was on the air for eight hours on "Heart Fund Day" at WROL to broadcast a marathon appeal for contributions. Without help from any other source, the station collected $2,600 from donations pledged in 700 incoming telephone calls. Mr. Walker appears regularly on the station's *Dinnerbell* program, and has been an entertainer there nearly 20 years.

* * *

WHIL Helps WERS (FM)

A COMMERCIAL broadcast station has come to the aid of a non-commercial FM outlet, which is trying to raise public funds to help it continue operating in the Boston area with a power increase. WHIL, a daytime operation in nearby Medford, has broadcast appeals for $6,000, the amount needed by WERS (FM) Boston to increase its power to 18 kw. WERS is owned and operated by Emerson College. Arrangement was made by Sherwood J. Tarlow, president, WHIL, and Charles W. Dudley, chairman of the Broadcasting Div. of Emerson and manager of WERS.

* * *

WTAM-WNBK (TV) 14-Hour Show

WTAM and WNBK (TV) Cleveland's fund drive, believed to be the largest pledge ever made in that city for such an affiair, reached nearly $100,000 after its 14-hour run recently on behalf of the Muscular Dystrophy Assns. Some of the top entertainers taking part were Walter O'Keefe, Cisco Kid and Pancho, Betty Clooney, DeMarco Sisters, Jack Mann and others. Tom Arend was director-producer. Brook Taylor was staff supervisor for the NBC stations.

* * *

'Operation Hitchhike'

WHEN a city bus strike brought transportation almost to a standstill last week in Akron, WCUE that city went on the air with messages from people offering to carry persons wishing transportation to work, shopping areas and churches. As part of the station's "Operation Hitchhike," WCUE disc jockeys operated spe-



Sheer magic in stop motion . . . To the bounce of the conga beat in the theme song, "Luckies Taste Better", a line of Lucky packages dances from one conga drum to another. Cigarettes hop out to form letters L.S.M.F.T.; and the tobacco from a cigarette stands alone in Lucky's "tear the paper" test, then falls into a heap of "fine tobacco". The latest of many ingenious stop-motion commercials produced by Sarra for the American Tobacco Company through Batten, Barton, Durstine & Osborn, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

cial shuttle buses to take Akronites to work. WCUE cancelled commercial time portions to air the messages and a one-hour news program on the strike situation.

* * *

KDYL-TV Heart Effort

FIFTY staff members at KDYL-TV Salt Lake City raised more than $4,200 for the Utah Heart Assn. fund drive during a mid and late evening telethon. Viewers, in exchange for pledges, could ask for special entertainment acts and features, all coordinated by Eugene Jelesnik, KDYL-TV music director. M.C.s were Allan Frank and Bob Welti.

* * *

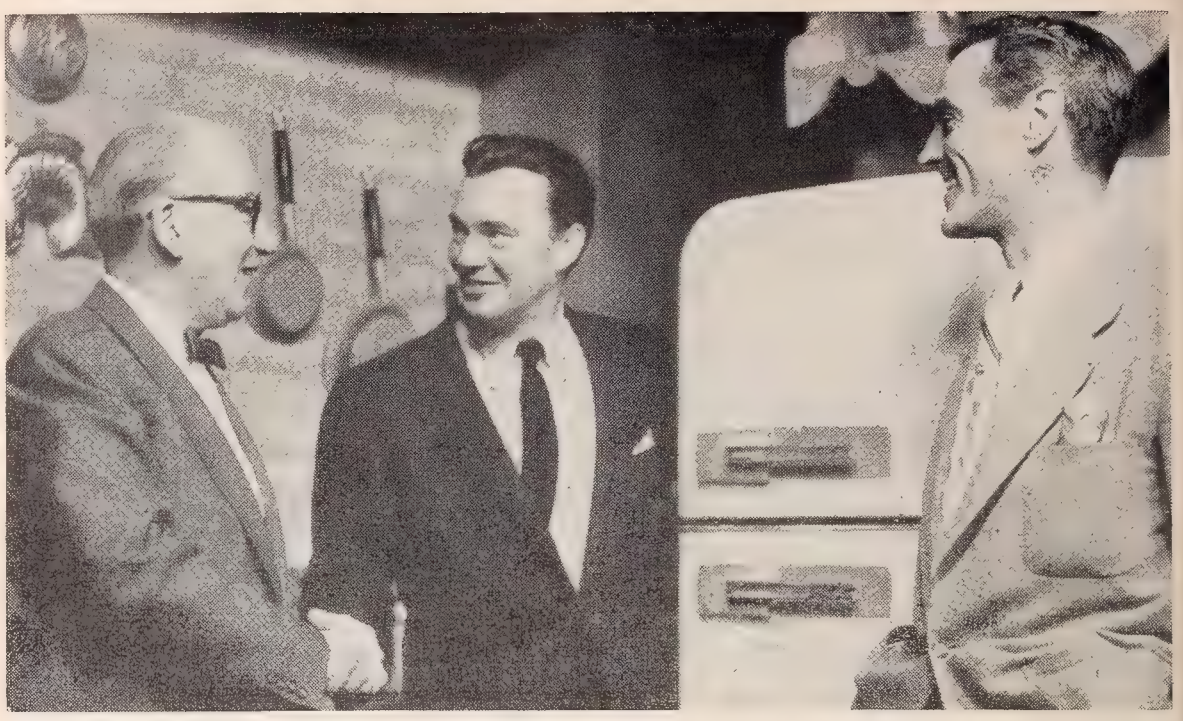
NARFD Collects Funds

NATIONAL Assn. of Radio Farm Directors collected more than $7,000 for Dutch flood victims in the first two weeks of its drive for funds, Harvey Dinkins, WSJS Winston-Salem, N. C., and chairman of the project, has reported. Most of this money, he said, came from listeners in central western agricultural areas. The fund will be administered by the Christian Rural Overseas Program (CROP).

* * *

KLOU Blood Drive Aid

KLOU Lake Charles, La., was praised by Brig. Gen. Raymond L. Winn of the 806th Air Div. at nearby Lake Charles Air Force Base for the station's part in collection of 623 pints of blood, described as a local and regional record in a Defense for Blood program. Red Cross officials also commended the station for its on-the-spot interviews of blood donors, which were aired later in the day.



MORE THAN 65,000 viewers of *Freedom Rings*, CBS-TV daytime feature sponsored by Westinghouse, reportedly requested "clue sheet" entry blanks during the first two weeks of a telephone contest. Comparing results are, (l to r), J. Gilbert Baird, sales promotion manager for the Mansfield, Ohio, Div., Westinghouse Electric Corp.; John Beal, star of the Tuesday-Thursday 2-2:30 p.m. EST show, and Arthur E. Duran, director of television, Fuller & Smith & Ross.

* * *

WSFC Is Cited

ONLY station to be cited within a five-state area by the Water Safety Congress of the Tennessee and Cumberland valleys was WSFC Somerset, Ky., which received a plaque for "outstanding contributions to preventive measures in water safety." Station manager Mike Layman was the first commander of a Coast Guard flotilla organized in connection with the station's campaign.

* * *

Red Cross AM Workshop

FORMATION of a radio workshop for the New York Chapter, American Red Cross, has been undertaken by WCBS New York. Technical advice as well as preparation in microphone technique will be offered by the station under supervision of D. Gordon Graham, WCBS director of public affairs, in association with Ruth M. Shafer, local Red Cross director of radio and television, and Mrs. E. Roland Harriman, chairman of volunteers.

* * *

WHBC's 3,400 Spots

WHBC Canton, Ohio, has reported to its civic advisory committee that during 1952 the station broadcast more than 3,400 announcements on behalf of community projects, among them, the March of Dimes, Red Cross and United Youth Appeal.

* * *

WIRE Aids Hospital Fund

WIRE Indianapolis achieved 113% of its quota, or $1,700 in pledges, in its fund-raising drive for the city's Hospital Development Assn. campaign, according to E. Berry Smith, station account executive and drive chairman. WIRE employes assisting were announcer Frank Vare and technician Frank Lee.

* * *

WFIL Aids Civil Defense

CIVIL DEFENSE manual is being distributed to residents of the greater Philadelphia and Delaware Valley areas by WFIL-AM-TV Philadelphia. Brochure speaks of the role radio and television stations would play in an emergency. Stations also will make the booklets available to small companies and industries in the Philadelphia area for distribution.

* * *

Donates Time to Red Cross

WFIN Findlay, Ohio, for the third year, donated a half-hour of radio time for a workers' "Meeting of the Air," opening the Hancock County Red Cross fund campaign. On the program, city, county and ward chairmen gave instructions to 800 city and county workers.



FIRST Sportsmanship Award to be given by KMBC Kansas City-KFRM Concordia, Kan. on *Morning Sports Page* goes to Paul M. Fogel, (l), local civic leader and businessman, in ceremonies attended by (l to r), Arthur B. Church, president-founder, Midland Broadcasting Co.; Sam Molen, stations sports director who conducts the six-a-week show, and Ken Gillespie, general manager, Jenkins Music Co., co-sponsor of the sports feature with Union Pacific Railroad. Contest, sponsored by Jenkins for its portion of the show, each week commends person who uses the sportsman attitude in his activities.

BMI
"Pin Up" Hit
"CAN'T I"
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HARVARD
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BILLY MAY . . . . (Capitol)
AMES BROTHERS . . . . (Coral)
RICHARD HAYES . . (Mercury)
BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



RADIO NEWSREEL

AFTER Tobin Pkg. Co., Albany Div., took sponsorship of 156 Schenectady Blue Jays' Eastern League baseball games on WPTR Albany, Wilson C. Codling, Tobin pres. (l) and Howard Maschmeier, WPTR mgr., posed wearing meat packers' garb and holding baseball equipment.



SPONSORSHIP of Houston Buffaloes baseball schedule on KTHT Houston by August A. Busch & Co. of Texas is signed by (seated) Jules Daniels, Busch pres., and standing (l to r), Al Petitta, Busch v.p., and Bill Bennett, KTHT gen. mgr.



WAGC Chattanooga agrees to air out-of-town games of the Chattanooga Baseball Club as part of the Lookout Network. Seated (l to r), WAGC mgr. Van Campbell and sportscaster Gus Chamberlain; standing, WAGC partners Humphrey B. Heywood, Buddy Martin and Gordon Gambill. R. T. Russell, fourth partner, is not shown

ENTIRE 1953 radio rights for the Greensboro (N.C.) Patriots are bought by WBIG Greensboro. Signing are WBIG gen. mgr. Allen E. Wannamaker (l) and Judge E. Earle Rives, Patriots pres.



Partial Agenda Is Set For National TV Seminar

PARTIAL agenda for the first National Television News Seminar under co-sponsorship of the Radio-Television News Directors Assn. and Northwestern U.'s Medill School of Journalism April 28-May 2 has been announced.

Latest methods and techniques of TV news, emphasizing low-budget operation, will dominate the five-day sessions at the Orrington Hotel, Evanston, Ill.

News directors and station managers from 16 states had registered for the seminar as of March 1. Seminar officials have noted a conflict with the annual NARTB convention in Los Angeles, but hope for a heavy registration.

How stations can operate an adequate news service in face of "prohibitive costs" will be explained at the sessions. Four special night meetings also will be held, with behind-the-scenes instruction at WNBQ (TV), WGN-TV and WBKB (TV) Chicago. Among scheduled speakers are William Ray, NBC central division news chief; Spencer Allen, WGN-TV news director, and Con O'Dea, ABC-TV news director.

The Bell Telephone System's audio-video transmission facilities also will be explained to broadcasters. Others taking part will be A. C. Nielsen Co., Teleprompter National Sales Corp. and these major news associations: United Press Movietone TV News, INS TeleNews Productions, AP and NBC Newsreel.

◄ For complete roundup of baseball contract signings see "Advertisers & Agencies" section.

News Executives To Be Interviewed by ABC-TV

A GROUP of nine news executives from smaller U. S. cities, just returned from a visit to Russia and other European countries, will be interviewed on ABC radio and ABC-TV Thursday (8-8:30 p.m.), within a few hours of their arrival back in this country.

Network spokesmen said that on the program, *Moscow—A Special Report,* the group, said to be the first of its type to visit Russia since 1946, would be interviewed by representatives of daily newspapers, wire services, consumer magazines and the like.

Inquiries on News Agency

INQUIRIES about a Washington news agency titled Columbia Press Service have been received by NARTB. The agency operates what its executive editor, Prescott Dennett, terms an "independent non-retainer service" supplying local-angle news to radio stations.

According to station information, the service makes collect long-distance telephone calls about local-angle items in the nation's capital. including Korean casualty news made available well in advance of publication by the Pentagon. Stations accepting collect calls and receiving news are billed for this service.

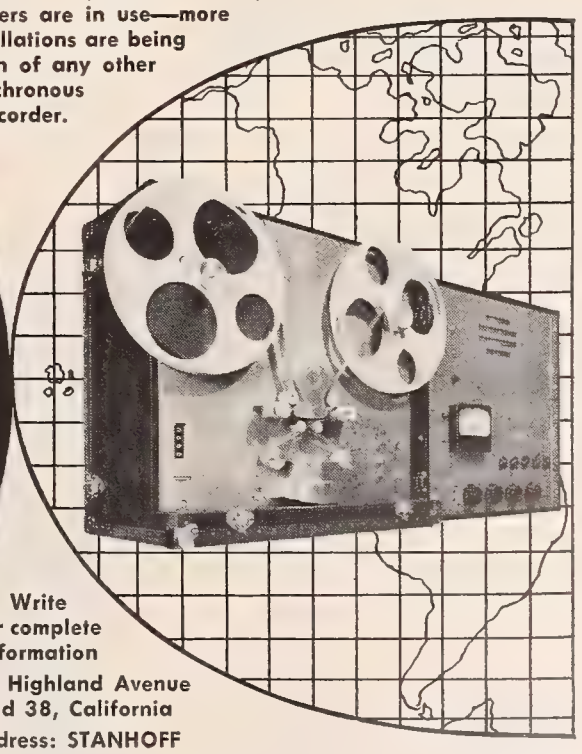
KWIK's News Story Record

AP Radio reported last week that KWIK Pocatello, Ida. led all AP radio members by supplying 816 stories for the AP report in 1952.

IN NEW YORK

More Stancil-Hoffman S-5 Synchronous Magnetic Film Recorders are in use—more new S-5 installations are being made, than of any other synchronous recorder.

Television and Motion Picture producers the world over agree that for quality, price and versatility their choice is the Stancil-Hoffman S-5.



Write for complete information
921 North Highland Avenue
Hollywood 38, California
Cable Address: STANHOFF

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Complete Recording Systems from Microphone To Release Print

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60 E. 42nd Street
New York 17, N.Y.

S. W. Caldwell, Ltd.
150 Simcoe Street
Toronto 1, Canada

W. Cozzens
220 Kedzie St.
Evanston, Ill.

S.O.S. Recording
1545 N. Beretania
Honolulu, Hawaii

(For later NEW BUSINESS *news, see* ADVERTISERS & AGENCY *section)*

Network

The Nestle Co., N. Y. (Nescafe instant coffee), signs as participating sponsor of *Jackie Gleason Show* on CBS-TV, Sat., 8-9 p.m. effective May 16. Agency: Sherman & Marquette, N. Y.

General Products Corp., L. A. (Looz dietary supplement), renewed *Stuart Craig Show* on 46 Columbia Pacific Radio Network Mountain and Ariz. stations, Sat., 7:45-8 a.m. PST, for 52 weeks from April 4. Agency: Dean Simmons Adv., L. A.

Bristol-Myers Co., N. Y., extended expiration date of *Hollywood Barn Dance* on 19 Columbia Pacific Radio Network stations to June 28, Sun., 3:30-4 p. m. PST. Agency: Young & Rubicam Inc., N. Y.

California Packing Corp., S. F. (Del Monte products), renews *CBS Radio Newsroom, Sunday Desk* on 19 Columbia Pacific Radio Network stations, Sun., 5:30-6 p.m. PST, for 52 weeks from May 3. Agency: McCann-Erickson Inc., S. F.

Toni Co., Chicago, buys Tues., Thurs. and Fri. segment of *Friend in Need,* heard Mon. through Fri., 10:30 a.m.-1 p.m. on ABC radio. Toni has 10:30-45 a.m. period effective March 24. Agency: Leo Burnett Co.

American Chicle Co., N. Y., renews co-sponsorship (with Procter & Gamble) of *Rocky King, Detective* over DuMont TV Network, Sun., 9-9:30 p.m. EST, for 52 weeks, effective yesterday. Agency: Dancer-Fitzgerald-Sample, N. Y.

NOW!

lower distortion

with SOUNDCRAFT PROFESSIONAL RECORDING TAPE

it's micro-polished*

Cleaner highs, clearer lows, more faithful reproduction—yours with Soundcraft Professional Recording Tape. It's the only tape that is *Micro-Polished**... polished, buffed and repolished to produce a mirror-smooth surface. In addition to lower distortion, Soundcraft *Micro-Polished* Professional Tape assures uniformity of output, improved high frequency response, better head contact and longer head life.

Next time, get the best professional tape. Get Soundcraft . . . it's *Micro-Polished!*



REEVES SOUNDCRAFT CORP.
Department N,
10 East 52nd Street
New York 22, N. Y.

*PAT. APPLIED FOR



TV PACKAGE of 12 weekly news shows on WTOP-TV Washington under sponsorship of Emerson Radio, appliance firm, brought these principals together (l to r): Robert M. Gamble Jr. of advertising firm of that name; Drew Pearson, commentator for *Staff Conference*, 6:45-7 p.m. Sat.; Sandy O'Crotty, star of *Women and the News*, 9:55-10 a.m. Mon. through Fri.; Herman E. Goodman, president, Emerson Radio, and Claude Mahoney, personality of *8 a.m. Edition of CBS Television News*, 8-8:10 a.m. Mon. through Sat.

Boyle-Midway Inc., N. Y. (Autobrite), renewing sponsorship of *Sports Showcase* over DuMont TV Network, Sat., 11:05-11:20 p.m. EST, for 52 weeks, effective last Saturday. Agency: Geyer Adv., N. Y.

Hudson Dealers Assn. of Pacific Coast, S. F., started *Edward R. Murrow News* on 23 Columbia Pacific Radio Network stations, Mon., Wed., Fri., 5-5:15 p.m. PST, for 52 weeks, from March 20. Agency: Brooke, Smith, French & Dorrance Inc., S. F.

Nash-Kelvinator Corp., Detroit, signs for Wed. segment of *Break the Bank* on NBC-TV effective March 30 (Mon.-Fri., 3-3:30 p.m. EST). Program was first heard as radio series in July 1946, becoming a simulcast in October 1938.

The Gillette Co. of Canada Ltd., Montreal (Toni products), has started for 39 weeks, March 22-Dec. 13, *The Tylers,* new Canadian program on 28 Dominion network stations, Sun. 7-7:30 p.m., and CBS program *Fun for All,* March 28-Dec. 26, on 32 Dominion network stations, Sat. 1-1:30 p.m. Agency: Spitzer & Mills Ltd., Toronto.

Agency Appointments

Holiday Frosted Food Co. appoints Weightman Inc., Phila. Radio-TV will be used.

Agalite Bronson Co., Oakland, Calif. (glass shower doors), appoints Ad Fried & Assoc., Oakland. Radio-TV is being considered.

Fairchild Recording Equipment Corp., Whitestone, L. I., appoints Buchanan & Co., N. Y.

Frank Fehr Brewing Co. appoints Mitchell WerBell Adv., Louisville. Account executive is **J. Mac Wynn.**

Westwood Knitting Mills Inc. (sportswear) and **Edward Hyman Co.** (uniforms), both L. A., appoint Abbott Kimball Co., that city.

J. Ossola Co., N. Y. (Torino food products), appoints Paris & Peart Adv., same city.

Swift & Co., Chicago, appoints McCann-Erick-



TIME FOR TEA came when representatives of WTIC Hartford called on Salada Tea Co. in Boston. L to r: Irwin Cowper, WTIC assistant sales manager; John W. Colpitts, Salada advertising manager; Bob Reardon (at rear), Boston manager, Weed & Co., WTIC representatives; Edgar B. Pinto, Salada vice president and general manager; Jean Colbert, personality of WTIC's *Radio Bazaar* program, and Herbert C. Claridge, Salada assistant vice president.



FACTS about WTAG Worcester are given close attention as station officials and members of its new representative firm, Henry I. Christal Co., sit down for a day-long study of facilities, data, and market. Seated are (l) Mr. Christal and James Thompson, manager of the Chicago office. Standing (l to r): Herbert L. Krueger, vice president and station manager; Irvin Gross, Christal Co., New York; Robert J. Brown, WTAG commercial manager, and Albert Young of the representative firm's New York office.

son, same city, for ice cream advertising, effective July 1.

Statler Hotel Merchants Assn., L. A. (group of 30 shops), appoints Stodel Adv. Co., that city. **Mort Goodman** is account executive. Radio-TV will be used.

Wagner Iron Works, Milwaukee, appoints Mathisson & Assoc., same city.

J. Colonna Bros., North Bergen, N. J., appoints Paris & Peart Adv., N. Y. Account executive is **Donald C. Porteous.**

Waring Insect Control Co., Oakland (insect control unit), appoints Jewell Adv. Agency, that city.

Ben Hur Products Inc., L. A. (spices, coffee), appoints Warwick & Legler Inc., that city. **C. E. Staudinger** is account executive.

Home Builders Assoc. of Metropolitan Washington appoints Kal, Ehrlich & Merrick, Washington, D. C., for its Home Show. All media will be used.

McCutcheon Distributing Co., Pittsburgh, Pa., appoints Advertising Syndicate of America, same city. Radio-TV will be used.

Loamium Co. of America, N. Y. (grass growth control products), appoints Kastor, Farrell, Chesley & Clifford, N. Y.

Sharp & Dohme Inc., N. Y., appoints Doherty, Clifford, Steers & Shenfield, that city.

Pacific Mercury TV, L. A. (TV sets), appoints H. M. Gardner & Assoc., that city. **H. M. Gardner** is account executive. TV will be used.

United Battery Co., L. A. (Thermoloy battery), appoints M. B. Scott & Assoc., Hollywood. **Don Otis** is account executive. Radio spot announcement campaign is scheduled.

Price Stores Inc., N. Y. (vacuum cleaners), names William Warren, Jackson & Delaney, N. Y. Immediate plans call for TV spots on four New York City stations.



The gist of your story at the buyer's elbow

SERVICE-ADS in SRDS help sell time by reminding people—at the time they're picking stations—of the things they have heard from your representatives and seen in your promotion.

Here's how *William Fay*, vice president of **WHAM** Rochester, New York, feels about **service-ads** in SRDS—

"We know from more than 30 years in broadcasting that STANDARD RATE & DATA is a basic working tool of time-buyers. We, therefore, consider it a basic must on our trade-paper advertising list, both in radio and in TV. It's a logical and relatively inexpensive medium in which to present basic information that supplements data available in the listings."

8 WAYS a SERVICE-AD in SRDS helps sell time

1. It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.

2. It helps *unknown* prospects to decide to call in your representatives.

3. It goes to agency-client conferences.

4. It remains instantly accessible to the SRDS user who is working nights or weekends.

5. It provides liftable material for inclusion in media proposals.

6. It makes possible a good "action" closing for other promotion, directing prospects to SRDS for more information, *fast.*

7. It keeps your story in the only place you can be certain that everyone who sees it is interested in stations *right then.*

8. It provides a *"last chance"* point from which a prospect can get a final "briefing" on your story before he makes his final decision.

Agency people tell us they like to find program information like this when they are using SRDS



SRDS

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-buying Function

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

Mitchell Succeeds Ingles As RCA Communications Head

THOMPSON H. MITCHELL, executive vice president of RCA Communications Inc., last week was elevated to the presidency to succeed H. C. Ingles, who is retiring at the age of 65.



Mr. Mitchell

His election was announced by Brig. Gen. David Sarnoff, RCA board chairman, coincident with Mr. Ingles' retirement last Wednesday after six years as president.

Mr. Mitchell, executive vice president of RCA Communications since 1944, entered the communications field in 1927, worked for two years in the company's Pacific Sales Div. and Engineering Dept., and in 1929 was made district manager for the Radiomarine Corp. of America in Los Angeles. He was transferred to Honolulu as Hawaiian General Superintendent of RCA Communications in 1930, returning to the U. S. in 1935 to become manager of the Southern California district offices.

In 1942 he entered the army, assigned to the Office of the Chief Signal Officer, starting as a major and rising to colonel, a rank he now holds in the Army Reserve. After his wartime service, for which he won the Legion of Merit, he returned to RCA Communications in 1944 as general manager and was named executive vice president shortly thereafter. He is a 1925 graduate of the U. S. Naval Academy.

Mr. Ingles joined RCA Communications after his retirement in 1947 as a major general and chief signal officer, U. S. Army. A 1914 graduate of the U. S. Military Academy, he served 33 years as an army officer, rising to chief signal officer in 1943 after service as chief of staff, Caribbean theatre, and deputy commander, European theatre.

He holds the Distinguished Service Medal with Oak Leaf Cluster, as well as decorations from several foreign countries.

At least

60% of all television receiver tuners have at least one Mycalex 410 or 410X glass-bonded mica Tube Socket . . .

ASK YOUR CHIEF ENGINEER WHY

SINCE 1919 MYCALEX THE INSULATOR ®

MYCALEX TUBE SOCKET CORPORATION

Under exclusive License of Mycalex Corporation of America, world's largest manufacturer of glass-bonded mica products

CLIFTON, NEW JERSEY

Plamondon to Fight Ouster From Indiana Steel

A. D. PLAMONDON Jr., president and board chairman of RTMA, has challenged action taken by the directors of Indiana Steel Products Co. to remove him as president.

The directors had voted, 3-2, to relieve him of these duties and transferred them to his nephew, Robert F. Smith, with the office of the president to remain temporarily vacant. Mr. Plamondon issued a statement, saying:

"I do not recognize the removal proceedings. The action does not become effective until another stockholders meeting is held April 23." He charged that he had been "railroaded" and would recognize only a vote by shareholders or another "legal" act.

Request for an emergency order to prevent the ouster of Mr. Plamondon was denied by the U. S. Circuit Court of Appeals in Chicago last Monday.

The action in effect upheld denial a fortnight before by Judge Luther M. Swygert of the Northern Indiana Federal District Court of a petition by George A. Shwab Jr., a stockholder, for an injunction to prevent three of the firm's directors from firing Mr. Plamondon. Mr. Shwab appealed to the higher court after the denial.

Judge Swygert had ruled a majority of the company's board could change bylaws and thus make possible Mr. Plamondon's discharge, and said he saw no evidence a group headed by P. R. Doelz, board chairman, was "motivated by any fraudulent purpose or solely for self-interest."

Mr. Plamondon, only operating company officer who also is a director, denied charges he mismanaged company operation. Judge Swygert took no position on the charges.

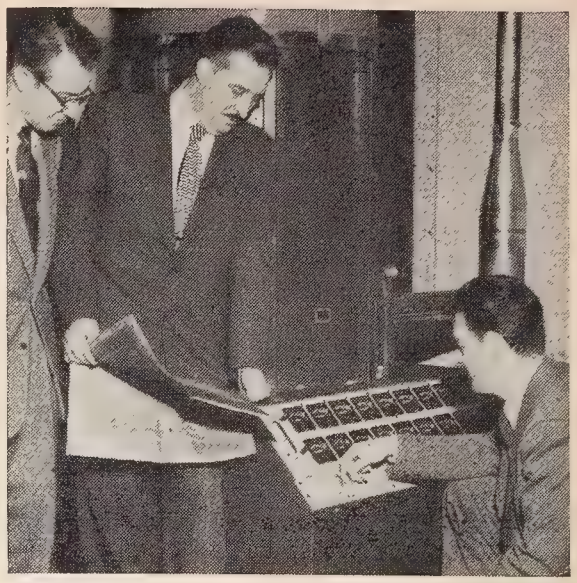
Coin-Operated TV Test

BETWEEN 300 and 500 coin box-equipped receiver sets of various manufacturers will be used in the Palm Springs, Calif., area to determine public acceptance of the International Telemeter Corp. experimental subscription TV scheduled to start this month with settlement of the local electric power strike, now in its eighth week.

Although Carl Leserman, executive vice president of ITC, 51% owned Paramount Pictures company, would not name the major movie studios supplying the product for the test, he said, "There have been no turn-downs."

Raytheon Reports Earnings

RAYTHEON Mfg. Co., Waltham, Mass., reports net earnings of $4,130,000 on sales of $51,240,000 for the quarter ended Feb. 28, the third quarter of its fiscal year, as compared with net earnings of $1,148,000 on sales of $28,698,000 for the same period of 1952.



CHECKING one of the two new RCA amplifiers for KRON-TV San Francisco's boost in effective radiated power to 100 kw are (l to r) Lee Berryhill, chief engineer; Harold P. See, station manager, and Bill Sadler, technician.

Stop Watch In Reverse

A STOP WATCH which will tell a producer how many minutes are left in a show, rather than how many minutes have been done, has been invented by Lorne Green, a freelance announcer and commentator of Toronto. The watch is set for the total time of the production, and ticks off the seconds and minutes, so that at all times it is possible to see at once how much time is left in the show, production or announcement. The watch stops when the elapsed time has passed. The watch, which will be known as the "RTV Timer," is being produced for Mr. Green in Switzerland, and first watches are to be in Canada and the U. S. by mid-April. They will sell for about $50.

DuMont Earnings Tabulated In Stockholders' Statement

ALLEN B. DUMONT, president, Allen B. DuMont Labs., received $98,664.17 from the company for his services during 1952, according to a proxy statement sent out last week notifying stockholders that the annual meeting will be held May 4, at 11 a.m. EDT, at the DuMont office in Clifton, N. J. Thomas T. Goldsmith Jr., director of research, received $25,192.36 last year. No other DuMont officer was paid more than $25,000 during the year.

Class A stockholders, the notice said, will elect five persons to the board of directors and, in addition, the president and vice president, all for one-year terms. Proxies are solicited to be voted for Dr. DuMont, Bruce T. DuMont, Dr. Goldsmith, Stanley F. Patten, and Percy M. Stewart as directors and for Dr. DuMont as president and Mr. Patten as vice president, positions they now hold.

Three directors and the secretary, treasurer and assistant treasurer are elected by Paramount Pictures Corp., holder of all the DuMont Class B stock.

KLAC 3-D TV Experiments

KLAC-TV Hollywood is spending $50,000 for tower construction and further experiments in bringing three-dimension to television, according to Don Fedderson, executive vice president and general manager. In addition to experiments on the station's patented "Cinemascope" process which, made via closed circuit, is for kinescopes with special lighting to give appearance of 3-D motion pictures, talks are being conducted with Natural Vision Corp. executives. Natural Vision claims perfection of a TV set attachment which makes 3-D TV possible.

Elsewhere in Manufacturing

British Industries Corp., N. Y., announces production of new three-way crossover network, Model HS/CR/3, designed for three-speaker sound system.

Tube Dept., General Electric Co., Syracuse, N. Y., announces production of new 250 w power tetrode designed for use as driver tube in uhf TV transmission. Unit is termed Type GL-6283.

Raytheon Television & Radio Corp. transfers sales executive, advertising and sales promotion departments to Room 1416 of Merchandise Mart, Chicago. Telephone is Whitehall 4-3158.

General Electric's Tube Dept. announces development of internal magnetic focus gun, which eliminates external focus coil and ion trap magnet on TV picture tubes.

Industrial Devices Inc., Edgewater, N. J. announces production of nylon-insulated test clips, which provide positive clip connection to all standard phone-tip test prods.

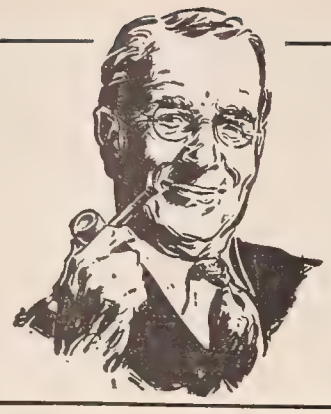
Ward Products Corp., Cleveland, Ohio, announces production of new Diplexer making possible only one lead-in for separate uhf and vhf antennas. Unit is designated Model DX-1.

Polarad Electronics Corp., Brooklyn, N. Y., announces production of Model PT-110, regulated D.C. power unit designed to meet needs of TV equipment and other apparatus.

Shallcross Mfg. Co., Collingdale, Pa., announces production of new "G" type precision resistors utilizing heat-resistant properties of fiberglass insulated wire to increase wattage ratings 5 to 10 times over those of commercial precision wirewounds of same dimensions. Unit is termed Type G-196E.

Television Transmitter Div., Allen B. DuMont Labs., Clifton, N. J., announces production of new two-bay, 24 wave length sections, slot-type uhf transmitting antenna termed Type 5327-A.

Radio Tube Div., Sylvania Electric Products Inc., Emporium, Pa., announces production of miniature cathode type high voltage wave rectifier Type 6V3.



Advertisement

From where I sit
by Joe Marsh

Case of the Missing Manholes

Remember what a washboard Maple Avenue was and how last fall our Street Department did such a good job in resurfacing it?

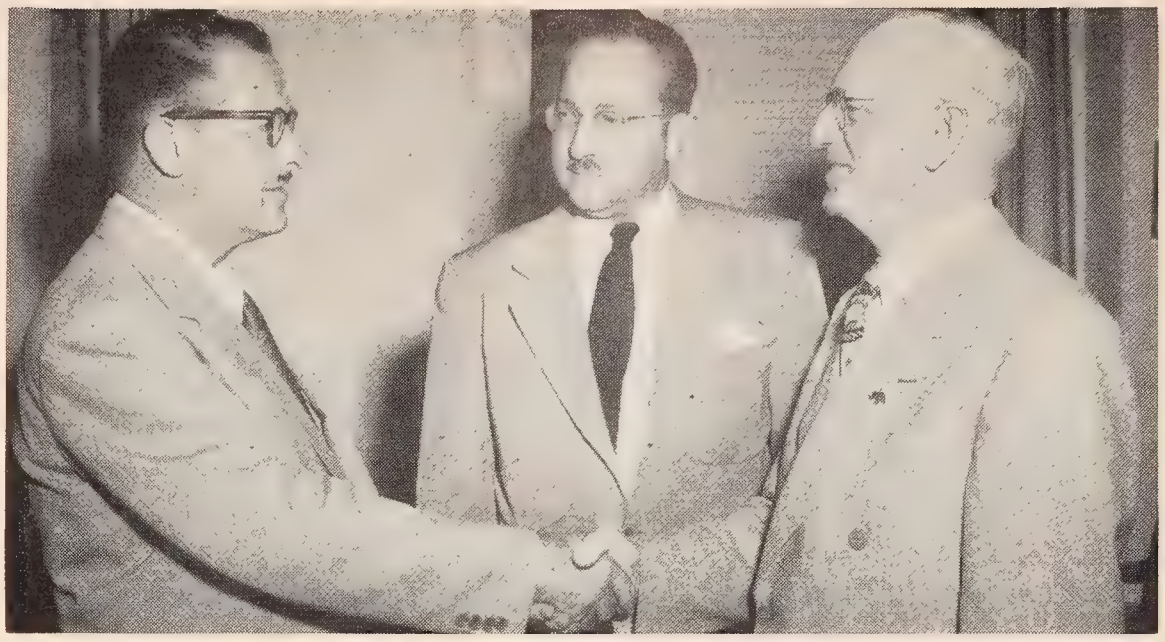
Well, yesterday, Maple Avenue again was the scene of a lot of activity. The whole town turned out to see the boys go up and down the street with a mine detector they borrowed from the National Guard.

Why a *mine detector?* Very simple. The Street Dept. had gone ahead and resurfaced Maple Avenue so smoothly, so thoroughly, that they covered up 4 of the manholes! (Only two still missing as of this a.m.)

From where I sit, there's always a danger of overdoing a "good thing." Take those well-intentioned people who insist their way of looking at things is the only way. Whether it's a choice of a breed of hog, say, a Hampshire or a Poland China, or a choice of a beverage, say, beer or buttermilk, I'll listen to all the arguments, but I still want a "smooth road" in making up my own mind!

Joe Marsh

Copyright, 1953, United States Brewers Foundation



MUTUAL congratulations are exchanged by (l to r) William S. Stanley, president of Remillard-Dandini Co. (clay brick manufacturers); Floyd Farr, vice-president and general manager KEEN San Jose, Calif., and Eugene K. Sturgis, secretary of Remillard-Dandini, on consumer response to the brick firm's nightly *Memories in Music*, now in its fifth year.

► FAMILY WEEK programs offered by The Upper Room Radio Parish next month (May 3-10) will mark the eighth year the Methodist Church-supported organization has offered public service programs for this period. The Upper Room produces transcriptions for special occasions. The programs are on an interdenominational basis, and are broadcast by stations all over the U.S.

► WGY Schenectady's 31st anniversary celebration was marked by a contest in which 31 contestants received prize baskets containing food and drug products advertised over the station for explaining why they liked their favorite programs. Contests, titled "T 'N T" and conducted by staff announcers Howard Tupper and Tony Carvell, drew entries from over 249 communities within WGY's coverage area, station reported. Products of both spot and network advertisers were included in prize baskets, totalling 55 drug and toilet articles and 33 food items.

► WOW Omaha marked its 30th year on the air last Monday. Owned by Meredith Publishing Co. and headed by Frank P. Fogarty, WOW claims many firsts, among them: First station to establish contact with an airplane in flight (in 1924) and first to establish a permanent remote control system for more than 50 miles. On 590 kc with 50 kw, WOW employs a staff of 122.

► PAUL E. LUCAS, WTIC Hartford's assistant program manager, observed his 25th year with the station last Thursday. He joined WTIC as an announcer, serving subsequently as chief announcer, producer and production manager, and in 1946 assumed his present post. Mr. Lucas is an author, actor and producer of radio serials and dramatic productions, some of which have appeared nationally on network radio.

► SPONSORS, listeners and show business personalities sent gifts and congratulatory wires to Clint Buehlman, Buffalo's 21-year "wakeup man," as he marked his 10th year at WBEN last Monday. Mr. Buehlman broadcasts information on time, weather, road conditions, school closing and musical favorites daily at 6:10 a.m.



DALY FORD CO.'s fifth year of advertising on WCAU-TV Philadelphia was celebrated at a luncheon attended by (l to r): Martin Goldman, executive vice president, Aitken-Kynett, Daly agency; Merlin Janes, John F. Daly Co.; Donald W. Thornburgh, WCAU-AM-FM-TV president-general manager; William Brazer, Daly, and Paul Phillips, Aitken-Kynett radio-TV director. Daly sponsors *News and Sports with Jack Whitaker*, 11-11:15 p.m. Sunday.

► TOM CARNEGIE, sports editor, WIRE Indianapolis, has marked his eighth year at the station. Retiring president of the Indianapolis Mercator Club, he has been named to its board of directors.

► WDZ DECATUR, Ill., sent cakes to local advertisers March 17 with an invitation for them to join the station in celebrating its 32d birthday. Oldest in years of service with WDZ is Chief Engineer Gordon Holden. He has been with the station 12 years.

► HAL SIMONDS is celebrating his 31st year with WFIL Philadelphia. Mr. Simonds, local radio sales manager, began with the WFIL forerunner, WFI, in 1922. Some other WFIL

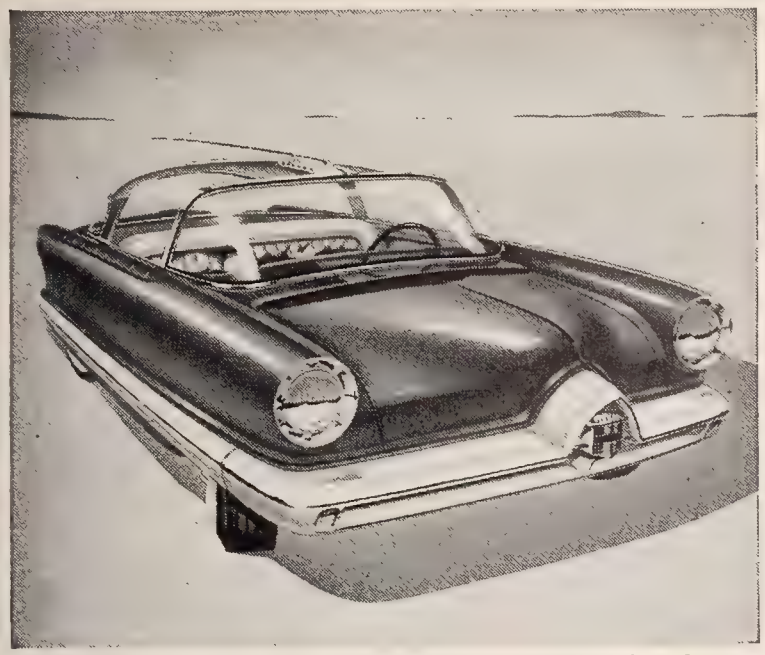
GATES
QUINCY, ILLINOIS.
YOUR ONE SOURCE
FOR ALL BROADCASTING EQUIPMENT NEEDS
THESE OFFICES TO SERVE YOU
QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . TEL. METROPOLITAN 8-0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200



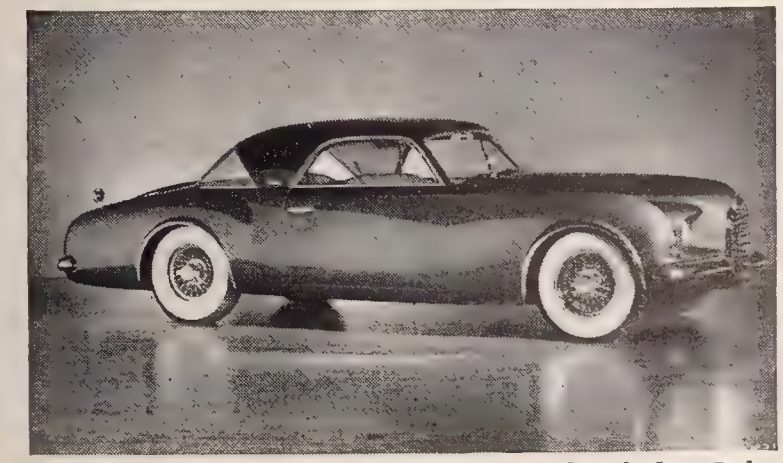
CENTENNIAL BROADCAST tape used by KMOX St. Louis in airing a special program in honor of Washington U.'s 100th anniversary is admired by Gene Wilkey (r), general manager of KMOX, and Dr. Arthur H. Compton, university chancellor.



New Convertible features 335 h.p. V-8 engine, a removable top, adjustable steering wheel, and built-in hydraulic jacks.



Streamlined hard-top has doors that curve up into roof, making it easier to enter and leave. Note how bumper circles car completely.



American-designed, this new model was hand-crafted in Italy. Chrome-plated wire wheels add style, help cool brakes and tires,

How'd you like to drive one of these?

Auto-makers test experimental models today before putting their insignia on your car of tomorrow!

Sooner than you think, the car you drive may have the sleek look of tomorrow you see here!

To speed the day, auto-makers build dozens of experimental cars. They test, measure, add improvements.

And when tomorrow's production model rolls off the line, proudly wearing the maker's insignia, it will be handsome, efficient, right for your motoring needs.

Because the automobile manufacturer—like the maker of bobby pins, breakfast food or toasters—knows that if his brand name doesn't satisfy you, some other trademark will! So whenever you shop, name your brand—and better your brand of living!

BRAND NAMES FOUNDATION
INCORPORATED
A Non-Profit Educational Foundation, 37 West 57 St., N.Y. 19, N.Y.



Exact Scale Model enables designers and engineers to coordinate mechanical needs, exterior style and interior comfort.

staff members with long service: Jack Shantz, enginering supervisor, 26 years; Max E. Solomon, television salesman, 21 years; Roger W. Clipp, general manager, 18 years, and L. E. Littlejohn, chief maintenance engineer, 17 years.



TWO MILLION mark in sales at KWK St. Louis is passed by Walter (Bud) Averill (l), account executive, who wins the station's football-theme contest and gets a trophy from V. E. Carmichael, station vice president and commercial manager. Mr. Averill, who joined the sales staff in 1939, reached the $1 million billing mark in August 1948 and the $2 million point in November 1952.

You Get
COMPETENT TOWER ERECTION
When Entrusted to...

ETS
ELECTRICAL TOWER SERVICE

THERE'S NO FINER SERVICE AVAILABLE ANYWHERE!

Entrust this very important project to ETS who has the experience, equipment and skilled workmen to insure a QUALITY job. ETS has erected hundreds of AM, FM, TV, and microwave towers from coast to coast . . . have satisfied customers everywhere who vouch for their enviable record of dependability and quality workmanship. Save money, time, and headaches by INSISTING that ETS do the job. Write, phone, or wire direct, or have your contractor or supplier contact us.

FREE brochure gladly sent on request. Write today!

Electrical Tower Service, Inc.

P. O. BOX 1205 • PEORIA, ILL. • PH. 3-9846
Competent installation and erection of all types towers and antennas

60 Producers of TV Films Sign Contracts With SAG

MORE than 60 producers of TV film commercials have signed Screen Actors Guild contracts in the four weeks since an agreement was negotiated ending a three month strike of actors in video filmed spots.

John Dales Jr., SAG national executive secretary, in making the announcement, also revealed that nearly a score of national advertising agencies also have signed letters of adherence to the contract.

Among producers signing the contract are American Film Producers, Leonard Anderson, Artist Management Assoc., Baldwin, Bowers & Strachan Inc., Barry & Enright Productions, Franklin Bruck Adv. Corp., Clayton W. Cousens Productions, Thomas Craven Film Corp., Shamus Culhane Productions, Dowd, Redfield & Johnstone Inc., Elliot, Unger & Elliott Inc., Film Creations Inc., Gray-O'Reilly; Lalley & Love Inc., Maxon Inc., Prockter Television Enterprises, Quality Bakers of America, Sarra Inc., Fletcher Smith Studios Inc., Sound Masters, Weintraub & Co., Winev Television Productions, all New York.

Chicago producers are Atlas Film Corp., Chicago Film Studios, Francisco Films, Galbreath Picture Productions Inc., Kling Film Enterprises, Telefilm Productions, Vogue-Wright Studios Inc., Wilding Picture Productions and Sarra Inc.

Los Angeles area firms include Arrow Productions, Bernard of Hollywood Film Productions, Theodore Bliss Productions, Cascade Pictures of Calif., Jack Denove Productions, Dudley Television Corp., Five Star Productions, George Fox Corp., Hurrell Productions, Tom Kelley Productions, Lou Lilly Productions, Mercury International Pictures, New World Productions, J. J. Parker Productions, Ray Patin Productions, Pickwick Pictures, Quality Pictures Co., Roland Reed Enterprises, Roland Reed Productions, Roland Reed TV Productions, Screen Classic Production, Al Simon Productions, Song Ads Inc., Swift-Chaplin Productions, Telefilm Inc., Tempkin-Plummer Associates, TV Ads Inc., TV Spots Inc., Video Pictures Inc., V.I.P. Inc., Norman Wright Productions, Dean Simmons Adv. Agency, Ozzie Glover and Elizabeth Raines. De Frenes Co., Philadelphia, also has signed the contract.

Among agencies agreeing to have filmed commercials for their clients made only by producers who have signed guild contracts are J. Walter Thompson Co., Young & Rubicam, BBDO, Compton Adv., Ruthrauff & Ryan, Biow Co., Ted Bates & Co., William Esty Co., McCann-Erickson, Sullivan, Stauffer, Colwell & Bayles, J. M. Mathes Inc., Cecil & Presbrey, Franklin Bruck Adv. Corp., W. B. Ross & Assoc., Ben Sackheim Inc., Gray Adv. Agency, Al Paul Lefton Co., T. Robley Louttit Inc.

NLRB Election at Don Lee

FILM editors, cutters, their assistants and helpers of General Teleradio Inc.'s Don Lee Div. within 30 days of March 24 will vote for or against local 776 of the Alliance of Theatrical Stage Employes, the National Labor Relations Board has reported.

NLRB Decision Due In CPN-PG Dispute

NLRB'S DECISION on the dispute between Columbia Pacific Network sales promotion and publicity units and Publicists Guild over a petition to de-certify PG is expected early in May. The contested hearing was held March 26 in Los Angeles.

Controversy involves a petition filed March 3 by a member of CPN sales promotion department, requesting de-certification of PG, and that filed the following day by PG asking that sales promotion and publicity departments be certified as one bargaining unit. CPN currently has two contracts with PG covering the two groups as separate bargaining units.

NLRB will decide in favor of PG or will order an election within sales promotion to determine if the group wants to affiliate with Publicists Guild.

Hearings Set Friday For Writers Dispute

WITH the National Labor Relations Board in Washington having ordered further hearing involving Desilu Productions in the Television Writers of America jurisdictional dispute with Screen Writers Guild and the Authors League of America, Norman Greer, regional hearing officer in Los Angeles, has set the re-opened sessions to start next Friday (April 10).

SWG and ALA had contended in their petition to the board that Jess Oppenheimer, TWA vice-president, in addition to being one of that union's founders, organizers and principal officers, was and is a top executive of Desilu Productions with almost complete authority to hire and fire key personnel, including writers.

Because of that policy-making power and financial interest in Desilu, his interest in the TV film company and TWA are "completely incompatible," the petition points out. Under such circumstances, according to the two opposing unions, the Desilu interest would be represented by Mr. Oppenheimer on both sides of the bargaining table.

SWG consequently asked that TWA be denied a place on the ballot in any election held for jurisdiction of writers employed by Desilu.

In re-opening the case, NLRB has made it clear that concentration will be upon activities of Mr. Oppenheimer, not only in the organization and formation of TWA, but in his "solicitation of memberships and authorization cards" for the new union "among the employes of Desilu, and his present and former status as an officer and director of TWA."

Author Schedule New York TV Panel

TELEVISION writers group of the Authors League of America will conduct panel discussions on the general subject "Television Trends—Live and Film" at a meeting in New York April 15.

Open to members of the Authors League and, by invitation, to persons in the TV industry, the meeting will include a discussion on "Business Aspects of Television Trends" and another on "Creative Aspects of Television Trends."

The business panel will consist of Lewis Titterton, vice president and director of radio and TV production of Compton Adv., New York, moderator; Merritt Coleman, CBS-TV director of business affairs; Jerry Leichter, editor of Ross Reports on Television, and Marion Parsonnet, president of Parsonnet Productions.

Exploring creative aspects of TV trends will be Frank Schaffner, director of *Studio One*, moderator; Fred Coe, NBC executive producer of *Television Playhouse;* Don Ettlinger, television writer, and Kendall Foster, vice president and television director of William Esty Co., New York.

Deadline to Pick Spokesmen

STUDIO and transmitter engineers, operations supervisors and the radio transmitter supervisor at KPHO-AM-TV Phoenix, operated by Meredith Engineering Co., have 30 days after March 20 to hold an election on whether they wish Alliance of Theatrical Stage Employes or the Electrical Workers to represent them in collective bargaining. They also may decline either union. Direction of election was by the National Labor Relations Board.

State of California Radio & Television 1950 Census of Housing

(See story in FACTS & FIGURES)

Area	Total Population	RADIO: Dwellings reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
The State S.M.A.	10,586,223	3,286,905	3,189,150	97.0	15.1
Fresno	276,515	78,485	75,020	95.6	0.6
Los Angeles	4,367,911	1,423,955	1,390,820	97.7	27.2
Sacramento	277,140	81,830	79,230	96.8	1.5
San Bernardino	281,642	83,895	80,485	95.9	14.6
San Diego	556,808	166,430	162,370	97.6	10.7
San Francisco-Oakland	2,240,767	694,525	680,830	98.0	7.6
San Jose	290,547	84,740	82,865	97.8	6.9
Stockton	200,750	57,085	54,430	95.3	1.4
URBANIZED AREAS					
Fresno	130,592	39,615	38,455	97.1	0.5
Los Angeles	3,996,946	1,311,555	1,281,800	97.7	27.2
Sacramento	211,777	65,320	63,270	96.9	1.4
San Bernardino	135,770	41,425	39,845	96.2	12.8
San Diego	432,974	130,975	128,455	98.1	10.9
San Francisco-Oakland	2,022,078	637,115	624,975	98.1	7.9
San Jose	176,473	53,250	52,205	98.0	7.2
Stockton	112,834	32,720	31,330	95.8	1.2
URBAN PLACES (10,000 or more)					
Alameda	64,430	19,905	19,695	98.9	9.5
Albany	17,590	5,455	5,410	99.2	8.3
Alhambra	51,359	17,500	17,310	98.9	27.0
Alisal (uninc.)	16,714	4,905	4,750	96.8	1.2
Anaheim	14,556	4,735	4,640	98.0	24.7
Antioch	11,051	3,210	3,140	97.8	1.9
Arcadia	23,066	7,655	7,520	98.2	29.2
Azusa	11,042	3,050	2,925	95.9	34.8
Bakersfield	34,784	10,740	10,580	98.5	0.6
Bell	15,430	5,255	5,200	99.0	37.9
Berkeley	113,805	36,390	35,885	98.6	6.4
Beverly Hills	29,032	10,485	10,390	99.1	27.5
Brawley	11,922	3,055	2,715	88.9	1.5
Burbank	78,577	24,900	24,595	98.8	33.1
Burlingame	19,886	6,635	6,595	99.4	8.5
Chico	12,272	4,080	3,930	96.3	0.7
Chula Vista	15,927	5,125	5,070	98.9	10.9
Colton	14,465	4,150	3,965	95.5	17.3
Compton	47,991	13,985	13,725	98.1	42.5
Corona	10,223	3,060	2,915	95.3	26.1
Coronado	12,700	3,885	3,820	98.3	8.8
Costa Mesa (uninc.)	11,844	3,750	3,650	97.3	33.0
Culver City	19,720	6,210	6,120	98.6	37.4
Daly City	15,191	4,705	4,655	98.9	10.3
East Bakersfield (uninc.)	38,177	10,860	10,005	92.1	2.0
El Centro	12,590	3,535	3,330	94.2	—
El Cerrito	18,011	5,555	5,470	98.5	12.5
Eureka	23,058	7,155	6,980	97.6	0.6
Fresno	91,669	28,325	27,625	97.5	0.5
Fullerton	13,958	4,635	4,565	98.5	26.4
Gardena	14,405	4,285	4,205	98.1	37.9
Glendale	95,702	33,970	33,470	98.5	24.0
Hanford	10,028	2,940	2,745	93.4	0.3
Hawthorne	16,316	4,885	4,815	98.6	39.7
Hayward	14,272	4,370	4,320	98.9	15.2
Hermosa Beach	11,826	4,125	4,070	98.7	25.3
Huntington Park	29,450	11,365	11,075	97.4	25.8
Inglewood	46,185	15,325	15,105	98.6	35.4
La Mesa	10,946	3,715	3,635	97.8	10.7
Lodi	13,798	4,600	4,430	96.3	1.1
Long Beach	250,767	90,110	88,285	98.0	26.5
Los Angeles	1,970,358	658,055	641,495	97.5	23.7
Lynwood	25,823	7,700	7,635	99.2	43.2
Madera	10,497	2,945	2,755	93.5	1.0
Manhattan Beach	17,330	5,680	5,600	98.6	28.6
Maywood	13,292	4,680	4,590	98.1	34.5
Menlo Park	13,587	3,425	3,395	99.1	13.0
Merced	15,278	4,580	4,365	95.3	0.8
Modesto	17,389	6,085	5,910	97.1	1.7
Monrovia	20,186	6,755	6,630	98.1	21.4
Montebello	21,735	6,695	6,590	98.4	40.1
Monterey	16,205	4,910	4,715	96.0	1.9
Monterey Park	20,395	6,650	6,505	97.8	33.4
Napa	13,579	4,570	4,480	98.0	5.6
National City	21,199	6,415	6,270	97.7	9.9
Newport Beach	12,120	4,390	4,340	98.9	27.8
Oakland	384,575	127,325	124,745	98.0	7.8
Oceanside	12,881	4,175	4,025	96.4	11.3
Oildale (uninc.)	16,615	5,260	5,130	97.5	1.2
Ontario	22,872	7,290	7,095	97.3	25.5
Orange	10,027	3,410	3,335	97.8	23.0
Oxnard	21,567	5,780	5,530	95.7	17.3
Palo Alto	25,475	8,380	8,290	98.9	7.7
Pasadena	104,577	35,835	35,185	98.2	19.3
Petaluma	10,315	3,575	3,530	98.7	1.8
Piedmont	10,132	3,065	3,055	99.7	9.9
Pittsburg	12,763	3,770	3,685	97.7	0.9
Pomona	35,405	11,505	11,210	97.4	28.8
Redding	10,256	3,410	3,295	96.6	0.7
Redlands	18,429	5,985	5,730	95.7	15.6
Redondo Beach	25,226	7,825	7,620	97.4	32.1
Redwood City	25,544	7,800	7,695	98.7	9.8
Richmond	99,545	28,180	27,785	98.6	12.0
Riverside	46,764	14,670	14,190	96.7	19.0
Sacramento	137,572	43,035	41,955	97.5	1.5
Salinas	13,917	4,245	4,110	96.8	0.9
San Bernardino	63,058	19,690	19,075	96.9	10.2
San Bruno	12,478	3,760	3,725	99.1	9.7
San Buenaventura	16,534	5,565	5,480	98.5	17.8
San Carlos	14,371	4,240	4,235	99.9	10.3
San Diego	334,387	103,115	101,190	98.1	11.1
San Fernando	12,922	3,820	3,710	97.1	25.5
San Francisco	775,357	251,215	244,795	97.4	6.1
San Gabriel	20,343	6,120	6,015	98.3	33.7
San Jose	95,280	29,515	28,965	98.1	6.9
San Leandro	27,542	8,435	8,325	98.7	11.8
San Luis Obispo	14,180	4,770	4,625	97.0	0.5
San Marino	11,230	3,445	3,435	99.7	33.1
San Mateo	41,782	12,790	12,670	99.1	12.3
San Pablo	14,476	4,205	4,085	97.1	11.8
San Rafael	13,848	4,405	4,350	98.8	6.4
Santa Ana	45,533	14,905	14,635	98.2	26.5
Santa Barbara	44,913	14,980	14,555	97.2	5.4
Santa Clara	11,702	3,250	3,200	98.5	8.5
Santa Cruz	21,970	8,300	7,990	96.3	0.8
Santa Maria	10,440	3,325	3,225	97.0	0.2
Santa Monica	71,595	25,625	25,020	97.4	21.1
Santa Paula	11,049	3,175	3,010	94.8	9.5
Santa Rosa	17,902	6,350	6,250	98.4	3.0
Seaside (uninc.)	10,226	3,015	2,925	97.0	1.3
South Bakersfield (uninc.)	12,120	3,465	3,350	96.7	1.4
South Gate	51,116	16,200	16,005	98.8	41.8
South Pasadena	16,935	6,190	6,110	98.7	19.1
South San Francisco	19,351	5,580	5,495	98.5	8.6
Stockton	70,853	20,515	19,835	96.7	1.3
Torrance	22,241	6,700	6,515	97.2	33.6
Tulare	12,445	3,705	3,565	96.2	1.4
Vallejo	26,038	7,975	7,845	98.4	6.4
Visalia	11,749	3,720	3,665	98.5	0.9
Watsonville	11,572	3,840	3,590	93.5	0.3
Whittier	23,820	8,095	7,995	98.8	25.0
COUNTIES					
Alameda	740,315	235,560	231,380	98.2	8.5
Alpine	241	70	65	92.9	—
Amador	9,151	2,795	2,625	93.9	0.4
Butte	64,930	20,850	19,790	94.9	0.6
Calaveras	9,902	3,220	2,960	91.9	1.2
Colusa	11,651	3,460	3,295	95.2	0.4
Contra Costa	298,984	82,340	80,960	98.3	7.6
Del Norte	8,078	2,455	2,255	91.9	1.2
El Dorado	16,207	5,270	4,945	93.8	1.2
Fresno	276,515	78,485	75,020	95.6	0.6
Glenn	15,448	4,630	4,410	95.2	1.0
Humboldt	69,241	20,910	19,740	94.4	0.4
Imperial	62,975	16,010	14,325	89.5	0.6
Inyo	11,658	3,620	3,280	90.6	0.3
Kern	228,309	64,180	60,110	93.7	2.0
Kings	46,768	12,850	12,020	93.5	0.6
Lake	11,481	3,935	3,700	94.0	1.0
Lassen	18,474	5,465	5,235	95.8	0.2
Los Angeles	4,151,687	1,355,965	1,324,465	97.7	27.2
Madera	36,964	10,135	9,345	92.2	0.5
Marin	85,619	24,915	24,595	98.7	6.3
Mariposa	5,145	1,595	1,465	91.8	0.6
Mendocino	40,854	11,735	10,980	93.6	0.5
Merced	69,780	19,230	18,050	93.9	0.8
Modoc	9,678	2,875	2,640	91.8	0.3
Mono	2,115	695	630	90.6	2.2
Monterey	130,498	36,355	34,825	95.8	1.2
Napa	46,603	12,500	12,125	97.0	4.9
Nevada	19,888	6,490	6,110	94.1	1.0
Orange	216,224	67,990	66,355	97.6	27.0
Placer	41,649	11,940	11,340	95.0	2.2
Plumas	13,519	4,200	3,830	91.2	0.7
Riverside	170,046	51,610	48,610	94.2	14.1
Sacramento	277,140	81,830	79,230	96.8	1.5
San Benito	14,370	4,175	3,915	93.8	0.7
San Bernardino	281,642	83,895	80,485	95.9	14.6
San Diego	555,808	166,430	162,370	97.6	10.7
San Francisco	775,357	251,215	244,795	97.4	6.1
San Joaquin	200,750	57,085	54,430	95.3	1.2
San Luis Obispo	51,417	16,420	15,695	95.6	0.6
San Mateo	235,659	70,275	69,500	98.9	10.9
Santa Barbara	98,220	30,235	29,150	96.4	3.7
Santa Clara	290,547	84,740	82,865	97.8	6.9
Santa Cruz	66,534	23,025	22,115	96.0	0.7
Shasta	36,413	11,185	10,545	94.3	0.6
Sierra	2,410	865	720	83.2	0.6
Siskiyou	30,733	9,685	9,080	93.8	0.3
Solano	104,833	30,220	29,600	97.9	6.7
Sonoma	103,405	32,315	31,390	97.1	3.3
Stanislaus	127,231	37,120	35,570	95.8	1.5
Sutter	26,239	7,750	7,340	94.7	0.8
Tehama	19,276	6,125	5,750	93.9	0.9
Trinity	5,087	1,755	1,565	89.2	—
Tulare	149,264	41,875	39,690	94.6	0.8
Tuolumme	12,584	4,035	3,745	92.8	0.4
Ventura	114,647	31,630	30,480	96.4	14.5
Yolo	40,640	11,765	11,075	94.1	1.0
Yuba	24,420	6,910	6,570	95.1	0.6

State of New Jersey Radio & Television 1950 Census of Housing

(See story in FACTS & FIGURES)

Area	Total Population	RADIO: Dwellings reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
The State S.M.A.	4,835,329	1,357,275	1,334,125	98.3	37.3
Atlantic City	132,399	39,470	38,530	97.6	15.2
New York—Northeastern New Jersey (N. J. portion)	3,356,051	947,535	934,375	98.6	39.7
Trenton	229,781	58,705	57,555	98.0	27.8
URBANIZED AREAS					
Atlantic City	105,083	32,000	31,470	98.3	12.6
Trenton	189,321	48,755	47,935	98.3	28.8
URBAN PLACES (10,000 or more)					
Asbury Park	17,094	4,955	4,830	97.5	28.0
Atlantic City	61,657	18,820	18,495	98.3	7.7
Bayonne	77,203	20,840	20,590	98.8	44.4
Belleville	32,019	8,795	8,690	98.8	50.8
Bergenfield	17,647	5,045	5,010	99.3	46.0
Bloomfield	49,307	14,350	14,240	99.2	43.4
Bridgeton	18,378	5,335	5,150	96.5	33.5
Burlington	12,051	3,135	3,045	97.1	35.6
Camden	124,555	34,375	33,515	97.5	39.0
Carteret	13,030	3,510	3,415	97.3	39.9
Cliffside Park	17,116	5,205	5,175	99.4	42.0
Clifton	64,511	19,085	18,935	99.2	47.4
Collingswood	15,800	4,775	4,755	99.6	39.7
Dover	11,174	3,205	3,160	98.6	41.0
Dumont	13,013	3,690	3,680	99.7	47.4
East Orange	79,340	24,300	24,100	99.2	32.8
East Paterson	15,386	4,355	4,310	99.0	59.2
Elizabeth	112,817	31,020	30,540	98.5	40.4
Englewood	23,145	6,675	6,635	99.4	34.7
Fair Lawn	23,885	7,060	7,025	99.5	54.8
Fort Lee	11,648	3,445	3,400	98.7	43.1
Garfield	27,550	8,040	7,915	98.4	43.2
Gloucester City	14,357	3,875	3,815	98.5	48.8
Hackensack	29,219	8,315	8,225	98.9	40.0
Haddonfield	10,495	3,275	3,235	98.8	39.2
Harrison	13,490	3,630	3,555	97.9	46.4
Hawthorne	14,816	4,600	4,555	99.0	45.6
Hoboken	50,676	14,785	14,555	98.4	33.6
Irvington	59,201	18,175	18,045	99.3	42.3
Jersey City	299,017	83,765	82,665	98.7	37.7
Kearney	39,952	11,110	11,010	99.1	45.1
Linden	30,644	8,225	8,170	99.3	52.9
Lodi	15,392	4,270	4,215	98.7	51.7
Long Branch	23,090	6,615	6,530	98.7	40.7
Madison	10,417	2,760	2,720	98.6	29.8
Millville	16,041	4,985	4,840	97.1	37.4
Montclair	43,927	12,450	12,315	98.9	28.2
Morristown	17,124	4,880	4,820	98.8	34.1
Newark	438,776	120,660	118,025	97.8	35.2

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

Area	Total Population	RADIO: Dwellings reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
New Brunswick	38,811	10,415	10,175	97.7	30.3
North Arlington	15,970	4,610	4,600	99.8	54.4
North Plainfield	12,766	3,670	3,625	98.8	35.4
Nutley	26,992	7,360	7,330	99.6	47.6
Orange	38,037	10,680	10,490	98.2	33.0
Passaic	57,702	17,330	16,815	97.0	37.2
Paterson	139,336	41,945	41,020	97.8	35.9
Perth Amboy	41,330	11,810	11,515	97.5	40.0
Phillipsburg	18,919	5,420	5,345	98.6	13.0
Plainfield	42,366	12,015	11,815	98.3	31.9
Pleasantville	11,938	3,530	3,435	97.3	13.2
Princeton	12,230	2,485	2,465	99.2	20.8
Rahway	21,290	6,050	5,955	98.4	45.7
Red Bank	12,743	3,650	3,610	98.9	32.5
Ridgefield Park	11,993	3,635	3,620	99.6	37.1
Ridgewood	17,481	5,370	5,335	99.3	36.3
Roselle	17,681	5,085	5,055	99.4	41.8
Roselle Park	11,537	3,260	3,220	98.8	45.8
Rutherford	17,411	5,375	5,340	99.3	36.4
Sayreville	10,338	2,690	2,650	98.5	47.0
Somerville	11,571	3,425	3,385	98.8	32.2
South Orange	15,230	4,095	4,080	99.6	44.2
South River	11,308	3,020	2,995	99.2	44.5
Summit	17,929	4,925	4,885	99.2	32.5
Trenton	128,009	31,940	31,295	98.0	24.2
Union City	55,537	17,815	17,525	98.4	34.9
Verona	10,921	2,950	2,930	99.3	36.6
Westfield	21,243	6,030	5,980	99.2	33.9
West New York	37,683	11,860	11,700	98.7	38.8
West Orange	28,605	7,990	7,905	98.9	42.7
Woodbury	10,931	3,375	3,325	98.5	34.9
COUNTIES					
Atlantic	132,399	39,470	38,530	97.6	15.2
Bergen	539,139	155,920	154,630	99.2	43.3
Burlington	135,910	32,505	31,640	97.3	37.5
Camden	300,743	84,200	82,645	98.2	42.7
Cape May	37,131	11,170	10,775	96.5	12.2
Cumberland	88,597	25,355	24,300	95.8	31.7
Essex	905,949	253,610	249,875	98.5	37.3
Gloucester	91,727	25,800	25,000	96.9	38.8
Hudson	647,437	184,830	182,390	98.7	38.8
Hunterdon	42,736	12,435	12,110	97.4	23.2
Mercer	229,781	58,705	57,555	98.0	27.8
Middlesex	264,872	72,485	71,005	98.0	40.7
Monmouth	225,327	62,945	61,760	98.1	37.6
Morris	164,371	43,620	42,930	98.4	38.0
Ocean	56,622	17,235	16,730	97.1	24.1
Passaic	337,093	100,275	98,435	98.2	40.0
Salem	49,508	14,335	13,750	95.9	34.6
Somerset	99,052	26,025	25,535	98.1	31.7
Sussex	34,423	9,815	9,525	97.0	19.8
Union	398,138	110,770	109,575	98.9	43.1
Warren	54,374	15,770	15,430	97.8	14.7

State of Tennessee
Radio & Television
1950 Census of Housing

(See story in FACTS & FIGURES)

Area	Total Population	RADIO: Dwellings reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
The State	3,291,718	864,130	804,540	93.1	2.1
S.M.A.					
Chattanooga	246,453	68,575	65,095	94.9	0.8
Knoxville	337,105	87,965	84,430	96.0	0.8
Memphis	482,393	132,225	122,500	92.6	9.0
Nashville	321,758	88,285	83,970	95.1	0.7
URBANIZED AREAS					
Chattanooga	167,764	48,445	46,325	95.6	0.8
Knoxville	148,166	41,190	39,695	96.4	0.8
Memphis	406,034	114,660	107,325	93.6	9.1
Nashville	258,887	73,445	69,665	94.9	0.7
URBAN PLACES (10,000 or more)					
Bristol	16,771	4,775	4,565	95.6	0.7
Chattanooga	131,041	37,755	35,870	95.0	0.7
Clarksville	16,264	4,565	4,230	92.7	—
Cleveland	12,605	3,540	3,410	96.3	0.4
Columbia	10,911	3,415	3,195	93.6	1.0
Dyersburg	10,885	3,410	3,070	90.0	3.6
Elizabethton	10,754	3,025	2,940	97.2	0.8
Jackson	30,207	9,290	8,500	91.5	2.3
Johnson City	27,864	6,965	6,610	94.9	1.1
Kingsport	19,571	5,360	5,230	97.6	0.4
Knoxville	124,769	34,510	33,140	96.0	0.8
Memphis	396,000	112,090	105,010	93.7	9.1
Morristown	13,019	3,500	3,330	95.1	0.4
Murfreesboro	13,052	3,855	3,660	94.9	0.8
Nashville	174,307	49,670	46,355	93.3	0.8
Oak Ridge (uninc)	30,229	7,810	7,645	97.9	1.0
COUNTIES					
Anderson	59,407	14,980	14,380	96.0	0.8
Bedford	23,627	6,720	6,405	95.3	0.5
Benton	11,495	3,135	2,880	91.9	0.2
Bledsoe	8,561	1,880	1,595	84.8	0.5
Blount	54,691	13,720	13,130	95.7	0.7
Bradley	32,338	8,290	7,835	94.5	0.6
Campbell	34,369	7,835	7,065	90.2	0.6
Cannon	9,174	2,490	2,185	87.8	0.8
Carroll	26,553	7,465	6,990	93.6	1.5

Area	Total Population	RADIO: Dwellings reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
Carter	42,432	10,370	9,750	94.0	0.7
Cheatham	9,167	2,420	2,230	92.1	1.9
Chester	11,149	2,885	2,675	92.7	1.2
Claiborne	24,788	5,640	5,035	89.3	0.4
Clay	8,701	1,990	1,770	88.9	—
Cache	22,991	5,580	4,955	88.8	0.4
Coffee	23,049	6,105	5,650	92.5	0.4
Crockett	16,624	4,605	4,315	93.7	1.1
Cumberland	18,877	4,455	3,775	84.7	1.5
Davidson	321,758	88,285	83,970	95.1	0.7
Decatur	9,442	2,520	2,305	91.5	0.8
De Kalb	11,680	3,115	2,915	93.6	0.2
Dickson	18,805	5,280	4,975	94.2	1.3
Dyer	33,473	9,480	8,765	92.5	2.3
Fayette	27,535	6,185	5,090	82.3	2.4
Fentress	14,917	3,225	2,770	85.9	1.2
Franklin	25,431	6,320	5,965	94.4	0.6
Gibson	48,132	13,670	12,825	93.8	1.4
Giles	26,961	7,230	6,785	93.8	0.5
Grainger	13,086	3,055	2,690	88.1	1.8
Greene	41,048	10,420	9,850	94.5	0.6
Grundy	12,558	2,965	2,585	87.2	0.2
Hamblen	23,976	6,175	5,890	95.4	1.0
Hamilton	208,255	58,350	55,635	95.3	0.8
Hancock	9,116	2,070	1,725	83.3	0.7
Hardeman	23,311	5,095	4,445	87.2	2.1
Hardin	16,908	4,390	3,945	89.9	0.8
Hawkins	30,494	7,225	6,640	91.9	0.4
Haywood	26,212	6,205	5,265	84.9	2.2
Henderson	17,173	4,625	4,160	89.9	0.8
Henry	23,828	6,960	6,340	91,1	0,3
Hickman	13,353	3,410	3,120	91.5	0.6
Houston	5,318	1,300	1,185	91,2	1.6
Humphreys	11,030	3,025	2,845	94.0	0.7
Jackson	12,348	3,105	2,865	92.3	1.0
Jefferson	19,667	4,945	4,595	92.9	0.7
Johnson	12,278	2,865	2,580	90.1	0.6
Knox	223,007	59,265	56,920	96.0	0.9
Lake	11,655	2,980	2,515	84.4	1.3
Lauderdale	25,047	6,470	5,685	87.9	1.9
Lawrence	28,818	7,215	6,750	93.6	0.7
Lewis	6,078	1,595	1,415	88.7	0.6
Lincoln	25,624	6,840	6,590	96.3	0.7
Loudon	23,182	5,810	5,495	94.6	2.0
McMinn	32,024	8,265	7,755	93.8	0.8
McNairy	20,390	5,315	5,055	95.1	0.5
Macon	13,599	3,690	3,435	93.1	0.5
Madison	60,128	16,655	15,040	90.3	1.8
Marion	20,520	5,000	4,480	89.6	0.1
Marshall	17,768	5,035	4,805	95.4	0.6
Maury	40,368	11,225	10,420	92.8	0.8
Meigs	6,080	1,375	1,225	89.1	1.1
Monroe	24,513	5,870	5,385	91.7	0.5
Montgomery	44,186	10,245	9,425	92.0	0.2
Moore	3,948	1,005	930	92.5	0.5
Morgan	15,727	3,405	3,065	90.0	0.9
Obion	29,056	8,525	7,960	93.4	1.5
Overton	17,566	4,180	3,730	89.2	1.0
Perry	6,462	1,685	1,560	92.6	0.3
Pickett	5,093	1,120	945	84.4	—
Polk	14,074	3,230	2,825	87.5	0.9
Putnam	29,869	7,525	6,970	92.6	0.9
Rhea	16,041	4,040	3,685	91.2	2.1
Roane	31,665	7,955	7,480	94.0	0.3
Robertson	27,024	7,325	6,700	91.5	1.2
Rutherford	40,696	10,480	9,900	94.5	1.6
Scott	17,362	4,000	3,525	88.1	0.2
Sequatchie	5,685	1,290	1,115	86.4	0.8
Sevier	23,375	5,590	5,240	93.7	0.5
Shelby	482,393	132,225	122,500	92.6	9.0
Smith	14,098	3,935	3,690	93.8	1.0
Stewart	9,175	2,330	2,170	93.1	—
Sullivan	95,063	24,350	23,350	95.9	0.6
Sumner	33,533	8,960	8,395	93.7	0.8
Tipton	29,782	7,335	6,440	87.8	3.8
Trousdade	5,520	1,475	1,405	95.3	1.4
Unicoi	15,886	3,830	3,525	92.0	0.3
Union	8,670	2,150	1,970	91.6	0.7
Van Buren	3,985	875	760	86.9	0.6
Warren	22,271	6,205	5,910	95.2	0.6
Washington	59,971	15,075	14,095	93.5	0.9
Wayne	13,864	3,285	3,015	91.8	0.5
Weakley	27,962	8,325	7,805	93.8	1.1
White	16,204	3,975	3,595	90.4	2.1
Williamson	24,307	6,230	5,765	92.5	0.4
Wilson	26,318	7,305	6,780	92.8	0.6

CANADIAN TELEVISION ALLOCATION PLAN AS REVISED

(See story, page 98)

Notes:

a) Offset Carrier Designators
Boldface, zero offset from normal video carrier frequency.
+ nominal video carrier frequency plus 10 kc.
— nominal video carrier frequency minus 10 kc.

b) This table includes channel assignments for only those areas within 250 miles of the Canada-United States border, and a few other areas where assignments must dovetail into the border areas. Where specific localities are not mentioned, or only vhf channels assigned, other assignments will be worked out to meet requirements as they develop.

c) Numerical designation of television channels.

City	Channel No.
ALBERTA	
Calgary	2+, 4, 10, 12, 17, 23,29, 35
Edmonton	3, 5—, 11—, 13+
Grande Prairie	2—
Lacombe	8
Lethbridge	7, 22+
Medicine Hat	6—, 15—
Red Deer	6
BRITISH COLUMBIA	
Chilliwack	3, 42
Cranbrook	19+
Dawson Creek	5
Fernie	24+
Kamloops	4+, 16
Kelowna	13, 21
Nanaimo	48
Nelson	5, 17—
New Westminster (see Vancouver)	
Penticton	15+
Port Alberni	19
Prince George	3
Prince Rupert	6+, 7
Trail	11, 14
Vancouver-New Westminster	2+, 8+, 10+, 14+, 30, 36
Vernon	2, 27
Victoria	6, 40, 46
MANITOBA	
Brandon	5+, 9+, 11+, 21, 32
Dauphin	8, 14+
Flin Flon	3+
Portage la Prairie	34
St. Boniface (see Winnipeg)	
Winnipeg-St. Boniface	4+, 6—, 7+, 13, 18—, 24 , 30, 36+, 42—
NEW BRUNSWICK	
Campbellton	12, 20+
Edmundston	10+, 27—
Fredericton	9+, 28
Moncton	16
Newcastle	18
Saint John	4+, 6—, 17—, 23
St. Stephen	26—
Sackville	8+, 22
Woodstock	36—
NOVA SCOTIA	
Amherst	41+
Antigonish	9, 34
Bridgewater	10, 43+
Halifax	3, 5, 12+, 15, 21, 27, 37
Kentville	19—
New Glasgow	18—
Sydney	2+, 4, 6, 15+, 21+
Truro	31
Windsor	25+
Yarmouth	13—, 14
ONTARIO	
Barrie	14
Belleville	39—
Brantford	16+
Brockville	46—
Chatham	14—
Cornwall	36
Fort Frances	5, 19—
Fort William (see Port Arthur)	
Guelph	55
Hamilton	13+, 51, 57, 68, 78
Kenora	9, 22—
Kingston	26—, 44—
Kitchener	45+
Kirkland Lake	9—
London	10, 18—
Niagara Falls	29+
North Bay	10—, 15
Orillia	3+, 30
Oshawa	53—
Ottawa-Hull	4+, 9+, 11—, 30—, 40+
Owen Sound	8—, 26
Pembroke	13—, 32
Peterborough	22
Port Arthur-Fort William	2, 4—, 14, 20, 30+
St. Catharines	49—
St. Thomas	24+
Sarnia	40
Sault Ste. Marie	2—, 12+, 22+
Smiths Falls	42
Stratford	27—
Sudbury	5, 7, 17—, 23+
Timmins	6
Toronto	6+, 9, 11+, 19—, 25
Windsor	9—, 32+, 38—
Wingham	36
Woodstock	47
PRINCE EDWARD ISLAND	
Charlottetown	13+, 14+
Summerside	11, 20
QUEBEC	
Amos	4
Chicoutimi	2+, 12+,14
Drummondville	19—
Granby	25
Hull (see Ottawa, Ont.)	
Jonquiere	20
La Sarre	13
Matane	7, 23—
Montreal-Verdun	2, 6—, 7—, 10, 12, 15+, 44
New Carlisle	2, 14—
Quebec	4, 5+, 9, 11+, 29, 39
Riviere du Loup	6, 30+
Rimouski	3—, 21—
Roberval	8, 17
Rouyn	11
St. Hyacinthe	50+
Ste. Anne de la Pocatiere	13, 33+
Shawinigan Falls	27
Sherbrooke	42—, 48—
Sorel	17—
Thetford Mines	31+

ACTIONS OF THE FCC

March 26 through April 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Station Authorizations as of Feb. 28, 1953*

	AM	FM	TV
Licensed (all on air)	2,392	577	101
CPs on air	17	34	46
Total on air	2,409	611	147
CPs not on air	132	20	221
Total authorized	2,541	631	368
Applications in hearing	167	4	61
New station requests	252	8	721
Facilities change requests	190	41	24
Total applications pending	993	107	815
Licenses deleted in Feb.	0	0	0
CPs deleted in Feb.	0	1	0

***Does not include noncommercial educational FM and TV stations.**

• • •

AM and FM Summary through April 1

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,400	2,396	191	252	167
FM	611	574	37	8	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	109	205	314
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	135	19	154

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	763	337	604	489	1,090 [1]
Educational	42		28	15	43
Total	805	337	632	504	1,133 [2]

[1] One applicant did not specify channel.
[2] Includes 328 already granted.

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Note: Processing of uncontested TV applications has been extended through both the Group A-2 and Group B city priority lists.

New TV Stations . . .

Decisions

Yuma, Ariz.—Valley Telecasting Co., granted vhf Ch. 11 (198-204 mc); ERP 29 kw visual, 14.5 kw aural; antenna height above average terrain 260 ft., above ground 300 ft. Estimated construction cost $220,618, first year operating cost $260,000, revenue $220,000. Post office address c/o Park Dunford, 4134 Bandini Rd., Los Angeles. Station location to be determined. Transmitter location U. S. Highway 80, approx. 7.5 mi. W. of Yuma. Geographic coordinates 32° 44′ 42″ N. Lat., 114° 44′ 19″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President **Donald Ellsworth** (3.5%), rancher; Vice President **Howard L. Roberts** (3.5%), farm machinery dealer; Vice President **G. Park Dunford** (69%), Inland Fertilizer Co., Los Angeles; Secretary **Elton C. Hussey**, manager J. C. Penney store, Mesa, Ariz.; Treasurer **Russell J. Madsen** (3.5%), Growers Chemical Supply Co., Mesa; **William S. Porter** (3.5%), real estate, Mesa; **Alvin S. Reber** (3.5%), farmer; **Grover C. Dunford** (10%), Inland Fertilizer Co. City priority status: Gr. A-2, No. 571. (BPCT-1600). Granted March 25.

Palm Springs, Calif.—Howard-Yale Inc., granted special temporary authority to construct and operate an experimental 2-w booster station atop Howell Peak near Palm Springs to amplify signals of all Los Angeles vhf TV stations (about 100 miles distant) to determine feasibility of TV service beyond normal reception range. Operation would be between 8 a.m. and 5 p.m. not more than three days a week. Normal reception of this station will not be possible on conventional receivers since signals will be "jittered" and hence receivable only on test sets. No commercial service allowed. Experimental grant March 26.

Tulare, Calif.—Sheldon Anderson (KCOK), granted uhf Ch. 27 (548-554 mc); ERP 105 kw visual and 59 kw aural; antenna height above average terrain 690 ft., above ground 257 ft. Estimated construction cost $211,070, first year operating cost $300,000, revenue $350,000. Post office address c/o KCOK Tulare, Calif. Studio location 0.5 mi. N of Tulare-Lindsay Highway on Visalia-Mooney Blvd. at site of KCOK studios. Transmitter site 6.5 mi. NE of center of Visalia, Calif., in Venice Hills, about 14.4 mi. NE of Tulare. Geographic coordinates 36° 22′ 11″ N. Lat., 119° 11′ 00″ W. Long. Transmitter DuMont, antenna GE. Legal counsel John P. Hearne, Hollywood, Calif. Consulting engineer Ron Oakley, La Canada, Calif. City priority status: Group A-2, No. 419. (BPCT-834). Granted April 1.

Grand Junction Colo.—Western Slope Bcstg. Co. (KFXJ), granted vhf Ch. 5 (76-82 mc); ERP 1.45 kw visual and 0.85 kw aural; antenna height above average terrain minus 10 ft., above ground 258 ft. Estimated construction cost $126,270, first year operating cost $72,000, revenue $108,000. Post office address P. O. Box 30, Grand Junction. Studio and transmitter location Hillcrest Manor, just W of city limits, at site of KFXJ. Geographic coordinates 39° 05′ 09″ N. Lat., 108° 33′ 56″ W. Long. Legal counsel Miller & Schroeder, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Rex G. Howell** (73.91%), Vice President **Laura Howell** (21.74%), Secretary-Treasurer **Ruth G. Howell** (2.72%) and **Marlene Jane Howell** (1.63%). Mr. Howell also is sole owner of KGLN Glenwood Springs, Colo. City priority Group A-2, No. 371. (BPCT-1305). Granted March 25.

Indianapolis, Ind. — Empire Coil Co. Inc., granted uhf Ch. 67 (788-794 mc); ERP 125 kw visual and 68 kw aural; antenna height above average terrain 510 ft., above ground 500 ft. Estimated construction cost $280,000, first year operating cost $450,000, revenue $600,000. Post office address 85 Beechwood Ave., New Rochelle, N. Y. Studio location to be determined. Transmitter and antenna location east side of Fisher Road, 0.3 mi. south of Southeastern Ave., Warren Township, 3 mi. east of Beech Grove, Ind. Geographic coordinates 39° 42′ 50″ N. Lat., 86° 02′ 03″ W. Long. Transmitter and antenna RCA. Legal counsel Morton H. Wilner, Lyon, Wilner and Bergson, Washington, D. C. Consulting engineer Benjamin Adler, Adler Communications Laboratories, New Rochelle, N. Y. Principals include President **Herbert Mayer** (45% plus) and Treasurer **Frances Mayer** (45% plus). Empire Coil Co. is licensee of WXEL (TV) Cleveland, permittee of KDEN (TV) Denver, KPTV (TV) Portland, Ore., and KCPY (TV) Kansas City. City priority status: Gr. B-4, No. 187. (BPCT-1553). Granted March 25.

Indianapolis, Ind.—Marion Radio Corp. (WBAT Marion), granted uhf Ch. 26 (542-548 mc); ERP 95 kw visual, 51 kw aural; antenna height above average terrain 370 ft., above ground 446 ft. Estimated construction cost $196,300, first year operating cost $233,500, revenue $276,000. Post office address 303½ South Adams St., Marion, Ind. Studio and transmitter location 1703 E. 38th St., Indianapolis. Geographic coordinates 39° 49′ 31″ N. Lat., 86° 07′ 43″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer George P. Adair, Washington, D. C. Principals include President **John Ramp** (100%), president of John Ramp Inc. automobile agency, and has interests in other auto and insurance agencies in and around Indianapolis; Vice President **John R. Brown**, partner in law firm Campbell, Gemmill, Brown, Ewer & Torrance, Marion, Ind.; Secretary **George Ramp**, owner of George Ramp Motor Sales, Marion; and Treasurer **Ferdinand S. Kurdys**, vice president and director of John Ramp Inc. City priority status: Gr. B-4, No. 187. (BPCT-1596). Granted March 25.

Des Moines, Iowa—Rib Mountain Radio Inc., granted, uhf Ch. 17 (488-494 mc); ERP 180 kw visual, 98 kw aural; antenna height above average terrain 580 ft., above ground 550 ft. Estimated construction cost $301,556, first year operating cost $100,000, revenue $125,000. Post office address 1225 Tower Ave., Superior, Wis. Studio and transmitter 28th St. and Hubbell Ave., Des Moines, Iowa. Geographic coordinates 41° 37′ 15″ N. Lat., 93° 33′ 42″ W. Long. Transmitter and antenna RCA. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer Charles B. Persons, Duluth, Minn. Principals include President **W. C. Bridges**, president of Central Bcstg. Co. (licensee of WEAU Eau Claire, Wis., and permittee of WEAU-TV) and of WJMC Rice Lake, Wis.; Vice President **Morgan Murphy**, president of Evening Telegram Co., Superior, Wis., and secretary-treasurer Central Bcstg. Co., and Secretary-Treasurer **Norman Postles**, CPA practicing in Superior, Wis. **Central Bcstg. Co.**, Superior, is 100% stockholder of grantee. City priority status: Gr. B-3, No. 171. (BPCT-1552). Granted March 25.

Boston, Mass.—E. Anthony & Sons Inc., granted uhf Ch. 50 (686-692 mc); ERP 255 kw visual and 135 kw aural; antenna height above average terrain 540 ft., above ground 635 ft. Estimated construction cost $434,665, first year operating cost $258,100, revenue $100,000. Post office address 555 Pleasant St., New Bedford, Mass. Studio and transmitter location 200 Berkley St., Boston. Geographic coordinates 42° 20′ 59″ N. Lat. and 71° 04′ 25″ W. Long. Transmitter and antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Mayhew R. Hitch** (0.1%), Vice President-Treasurer **Basil Brewer** (58.92%), **Joseph P. Dunn** (5.94%) and **James T. Dunn** (6.05%). Grantee is licensee of WNBH New Bedford and permittee of WNBH-TV there. Grantee also is licensee of WOCB West Yarmouth, Mass. Grant is subject to condition that no construction be commenced until antenna of WHDH-FM Boston is modified to allow support of TV antenna proposed herein. Chairman Paul A. Walker and Comrs. Frieda B. Hennock and Eugene H. Merrill dissented. City priority Group B-5, No. 208. (BPCT-879). Granted March 25.

Lewistown, Pa.—Lewistown Bcstg. Co. (WMRF), granted uhf Ch. 38 (614-620 mc), ERP 21.5 kw visual and 11 kw aural; antenna height above average terrain 1,020 ft., above ground 92 ft. Estimated construction cost $102,139, first year operating cost $60,000, revenue $70,000. Post office address 5 W. Market St., Lewistown. Studio loca-

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tion 5 W. Market St. Transmitter site 10 mi. WSW of Lewistown on Jacks Mt. Geographic coordinates 40° 32′ 38″ N. Lat. and 77° 45′ 27″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President-Treasurer **J. S. Woods** (25%), Vice President-Secretary **C. V. Rowland, W. J. Woods** (25%) and **Marjory W. Matthews** (25%). **The Sentinel Co.** owns 25%; this stock is voted by Mr. Rowland. City priority Group A-2, No. 380. (BPCT-1307). Granted April 1.

Knoxville, Tenn. — TV Services of Knoxville, granted uhf Ch. 26 (542-548 mc); ERP 21 kw visual and 10.5 kw aural; antenna height above average terrain 480 ft., above ground 147 ft. Represents merger of former Ch. 26 competitors, itself and **W. R. Tuley,** oil producer, who acquires 80% interest. Retaining 10% each are broadcasters **Harold H. Thoms** and **J. Horton Doughton** [B•T, March 30]. Comr. Frieda B. Hennock dissented. City priority Group A-2, No. 21. (BPCT-1198). Granted March 25.

San Antonio, Tex.—Alamo TV Co., granted uhf Ch. 35 (596-602 mc); ERP 230 kw visual and 120 kw aural; antenna height above average terrain 420 ft., above ground 491 ft. Estimated construction cost $434,500, first year operating cost $381,000, revenue $240,000. Post office address Kirby Bldg., Dallas. Studio and transmitter location 513 N. San Saba, San Antonio. Geographic coordinates 29° 25′ 50″ N. Lat., 98° 29′ 57″ W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of grantee is W. W. Lechner, oil producer. He also is TV applicant at Fort Worth. City priority Group B-5, No. 209. (BPCT-802). Granted March 25.

Austin, Minn.—Minnesota-Iowa TV Co., granted vhf Ch. 6 (82-88 mc); ERP 18.5 kw visual and 9.3 kw aural; antenna height above average terrain 420 ft. Grantee is merger of two former Ch. 6 competitors, Cedar Valley Bcstg. Co. (KAUS) [B•T, June 23, 1952] and South Central Minnesota TV Co. [B•T, Jan. 26], the latter dismissing its bid and acquiring minority holding in grantee. KAUS group retains majority control. Comr. Frieda B. Hennock dissented. City priority Group A-2, No. 218. (BPCT-841). Granted March 25.

Victoria, Tex.—KNAL TV Co. (KNAL), granted uhf Ch. 19 (500-506 mc); ERP 20 kw visual and 13.5 kw aural; antenna height above average terrain 330 ft., above ground 350 ft. Estimated cost of construction $204,000, first year operating cost $150,200, revenue $180,000. Post office address Victoria Bank & Trust Bldg., Victoria. Studio and transmitter location 2402 Port Lavaca Dr. Geographic coordinates 28° 47′ 00″ N. Lat. and 96° 58′ 16″ W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is **Albert B. Alkek,** 51% owner of KNAL and owner of majority interest in Sinclair-Alkek Oil Co. City priority Group A-2, No. 339. (BPCT-1414). Granted March 25.

Salt Lake City, Utah—Utah Bcstg. & TV Corp., granted vhf Ch. 2 (54-60 mc); ERP 27.5 kw visual and 14 kw aural; antenna height above average terrain 3,980 ft. Grantee represents merger of former Ch. 2 competitors, itself and TV Corp. of Utah. Utah Bcstg. & TV Corp., formerly co-owned by **Frank Carman** and **Grant R. Wrathall,** now is 25% owned each by Messrs. Carman and Wrathall and 50% by **TV Corp. of Utah.** Latter is 100% owned by **Salt Lake Tribune Pub. Co.,** which must give up minority interest in KALL Salt Lake City and connection with Intermountain Network Inc. Messrs. Carman and Wrathall have multiple AM, FM and TV interests [B•T, March 30], including co-ownership of KUTA Salt Lake City. KUTA is partnership, distinct from TV grantee. Comr. Frieda B. Hennock dissented. City priority Group B-5, No. 211. (BPCT-1496). Granted March 25.

Marion, Va. — Mountain Empire Bcstg. Corp. (WMEV), granted uhf Ch. 50 (686-692), ERP 110 kw visual and 60 kw aural; antenna height above average terrain 1,600 ft., above ground 284 ft. Estimated construction cost $185,000, first year operating cost $75,000, revenue $75,000. Post office address c/o WMEV, Park Blvd., Marion, Va. Studio and transmitter location on Walker Mt., about 0.25 mi. W of Highway 16, 5.5 mi. from highway intersection at Hungry Mother Park. Geographic coordinates 36° 54′ 8″ N. Lat. and 81° 22′ 33″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer O. K. Garland, Johnson City, Tenn. Principals include President **L. Preston Collins** (18.33%), lieutenant governor of Virginia (deceased); Vice President **C. C. Lincoln Jr.** (8.33%), cattle breeder; Vice President **Robert C. Wolfenden** (20.56%), WMEV general manager, and Secretary-Treasurer **Leon D. Beville** (8.5%), furniture manufacturer. City priority Group A-2, No. 708. (BPCT-1441). Granted April 1.

New Applications

Baton Rouge, La., Louisiana TV Bcstg. Corp.— vhf Ch. 2 (54-60 mc); ERP 55.8 kw visual, 33.4 kw aural; antenna height above average terrain 465 ft., above ground 510 ft. Estimated construction cost $294,069, first year operating cost $285,000, revenue $292,000. Post office address 444 Florida St., Baton Rouge 1, La. Applicant represents merger of Baton Rouge Bcstg. Co. (WJBO) and Air Waves Inc. (WLCS), both previously competitors for Ch. 2 and whose bids are being dismissed. WLCS would be sold after TV grant is made. Studio and transmitter location 3399 Broussard St., Baton Rouge. Geographic coordinates 30° 26′ 25″ N. Lat., 91° 09′ 18″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **Douglas L. Manship** (0.3%), president and 35% owner of Baton Rouge Bcstg. Co., 45% owner Capital City Press, Baton Rouge, director Louisiana Fire Insurance Co.; Secretary-Treasurer **Charles P. Manship Jr.** (0.3%), 35% owner Baton Rouge Bcstg. Co., president and 45% owner Capital City Press, Baton Rouge, director Louisiana National Bank and Capital Bldg. & Loan Assn., Baton Rouge; **Baton Rouge Bcstg. Co.** (99.4%), owner & licensee stations WJBO and WBRL (FM) Baton Rouge, and Vice President **C. V. Porter** (1%), director of Baton Rouge Bcstg. Co., attorney and director in various utility interests. Air Waves gets options for equal interest. City priority status: Gr. A-2, No. 19. Filed March 31.

Mt. Pleasant, Mich.—Paul A. Brandt (WCEN)— uhf Ch. 47 (668-674 mc); ERP 21.69 kw visual, 10.85 kw aural; antenna height above average terrain 314.5 ft., above ground 300 ft. Estimated construction cost $154,100, first year operating cost $85,000, revenue $95,000. Post office address 901 E. Maple St., Mt. Pleasant, Mich. Studio and transmitter location U. S. Hwy. 27, ½ mi. N of Shepherd Rd., Mt. Pleasant. Geographic coordinates 43° 31′ 49″ N. Lat., 84° 46′ 05″ W. Long. Transmitter and antenna RCA. Legal counsel A. L. Stein, Washington, D. C. Consulting engineer A. R. Bitter, Toledo, Ohio. **Paul A. Brandt** is sole owner of WCEN Mt. Pleasant and WBRN Big Rapids, Mich. He also owns Economy 5¢-$1 Store, Mt. Pleasant. City priority status: Gr. A-2, No. 464. (BPCT-1654). Filed March 25.

Minneapolis, Minn. — Northwestern Schools-Bible College, College of Liberal Arts, Theological Seminary (KTIS)—uhf Ch. 23 (524-530 mc); ERP 88.5 kw visual, 44.25 kw aural; antenna height above average terrain 265 ft., above ground 317 ft. Estimated construction cost $174,438, first year operating cost $75,000, revenue $125,000. Post office address 50 Willow St., Minneapolis. Studio location 50 Willow St. Transmitter location N. side Medicine Lake Rd., approx. 900 ft. W of Turner's Cross Rd., 1.7 mi. W of Minneapolis city limits. Geographic coordinates 44° 59′ 51″ N. Lat., 93° 21′ 02″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Charles B. Persons, Duluth, Minn. Applicant is a non-profit corporation without capital stock. KTIS-AM-FM are non-commercial stations, but commercial TV outlet is planned. City priority status: Gr. B-5, No. 207. Filed March 17.

Kearney, Neb., Central Nebraska Bcstg. Corp. (KGFW)—vhf Ch. 13 (210-216 mc); ERP 57.5 kw visual, 34.2 kw aural; antenna height above average terrain 512 ft., above ground 573 ft. Estimated construction cost $249,000, first year operating cost $150,000, revenue $162,000. Post office address 2221-2223 Central Ave., Kearney, Neb. Studio and transmitter location S. Central Ave., Kearney. Geographic coordinates 40° 40′ 40″ N. Lat., 99° 05′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **John W. Yeager Jr.** (3.65%), KGFW commercial and station manager; Vice President **Kenneth H. Dryden** (1.83%), lawyer; Secretary-Treasurer **Belle M. Thomas** (.18%); **E. Anson Thomas** (20.07%), manager of KFXJ Grand Junction, Colo. Estate of Lloyd C. Thomas, deceased, owns 74.27%. City priority status: Gr. A-2, No. 432. (BPCT-1664). Filed March 30.

Asheville, N. C.—Asheville Citizen-Times Co. (WWNC)—vhf Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,150 ft., above ground 573 ft. Estimated construction cost $500,481, first year operating cost $156,000, revenue unknown. Post office address 14 O. Henry Ave., Ashville, N. C. Studio location Cumberland & Cherry Sts., Asheville. Transmitter location Patton Mt., Asheville. Geographic coordinates 35° 37′ 28.5″ N. Lat., 82° 31′ 59″ W. Long. Transmitter and antenna RCA. Legal counsel Eliot C. Lovett, Washington, D. C. Consulting engineer Craven, Lohnes & Culver, Washington, D. C. Principals include President **Don S. Elias** (49.85%), president, sole owner of Citizen Express Inc. (newspaper transportation firm) and president of Rainbow Spring Co. (holding company for forest lands), both Asheville; Vice President **D. Hiden Ramsey** (0.125%), vice president of Citizen Express; Treasurer **W. K. Dalton** (0.025%), assistant treasurer of Citizen Express. **Junis G. Adams** and **R. Stanford Webb** hold 47.216% of applicant as trustees under the will of Charles A. Webb. Applicant publishes *Asheville Citizen-Times.* City priority status: Gr. A-2, No. 72. (BPCT-1658). Filed March 25.

Wausau, Wis., Rep. Alvin E. O'Konski (R-Wis.) (WOSA)—vhf Ch. 7 (174-180 mc); ERP 11.5 kw visual, 5.75 kw aural; antenna height above average terrain 748 ft., above ground 237.25 ft. Estimated construction cost $145,950.20, first year operating cost $58,000, revenue $100.000. Post office address % Radio Stations WLIN & WOSA Merrill, Wis. Studio location Wausau, Wis. Transmitter location State Park Rd., Weston, Wis. Geographic coordinates 44° 55′ 11″ N. Lat., 89° 40′ 42″ W. Long. Transmitter and antenna RCA. Legal counsel Frank U. Fletcher, Washington. Consulting engineer John Creutz, Washington. **Alvin E. O'Konski** also is sole owner of WLIN (FM) Merrill, Wis. City priority status: Gr. A-2, No. 160. (BPCT-1653). Filed March 25.

Applications Amended

Cape Girardeau, Mo.—KGMO Radio-Television Inc. (KGMO). Request amendment to revise application from vhf Ch. 12 (204-210) to uhf Ch. 18 (494-500 mc), change ERP from 30.5 kw visual and 15.6 kw aural to 10.9 kw visual and 5.94 kw aural; antenna height above average terrain 152 ft.; change GE antenna and transmitter to Workshop Assoc. antenna and DuMont transmitter. (BPCT-1505). Filed March 30.

Greenwood, S. C. — Grenco Inc. (WCRS). Amends uhf Ch. 21 application [B•T, July 28, 1952] to change ERP from 18.62 kw visual and 9.33 kw aural to 93.32 kw visual and 50.35 kw aural; antenna height above ground from 364 ft. to 374 ft.; geographic coordinates from 34° 12′ 25″ N. Lat., 82° 10′ 07″ W. Long to 34° 12′ 5.198″ N. Lat. and 82° 10′ 3.339″ W. Long; cost of construction from $108,048 to $168,448. (BPCT-1536). Amendment filed March 30.

Mobile, Ala.—WKRG-TV Inc. Amended application for vhf Ch. 5 to change officers, directors and stockholders. Filed April 1.

Applications Dismissed

Brighton, N. Y.—Rochester Bcstg. Co. (WRNY Rochester). At request of attorney, dismissed application for uhf Ch. 27. WRNY acquires 50% interest in merger with Ch. 27 competitor, Genessee Valley TV Corp., Rochester. Dismissed March 27.

Philadelphia, Pa.—Westinghouse Radio Stations Inc. At request of attorney and petition, dismissed application for new TV station on uhf Ch. 17. Applicant is buying WPTZ (TV) there [B•T, March 30, Feb. 23]. Dismissed April 1.

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Managerial

General manager for independent metropolitan market. Must do sales himself and have had previous experience as general manager small community. Fine opportunity. Box 249W, B•T.

Immediate opening for experienced salesman as commercial manager. Salary plus commission. Contact Manager of KBIX, Muskogee, Oklahoma.

Salesmen

Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6,000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 835S, B•T.

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Salesman for old established net affiliate in one station market. Good salary and commission. State present and desired earnings first letter. Upper midwest. Confidential. Box 194W, B•T.

Experienced, aggressive salesman needed for independent, good market. Unlimited opportunity for man who can sell. Eastern seaboard. References and history required. Box 205W, B•T.

Commercial manager, $7200 plus bonus. Fine opportunity for promotion offered by independent large metropolitan market for salesman or salesmanager with good sales record. Box 250W, B•T.

Salesman. Somewhere in the U.S. there is a young salesman who wants to return to eastern Pennsylvania and join a solid independent to build a real future. A go-getter with intelligence will earn real money. Contact Manager, WCOJ, Coatesville, Pa.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B•T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.

Announcer-salesman, Florida. Your sales chance. Salary plus commission. Box 111W, B•T.

Announcer interested in part-time sales and steady increased earnings. Old established network affiliate in one station market. Full details, present earnings and expected earning first letter. Upper midwest. Confidential. Box 195W, B•T.

Regional network Minnesota station wants announcer interested in selling radio time. Good salary. Good man with selling ability will earn large income. Box 209W, B•T.

Topnotch disc jockey announcer for topnotch eastern station. No corn ball. Box 243W, B•T.

Progressive indie in market of 250,000 needs morning man with personality. If announcer-engineer better deal. Box 252W, B•T.

Combination announcer-engineer New England metropolitan market near sea-coast. Must have 1st class ticket. Fine facilities and working conditions. $70.00 start. Forward audition and photo Box 261W, B•T.

Announcer-engineer, emphasis on announcing. Starting salary $75.00. Box 297W, B•T.

Good announcer with first phone for new kilowatt daytimer opening May 1, 1953. P. O. Box 247, Batesville, Miss.

Help Wanted—(Cont'd.)

Announcer, regular staff. Opening after May first. $55.00 for 36 hours. All nights and Sundays off. KRLN, Canon City, Colorado.

5 kilowatt station northern New England needs two staff announcers to replace personnel transferred to station TV operation. Pay commensurate with ability, good opportunity to grow with expanding operation. Experience desirable but not essential. Full details 1st letter to Program Manager, WABI, Bangor, Maine.

Combo man for daytime indie. Prefer draft-exempt. Send tape or disc to WCHL, Chapel Hill, N. C.

Immediate opening for experienced news man or experienced staff announcer with news experience desiring fulltime news job. Ability to write and report local news and handle special events. Pleasant working conditions, progressive midwestern town. $65.00 per week. Send photo, disc and letter setting forth experience and references. Write Manager, WCSI, Columbus, Indiana.

Hillbilly DJ for morning show, must be sober and willing to work. Good pay and good hours, apply at once to WDKD, Kingstree, S. C.

Combination-man—Ability pays off. Car and interview necessary. Contact WHOK, Lancaster, Ohio.

Needed at once, two capable announcers willing to operate control board. Start at $60.00 for 48 hour week with chance for advancement. No drifters, no drinkers. Send photo, audition, references and date available. F. E. Lackey, WHOP, Hopkinsville, Ky.

Announcer with several years experience. Good salary; hospitalization insurance in non-TV area. WICY, Malone, N. Y.

Wanted, mature announcer capable and experienced in handling commercials by leading southern Illinois station in largest southern Illinois city. Stability, integrity and air personality required. Salary open. Personal interview will be necessary. Send letter of application and audition to WMIX, Mt. Vernon, Illinois.

Staff announcer. No ball of fire, just good, heavy voice that will sell. Tape and pix to WNAO-TV, Raleigh, N. C.

Announcer-DJ. Capable of reading news, commercials and running record shows. Must have station experience. Send complete information and disc. WNXT, Portsmouth, Ohio.

Technical

Wanted. First class engineer-announcer. Box 810S, B•T.

Five thousand watts station needs first class operator. FM affiliate. Television application. Excellent working conditions. Apply by letter only. Box 130W, B•T.

First class operator-announcer. Small midwest market. Box 141W, B•T.

Wanted: Chief engineer, construction and maintenance. Box 246W, B•T.

Announcer-engineer needed at once, strong on announcing for morning man and DJ shows. Details first letter. Box 253W, B•T.

Midwest 5000 watt station desires first class experienced combo man. Good pay, good working conditions. New equipment. Box 258W, B•T.

Regional Minnesota station wants first class operator-announcer. Good salary. Box 275W, B•T.

Virginia kw needs engineer. State minimum salary expected. Box 295W, B•T.

Transmitter engineer. Experience and car necessary. Permanent position open immediately. WTAD, Quincy, Illinois.

Help Wanted—(Cont'd.)

Wanted immediately: 1 KW station needs first class engineer by April 12. Good working conditions. Starting salary $280 per month, raise in 3 months. Transportation necessary. No announcing. Living quarters for single man. Call or wire collect D. W. Williams, Chief Engineer, KECK, Odessa, Texas.

Have permanent opening transmitter engineer with good future for advancement. No announcing required. KGHF Pueblo, Colorado.

Want experienced engineer-announcer. WFRX, West Frankfort, Illinois.

Wanted: Engineer, 1st phone, must be experienced and know his business. Fifty hours guaranteed. WGAT, Utica, N. Y.

Wanted—Engineer, 1st ticket for 1 kw. Write WJPR, Greenville, Miss.

First phone transmitter operator, WJRI, Lenoir, N. C.

Wanted — First phone transmitter operator. WPAZ, Pottstown, Penna.

Wanted, engineer with 1st phone and car. Promotion possible for experienced, aggressive man. Metropolitan Washington, D. C. area, WPIK, Alexandria, Virginia.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Production-Programming, etc.

Program director with initiative 500 watt rural independent. To produce fresh programs, supervise announcers and do all-round announcing. Only replies telling all and accompanied by audition considered. Box 20W, B•T.

Newsman-announcer: Pennsylvania station needs man with good delivery to gather and write local news. This is a tough job. Not for beginners. Evening and early morning hours. $75. Box 187W, B•T.

Promotion: A top radio and television station in a major market has opening for a young man qualified to write publicity, prepare presentations and mailing pieces in established promotion department. Opportunity to grow with the position. Write in detail to Box 200W, B•T.

Fulltime experienced copywriter, N. E. independent 250 watter, 90,000 population. Good pay for right man. Send photo, all details, experience and samples, first letter. Box 228W, B•T.

Live wire gal who likes radio, indie station in city over 100,000. Opportunity for DJ show. Personality and office experience helpful. Details photo, and audition please. Box 254W, B•T.

Punch-writer. Well paying position open for young man or woman who can make commercial copy stand up and sell! Pioneer, midwest, regional network station desires to round-out continuity staff with experienced writer who can produce strong, brisk sales-copy. Earnings above average. Send sample copy, qualifications and photo to Program Director, WFDF, Flint, Michigan.

Chief of copy department to set up entire department. New air conditioned southern 5 kw station soon on air. Salary open, wire, write, or call Ted Turner, General Manager, 206 North Washington Avenue, Clearwater, Florida, Phone 338603.

Television

Salesmen

Salesman, established VHF television station in major southeastern market. Commission against draw with possibilities for exceptional earnings. Box 242W, B•T.

Technical

Wanted: Television chief engineer—UHF, capable of installing and maintaining equipment. Salary good, commensurate with experience. Contact T. K. Cassel, WTVE, Elmira, N. Y.

Situations Wanted

Managerial

General manager, twenty years. Sales-management experience. Top references. Interested radio or TV. Box 231W, B•T.

General manager small market seeking larger one with solid outfit. Excellent qualifications sales, programming, engineering, supervision. Brilliant record management having brought present station from 10 per cent red to thirteen per cent black first year in dog market. Box 274W, B•T.

Two young men, each with solid newspaper and radio background and with limited amount of capital, would be interested in talking with some station executive seeking someone with experience to run the station with option of purchase. Box 289W, B•T.

Situations Wanted—(Cont'd.)

Mature manager. Record guarantees results. Strong on sales. 5000 or 250. West preferred. Box 293W, B•T.

Experienced manager, fine record, top references, also top engineer. Changed ownership makes present employment less attractive. Desires gulf coast. Must have good offer. Box 294W, B•T.

Salesmen

Salesmanager. 1000 watter wants TV or good radio. Young, aggressive. Box 292W, B•T.

Announcers

Baseball play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 764S, B•T.

Sports play-by-play, authoritative commentary. All sports. Former collegiate, minor league baseball, pro football player. Presently employed. Five years experience. Television prospects. Good references. Box 54W, B•T.

Baseball play-by-play, football, basketball. 5 years experience. Excellent voice, highest recommendations. Baseball a must. Desire sports minded station. Consider all offers. Box 112W, B•T.

Announcer-disc jockey, veteran, four years experience New York-New Jersey stations. Available immediately. Box 192W, B•T.

Girl writer-broadcaster, children's shows, women's feature programs. Excellent references. Box 208W, B•T.

Sports announcer, play-by-play, basketball, football, baseball. Seven years present position. Steady, sober, reliable. Married family man. Tape, photo available on request. Desire southwest. Box 245W, B•T.

Announcer. Navy veteran. College graduate. Desires move to larger market. Three years experience. Conscientious. Box 247W, B•T.

All-around good staff man wants summer replacement shift. College student. Have commercial experience, including classical music station. Good training at Ivy League College Radio Station. No ticket. Can do all types staff announcing. Box 251W, B•T.

Versatile announcer - salesman, experienced, strong all sports, all phases radio. Box 259W, B•T.

Announcer-salesman: Experienced. Radio and/or TV. Salary plus commission. Box 260W, B•T.

Announcer, intelligent, ambitious, draft-exempt. Single. Prefer small town. References, resume, disc. Box 265W, B•T.

Experienced announcer wants job at station with present TV or C.P. 28, single. East or South. Box 272W, B•T.

Not a Murrow, Allen, Block. Just myself. Desire $100 weekly. 7 years experience in news, sports, DJ. Best references. Now in 450,000 midwestern market. Ready in July. Box 277W, B•T.

Newsman—experienced. Only work for station that appreciates hard worker. Box 279W, B•T.

Announcer, newscaster, DJ, combo-man, free to travel, will consider all offers. Box 280W, B•T.

Top sportscaster, experienced all phases of radio, prefer midwest, 1,000 watt or better. Box 281W, B•T.

Announcer, veteran, single, college graduate. Experienced news, DJ, ad-lib, sports, board operation. References, tape available. Box 282W, B•T.

Newscaster, sportscaster and DJ. Ability and talent for program directing. 10 years radio experience, also TV experience—N. Y. C. Excellent voice, proved air sales ability. Box 284W, B•T.

Staff announcer, veteran, 26, 3 years experience all phases. Degree. Strong on sports, DJ, news. Will consider all offers. Available immediately. Box 286W, B•T.

Experienced announcer, network. Single, 21. DJ, strong on news, conscientious, dependable. Resume, disc, or tape on request. Box 287W, B•T.

Situations Wanted—(Cont'd.)

Announcer, newscaster, network, top news writer, production background. Skilled interviewer, special events, TV news techniques, youth plus university degrees plus experience should net exciting offers. Box 288W, B•T.

Expert baseball, basketball, football sportscaster wants lucrative, permanent job. Experienced man. Excellent references. Box 291W, B•T.

Experienced announcer desires network station. Call Natchez, Mississippi, 7100.

Midnight 'til dawn gent to play decent music for metropolitan station. College graduate, radio (2 years) TV experience. Know music and personalities. Box 457, Danville, Va.

Appliance salesman out of radio 10 years wants job as DJ, continuity writer, salesman in small AM station northern California where good voice and willingness to get out and work will pay off. P.O. Box 4562, San Francisco or Montrose 4-2855.

Broadcasting training, news, commercials, sports, veteran, family, steady, dependable, abstainer, DJ from console, twenty nine. Robert Bankston, 4730 Homer Avenue, S.E., Washington, D. C., JOrdan 8-0194.

Summer announcing. Available June, August. Experienced. Operate board. Pay no object. Marshall D. Berger, 8 Summit Court, Flushing, N. Y.

Young college graduate seeks announcing position. Disc jockey, sports, news. Immediately available. Prefers smaller station. Draft exempt, married, sincere. Jack R. Bick, 4220 Webster, Deer Park, Ohio.

Colored DJ and newsman, top personality, ambitious, graduate Midwestern-Chicago. Some DJ experience WJOB, Hammond. Single, available now. Disc-photo on request. Leroy Edgerton, 835 E. 63rd Pl., Chicago.

Experienced combo man, sportscaster, newsman, copywriter. HY 8-1075, Bart Ferriss, 630 Dumont Avenue, Brooklyn 7, New York.

Good commercial announcer, strong on news and sports, capable DJ, control board operator, light experience. Single, reliable, draft exempt. Available now, resume, disc, tape, references. Mr. Hal Harris, 416 Grand Street, New York 2.

Announcer, DJ, sportscaster, experienced, excellent voice. Write, wire Marty Ladd, 26-11 25th St., Astoria 2, L. I., N. Y.

Staff announcer play-by-play. Board operator, 3rd license. Prefer south. Schiavone, 737 11 Street, N.W., Washington, D. C., ME 8-5255.

Announcer strong on news and night disc show wants to locate permanently in Florida. University of Minn. alumnus. 3 years radio experience, married, dependable, write or call John Scott, c/o KSTT, Davenport, Iowa.

Announcer, control board operator, single, draft exempt. Strong play-by-play sports. Ad-lib DJ. Resume, tape available now. Al Smith, 1950 Andrews Avenue, Bronx 53, New York.

Announcing, college graduate, speech major, veteran, disc, photo. Mr. Stenson, 7210 So. Park Avenue, Chicago, Illinois.

Very versatile announcer, some experience. Copy man, control board knowledge. HY 8-5479. Brad Harris, 331 Alabama Avenue, Brooklyn, N. Y.

Situations Wanted—(Cont'd.)

Technical

Chief, 12 years experience, degree, mature, genial. Would like to relocate. Box 189W, B•T.

Four engineers experienced in VHF and UHF television. Available as crew or individually. Prefer television station with C.P. or application in FCC hearing. Background on request. Box 257W, B•T.

First phone, experienced engineer, control room xmitter. Midwest states. Will announce. Box 283W, B•T.

First phone. Radio schooling. Class (A) amateur. Age 28, single. Some experience. Sober, reliable. Want permanent position. Call or write Hez Estes, Phone 34 or 65 Marble Hill, Mo.

First phone, licensed. Technical radio, TV school graduate. Seeks position in N. Y. C. and vicinity. Henry Shouel, 1284 Grant Ave., Bronx 56, N. Y.

Production-Programming, Others

Program director—Thoroughly experienced all phases radio, production, writing, announcing. Agency radio and TV. Excellent background. Success story. Available June. Box 241W, B•T.

WTVW-graduate, anxious to apply ideas and training in TV production and programming, including technical field. Veteran, family. Eastern states preferred. Box 255W, B•T.

Man, 28, married, desires position commensurate with 3 years experience in music department of AM/TV network and TV production course. Resume on request. Box 276W, B•T.

Toupees—ricochet off ceilings with my promotional ideas. Local news specialist. $75. Box 278W, B•T.

Television

Managerial

Stockholders: Cash in on your television investment! Employ a station manager that will: 1. Make you money. 2. Will be permanent. 3. Prove stability thru willingness to buy into your station. 4. Have an excellent radio and television background (radio station organization experience, construction experience, managerial experience and at the present time is sales manager of one of the largest television stations in the country). 5. Have a working knowledge of the Commission. 6. Be of pleasant personality, persistence and ginger. 7. Over 35 years of age and married. 8. Desires to live in the middle or far western part of the country. 9. Furnish the highest caliber references. Investigate this man, write Box 240W, B•T.

Capable television executive wants to manage TV station. Can establish new station, set up departments, formulate policy. Full experience sales, programming, FCC rules, production, personnel, film buying, etc. 4 year executive TV background; 10 year radio background. Stable family man desirous of increasing income. Box 296W, B•T.

Mature, aggressive university graduate wishes to make small investment actively in management of new or established TV station in city with over 100,000 population. No experience in TV. John H. Phillips, 1003 Michigan Avenue, Wilmette, Illinois.

Broadcaster, with 20 years experience,
will invest one million dollars
(more or less) in VHF TV Station

Address Box 30W

BROADCASTING • TELECASTING

Situations Wanted—(Cont'd.)

Announcers

TV sports director-chief announcer—7 years radio, 3 years TV, former professional baseball player—Michigan State, play-by-play past three years, ad lib commercials, interviews, news! Contact Johnny Parker, WJIM-TV, Lansing, Michigan.

Production, Programming, Others

Experienced film technician, formerly with medium sized midwestern station. Capable of heading department, training crew. Best references. Box 360S, B•T.

Recent SRT-TV graduate desires position TV production and programming-cameraman, with new TV grantee station going on air or existing TV station. Box 244W, B•T.

Top TV producer-director-writer presently employed in mid-west desires responsible administrative or production position in TV on east coast, preferably New England, New York. Box 263W, B•T.

Experienced studio operations. Camera boom, lighting, floor manager, some directing. Box 266W, B•T.

For Sale

Stations

Fulltime local independent in single station market, Pacific northwest. We have probably heard from and answered all the curiosity seekers and those who have no money or who want a "cheapie." If you have the money, and want sincerely to buy a station in a good market and can come and see it soon, then write immediately for details. Good price, good terms, good station, good business dealings. Let's get together. Box 151W, B•T.

Southern California 250 watt station in community of 12,000. Collins equipment. Box 262W, B•T.

Coast state. 1000 W indie. Volume over $80,000. Priced to sell. Box 264W, B•T.

Southern network. 5000 watts. Metropolitan market. $100,000 cash. Box 268W, B•T.

For Sale—(Cont'd.)

Southeast, 250 W. Network, single station market. Making money. $33,000 terms. Box 273W, B•T.

Equipment, etc.

For sale RCA heavy duty FM Pylon 4-section antenna. Type 14D, Gain 6, tuned to 105.1 MC. Will support 6-bay TV antenna. Approximately 500 ft., 1⅝ inches. Rigid transmission line and assorted group elbows, gas stops, etc. Box 256W, B•T.

R.E.L. FM receivers model 646 and 648; W.E. 10A high fidelity broadcast receiver; W.E. 59A and 59B amplifiers. WCAE, Pittsburgh 19, Penna.

RCA Channel 13 Diplexer, complete set Channel 13 crystals and ovens for RCA TT5A transmitter. Western Electric 25B audio console. WHIO-TV, Dayton, Ohio.

230′ self-supporting insulated tower, two-bay RCA Batwing FM antenna. 230′ 1⅝″ Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

3 practically new, complete GE Orthicon camera chains. Immediate delivery. Send for schedule A, for complete description. C.E.C., 500 Pacific St., Brooklyn, N. Y.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Equipment, etc.

Wanted: Transmitter 1 KW, modulation monitor, frequency monitor, limiting amplifier, singly or together. Bill Alford, Chief Engineer, WPNX, Columbus, Georgia.

Wanted: Phase monitor, 1150 KC; (2) co-ax ⅜″ x 400′ with fittings; 6 insulators, Lapp 10014 or similar; and phasing unit with couplers for two towers. Write or wire Industrial Electric & Steel, Ltd., P. O. Box 834, Honolulu, Hawaii.

Miscellaneous

Make those dead "spots" produce a profit. Have quality produce you can promote on percentage basis on unused spots. Product tested and proven big repeater. You can build a success story with it in short time. Write, Agency, Box 229W, B•T.

$100.00 reward for best sales promotion idea and plans for July and August effort. WJOI, Florence, Alabama.

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, California.

Help Wanted

Salesmen

SALES
PROMOTION-MERCHANDISING
MANAGER

We believe sales promotion and merchandising to be one of the most important functions of KROD-TV, and we are looking for an alert, aggressive man to head this department. You will live in the unequalled climate of the Sunny Southwest and be associated with one of the finest, most complete TV operations in America. You will have access to every available media in promoting KROD-TV and merchandising the products of our clients. TV experience not necessary. In fact, we prefer a man who is currently handling a similar job in radio and feels he is ready to move into TV. You'll have every opportunity to sell yourself, but please stick to the facts. No application considered without accompanying recent photo.

Write direct to

DICK WATTS, Sales Manager
KROD-TV, El Paso, Texas

SALESMAN

For top rated fulltime independent metropolitan market.
Must have excellent sales records.
$100.00 Salary plus commission.
Send all particulars to
P. O. Box 829, Annapolis, Maryland

Technical

Engineer or
Announcer-Engineer
Immediate opening CBS station TV application. Call or write Radio Station KSWM, Joplin, Mo.

COMBO-MAN

Adding another first class man. Should be capable engineer and good announcer. Send audition and full particulars to
Jack Black, WNOR, Norfolk, Va.

Production-Programming, Etc.

Program Director—Announcer

For Prosperous Station in small market. Congenial Staff. 40-44 Hour Week. Salary above average. Need man interested in hillbilly, gospel and popular music. Usual announcing duties, special events, local news coverage. Preference will be given applicant with sports experience. Need an "ideaman" but no "Big Operators." Location in deep south . . . friendly town . . . fine climate. Contact Robert O. Moran, General Manager, WELP, Easley, S. C.

Situations Wanted

Production-Programming, Etc.

Are YOU looking for someone who is "ON THE BALL." Perhaps I'm your man.

Young: 31 years old.
Intelligent: I.Q. 132—Weshel Bellvue Oral Test.
Educated: Geo. Wash. Univ.—Adv. Art, Pub. Relations, Advertising, Retailing, Newspaper Adv.
Creative: Idea man and layout artist for Navy during last war, Network Radio-TV sta. later.
Sales Minded: Leader in sales vol. for D.C.'s largest furniture store.
Experienced: Layout, designing, sales, lecturing, govt. contact, radio-TV appearances, radio-TV promotion, publicity, ad agency work and surveys.

Native Washingtonian but willing to relocate. Resume on request. Box 285W, B•T

Good Radio Sales Job

Available in New York City

■ You'll sell Radio advertising to important agencies and advertisers in the New York area.

■ You should have some station representative or network background and the more station selling experience you have the better we'll like it.

■ We are probably prejudiced but we believe this is as good an opportunity as there is in the Radio sales field. Straight salary basis—not tops but good, even for New York.

■ Write your whole story. Please be specific about salary you need.

BOX 269W, B•T

A MAN

Who was formerly a salesman, sales manager, and then fifty per cent owner and general manager of a national organization employing over one hundred people and earning from $12,000 to $52,000 yearly from the sale of a service to radio and television stations in every city in the United States for years, had to liquidate that company a year ago due to the health and forced retirement of his partner.

NOW

He wants to get back into action in television, or with a network, and agency, or company selling a product or service to the industry, where his acquaintance, experience and ability second to none, will pay dividends for all concerned. The earnings are not important to start IF the connection is pleasant, interesting, and presents a challenge, as well as the opportunity of success and large returns later. Business and tax records will be produced as well as references from five or six hundred NARTB Members the applicant has known intimately for twenty years. WRITE Box 270W, B•T.

Available

Experienced TV Executive

Wants to return to network or local station operation on top level commensurate with following background:

1. Program Director & Production Head—top TV independent
2. Sales manager of nationally known TV film syndication company
3. AAAA Ad Agency—radio and TV director—writer
4. Columbia Broadcasting System—writer—director

I will be at NARTB Convention or reply Box 271W, B•T

TOP FLIGHT YOUNG EXECUTIVE
AVAILABLE

Thoroughly experienced in the commercial, programming, and administrative phases of radio, this man has been with us five years and worked up to Operations Manager. We hate to lose him but he's ready for bigger things. As President of the station I want interested parties to contact me to learn the story of a top radio man. Write Box 290W, B•T.

BEFORE YOU INVEST
a quarter of a million dollars in TV,

wouldn't you like to have an **operations supervisor** who can **save** and **make you money** by virtue of six years of design, construction and operation experience with the leading TV networks and additional years of AM experience? Do you want someone who can tell you the best equipment layout and construction from having tried them all? Do you want a man who is willing to leave a secure position with the leading TV network and take a cut in pay in order to feel the satisfaction of building and operating an efficient television station and to have the opportunity of growing with it?

If you do and have a CP or application in the south or west, Write Box 267W, B•T.

Equipment, etc.

Wanted to Buy

WANTED

RCA model 308B low frequency field strength meter. 120 KC to 540 KC with or without low frequency loop. Loop #M18223-A2. State condition and price.

Box 298W, B•T

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

WANTED: Combo-announcers, announcers, salesmen-announcers, engineers, and other radio and television personnel immediately. Replies confidential. Write today.

Paul T. Hayes
ASSOCIATED RADIO-TV MANAGEMENT
Milton Mills, New Hampshire

TV STUDIO PERSONNEL

Summer replacements available immediately. Top men screened for your station, meeting your qualifications. All men experienced with RCA cameras and projection room operations. More than 1000 workshop men already employed by TV stations throughout the nation. *Wire or phone collect your personnel needs.*

TELEVISION WORKSHOP of N. Y.
1780 Broadway, N. Y., 19 Plaza 7-3721

Miscellaneous

For the best in Complete Erection of
Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

HAVE YOU A RECORDING PROBLEM?

Let us solve it for you . . . just send your tape . . . We handle everything; all languages, transcriptions, dubs, station SPBTS, master discs and complete pressing runs for L. P. Recordings.

Quality **AUDI-TEXT** *Service*
1733 Broadway New York 19, N. Y.

5000 watt midwest radio station must be sold immediately—Owner in bad health—Excellent money maker—Well established—Topnotch personnel.

Priced less than cost to replace assets. No agents involved—

No agents answered.

Box 198W, B•T

CAN YOU FILL THIS JOB AS RADIO SALESMAN?

There's a radio time salesman in upstate New York or one of the smaller cities in Pennsylvania who has a successful record whom we want to hire. He may feel his future earnings, prospects and opportunities are limited. He knows how to plan calls, present radio's advantages in comparison with other media and is capable of selling a spot campaign or long term program to retailers, wholesalers, manufacturers or agencies. He is imaginative, forceful and able to adapt ideas. He will be backed up with steady local promotion, success stories, area-wide surveys and full staff cooperation. Substantial salary will be paid to right man. Give some interesting facts about your experience, why you think you can fill this job with a radio station with national prestige.

JACK KNABB
Radio Broadcast Management Council
311 Alexander Street
Rochester, New York

Existing TV Stations . . .

Decisions

KSWS-TV Roswell, N. M.—John A. Barnett. Granted mod. CP to change ERP from 110 kw visual and 55 kw aural to 105 kw visual and 53 kw aural; change studio location; install new transmitters and new antenna system; antenna height above average terrain 900 ft. Ch. 8. Granted March 27.

WSEE-TV Fall River, Mass.—New England TV Co. Granted mod. CP to change transmitter and studio location from Triverton, R. I., to Swansea, Mass.; change ERP from 19.5 kw visual and 9.8 kw aural to 71 kw visual and 40 kw aural; antenna height above average terrain 720 ft. Ch. 46. Granted March 27.

WSUN-TV St. Petersburg, Fla.—Radio Station WSUN. Granted special temporary authority to operate on commercial basis for period April 15 to May 10 on uhf Ch. 38. Granted March 24.

WTVO (TV) Rockford, Ill. — Winnebago TV Corp. Granted mod. CP change ERP from 15.5 kw visual and 8.5 kw aural to 19.5 kw visual and 9.8 kw aural. Ch. 39. Granted March 24.

WFTL-TV Fort Lauderdale, Fla.—Gore Pub. Co. Granted special temporary authority to operate on commercial basis on Ch. 23 for period April 1 to Nov. 1. Granted March 23.

WLOK-TV Lima, Ohio—WLOK Inc. Granted special temporary authority to operate on commercial basis on Ch. 73 for period March 20 to July 19. Granted March 20.

New AM Stations . . .

Application

Waynesboro, Ga. — Burke County Bcstg. Co. 1310 kc, 1 kw daytime, antenna 250 ft. above ground. Estimated construction cost $22,800, first year operating cost $24,000, revenue $36,000. Principals include President **Roy Fletcher Chalker** (33⅓%), 50% partner of C & G Printing Co. (commercial printing), Waynesboro, Ga.; Vice President **Memory King Tucker** (33⅓%), owns 50 sh. non-voting stock of WJBF Augusta, 50% of Waynesboro Gin Co., sole owner of farms and ranches in Burke Co., Ga.; Secretary-Treasurer **Howard C. Gilreath** (33⅓%), manager of WVOP Vidalia, Ga., and sole owner of City Radio Clinic, Vidalia. Filed March 24.

Existing AM Stations . . .

Decisions

WFRL Freeport, Ill.—Freeport Bcstg. Co. Granted waiver of Sec. 3.71 of rules to sign-off at 6 p.m. during April through August. Granted March 25.

WRMN Elgin, Ill.—Elgin Bcstg. Co. Granted waiver of Sec. 3.71 of rules to sign-off at 5:30 p.m. for period of 6 mo. Granted March 25.

WHED Washington, N. C.—Beaufort Bcstg. Co. Granted authority to remain silent for 90 days in order to make economic adjustment. Granted March 25.

KUSD Vermillion, S. D.—U. of South Dakota. Granted waiver of Sec. 3.71 of rules to have regular sign-off at 7 p.m. CST during June, July and August. Granted March 24.

Application

WALM Albion, Mich.—Calhoun Bcstg. Co. Requests increase in power from 250 w to 500 w, operating daytime on 1540 kc. Filed March 18.

New FM Stations . . .

Decision

Honolulu, Hawaii—Kamehameha Schools, Kapalama Heights. Granted CP for new noncommercial, educational FM station on Ch. 201. Power 10 w. Antenna 61 ft. Granted March 26.

Existing FM Stations . . .

Decision

WESN (FM) Salisbury, Md.—Peninsula Bcstg. Co. Granted change in ERP from 12 kw to 12.5 kw; antenna height above average terrain from 370 ft. to 350 ft. Granted March 26.

Deletions

WBUT-FM Butler, Pa.—Eagle Printing Co. Granted request to cancel FM license and delete WBUT-FM, Class A outlet on Ch. 280. Deletion March 25.

WGOV-FM Valdosta, Ga.—WGOV Inc. Granted request to cancel FM license and delete WGOV-FM, Class B outlet on Ch. 223. Deletion March 23.

Ownership Changes . . .

Decision

KOIL Omaha, Neb.—Granted transfer of control of Central States Bcstg. Co., licensee, from Stuart Investment Co. to Nebraska Rural Radio Assn. for $189,274.51. Granted March 18.

WAZL-TV Hazleton, Pa.—Assignment of CP from Hazleton Bcstg. Co. Inc. to Hazleton TV Corp. Filed April 1.

WPTZ (TV) Philadelphia, Pa.—Philco Corp. Request voluntary assignment of license to Westinghouse Radio Stations Inc. [B•T, March 30, Feb. 23]. Consideration $8.5 million. Assignee, owned by Westinghouse Electric Corp., is licensee of KDKA-AM-FM Pittsburgh, KYW-AM-FM Philadelphia WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield, Mass., KEX-AM-FM Portland, Ore., and WOWO-AM-FM Fort Wayne, Ind. WRS is applicant for TV at Pittsburgh and Portland, Ore. Filed March 23.

WKOK-AM-FM Sunbury, Pa.—Involuntary acquisition of control of Sunbury Bcstg. Co., licensee, by Basse A. Beck, individually, and as executor of estate of father, George W. Beck, deceased. Basse Beck owns 37.5 shares (37.5%); father's estate holds 25 shares. Filed March 23.

KZTV (TV) Reno, Nev.—Transfer of control of Nevada Radio-TV Inc., permittee, through sale by Kenyon Brown of his 50% holding for $1,250 to Southwestern Pub. Co., licensee of KFSA-AM-FM Fort Smith, Ark., and permittee of KFSA-TV on uhf Ch. 22 at Fort Smith. Other 50% interest in KZTV is owned by Donald W. Reynolds, 66⅔% owner of Southwestern. Mr. Brown "wishes to concentrate on his other TV holdings," including part interest in KWFT-TV Wichita, Falls, Tex., and KMBY-TV Monterey, Calif. Filed March 23.

KUGN-AM-FM Eugene, Ore.—Resubmitted application for consent to acquisition of control of KUGN Inc., licensee, by C. H. Fisher, 50% owner, through purchase of 50% holding of O. E. Berke and P. R. Berke for $56,530.55. Filed April 1.

WSSO Starkville, Miss.—Involuntary assignment of license from Grady Imes, James P. Hartness, C. C. Hollinshead and Joe Phillips d/b as Starkville Bcstg. Co. to Grady Imes, Ruth Hartness (executrix of the estate of James P. Hartness, deceased), C. C. Hollinshead and Joe Phillips d/b as Starkville Bcstg. Co. Filed March 25.

KCRV Caruthersville, Mo.—Resubmitted application for consent to assignment of license from J. E. Taylor, Harry Levin and Robert L. Harrison to new partnership of same name but consisting of Messrs. Taylor and Harrison and W. Y. Cleveland. Mr. Levin withdraws, selling his holding for total $31,500, receiving $17,500 from Mr. Cleveland and $7,000 each from Messrs. Taylor and Harrison. Filed March 19.

KYNO Fresno, Calif.—Assignment of license from Robert Schuler, Sheldon Anderson, Lester Eugene Chenault and Bert Williamson d/b as "Radio KYNO, The Voice of Fresno, Hotel Fresno, Fresno, Calif.," to new partnership of the same principals but named "Radio KYNO, The Voice of Fresno." Filed March 23.

WXOK Baton Rouge, La.—Assignment of license from co-partners Jules J. Paglin and Stanley W. Ray Jr. d/b as Capital City Bcstg. Co. to new corporation of same name and ownership. Filed March 25.

Opinions and Orders . . .

Minot, N. D.—Rudman TV Co. By order, FCC amended application for new TV station on vhf Ch. 10 to include following condition: "The television antenna installation and tower authorized herein shall be so installed as to cause no adverse effect on the operation of KCJB (AM) and sufficient field strength measurements shall be made before and after construction of the television antenna and tower to prove that no material effect on the operation of KCJB (AM) has resulted." Dismissed protest of North Dakota Bcstg. Co. (KCJB) as moot. Order March 25.

Hearing Cases . . .

KOB Albuquerque, N. M.—Hearing Examiner James D. Cunningham issued initial decision looking toward grant of application of KOB insofar as it requests an extension of special service authorization to operate on 770 kc with 50 kw day and 25 kw night, unlimited time (Doc. 10336, BSSA-275). Initial decision further orders, on Commission's own motion, that, pending final decision upon application of KOB for regular license to operate on 770 kc with 50 kw full time, the station shall continue on 770 kc under SSA subject to condition that such authorization shall not extend beyond the period of the station's current regular license on 1030 kc, 10 kw full time, which expires May 1, 1954. Initial decision March 26.

WOWO Fort Wayne, Ind.—FCC announced final decision to grant application for increase in power from 10 kw to 50 kw, using directional antenna at night, and to change transmitter site; operating on 1190 kc. Comr. Frieda B. Hennock issued dissenting opinion. Final decision March 26; announced April 1.

Hearst Corp., Milwaukee—Application for TV Ch. 10. FCC announced memorandum opinion and order denying petition filed by Hearst for rehearing. Dismissed Hearst application for Ch. 10, now reserved for noncommercial, educational use. Comr. Robert T. Bartley issued concurring statement. Order March 31; reported April 1.

WBKB Chicago—License renewal and assignment to CBS. FCC announced memorandum opinion and order dismissing protest filed by Zenith Radio Corp. protesting grants on Feb. 9 for renewal of license and assignment to CBS. FCC said Zenith's further petition for reconsideration

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Appraisals • Negotiations • Financing

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Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672



of the Commission's action on Feb. 9 in dismissing Zenith's application for Ch. 2 and finalizing a show cause order directing WBKB to operate on Ch. 2 instead of Ch. 4, is being considered separately. Comr. Frieda B. Hennock dissented. Order March 26.

Hearing Calendar . . .

Hearings in Progress

Portland, Ore.—New TV, vhf Ch. 8. Further hearing. Examiner Elizabeth C. Smith. Contestants: Westinghouse Radio Stations Inc. (KEX), Portland TV Inc., Cascade TV Co. and North Pacific TV Inc.

Sacramento, Calif.—New TV, vhf Ch. 3. Further hearing. Examiner Thomas H. Donohue. Contestants: KCRA Inc. (KCRA) and Sacramento Bcstrs. Inc. (KXOA). (Case was expected to conclude late last week).

Wichita, Kan.—New TV, vhf Ch. 10. Further hearing. Examiner Hugh B. Hutchison. Contestants: Mid-Continent TV Inc. and KAKE Bcstg. Co. (KAKE).

April 6

Fort Wayne, Ind.—New TV, uhf Ch. 69. Hearing to begin. Examiner Leo Resnick. Contestant: Radio Fort Wayne Inc. (WANE) and Anthony Wayne Bcstg.

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) and TV Spokane Inc. (KNEW).

April 7

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa), Orange TV Bcstg. Co. and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa).

April 15

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) and Stark Bcstg. Co. (WCMW).

April 20

San Juan, P. R.—New TV, vhf Ch. 4. Hearing to begin. Contestants: American Colonial Bcstg. Corp. (WKVM) and Jose Ramon Quinones (WAPA). Examiner Benito Gaguine.

Chattanooga, Tenn.—New TV, vhf Ch. 3. Contestants: WDOD Bcstg. Corp. (WDOD) and Mountain City TV Inc. (WAPO). Examiner J. D. Bond.

Portsmouth, Ohio—New TV, uhf Ch. 30. Contestants: Woodruff Inc. (Edward Lamb) and Brush-Moore Newspapers Inc. (WPAY). Examiner Gifford Irion. (There is petition pending by Brush-Moore to dismiss its bid).

April 22

KDIA Auburn, Calif.—License renewal. Hearing set for Auburn. Examiner not designated.

Muskegon, Mich.—New TV, uhf Ch. 35. Sec. 309(c) protest proceeding. Versluis Radio & TV Inc., permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co., operator WGRD Battle Creek. Examiner not designated.

April 27

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc., Columbia Empire Telecasters Inc. (KPOJ is 40% owner) and Northwest TV and Bcstg. Co.

May 11

Portland, Ore.—New TV, vhf Ch. 6. Hearing to begin. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) and Pioneer Bcstrs. Inc. (KGW).

May 18

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Scharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) and Red River Bcstg. Co. (KDAL Duluth). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

Continued Without Date

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Annie Neal Hunting. Contestants: Port Arthur College (KPAC Port Arthur) and Smith Radio Co., Port Arthur. Jefferson Amusement Co., Beaumont, seeks to be included as party.

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion, Docket 10089. Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

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Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 6. Further hearing. Examiner Herbert Scharfman. Contestants: Ridson Inc. (WDSM Superior) and Lakehead Telecasters Inc. (WREX Duluth). Merger has been proposed and Lakehead seeks dismissal [B•T, March 30].

Killeen, Tex.—New AM, 1050 kc, 250 w daytime. Examiner not designated. Contestants: High Lite Bcstg. Co. and KHFT Bcstg. Co.

Lancaster, Pa.—New TV, vhf Ch. 8. Examiner J. D. Bond. Contestants: WGAL-TV (now on Ch. 8 conditionally) and Peoples Bcstg. Co. (WLAN).

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) and Sacramento Telecasters Inc.

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd, d/b as Cal Tel Co. and Maria Helen Alvarez.

Sacramento, Calif.—New TV, uhf Ch. 36. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. and Jack O. Gross. Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Wichita, Kan.—New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH), Taylor Radio & TV Corp. (KANS) and Wichita TV Corp.

Theatre Television—Allocation of frequencies of exclusive theatre TV circuits. Before Commission *en banc*.

New Petitions . . .

March 25

Albuquerque, N. M.—New TV, vhf Ch. 7. Alvarado Bcstg. Co. (BPCT-721) and E. John Greer and Saloma S. Greer d/b as Greer & Greer (BPCT-1638). Alvarado asks conditional grant on ground Greer & Greer application seeks station which would overlap with newly granted KTVK (TV) Santa Fe in violation of multiple ownership rule.

Birmingham, Ala. — Voice of Dixie Inc. (WVOK), request to modify directional antenna (BP-8548), operating 50 kw daytime on 690 kc, directional. WWEZ Radio Inc. (WWEZ), New Orleans, protests WVOK application on grounds of interference. WWEZ assigned 690 kc, 5 kw full time, directional day and night.

Fort Wayne, Ind.—New TV, uhf Ch. 69. Radio Fort Wayne Inc. (Doc. 10424, BPCT-1040) and James R. Fleming and Paul V. McNutt d/b as Anthony Wayne Bcstg. (Doc. 10425, BPCT-1400). Motion filed by Radio Fort Wayne to dismiss petition by Anthony Wayne Bcstg. filed March 17 requesting enlargement or clarification of issues. Latter wished to include issue respecting comparison of populations and areas to be served. On March 27, Chief of FCC Broadcast Bureau in his answer indicated no objection to issue on this point in view of purported "significant differences" in proposed field intensity contours.

March 26

Memphis, Tenn.—Bluff City Bcstg. Co. (WDIA), grantee for change from 250 w day on 730 kc to 50 kw-day, 5 kw-night on 1070 kc (BP-8343). WDIA asks FCC to strike petition of WAPI Birmingham, Ala., requesting reconsideration of grant to WDIA. Memphis station asserts WAPI petition does not show it is party in interest nor any reason why grant should be revoked.

Philadelphia, Pa.—New TV, uhf Ch. 17. Westinghouse Radio Stations Inc. WRS asks dismissal of TV bid since it is purchasing WPTZ (TV) there subject to FCC approval [B•T, March 30, Feb. 23].

Chattanooga, Tenn.—New TV, vhf Ch. 3. WDOD Bcstg. Corp. (Doc. 10438, BPCT-676) and Mountain City Television Inc. (Doc. 10439, BPCT-882). WDOD Bcstg. Corp. requests amendment of its application so as to bring up to date program data respecting CBS-TV. Mountain City on March 31 filed two petitions, one to amend its bid respecting program proposals and the other requesting deletion of certain hearing issues concerning its financial qualifications and proposed antenna site. Mountain City stated its site has received CAA clearance and the hearing examiner has approved an amendment clarifying its financial qualifications.

Columbia, S. C.—WIS-TV, grantee vhf Ch. 10. Answer filed by WIS-TV Corp. and its majority owner, Bcstg. Co. of the South, to "reply to answer" filed by Spartan Radiocasting Co. in matter of Spartan's protest of Ch. 10 grant. WIS-TV asserts that if FCC granted its motion to strike Spartan's protest, Commission "would not only be complying with the Congressional intent, but would also establish a worthwhile precedent to discourage prespective protestants from seeking to obviate the provisions of Sec. 309(c) by claiming Sec. 405 as an alternative relief." WIS-TV claims Spartan has failed to show rights under either rule.

March 27

Amendment of TV Allocation Table—Joint petition filed by Chemical City Bcstg. Co. (WTIP), Charleston, W. Va., and Fayette Assoc. (WMON), Montgomery, W. Va., requesting allocation of vhf Ch. 2 to Montgomery-Handley, W. Va., area so that joint application may be filed for TV station there. Minimum separation on Ch. 2 is observed, petition states.

Duluth, Minn.—Superior, Wis.—New TV, vhf Ch. 6. Ridson Inc., Superior (Doc. 10291, BPCT-728), and Lakehead Telecasters Inc., Duluth (Doc. 10292, BPCT-921.) Petition filed by Ridson requesting that hearing, already commenced, be completed "in an expeditious manner by instructions to the staff, deletion of issues and/or certification of the record to the Commission for disposition by simple order." Petition also filed by Lakehead Telecasters to dismiss its application. See Ownership Changes for details of transfers involving WDSM Superior. Head of the Lakes Bcstg. Co., Superior, contestant in vhf Ch. 3 hearing at Duluth-Superior, on March 30 petitioned for leave to amend so as to specify Ch. 6 and requests comparative hearing with Ridson Inc. application. Amendment would allow early grant of Red River Bcstg. Co. bid for Ch. 3 at Duluth, petition observes.

Kileen, Tex.—New AM, 1050 kc, 250 w daytime. W. A. Lee, A. W. Stewart and Franklin T. Wilson d/b as Highlite Bcstg. Co. (Doc. 10123, BP-8288) and Cecil B. Davis, Essie A. Davis and Loyd Benefield d/b as KFHT Bcstg. Co. Highlite asks FCC to dismiss KFHT Bcstg. application with prejudice because of delay by latter in filing its own petition to dismiss, promised by KFHT Bcstg. counsel at hearing which began March 9 but was continued without date in view of KFHT Bcstg.'s plan to withdraw.

Avalon, Calif.—John H. Poole tr/as John Poole Bcstg. Co., applicant for license to cover permit for new station KBIG on 740 kc with 10 kw daytime, directional (BL-4897). CBS of Calif., licensee of KCBS San Francisco, requests order directing KBIG to show cause why its directional array should not be altered to protect KCBS and KMPC Los Angeles, asks hearing on application for license, in alternative requests that KBIG program test authority be revoked and submits memorandum in support of its Dec. 12, 1952, protest of grant to KBIG.

Rochester, N. Y.—New TV grants, share-time vhf Ch. 10. WHEC Inc. (BPCT-326) and Veterans Bcstg. Co. (BPCT-833), grantees for share-time on Ch. 10, reply to protest of grants filed March 17 by Gordon Brown, president of Federal Bcstg. System Inc., Ch. 10 applicant. WHEC and Veterans ask FCC to strike Gordon Brown protest as not party in interest. Federal filed reply March 30 to strike motion.

Big State Bcstg. Corp. (KTXC), Big Spring, Tex.—Applicant for license renewal (Doc. 9918, BR-2332). Revocation of CP for KFST Ft. Stockton, Tex. (Doc. 9919). Petition filed by Chief of FCC Broadcast Bureau for 30-day postponement of issuance of final decision in these proceedings in view of new evidence possibly bearing on qualifications of Big State Bcstg. Corp. to remain the licensee of KTXC. Oral argument was held before Commission Feb. 24 on initial decision issued Aug. 4, 1952, recommending renewal of KTXC and setting aside of revocation of KFST.

Denver, Colo.—New TV, vhf Ch. 4. KMYR Bcstg. Co. (Doc. 9043, BPCT-488) and Metropolitan TV Co. (Doc. 10238, BPCT-941). Petition filed by KMYR to defer action on application of Metropolitan for license renewal of AM station KOA pending conclusion of Ch. 4 TV hearing on grounds "critical question" has arisen whether Metropolitan is qualified to hold a broadcast license under Communications Act. Agreements executed in connection with sale of KOA by NBC to Metropolitan are cited. Metropolitan on March 30 moved to strike KMYR petition on ground KOA renewal is not in issue in TV proceeding and KMYR set forth no showing FCC erred in approving sale of KOA to Metropolitan.

March 30

Amendment of Sec. 1.342 of rules relating to filing of contracts.—NARTB petitions for acceptance of late comments, not having heard from FCC respecting its earlier petition for extension of filing deadline.

Spokane, Wash.—New TV, vhf Ch. 2. Louis Wasmer (Doc. 10422, BPCT-920) and Television Spokane Inc. (Doc. 10423, BPCT-1087). Chief, of FCC Broadcast Bureau answers petition of Wasmer to modify issues in hearing and does not oppose certain requested deletions or modifications.

Flint, Mich.—New TV, vhf Ch. 12. WJR, The Goodwill Stations Inc. (Doc. 10268, BPCT-967),

Roy Thompson,

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Trebit Corp. (Doc. 10269, BPCT-968) and W. S. Butterfield Theatres Inc. (Doc. 10270, BPCT-953). Proposed findings of fact and conclusions of law filed by all three applicants.

March 31

Durham, N. C.—T. E. Allen & Sons Inc., new TV grantee for Ch. 46 (BPCT-1532). Allen files reply to protest by Public Information Corp. directed against grant. Allen contends protest "is totally without merit and should be dismissed" since Public Information is not party in interest. Chief of FCC Broadcast Bureau also filed verified statement by Joseph N. Nelson, chief of Applications Branch, Television Facilities Division, FCC Broadcast Bureau, challenging correctness of telephone conversations attributed to have been held with him by parties identified with Public Information Corp. respecting its application and grant to Allen.

Denver, Colo.—New TV, vhf Ch. 7. Aladdin Radio & TV Inc. (Doc. 9041, BPCT-426) and Denver TV Co. (Doc. 10240, BPCT-951). Aladdin files reply to exceptions of other parties to hearing examiner's initial decision recommending grant to Aladdin. Denver TV files reply to exceptions of Aladdin and Broadcast Bureau.

Salinas-Monterey, Calif.—New TV grants, vhf Ch. 8, share-time. Monterey Radio-TV Co. (KMBY) asks FCC to strike protest of grants filed March 23 by S. A. Cisler Jr. and Grant R. Wrathall d/b as Salinas-Monterey TV Co. on ground protest was filed three days too late and only one copy was filed whereas FCC rules prescribe 15 copies.

Portsmouth, Ohio—New TV, uhf Ch. 30. Woodruff Inc. (Doc. 10440, BPCT-1430) and Brush-Moore Newspapers Inc. (Doc. 10441, BPCT-1449). Brush-Moore petitions to dismiss its application without prejudice.

Routine Roundup . . .

March 26 Decisions

BY COMMISSION EN BANC

License Renewals

KS2XBS Chicago, Ill., Zenith Radio Corp.—Granted renewal of experimental color TV station license for the regular period, to operate on Ch. 2.

KS2XBR Chicago, Ill., Zenith Radio Corp.—Granted renewal of experimental color TV station license for the regular period, to operate on 512-528 mc.

Advised of Hearing

Eugene Television Inc., Eugene, Ore.—Is being advised that application for new TV station on Ch. 13 indicates necessity of hearing on question of common ownership of local AM stations KORE and KUGN (BPCT-1231).

March 27 Decisions

ACTIONS ON MOTIONS

Denver Television Co., Denver, Colo.—Granted petition for extension of time to March 31, 1953, to file reply brief with respect to exceptions and briefs of Aladdin Radio & Television Inc. and Chief of the Broadcast Bureau to initial decision in proceeding (Dockets 9041; 10240).

By Hearing Examiner James D. Cunningham

Chief, Broadcast Bureau — Granted petition of 3-23-53 requesting that period for filing proposed findings in proceeding re applications of KMYR Bcstg. Co., Denver, Colo. (Docket 9043; BPCT-488), and that of Metropolitan Television Co., Denver (D. 10238; BPCT-941) be extended from March 30 to April 10, 1953.

By Hearing Examiner Fanney N. Litvin

Stark Bcstg. Corp., Canton, Ohio—Granted petition for leave to amend its application for CP for new television station (Docket 10273; BPCT-949) so as to change (1) the name of the applicant to Stark Telecasting Corporation; (2) Sec. II of application to submit information applicable to Stark Telecasting Corp.; (3) Sec. III to show revised financial data, (4) Sec. IV to show minor changes resulting from the change in the name of said Corporation; (5) Exhibit 1, to show new corporate charter, By-laws and corporate information; (6) Exhibit 2, to show interests of Messrs. Huffman and Schultz in Stark Bcstg. Corp. and in Stark Telecasting Corp.; (7) Exhibit 3, to show financial statement of Stark Telecasting Corp.; (8) Exhibit 4, to show present financial plan of Stark Telecasting Corp. to construct and operate the proposed television station; (9) Exhibits 5, 6, and 7, to show program proposals of Stark Telecasting Corp. (Docket 10273; BPCT-949).



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March 27 Applications

ACCEPTED FOR FILING

Specify Studio Location

Esther Blodgett, Harvard, Ill.—CP for new AM on 1600 kc 500 w-D. AMENDED to specify trans. and studio locations as west side of U. S. Highway 14, 1.0 mi. N of Harvard, Ill. (BP-8579 amended).

WNST High Point, N. C., The North State Bcstg. Co.—Mod. CP (BP-8470) which authorized new AM, to specify studio location as approx. 0.4 mi. past Westchester Dr. on Country Club Dr. near High Point, N. C. and change type trans. (BMP-6158).

Install New Transmitter

WEAS Decatur, Ga., WEAS Inc.—CP to install new trans. as aux. trans. to be operated on 1010 kc 1 kw for auxiliary purposes only (BP-8806).

WCSH Portland, Me., Congress Sq. Hotel Co.—CP to install new trans. as auxiliary trans. at Elmwood Ave., Scarboro, Me., (present location of main trans.) to be operated on 970 kc 250 w for auxiliary purposes only (BP-8810).

WBTH Williamson, W. Va., Williamson Bcstg. Corp.—CP to install new trans. (BP-8811).

WXEL(TV) Parma, Ohio, Empire Coil Co.—Mod. CP (BPCT-819), as mod., which authorized new TV to install new trans., add power amplifiers and change ant. system (BMPCT-1039).

License Renewals

Following stations request renewal of license: **KTOP Topeka, Kan.**, Charles B. Axton (BR-1587); **KMMJ Grand Island, Neb.**, Town & Farm Co. (BR-676); **WJAG Norfolk, Neb.**, Huse Pub. Co. (BR-682).

March 30 Applications

ACCEPTED FOR FILING

Extension of Completion Date

KPAL Palm Springs, Calif., Desert Radio & Telecasting Co.—Mod. CP (BP-7847), which authorized new AM, for extension of completion date (BMP-6163).

KDNT Denton, Tex., Harwell V. Shepard—Mod. CP (BP-8120), which authorized change in existing facilities, for extension of completion date (BMP-6164).

AM-1540 kc

Commercial Radio Equipment Co., Wheaton, Md. — CP for new AM on 540 kc 250 w-D, AMENDED to change frequency to 1540 kc (BP-8685 amended).

Assignment of License

KCRV Caruthersville, Mo., Pemiscot Bcstrs.—Voluntary assignment of license to Pemiscot Bcstrs. a partnership consisting of J. E. Taylor, Robert L. Harrison and Walter Y. Cleveland (BAL-1520 Resubmitted).

Increase Power

WVCH Chester, Pa., James M. Tisdale—CP to increase power from 250 w to 1 kw and install new trans. AMENDED to install new ant. and increase height (BP-8100 amended).

Renewal of License

WSYR-TV Syracuse, N. Y., Central New York Bcstg. Corp.—Requests renewal of license (BRCT-91).

APPLICATION RETURNED

Change Name

WJET Erie, Pa., Myron Jones—Voluntary assignment of license to The "Jet" Bcstg. Co.

March 31 Decisions

BY BROADCAST BUREAU

Change Antenna Type

KEYT Santa Barbara, Calif., Santa Barbara Bcstg. & Television Corp.—Granted mod. CP to change type ant. of TV broadcast station; antenna 3010 ft. (BMPCT-1027).

Granted License

WKIK Leonardtown, Md., Southern Maryland Bcstrs. Inc.—Granted license for AM; 1370 kc 1 kw-D (BL-4918).

WRDB Reedsburg, Wis., William C. Forrest—Granted license for AM; 1400 kc 250 w, unl., (BL-4919).

KLIL Estherville, Iowa, Estherville Bcstg. Corp.—Granted license for AM; 1340 kc 100 w unl. (BL-4849).

WGEA Geneva, Ala., Geneva County Reaper—Granted license for AM; 1150 kc 1 kw-D (BL-4950).

WLSM Louisville, Miss., Louisville Bcstg. Corp.—Granted license for AM; 1270 kc 1 kw-D (BL-4948).

WXOK Baton Rouge, La., Capital City Bcstg. Co.—Granted license for AM; 1260 kc 1 kw-D (BL-4930).

WCHL Chapel Hill, N. C., Village Bcstg. Co. Inc.—Granted license for AM; 1360 kc 1 kw-D (BL-4927).

KINY Juneau, Alaska, Alaska Bcstg. Co.—Granted license covering change in frequency; 1290 kc 5 kw unl., (BL-4899).

KFRB Fairbanks, Alaska, Alaska Bcstg. Co.—Granted license covering change in frequency and changes in ant. system for auxiliary trans.; conditions; 790 kc 1 kw aux., (BL-4790).

KFRB Fairbanks, Alaska, Alaska Bcstg. Co.—Granted license covering change in frequency of AM and changes in ant. system; 790 kc 5 kw unl.; conditions (BL-4789).

KFQD Anchorage, Alaska, Alaska Bcstg. Co.—Granted license covering change in frequency of AM, installation of new trans. and changes in ant. and ground systems; conditions; 600 kc 5 kw unl., (BL-4548).

KACC Abilene, Tex., Abilene Christian College, A Texas Corp.,—Granted license for noncommercial educational FM; Ch. 220; 160 w; 53 ft. ant. (BLED-132).

Change Transmitter Location

WWSC Glens Falls, New York, Great Northern Radio Inc.—Granted CP to change trans. location and change type trans. (BP-8654).

Granted CP

WBOC Salisbury, Md., The Peninsula Bcstg. Co.—Granted CP to mount TV antenna on top of N.W. tower of directional array in lieu of FM ant. (increase height) (BP-8678).

KELP El Paso, Tex., Trinity Bcstg. Corp.—Granted CP to change trans. and studio locations; condition (BP-8748).

KCOW Alliance, Neb., Sandhills Bcstg. Corp.—Granted CP to change trans. and studio location (BP-8750).

Modification of CP

KSOK Arkansas City, Kan., The KSOK Bcstg. Co., Inc.—Granted mod. CP to install a new trans. for N operation; condition (BMP-6160).

WBAR Bartow, Fla., William Avera Wynne—Granted mod. CP for approval of ant., trans. and studio location; condition (BMP-6136).

WLSE Wallace, N. C., Duplin Bcstg. Co.—Granted mod. CP to specify ant., trans. and studio location; conditions (BMP-6123).

WNLA Indianola, Miss., Central Delta Bcstg. Co.—Granted mod. CP for approval of ant. and trans. location; specify studio location and change type trans.; condition (BMP-6113).

WRSL Russellville, Ky., South Kentucky Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location; 800 kc 1 kw-D; condition (BMP-6141).

KDUZ Hutchinson, Minn., McLeod County Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location — conditions (BMP-6133).

WEMR Emporium, Pa., Elk-Cameron Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location; condition (BMP-6126).

KERC Eastland, Tex., Tri-Cities Bcstg. Co. of Eastland County, Tex.—Granted mod. CP for approval of ant., trans. location, and change type of trans.; condition (BMP-6157).

KTOK Oklahoma City, Okla., KTOK Inc.—Granted mod. CP for extension of completion date to 5-31-53; conditions (BMP-6155).

Extension of Completion Dates

Following were granted mod. CP's for extension of completion dates as shown:

WNOS Highpoint, N. C., to 10-15-53 (BMPH-4817); **WLBS Birmingham, Ala.**, to 5-1-53 (BMP-6151); **KANI Kaneohe, Hawaii**, to 6-16-53 (BMP-6156).

BY COMMISSION EN BANC

License Renewal

WMIN-FM St. Paul, Minn., WMIN Bcstg. Co.—Granted renewal of license on regular basis (BRH-614).

March 31 Applications

ACCEPTED FOR FILING

Extension of Completion Date

KTHS Little Rock, Ark., Radio Bcstg. Inc.—Mod. CP (BP-7787), as mod., which authorized increase in power, installation of new trans. and DA-N, and change trans. and studio locations, for extension of completion date (BMP-6165).

License for CP

WBOY Tarpon Springs, Fla., WBOY Inc.—License for CP (BP-8284), as mod., which authorized new AM (BL-4953).

WBBO Forest City, N. C., Rutherford County Radio Co.—License for CP (BP-8683), which authorized installation of new trans. (BL-4952).

WKMT Kings Mountain, N. C., Southern Radiocasting Co.—License for CP (BP-8104), as mod., which authorized new AM (BL-4956).

WPME Punxsutawney, Pa., Punxsutawney Bcstg. Co.—License for CP (BP-8485), as mod., which authorized new AM.

WRIO Rio Piedras, P. R., The Master Bcstg. Corp.—License for CP (BP-8562), replacing expired permit (BP-8305), which authorized installation of auxiliary trans. at present site of main trans. to be operated on 1320 kc, 250 w for auxiliary purposes only (BL-4951).

WIVK Knoxville, Tenn., Dick Bcstg. Co.—License for CP (BP-8344), as mod., which authorized new AM (BL-4954).

KSNY Snyder, Tex., Snyder Bcstg. Co.—License for CP (BP-8085), which authorized change in existing facilities (BL-4955).

Change Transmitter Location

WCHS Charleston, W. Va., The Tierney Co.—CP to change trans. location and make changes in ant. system (BP-8804).

License Renewals

Following stations request renewal of license: **KWKW-FM Pasadena, Calif.**, Southern California Bcstg. Co. (BRH-62); **WMIN-FM St. Paul, Minn.**, WMIN Bcstg. Co. (BRH-614); **KMUS-FM Muskogee, Okla.**, Muskogee Bcstg. Co. (BRH-374); **KDPS (FM) Des Moines, Iowa**, Independent School District of Des Moines (BRED-90).

License for CP

WKBN-FM Youngstown, Ohio, WKBN Bcstg. Corp.—License for CP (BPH-1793), which authorized changes in licensed station (BLH-880).

WGAL-FM Lancaster, Pa., WGAL Inc.—License for CP (BPH-1797), which authorized changes in licensed station (BLH-881).

Modification of CP

WTAR-FM Norfolk, Va., WTAR Radio Corp.—Mod. CP (BPCT-909), as mod., which authorized changes in facilities to change trans. location from rear of 720-724 Boush St., Norfolk, Va., to Old Suffolk Rd., 0.2 mi. E of intersection of Knotts Neck Rd., 2 mi. E of Drivers, Va.; ant. height is 982 ft.

April 1 Decisions

ACTIONS ON MOTIONS

By Comr. George E. Sterling

Petition Granted

Key Bcstg. System Inc., Oyster Bay, N. Y.—Granted petitions of March 3 and 17, 1953, requesting dismissal without prejudice of application for mod. license (Docket 10228; BML-1502).

Kern County Bcstrs. Inc., Bakersfield, Calif.—Granted petition for acceptance of late notice of intention to appear in proceeding re application of Madera Bcstg. Co., Madera, Calif. (Docket 10419; BP-8427).

Chief, Broadcast Bureau—Granted petition for extension of time to and including April 1, 1953, within which to file a reply to the joint petition of John Poole Bcstg. Co., and Jack O. Gross, Sacramento, California, applicants for television construction permits, for simultaneous dismissal and grant (Docket 10342; BPCT-1007) (Docket 10343; BPCT-1077).

By Hearing Examiner Thomas H. Donahue

John Poole Bcstg. Co., Sacramento, Calif.—Granted petition to amend application for CP for new TV so as to specify as site of proposed main studio same site as that of proposed transmitter (Docket 10342; BPCT-1007).

By Hearing Examiner H. B. Hutchison

Taylor Radio & Television Corp., Wichita, Kan.—By memorandum opinion and order denied petition to amend application for CP for new TV to show change in make of technical equipment to be used in the construction of proposed TV station from that manufactured by Radio Corporation of America to similar equipment manufactured by the General Electric Co. (Docket 10260; BPCT-946).

By Hearing Examiner Herbert Sharfman on the dates shown:

Ridson Inc., Superior, Wis.—Granted motion for leave to amend its application for CP for new television station (Docket 10291; BPCT-728) by showing a contract between movant and Lakehead Telecasters Inc., Duluth, Minn., and by making certain other changes. Provided, however, that this action does not constitute a recognition that Ridson is entitled to remain in hearing status in the event of the dismissal of the application of Lakehead Telecasters Inc. (Docket 10292; BPCT-981) (Action 3/27).

Acting Chief, Common Carrier Bureau—Granted motion for continuance of hearing from April 6 to May 5, 1953, in proceeding re applications of Walter F. Corbin, KJBS Broadcasters and Grant R. Wrathall, San Francisco, California, for CPs for one-way signaling stations in the Domestic Public Land Mobile Radio Service (Dockets 10397 et al). (Action 3/30).

By Hearing Examiner J. D. Bond on March 31:

Mountain City Television Inc., Chattanooga, Tenn.—Granted petition for leave to amend its application for CP for new television station (Docket 10439; BPCT-882) to supply information upon financing and other matters.

By Hearing Examiner H. Gifford Irion on March 31:

Buccaneer Line Inc., Jacksonville, Fla.—Ordered that the hearing in the matter of CP for new point-to-point radiotelephone station (Points of Communication: Colonia, Yucatan, Mexico; Zoh Leguna, Campeche, Mexico; Sac Xaan, Quintano Roo, Mexico) (Docket 10376) be continued indefinitely pending further order, pending possible establishment of communications between Jacksonville, Fla., and certain points on the Yucatan peninsula in Mexico through interconnection of existing facilities now operating in the United States and in Mexico.

April 1 Decisions

BY COMMISSION EN BANC

Move Studio

KDON Santa Cruz, Calif., Charles Blackwood Grant—Granted application (BML-1528) to move main studio to Salinas, operating with present facilities 1460 kc 5 kw, U, DA-1. It will continue to maintain studios at Santa Cruz and Long Beach.

Advised of Hearing

South Plains Broadcasters, Slaton, Tex., Texas Telecasting Inc., Lubbock, Tex.—Are being advised that applications for new AM stations (BP-8291 and BP-8772) to operate on 1340 kc 250 w U, at respective locations, would result in mutual interference and indicates necessity for consolidated hearing.

W. Gordon Allen, Seattle, Wash., King's Inc., Edmonds, Wash.—Are being advised that applications for new AM stations to operate on 630 kc 1 kw D, at respective locations, would result in mutual interference and indicates necessity for consolidated hearing (BP-8674 and BP-8745).

KXOC Chico, Calif., KXOC Inc.—Is being advised that its application (BP-8436 to change facilities from 1150 kc 5 kw, U, DA-N, to 1060 kc 5 kw-N, 10 kw-LS, U, DA-2, indicates necessity of hearing because of interference with KVSM San Mateo, Calif.

KWSO Wasco, Calif., Maple Leaf Bcstg. Co.—Is being advised that application (BP-8455) to change facilities from 1050 kc 1 kw-D, to 1520 kc 10 kw, U, DA-1, indicates necessity of hearing because of interference from KOMA Oklahoma City.

License Renewal

KRCO Prineville, Ore., Radio Central Oregon Inc.—Granted renewal of license for the regular period.

WOSA Merrill, Wis., Alvin E. O'Konski — Granted renewal of license for regular period.

Advised of Hearing

WTTT Coral Gables, Fla., E. H. Spach, Trustee in Bankruptcy, Allan Henry Rosenson, Coral Gables, Fla.—Are being advised that Spach applications for renewal of license of WTTT (BR-1493) and involuntary assignment of WTTT license to Spach (BAL-1215) and application of Rosenson for a CP to use same facilities (BP-8152) indicate necessity of hearing. (WTTT, presently inoperative, is licensed on 1490 kc, with 250 watts, unlimited time.) Commissioner Webster dissented; Commissioners Hennock and Merrill voted no on the basis that the license of WTTT has expired.

April 1 Applications

ACCEPTED FOR FILING

License for CP

KLX Oakland, Calif., Tribune Bldg. Co.—License for CP (BP-5293), as mod., which authorized increase in power, installation of new trans. and DA-DN, change trans. and studio location and make changes in trans. equipment and ground system (BL-4958 Resubmitted).

WKEY Covington, Va., Earl M. Key—License for CP (BP-7828) which authorized changes in ant. and ground system (BL-4959).

Upcoming Events

April 11: New England Radio Engineering Meeting, sponsored by the North Atlantic Region, Institute of Radio Engineers, U. of Connecticut, Storrs, Conn.

April 12: Seventh annual Frances Holmes awards luncheon, Hotel Statler, Los Angeles.

April 14-15: House Commerce Committee will see color TV demonstrations by RCA at Princeton, N. J., and by CBS and NTSC at New York.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 22: AP Broadcasters regional meeting (Virginia, Maryland-District of Columbia, West Virginia, Pennsylvania-Delaware AP groups), state and joint sessions, National Press Club Auditorium, Washington, D. C.

April 23-24: NARTB, TV Code Review Board, San Marcos Hotel, Phoenix.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28: Transportation and communication luncheon, 41st National Chamber of Commerce meeting (April 27-28-29), Washington, D. C.

April 28-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 28-May 2: National Television News Seminar, co-sponsored by Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 1-3: Fourth District of Adv. Federation of America convention, Floridan Hotel, Tampa, Fla.

May 2: Southwest Journalism Forum, Dallas, Texas.

May 9: Middle Atlantic District, Catholic Broadcasters Assn., meeting in the Hotel Denis, Atlantic City.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

May 22: Annual convention, Nebraska Broadcasters Assn., Clarke Hotel, Hastings.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting, Rice Hotel, Houston.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 14-17: Advertising Federation of America, 49th Annual Convention, Hotel Statler, Cleveland.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 21-25: Advertising Assn. of the West, Fairmont Hotel, San Francisco.

June 25-26-27: Annual meeting of Florida Assn. of Bcstrs., Miami Beach.

Aug. 3-12: Summer TV Workshop, Michigan State College, Lansing.

August 10-28: Eighth Annual Religious Broadcasting Workshop, sponsored by Broadcasting and Film Commission, National Churches of Christ in USA, meeting at Butler U. School of Religion and WFBM-TV Indianapolis.

Aug. 21-22: British Columbia Assn. of Broadcasters meet at Nanaimo.

Sept. 1-3: International Sight and Sound Exposition and Audio Fair, Palmer House, Chicago.

Sept. 28-30: National Electronics Ninth Annual Conference, Hotel Sherman, Chicago.

Oct. 12-15: Financial Public Relations Assn., Sheraton Cadillac Hotel, Detroit.

HOWARD E. STARK

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That June 2* Deadline

THE ORGANIZED campaign is on for extension of the June 2 deadline on reservation of channels for noncommercial educational stations. It is almost an automatic topic at hearings in Congress on wholly unrelated communications subjects. Any caller at the White House identified with broadcasting is asked about it. Women's clubs and citizens and parent-teacher associations are solemnly resolving in favor of it.

The lobbying activity last week reached the point where Chairman Tobey of the Senate Interstate & Foreign Commerce Committee announced he shortly would call the FCC to a hearing on the matter. A good job, it appears, has been done on members of this committee, which calls the legislative shots for the FCC.

The educators claim they want more time to prepare their cases and to arrange financing. Since the lifting of the television freeze last April there have been only 42 applications filed by educational institutions, as against 242 "reserved" assignments. Of these 14 have been granted (12 uhf, 2 vhf) and most of these on wholly inadequate financial showings.

Maybe, because of the pressure, the FCC will capitulate and grant an extension, despite the obvious fact that there's no need for it. The Senate might force the FCC's hand by adopting a "sense of the Senate" resolution, having no valid legislative status, but which nevertheless would place the FCC in the position of defying that august body if it moved ahead.

The whole issue has been purposely confused, it seems. Nothing happens automatically on June 2. The way simply will be opened for "rule-making" changes in the allocations. For example, there's nothing to prevent an educational applicant from applying for a non-educational facility. And the commercial applicant then, for the first time, can apply for rule-making to transfer an educational channel unapplied for to commercial status. It works both ways.

We hope the FCC won't be stampeded into an arbitrary extension of the reservations. To do so would be to deprive citizens in some areas of desired television service. Moreover, such action would be contrary to the Congressional intent of using the frequency spectrum in the best interests of the entire populace.



Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . and now for my commentary, 'A Straight Look at Today's News'."

Cold Facts of Hot Springs

AS SPECIAL features (pages 82-83 et seq.) in this issue we publish what we consider to be two persuasive answers to the question of whether television prices are getting too high for anybody to afford, as some advertisers have been claiming.

These answers were presented at a closed session of the recent annual meeting of the Assn. of National Advertisers at Hot Springs, Va., a particularly timely moment since in the sessions preceding this one a number of television's big accounts had announced they were profoundly disturbed by present TV costs and were downright scared by the prospects of still higher costs promised by TV expansion.

We feel privileged to print the summaries of the speeches by Frank Stanton, CBS president, and Frank K. White, NBC president, for they restore some sensible balance to a discussion that up until now has been getting quite out of hand.

Mr. Stanton's argument is chiefly concerned with the raw economics of TV advertising. He gives dollars and cents proof that TV, alone among major advertising media, can show a steadily declining trend in cost-per-thousand.

Mr. White takes off from there. He points out how TV networks are developing plans which will enable advertisers to participate in less ambitious ventures. His main theme is that advertisers have as much responsibility as the medium has in trying to get maximum mileage out of television at minimum cost; that they should be more efficient in presenting their commercials.

That the presidents of two important networks should speak up promptly and convincingly is significant and reassuring. It suggests that the discussion of television costs may be carried on less unilaterally than was the case in the discussion, if that is not too mild a word, over radio network rates beginning about three years ago.

It is certainly within the prerogatives of television's customers to examine television rates and to ask for explanation if the rates are deemed excessive. It is not their prerogative, however, to conduct the kind of savage attack that they waged against radio.

To a large extent their radio attack succeeded for lack of an adequate defense. The problem for television is to prevent what is now merely a discussion from degenerating into an attack situation that requires defense. The obligation to prevent an outbreak of hostilities falls largely upon the medium. It is natural for customers to wonder about prices. The wise seller fixes a fair price, explains it, and sticks to it.

To judge by the speeches of Messrs. Stanton and White, television is doing just that. The hope must be held that it will continue to follow that course. There is also evidence that radio networks may have reached price stability. CBS Radio has served notice it will hold the line, though its affiliation agreements permit its dropping prices next August.

Operation Success

NOW THAT the FCC has ordered that its amendments to operator rules become effective April 15, a lot of broadcasters can breathe more easily.

What these amendments will do is belatedly recognize technical advances that made the present rules obsolete. They will permit broadcasters, particularly those with medium and small stations which could least afford it, to dispense with manpower waste.

The Commission acted with intelligence despite the efforts of the technical unions to prevent the modernization of the rules. It was another example of union fears of technological development.

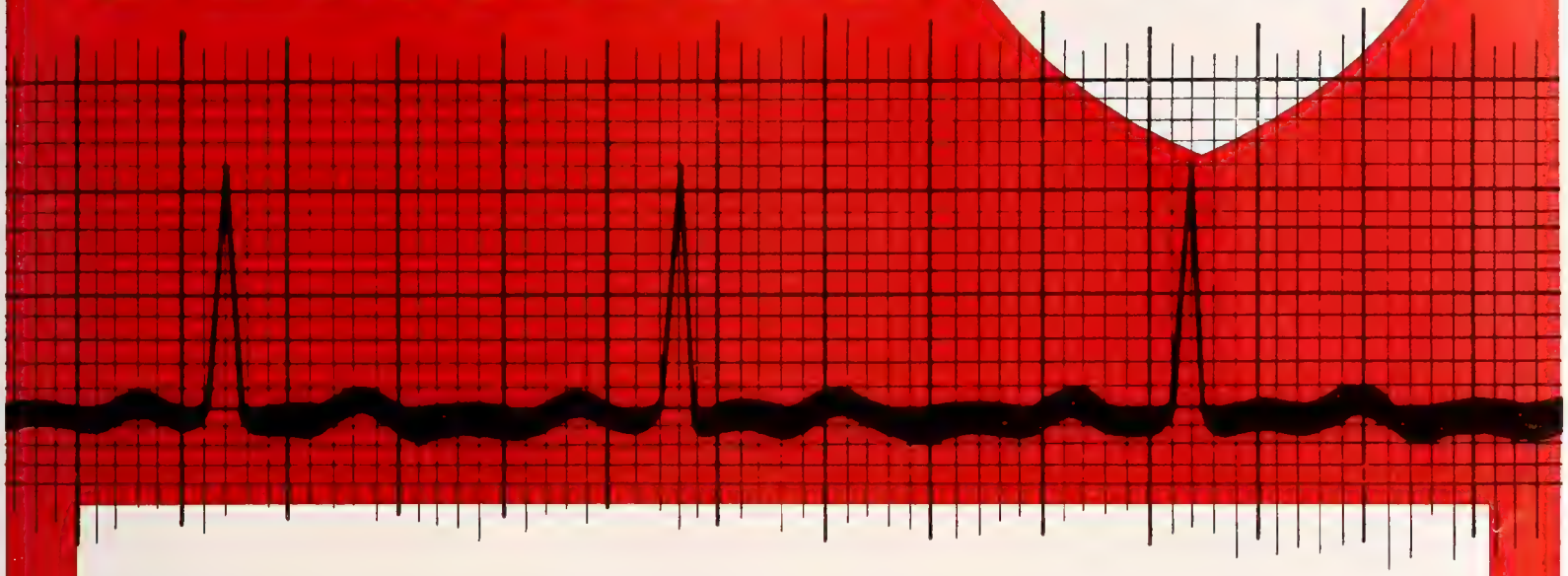
In saying that we are delighted that the FCC did not fall for the make-work policies of the unions, we are not turning a cold shoulder to the needs and aspirations of the technical trades. We do think, however, that the technicians have been short-sighted in fighting this proposal in the belief it would throw many first-class operators out of work and depress salary scales.

For the competent and reasonably ambitious engineer there will still be jobs in radio (indeed more jobs than good operators) and even greater opportunities in the newest phase of broadcasting—television, which requires, not by law but by its nature, more technical people per program than radio ever dreamed of.

It is to the credit of broadcasters that they persevered in this case. Two men deserve special mention: William C. Grove (KFBC Cheyenne, Wyo.), chairman of the special NARTB committee in charge of the project, and Bernard Koteen, special counsel. They are owed a round of applause for bringing at least one set of federal regulations up to date.

CORONARY DIAGNOSIS

FOR THE HEART OF AMERICA!



Call it what you wish, a doctor's diagnosis or an economic report, the "Heart of America" (Kansas City's Great Primary Trading Area) comes out with a perfect electrocardiogram!
Indeed, the health of the vast rich area has never been better. Each year, this great agricultural and industrial organ drives more and more of the nation's needs into the many arteries leading away from Kansas City. And each year, the returns that flow back to the pockets and purses of the Heart of America increase in direct proportion.

The KMBC-KFRM Team's claim to fame in the excellent cardiac condition of the Heart of America is two-fold. With the dominating share of the radio audience, The Team, as the circulatory system, has been able, through its expert programming service, to keep the people alert and aggressive—awake to every forward movement. On the other hand, again by its dominance, The Team has served its advertisers with a substantial share of annual increased return.
The diagnosis is simple. A sound Heart (of America), a strong Pulse (Kansas City Pulse, November-December, 1952) and a healthy circulatory system (KMBC-KFRM) is the answer to robust sales in the Kansas City Primary Trade Area.



Write, wire or phone KMBC-KFRM, Kansas City, or your nearest Free & Peters Colonel.



The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



almost 10% of the nation's sales takes place HERE in WJR's primary coverage area!

WJR

the great voice of the great lakes

WJR MARKET DATA

		% of total U. S. market
Population	12,601,300	8.3
Radio Homes	3,785,540	8.6
Farm Radio Homes	328,990	5.9
Food Sales	$ 3,266,766,000	9.4
Retail Sales	$13,613,431,000	9.3
Drug Sales	$ 464,447,000	10.3
Filling Station Sales	$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2



WJR, Detroit, The Goodwill Station
MBS Radio Network
50,000 watts Clear Channel

This multi-billion dollar market, so vital to your national sales volume, is effectively and economically covered by one single sales voice. WJR reaches *all* of this great market every time of the day, every day of the year, with the most influential single voice in the area! Increase your sales in this rich 137 county area—use WJR, the Great Voice of the Great Lakes.

For more information on WJR's ability to sell in this great market area, contact WJR or your Christal representative today.



WJR, Fisher Building, Detroit 2, Michigan
WJR, Eastern Office: 665 Fifth Avenue, New York 22
Represented Nationally by the Henry I. Christal Company
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.

APRIL 13, 1953

35c PER COPY

BROADCASTING TELECASTING

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twork TV Gross Up,
Fewer Sponsors
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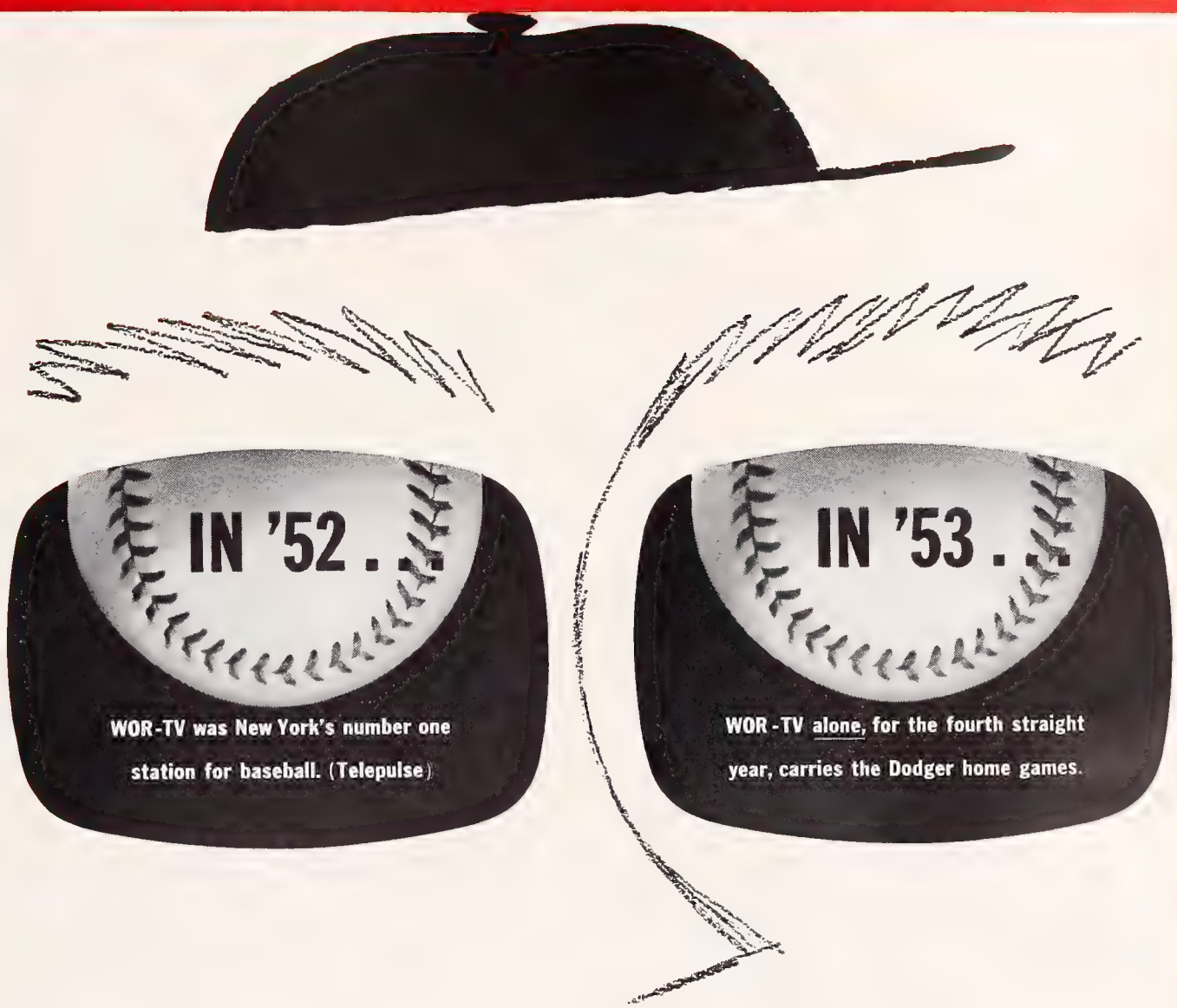
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22ND year

THE NEWSWEEKLY OF RADIO AND TV



Dodger Sponsors

F & M Schaefer Brewing • American Tobacco Co.—Lucky Strike

Agency: BBDO

Pre and Post Game Sponsors

Bank of Manhattan ("Knothole Gang"—Happy Felton)

Agency: Kenyon & Eckhardt

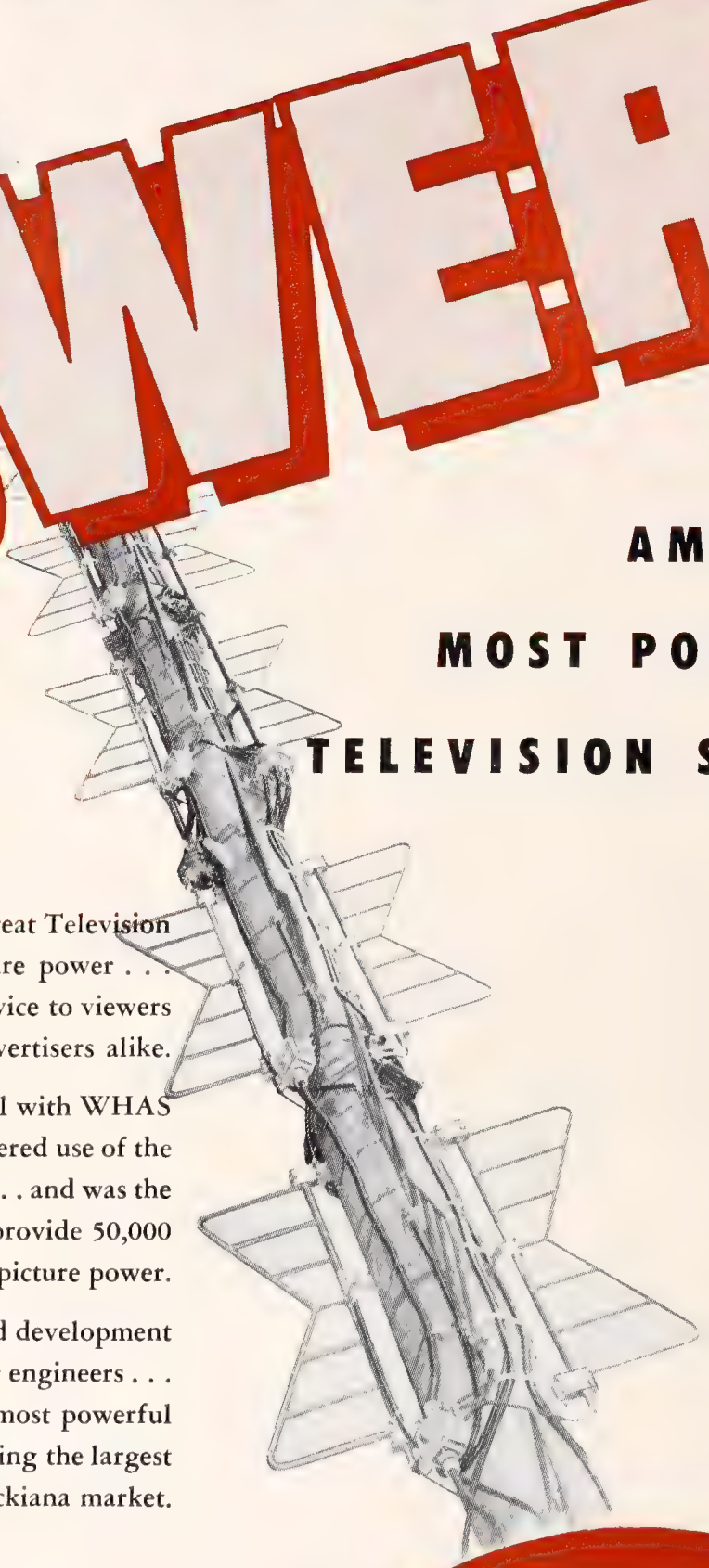
Tidewater Associated Oil ("Talk to the Stars"—Happy Felton)

Agency: Lennen & Newell

it's good to be on WOR-TV channel 9

316,000 WATTS . . .

POWER!



AMERICA'S MOST POWERFUL TELEVISION STATION

WHAS now achieves another great Television *FIRST* . . . 316,000 watts of picture power . . . 316,000 watts of greater service to viewers and advertisers alike.

This leadership is traditional with WHAS Television . . . which pioneered use of the 12-bay high gain antenna . . . and was the nation's first station to provide 50,000 watts of picture power.

First again . . . because of bold development work with General Electric engineers . . . WHAS becomes the nation's most powerful television station . . . serving and selling the largest number of viewers in the Kentuckiana market.

Channel 11
Basic CBS

WHAS-TV
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Station Manager
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco



SO IS

WICU TV, THE ERIE DISPATCH, WIKK AM

WHEN IT COMES TO SELLING ONE ERIE, PA. MARKET

SERVED AND SOLD by EDWARD LAMB ENTERPRISES

ERIE, PA.—WICU-TV
Headley-Reed Co.

ERIE, PA.—WIKK AM
H-R Co.

ERIE, PA.—THE ERIE DISPATCH
Reynolds-Fitzgerald, Inc.

MASSILLON, OHIO—WMAC-TV
Now under construction

TOLEDO, OHIO—WTOD AM
Headley-Reed Co.

ORLANDO, FLA.—WHOO AM-FM
Avery-Knodel, Inc.

In olden days the three Musketeers were a perfect team—In modern times the Erie Dispatch—Erie's oldest and first Newspaper—WIKK a 5000 Watts, top-rated radio station and WICU-TV—Erie's great VHF station with the best from all 4 networks are the perfect team when it comes to selling Pennsylvania's Third City and adjacent areas.



★ RADIO
★ TV
★ NEWSPAPER

EDWARD LAMB Enterprises INC.

New York Office, Hotel Barclay—Home Office, 500 Security Bldg., Toledo, Ohio

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WLEV·TV

BETHLEHEM
ALLENTOWN • EASTON
PENNSYLVANIA

PRIME PROFIT MARKET

WLEV-TV, in the center of Pennsylvania's rich Lehigh Valley, reaches out to capture a king's share of this consistently prosperous industrial and farm area. The people in the WLEV-TV area are a prime target for advertising. Each year, for example, they spend $281,832,000 for food —$23,526,000 for drug items.

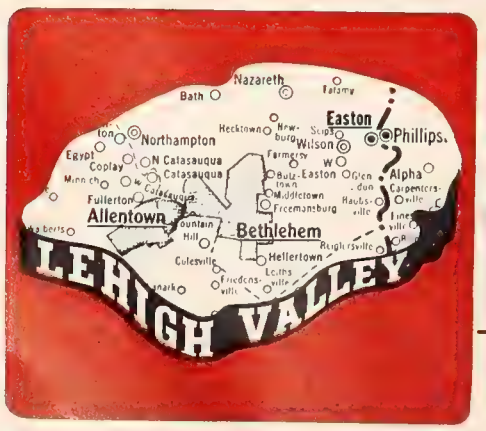
For bigger sales . . . for profitable advertising . . . buy WLEV-TV, the only medium to reach this entire prime profit market. Top time available now. Write for information.

A Steinman Station

1,047,110
people

$1,037,542,000
retail sales

$281,832,000
food sales



NBC TV • Affiliate

Represented by

MEEKER TV, INCORPORATED

New York Chicago
Los Angeles San Francisco

closed circuit®

SERIOUS consideration is being given to rotating chairmanship on FCC to solve present dilemma. If this White House plan prevails, either new Comr. John C. Doerfer or Vice Chmn. Rosel H. Hyde will be first at bat, to serve for perhaps one year. It appears definite now that chairmanship is toss-up between Messrs. Hyde and Doerfer, with former holding widespread communications and Congressional support but with "clean-sweep" advocates of new administration favoring newcomer Doerfer.

★ ★ ★

MUSHROOMING demand for authentic TV circulation data showing number of video homes by city, county and state is expected to speed drafting of proposed survey formula under NARTB auspices. TV board of association slated to act on formula in June, with fast field work to follow if idea is approved.

★ ★ ★

WISCONSIN's militant Sen. McCarthy is on FCC's neck again. Incensed over FCC consideration of Milwaukee Ch. 10 situation [B•T, April 6] same day that Senate was considering confirmation of Wisconsin nominee John C. Doerfer for FCC, he has assigned his crack investigator, E. C. Rogers, to case. Evidently he feels that Mr. Doerfer, as Wisconsin native, would have first-hand information on bid of WISN for educational facility and that Democratic Commission should not have rushed action denying WISN plea. Out-going Comr. Merrill forced issue, supported by Democratic majority.

★ ★ ★

McCARTHY investigation is second "on the ground" study of FCC activities currently underway by Congressional committees. Rep. Clare E. Hoffman (R-Mich.), chairman of House Government Operations Committee, has had investigator rummaging through FCC administrative files for days.

★ ★ ★

LAST Friday was quasi-broadcast day at White House. Among conferees with President Eisenhower were: Harry C. Butcher, KIST KEYT (TV) Santa Barbara, Calif., former naval aide to wartime ETO commander (side-door appointment); Roy Roberts, president, *Kansas City Star* (WDAF-AM-TV); Eugene C. Pulliam, *Indianapolis Star* (WIRE) and Republican national committeeman.

★ ★ ★

JUNKET BRAND FOODS, Little Falls, N. Y., through McCann-Erickson, N. Y., planning to start its annual radio spot announcement drive in late spring in southern markets and in northern areas. Ten-week campaign, it is thought, will run in about same number of markets—75—as were used last year.

★ ★ ★

LILLIAN SELB, business manager of Radio-TV department of Foote, Cone & Belding, N. Y., has resigned effective today (Monday). She reportedly will be succeeded by Arthur Pardoll, radio-TV contracts, Sullivan, Stauffer, Colwell & Bayles, N. Y. Miss Selb, who has been with FC&B for past 11 years expects to vacation on West Coast and announce her plans in near future.

★ ★ ★

FCC WRESTLED again last week with project for revamping processing lines on TV hearings to give first priority to big markets having but one TV service. Alternative proposal discussed was setting up of two processing lines, to run simultaneously, one to cover big markets only and other so-called "white areas" having no primary service. Staff contentions that this procedure would slow down uhf development by expediting vhf in larger markets are causing concern. Discussion, precipitated by Comr. Robert T. Bartley, went over for consideration this week.

★ ★ ★

ALTHOUGH FCC has three different projects underway on "strike" applications in TV, ranging from blocks to blackmail, it has experienced difficulty in developing foolproof case which might be turned over to Dept. of Justice for prosecution. Last week it was apprised of new case in important Southern non-television market where merger deal had been evolved by two early applicants. There were signs that FCC might go all-out promptly.

★ ★ ★

CHAIRMAN CHARLES W. TOBEY (R-N. H.) of Senate Commerce Committee still feels there's merit in idea of charging radio and television stations fee for their licenses. Asked whether he would favor charging newspapers similar fee for preferred mailing privileges he made no comment.

★ ★ ★

COMPLETION of radio-TV coverage plans for Kentucky Derby expected any day, with CBS and Red Cross discussing plans. Red Cross would receive all income if famed race is sponsored, Derby officials having turned over radio-TV rights without strings. So far CBS reportedly has no client for $250,000 TV fee originally fixed by Derby officials, nor could it sell Derby-Preakness-Belmont stakes "Triple Crown" TV package for $500,000. Gillette sponsored last year.

★ ★ ★

REPORTS LINKING Frank P. Schreiber, general manager of *Chicago Tribune* stations (WGN-AM-FM-TV) with WPIX (TV) management were dispelled last week with logical explanation that Mr. Schreiber sits on board of WPIX, which is member of McCormick family. Successor to G. Bennett Larson, WPIX vice president who becomes president-general manager and part owner of KDYL-AM-TV Salt Lake City [B•T, April 6], is under consideration but appointment not expected, probably until after sale of KDYL properties by Sid Fox and associates to Time Inc. and Mr. Larson receives FCC approval.

IN THIS ISSUE

LEAD STORY

Reports that some stations have granted preferential rates to General Mills and Anacin prompt agencies for other clients to ask for same concessions. *Page 27.*

FACTS & FIGURES

TV network gross billings are up, but there are fewer advertisers represented than there were a year ago. *Page 30.*

New survey shows how TV set ownership is divided among geographical, educational, occupational and economic groups. *Page 32.*

TRADE ASSOCIATIONS

Two more workshop panels set for NARTB convention. *Page 42.*

GOVERNMENT

Three TV grants held up on question of whether other interests would suffer economic injury. *Page 48.*

Senate pressure to keep non-commercial, educational TV reservations on ice will come to head this week at open hearing. *Page 54.*

STATIONS

Birmingham News Co. buys WAPI, WAFM (FM) and WAFM-TV Birmingham for a net in excess of $1.5 million, with gross at $2.4 million. *Page 57.*

FEATURES

How Columbia U. makes its educational programs pay off. *Page 77.*

An agency expert tells how to cut costs in TV film commercials. *Page 78.*

Design for an expanding AM-TV station. *Page 84.*

Binaural broadcasting: Is two-dimensional radio about to catch hold? *Page 86.*

EDUCATION

Annual Ohio State Institute for Education by Radio-Television meets this week. *Page 96.*

AWARDS

Radio-TV winners of Sigma Delta Chi awards. *Page 98.*

Ohio State radio-TV awards. *Page 100.*

BROADCASTING • TELECASTING wins special award from American Heritage Foundation for its support of get-out-the-vote drive. *Page 101.*

UPCOMING

April 14-15: Color TV Demonstrations for House Commerce Committee, Princeton, N. J., and New York.

April 15-17: RTMA Conference Board Meeting and Joint Session with Canadian RTMA, Ambassador Hotel, Los Angeles.

April 16: Educational TV Hearing, Senate Commerce Committee and FCC, U. S. Capitol, Open.

April 16-19: 23rd Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

(For other Upcomings, see page 121)

WWL—South's Greatest Salesman

NEW ORLEANS













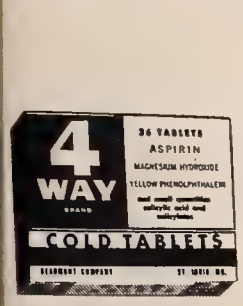






WWL New Orleans
sells to more
Southerners
than any other
advertising medium,
because ***WWL*** *reaches*
more Southerners

Moves All These Famous Brands . . .



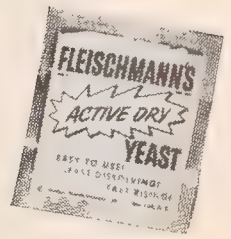












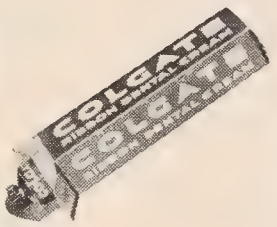




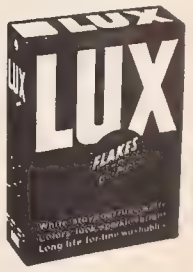


























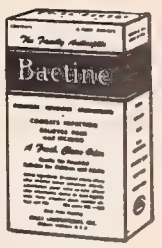












- 50,000 watt clear channel coverage over 4-state area still unquestionably radio dominated.
- Highest ratings earned by brightest CBS stars and home-grown personalities.
- Extras for advertisers — Drug Store and Super Market displays, newspaper ads, 24-sheet posters, streetcar and bus signs — more selling support than from any other station South.

Let WWL, South's Greatest Salesman, Sell for You!

WWL

NEW ORLEANS

CBS Radio Affiliate 50,000 Watts Clear Channel

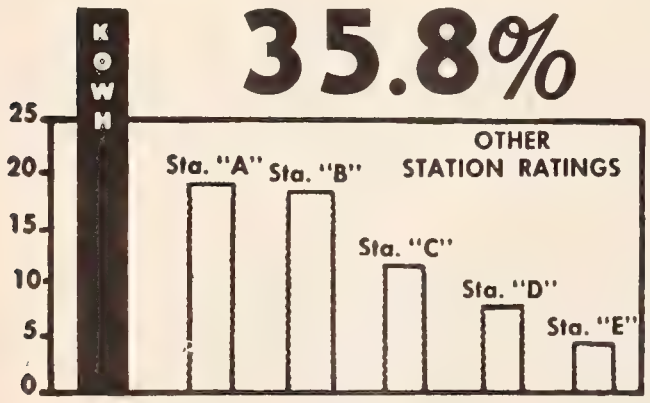
A Department of Loyola University • Represented Nationally by the Katz Agency

All It Took was Something Extra...



. . . To save Andrew Jackson's life in a duel with Tennessee's best pistol shot. When Andy faced his opponent in a great-coat several sizes too large, the marksman misjudged his target, and only wounded him. Jackson's return fire wrote *finis* to the duelist's career.

KOWH too, has been shooting for that, "Something Extra", and scoring a solid hit. Proof of a bonus audience is the Hooper averaged below for the 16-month period from October, 1951, to February, 1953. Let KOWH bullseye the Omaha-Council Bluffs area for you!



- ***Largest total audience*** of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Feb., 1953.)
- ***Largest share of audience,*** in any individual time period, of any independent station in all America! (Feb., 1953.)

Kowh

OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

United Artists TV Expands, Realigns Sales Staff

LARGE SCALE expansion and realignment of United Artists Television sales staff, attributed to company's increased activities and future plans, announced Friday by George T. Shupert, vice president and general manager of UA-TV.

Bob Gaertner, assistant to Mr. Shupert, assumes responsibilities of business manager, in addition to present assignment. Other changes: Milton Olin of UA-TV sales staff and Nat V. Donato, formerly eastern sales manager of Guild Films, named divisional sales managers sharing Northeastern and Middle Atlantic states and Canada; Robert W. (Pat) O'Brien, Chicago manager, promoted to midwestern sales manager; Bomar Lowrance & Assoc. named UA-TV South and Southwest representatives.

Value of Radio-TV Output Shows Increase for Year

TOTAL value of radio and TV set production in 1952 was $1,298,847,000 (manufacturers value), according to Radio-Television Mfrs. Assn., compared to $1,272,922,897 in 1951. Radio output in 1951 consisted of 12,627,362 sets valued at $315,936,597. Radio output in 1952 consisted of 10,934,872 sets valued at $249,847,000.

TV output in 1951 consisted of 5,384,798 sets worth $956,986,300 compared to 6,096,279 sets worth $1,049,000,000 in 1952.

Revised estimates show 1952 radio production consisted of 4,043,128 home sets, 1,929,036 clock radios, 1,719,859 portables and 3,242,849 auto radios.

RTMA estimated 1,177,195 TV sets were sold at retail in first two months of 1953, including 537,122 sets in February and 640,073 sets in January (see TV and radio shipments to dealers page 32). Radio sales totaled 922,253 units for the two months, 507,527 in February and 414,726 in January.

Landau Sales for TV Formed in New York

FORMATION of new TV syndication firm, Landau Sales for Television Inc., announced Friday by Ely Landau, president of Ely Landau Inc., New York, TV production company. Unusual twist to development, according to Mr. Landau, is that Pathe Labs and major (unnamed) film investment syndicate are supplying part of funds for production of several TV series by Ely Landau Inc., which LST will distribute. He noted that this marks first time major film groups have invested in TV films prior to their sale.

Ely Landau Inc. currently completing production of 39 weeks each of Bill Corum *Sports Life* series; *The Passerby* dramatic series; *Man's Heritage,* and *Wendy Barrie Visits* programs. They will be sold and distributed by LST, along with properties acquired from other production firms.

Immediate plans, according to Mr. Landau, are for force of 24 representatives in key U. S. cities to handle LST products. Headquarters for LST, as well as Ely Landau Inc., are at 101 West 55th St., N. Y.

RADIO BEST RECRUITER

TRIBUTE was paid to radio as recruiting agency for Ground Observer Corps Friday as U. S. Air Force announced that six-part, transcribed radio series, transcription featuring spot announcements by dignitaries in all walks of life, and new GOC song, "Keep Your Eyes on the Skies," will be made available this week to radio stations in 36 GOC states. Crediting radio, through The Advertising Council, with encouraging increase in GOC volunteers, Gen. Nathan F. Twining, vice chief of staff of U. S. Air Force, said majority of new members indicated "they were motivated to join by radio announcements," and expressed hope "for same cooperation in the future."

Rogers Heads NARTB Small Market TV Panel

W. D. (Dub) ROGERS Jr., KDUB-TV Lubbock, Tex., named chairman of Small Market Television Panel to be held during NARTB April 28-May 1 convention at Los Angeles (early story page 42). Mr. Rogers replaces Wayne Coy, KOB-TV Albuquerque, who will be unable to preside because of illness. Panel will be held Wednesday, April 29, 2:15 p.m.

Other members of panel are Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; James D. Russell, KRTV (TV) Colorado Springs; Gaines Kelley, WFMY-TV Greensboro, N. C., and Robert Lemon WTTV (TV) Bloomington, Ind.

New satellite session scheduled during convention week is meeting of presidents of state broadcasters' associations. D. E. Jayne, WELL Battle Creek, Mich., called meeting as chairman of state association steering committee. Session will be held Tuesday, April 28, at 10:30 a.m. in Biltmore Hotel. Harold E. Fellows, NARTB president, will represent association at meeting.

Several other convention panels completed by NARTB. They are:

Labor (Thurs., 3:15-4 p.m.)—Leslie C. Johnson, WHBF Rock Island, Ill., chairman; Richard A. Moore, KTTV (TV) Los Angeles; Victor C. Diehm, WAZL Hazleton, Pa.; Joseph A. McDonald, NBC; Victor A. Sholis, WHAS Louisville.

Radio Programming (Thurs., 3:15-4 p.m.)—William D. Pabst, KFRC San Francisco, chairman; George H. Clinton, WPAR Parkersburg, W. Va.; Jack L. Pink, KONO San Antonio; Barney Schwartz, KPRL Paso Robles; William B. Quarton, WMT Cedar Rapids.

Radio Merchandising (Thurs., 4-4:45 p.m.)—John M. Outler Jr., WSB Atlanta, chairman; Ben Ludy, WIBW Topeka; Jay B. Rhodes, KIBE Palto Alto, Calif.; Lee W. Jacobs, KBKR Baker, Ore.

Grossman Duties Increased

HENRY GROSSMAN, assistant to Frank B. Falknor, CBS-TV vice president in charge of operations, given additional responsibilities in new post of operations for television. Following New York operating groups will report to him: Network operations, film service operations, productions operations, technical operations and new effects development.

BUSINESS BRIEFLY

PLYMOUTH SIGNS ABC SHOW • Plymouth Div. of Chrysler Motor Corp. signs to sponsor ABC-TV's new *ABC Album* series (Sunday, 7:30-8 p.m. EST) in what network termed "one of the largest television sales since the merger of ABC with United Paramount Theatres." Contract understood to represent estimated $250,000. Plymouth will sponsor in 32 markets for nine weeks starting April 26, when program, which started last night (Sunday) as first major new series since ABC-UPT merger, will be retitled *Plymouth Playhouse.* Agency for Plymouth: N. W. Ayer & Son.

LIPTON IN 45 MARKETS • Lipton's Tea, N. Y., compiling its list of radio stations for six-week campaign to start some time in June. About 45 radio markets will be used, with several television cities to be included. Agency: Young & Rubicam, N. Y.

SUMMER SERIES FOR WILLYS • Willys-Overland Motors reportedly near signing for 23-week summer series of 90-minute Sunday musical programs on CBS Radio upon expiration of, and in 2:30-4 p.m. period now occupied by, its New York Philharmonic broadcasts. Series will present recordings of world's leading music festivals and presumably will start early May. Willys agency: Ewell & Thurber Assoc., N. Y.

RE-EVAULATE FOR PERTUSSIN • Erwin, Wasey & Co., N. Y., for its client Pertussin, whose present radio campaign ends mid-April, re-evaluating its station coverage, based on Neilsen reports, for next fall's schedule. Radio and television are being reconsidered. Budget re-evaluation will be presented to advertiser some time in June.

SPOTS FOR TETLEY • Tetley Tea Co., N. Y., expecting to place radio spot announcement campaign starting May 4 for 17 weeks in several major markets. Agency: Geyer Inc., N. Y.

BIRDSEYE DRIVE • Birdseye Frozen Chicken, through Young & Rubicam, N. Y., planning radio-TV campaign to start sometime in May for eight weeks in seven markets.

KWBW APPOINTS TAYLOR • KWBW Hutchinson, Kan., NBC affiliate, to be represented by O. L. Taylor Co. effective yesterday (Sunday), Mrs. Bess Marsh Wyse, station president, announced. Station is on 1450 kc with 250 w fulltime.

Zenith to Ask Court To Vacate Ch. 2 Decision

FCC's order denying Zenith Radio Corp. hearing on petition for permission to operate commercial TV outlet on Ch. 2 in Chicago was branded by E. F. McDonald Jr., Zenith president, as "arbitrary and unjust" Friday (see story, page 52). Comdr. McDonald said his company intends to ask courts to vacate decision and has so notified the commission.

Comdr. McDonald noted Zenith operated experimental station on Ch. 2 in Chicago since 1939 and had its application for commercial operation on file since 1948.



WAGA is FIRST in out-of-home Listening in Atlanta*

WAGA has more out-of-home listeners day and night, seven days a week than any other station.

Of the 72 quarter-hour periods 6 a.m. to midnight Monday through Friday WAGA had 40 firsts, station "A" 8 firsts, station "B" 8 firsts, station "C" 2 firsts and station "D" one first. There were 13 ties.

Out-of-home or in-the-home, WAGA gives you more listeners per dollar than any other Atlanta station.

**According to the Pulse of Atlanta survey of out-of-home listening, February, 1953.*

Light and lively music, baseball, Perry's kitchen with menus and recipes emphasizing outdoor living —when the first warm days roll around WAGA listeners will find our programs designed for summertime listening and living.

Alert advertisers who want to keep summer sales high will take advantage of this special summertime programing.



Represented Nationally by the Katz Agency, Inc.
TOM HARKER, National Sales Director, 488 Madison Ave., New York 22
BOB WOOD, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

at deadline

1 Share Time, 2 Merger Bids Filed; Other FCC Activity

MERGERS of competing TV applicants for vhf Ch. 2 at Springfield, Ill., and uhf Ch. 41 at Albany, N. Y., share-time proposal for vhf Ch. 11 at Minneapolis-St. Paul and four new TV station bids reported by FCC Friday. Four transfers filed, including sales of KONA (TV) Honolulu and WBRC Birmingham (see story page 57). FCC also finalized Conelrad rules, effective May 15. Plan allows cooperating AM stations to remain on air during enemy air attack but minimizes "homing" potential of radio signals.

Merger and share-time requests:

Springfield, Ill.—WMAY-TV Inc., 60% owned by WMAY there, drops vhf Ch. 2 bid, acquires 30% holding in remaining uncontested Ch. 2 bid of Sangamon Valley TV Corp. WTAX Springfield retains 30% holding in Sangamon. WSOY Decatur, Ill., gains 11% interest in Sangamon. WTAX and WMAY to remain competitive operations.

Albany, N. Y.—WOKO dismisses uhf Ch. 41 bid, acquires 49%-plus option in uncontested bid of WROW. WOKO would be sold.

Minneapolis-St. Paul—WTCN and WMIN, competitors for vhf Ch. 11, amend to specify share-time operation. Amended bids are uncontested with withdrawal of Meredith Engineering Co. request for Ch. 11.

New TV applications:

Weslaco, Tex.—KRGV requests vhf Ch. 5 with effective radiated power of 28.8 kw visual and 14.4 kw aural, antenna height above average terrain 752. Replaces application dismissed earlier.

Casper, Wyo.—KSPR seeks vhf Ch. 2, ERP 1.386 kw visual and 0.692 kw aural, antenna minus 6.38 ft.

Paducah, Ky.—Paducah TV Co. seeks uhf Ch. 43, ERP 174 kw visual and 88 kw aural, antenna 482 ft. Firm is headed by Irving Geist, New York clothing manufacturer, and Francis Chorin, New York investor.

Pittsburgh, Pa.—Metropolitan Pittsburgh Educational TV Station (public school and community venture) seeks reserved educational, noncommercial vhf Ch. 13, ERP 60.3 kw visual and 30.2 kw aural, antenna 616 ft.

Transfer requests:

KONA (TV) Honolulu, now off air, asks consent to transfer control of Radio Honolulu Ltd., permittee, through sale by Herbert M. Richards of 85% for $60,488 to principals in KPOA and KGU. KPOA to be disposed of after grant [B•T, March 16]. KGU and KPOA groups also to buy 15% held by minority stockholders at 80% of par. KONA reported current assets of nearly $3,300, current liabilities nearly $166,500. KONA plans to ask change from Ch. 11 to Ch. 4. KPOA and KGU drop bids for Ch. 4, newly sought by American Broadcasting Stations Inc., vhf Ch. 2 grantee at Cedar Rapids, Iowa (WMT).

WTVU (TV) Scranton, Pa.—Seeks assignment of permit from partnership to new corporation owned by Mr. and Mrs. Frank J. Collins. Dahl W. Mack and Henry J. Geist withdraw, receiving $16,100 and $9,800 respectively.

WSB-AM-FM-TV Atlanta, Ga.—Asks approval to relinquishment of control by James M. Cox Jr., trustee of certain voting stock for mother and two sisters, as result of conversion of preferred stock to common stock held by other stockholders and issuance of new stock. Corporate reorganization is in accord with 1950 merger of *Atlanta Journal* and *Constitution.*

Other TV application dismissals:

Abilene, Tex.—KWKC drops bid for vhf Ch. 9, leaving uncontested bid of KRBC.

St. Louis, Mo.—Meredith Engineering Co. drops bid for vhf Ch. 4, leaving KXOK, KMOX, KWK and Missouri Valley TV Co. still pending.

Rochester, N. Y.—Meredith Engineering drops bid for uhf Ch. 15, leaving WGVA Geneva, N. Y., and WARC still pending.

Granted power changes and STAs:

KAFY-TV Bakersfield, Calif.—Granted change in ERP from 20.5 kw visual and 11 kw aural to 19 kw visual and 10.5 kw aural. Uhf Ch. 29.

KTXL-TV San Angelo, Tex.—Granted change in ERP from 11 kw visual and 5.5 kw aural to 27.5 kw visual and 15.5 kw aural. Vhf Ch. 8.

WMTV (TV) Milwaukee—Granted ERP change from 16.5 kw visual and 9.3 kw aural to 17 kw visual and 9.1 kw aural. Uhf Ch. 19.

WIBM-TV Jackson, Mich. — Granted ERP change from 215 kw visual and 110 kw aural to 19 kw visual and 9.6 kw aural. Uhf Ch. 48.

WLOK-TV Lima, Ohio—Granted ERP decrease from 20 kw visual and 11 kw aural to 16 kw visual and 8.3 kw aural. Uhf Ch. 73.

WWNY-TV Watertown, N. Y.—Granted ERP boost from 185 kw visual and 100 kw aural to 235 kw visual and 120 aural. Uhf Ch. 48.

KELO-TV Sioux Falls, S. D.—Granted ERP change from 57 kw visual and 29 kw aural to 55 kw visual and 33 kw aural. Vhf Ch. 11.

WCOV-TV Montgomery, Ala.—Uhf Ch. 20 grantee, issued STA to commence commercial operation effective April 8.

WPAG-TV Ann Arbor, Mich.—Grantee uhf Ch. 20, issued STA commence commercial operation effective April 3.

KVEC-TV San Luis Obispo, Calif.—Vhf Ch. 6 grantee, issued STA commence commercial operation effective April 8.

Two new FM applications filed, one by KIND Independence, Kan., for Ch. 226 and one by Northeast Radio Corp., Ithaca, N. Y., for Ch. 279.

ALL CLEAR

TACOMA, Wash., viewers of KTNT-TV now are regularly hearing what they see on their screens. Previously, there had been instances where the relationship of audio to video of KTNT-TV was nebulous to say least [B•T, April 6]. Reason was that one of harmonics of KISW (FM) Seattle fell in picture channel of KTNT-TV. Action two weeks ago by Seattle FM station in installing harmonic trap to filter out disturbing radiations cleared up disturbing situation.

KGIL Control Purchased

CONTROL of KGIL San Fernando, Calif., acquired for $54,000 by group headed by William B. Dolph, executive vice president of WMT Cedar Rapids, Ia., and Herbert L. Pettey [B•T, March 23]. Their associates in purchase include E. P. Franklin; Fulton Lewis, jr.; ex-Sen. D. Worth Clark of Idaho, and Herbert M. Bingham, all stockholders in KJBS San Francisco. In addition purchasing group includes Stanley G. Breyer, KJBS commercial manager; Russell Quisenberry and John Tuttle, San Fernando businessmen.

Deal involves purchase of entire holdings of 1,325 shares common voting stock of Faye J. Smalley Jr., KGIL president-general manager, and half of 1,450 shares preferred non-voting stock held by Howard P. Gray, vice president-commercial manager who becomes general manager on FCC approval of sale. Mr. Smalley remains as consultant. Sale negotiated by Albert Zugsmith & Assoc., Hollywood.

KRTV (TV) Names McDonald

PATT McDONALD, long manager of WHHM Memphis, named by Kenyon Brown, KRTV (TV) Little Rock president, to be general manager of first Arkansas station. KRTV started telecasting April 5 on uhf Ch. 17, with CBS-TV affiliation. Mr. McDonald is former member of NARTB board for small stations and served on several NARTB committees. He is native Texan and has managed KWFC Hot Springs, Ark., KCUL Fort Worth and other Texas stations, having been in broadcasting 16 years.

PEOPLE

RICHARD T. CONNOLLY, assistant director of Young & Rubicam radio and TV publicity department, on April 20 will join NBC as director of press department, Sydney Eiges, vice president in charge, is announcing today (Monday). He replaces **FRANK YOUNG,** for whom future plans will be announced later.

WILLIAM C. GOEGHEGAN, vice president, Compton Adv., N. Y., to Sherman & Marquette, same city, as vice president.

ALFRED LORBER, assistant to the general attorney of Celanese Corp. of America, named assistant to Norman A. Adler, general attorney for Columbia Records, N. Y.

TED WALLOWER, timebuyer with Bermingham, Castleman & Pierce, N. Y., to Harry B. Cohen Adv., N. Y., in same capacity.

PAUL KELLER, for past three years assistant research director of N. Y. office, N. W. Ayer & Son, to ABC research department as supervisor of ratings. He formerly was research analyst with Biow Co., N. Y.

ADNA H. KARNS, vice president and general manager of Air Trails Network (WING Dayton, WIZE Springfield, WCOL Columbus), elected president of Ohio Assn. of Radio & Television Broadcasters.

ARB to Show Uhf Homes In Joint Uhf-Vhf Cities

SERIES of quarterly surveys showing percentage of television homes and percentage having uhf receiving equipment in joint uhf-vhf cities started by American Research Bureau. James W. Seiler, head of bureau, said surveys were taken for first week in April and figures will be available to subscribers within week or 10 days on confidential basis. Data also will show station most viewed in each market.

Cities covered in first survey include Wilkes-Barre, York, Reading and Allentown-Bethlehem, Pa.; Atlantic City, N. J.; Springfield, Mass.; Youngstown, Ohio; Peoria, Ill.; South Bend, Ind.; Mobile, Ala.; Roanoke, Va. Other cities will be added as they enter joint uhf-vhf category.

KYNO-TV Plans Fall Start

GENE CHENAULT, general manager of KYNO Fresno, said Friday mid-fall starting date is contemplated for uhf Ch. 47, granted last week (see early story page 52). RCA equipment will be installed on "high priority," he said, but no discussions yet have been held regarding either network affiliation or national representative. Mr. Chenault said J. E. O'Neill had designated him general manager of TV operation. Charles Theodore, formerly with Paramount-KTLA (TV) Los Angeles, becomes operations supervisor. He, along with Bert Williamson, of KYNO, who will be in technical charge, will supervise installation of new TV station.

Indian's Games on WBEN-TV

WBEN-TV Buffalo will telecast 15 games of Cleveland Indians baseball team, with 10 games on Saturdays, four on Sundays and Labor Day game. Schedule runs from April 25 to Sept. 27. Sponsors are Frontier Oil Refining Co. and Nick Delgato Appliances, Buffalo.

Admiral Sales

ADMIRAL Corp. sales for first quarter of 1953 exceeded $67 million, second highest in company's history, Frank H. Uriell, vice president, advised stockholders.



Texas' first post-freeze station—West Texas' first operating television station —South Plains' first telecenter—KDUB-TV of course!

317,700 potential customers with the 3rd highest income per capita in the nation are signed, sealed and Channeled for your message on KDUB-TV.

W. D. "Dub" Rogers—President
Mike Shapiro—Commercial Mgr.

Effective Power
35,000 Watts Visual
17,500 Watts Aural



Avery-Knodel, Inc.
National Representative

affiliates: Paramount CBS DuMont

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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
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John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

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*Reg, U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.



Darling, They're Playing Our Song

(About three months ago we ran an ad with that headline. This is another ad. Don't *not read* this one thinking you have read it.)

(Part II)

Years ago when radio was called wireless a young married couple bought a dining room set at Smulekoff's*. Later they moved to Spokane, Wash. Still later their furniture got shabby. The long-ago bride was sentimental about the material on the chair seats, but couldn't remember where it came from. Then last summer—forty years after the purchase—she happened to be listening to the radio.

From back East in Iowa came the electrifying name. It was the Voice of Fate, whispering sweet Smulekoffs in her ear. Then she remembered.

You know, we wish they could have matched that material. Wouldn't that have been a pay-off?

Moral:

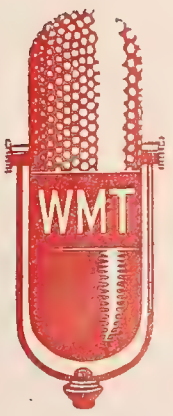
1. They don't build furniture that way any more.

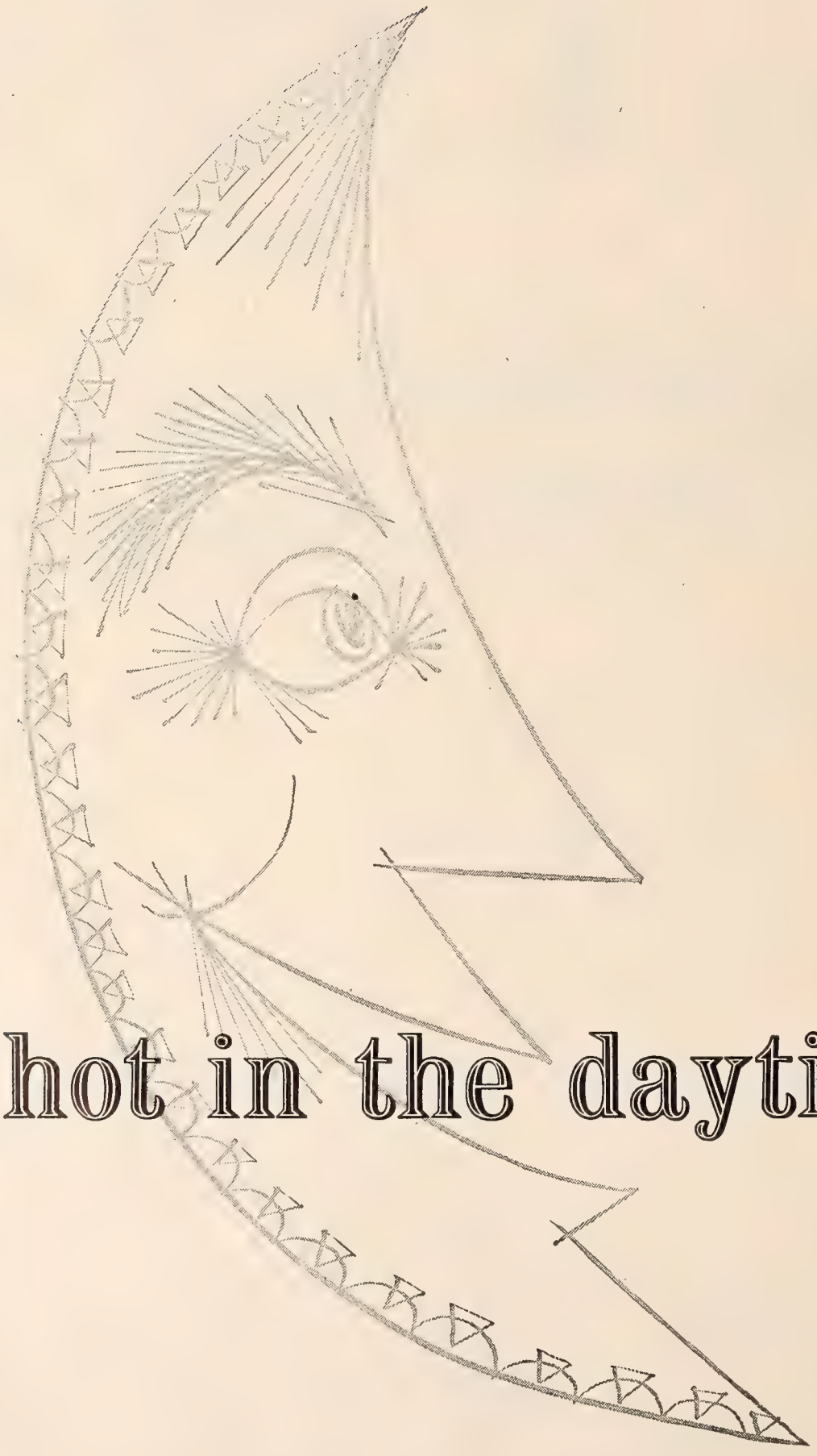
2. Much as Eastern Iowans like WMT, some of them still move away.

* We're glad you asked. Smulekoff's is a home furnishings emporium with an open mind about radio. They're trying out our 10:00 P.M. News—have been for 12 years.

CEDAR RAPIDS

5000 WATTS 600 KC
REPRESENTED BY THE KATZ AGENCY
BASIC CBS NETWORK





what's hot in the daytime?



A show that wins customers for the lowest cost in network television
—less than a dollar a thousand!
It's *made* for all kinds of budgets and sales calendars:
It can be bought in any number of five-minute segments for only $355 each, plus time
...a single insertion for a special holiday promotion—
or a seasonal or year round campaign.
It's on Monday through Saturday... 11 to 11:30 between "Arthur Godfrey Time" and "Strike It Rich."
Its rating is almost half as high again as the next best "magazine-insertion" show.
It's the hottest buy today in all advertising.
It's called "There's One In Every Family." It's on CBS TELEVISION

public service builds public acceptance!

On Good Friday, WPRO and WPRO-FM broadcast their award-winning version of "The Passion" for the fourth consecutive year. At its Sixth Annual Religious Radio Workshop, the Broadcasting and Film Commission of the National Council of Churches of Christ honored this program with a *"First Award . . . in Recognition of Excellent Religious Content and Outstanding Radio Production."*

Mindful of its public trust, the Cherry & Webb Broadcasting Company devotes hundreds of hours yearly to religious programs . . . programs providing spiritual inspiration and understanding and based on a broad concept administering to the varied religious needs of the community.

one of the reasons why . . .

more New Englanders listen to

WPRO PROVIDENCE

than any other Rhode Island station

CBS RADIO • 5000 W • 630 KC • AM & FM

Represented by RAYMER

IN REVIEW

AUTO SHOW

(One-time replacement of *Suspense*)

Tues., 4/7, 9:30-10 p.m. EST.
CBS-TV, Tues., 9:30-10 p.m. EST.
Sponsor: Electric Auto-Lite Co.
Agency: Cecil & Presbrey.
Executive Producer: William Dozier.
Production Supervisor: Ezra Stone.
Director: Rai Purdy.
Stars: Irene Dunne, Robert Merrill, Peter Birch and company of dancers, Elliot Lawrence and his orchestra.

. . . As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

Length of Program (Minutes)	*Class "A" Time* [Total Commercial Time]
30	*3:00*

. . . from the NARTB television code

SOMEBODY at CBS-TV got this formula backward last Tuesday when Auto-Lite presented a special auto show in lieu of its regular *Suspense*. There was about three minutes of what might, with generosity, be called program. The balance of the half-hour was a pitchman's dream of TV.

This was Auto-Lite's TV courtesy call on the automobile makers who use Auto-Lite products. It was plain, before the show was over, that Auto-Lite has cornered the market. Almost everyone but Ford and General Motors was there. There would, of course, be some justification in such a program if the new models were commented upon objectively. In this case, the descriptions of the cars were adman talk. Every car was given the full commercial treatment.

An attempt was made to take the commercial curse off the evening by having Irene Dunne pretend to be in the market for a new car. Miss Dunne met executives of each company and then was treated to a hard-selling pitch for each car, completely negating the purpose of her appearance in the script. The noncommercial bits in the program were, in order, a dance by some chorus girls, a song by Robert Merrill, a finale featuring WACS, WAVES, female Marines and Air Force women who formed up with flags behind Mr. Merrill as he sang "America, The Beautiful."

Score one dud for all concerned.

* * *

VACATIONLAND AMERICA

NBC-TV, Sun., 5:30-5:45 P.M. EST and on other stations at various dates and times
Sponsor: Fram Corp.
Agency: Van Sant, Dugdale & Co.
Director: J. M. Maticka
Writer: Robert Walsh
Film Supervisor: Henry Traiman
Stars: John Cameron Swayze, his wife and two children
Film Editor: Walter Sampson

DESIGNED TO attract the attention of the family that is forming vacation plans, a 13-week series, *Vacationland America,* began on NBC-TV on April 5. It promises to be a pleasant, relaxing and informative program, chockful of tips and suggestions.

John Cameron Swayze, abetted by his wife and their two children, John and Susan, took viewers on a tour of Washington, D. C. and Colonial America on the initial presentation. It was fun, both for the Swayzes and for the viewers. Newscaster Swayze knows most of the answers but the children chime in occasion-



THE SWAYZES ON TOUR

ally with references to historical landmarks.

In subsequent visits, the Swayzes will travel to Florida, northern California, New Orleans, New England, and other points of interest. The series was filmed on location. The Washington episode offered some excellent photography and moved at a rapid, though by no means frantic pace.

Though 15 minutes can provide scarcely more than a smattering of the various vacationlands, Fram, the sponsor, has come up with a device to mitigate this shortcoming. It is offering a booklet elaborating on the area visited by the Swayzes each week. Available from outlets carrying Fram products (oil and motor cleaners), the booklet should have promotional as well as utilitarian value.

* * *

TWO FOR THE MONEY

Tuesdays, NBC-AM-TV, 10-10:30 p.m. EST.
Sponsor: P. Lorillard Co. (Old Golds).
Agency: Lennen & Newell.
Star: Herb Shriner.
Judge (who times & judges contestants' answers): Dr. Mason Gross, provost of Rutgers U.
Produced by Goodson-Todman Productions.
Executive Producer for G-T: Gil Fates.
Director: Jerome Shnur
Writers: Norman Barasch; Carroll Moore, Roy Kammermann.
Musical Director: Milton DeLugg.
Announcers: Dennis James, Ken Williams.
Origination: New York.

A QUIZ-audience participation show is as entertaining as the personality around whom it is built. *Two for the Money* is lucky. It has Herb Shriner.

The show gets going each week with a report from Mr. Shriner on the folks back home—just incidental bits of information, supposedly garnered from a newspaper, about the people out in Somewhere-or-Other, Ind. Although conversation with contestants turns up many amusing moments, Mr. Shriner's droll wit and aptitude for understatement are particularly effective in his introductory comments.

The quiz portion of *Two for the Money* is better than average. Two persons in the studio audience make up each team. Each team is asked three questions for which there are many possible answers. For every correct answer given in a 15 second period, P. Lorillard Co., which sponsors the show for its Old Gold cigarettes, pays $5. Questions are a bit more probing than "What holiday do you associate with 'White Christmas'?" and contestants, in general seem better informed than to pop up with "Easter?" for an answer. Dr. Mason Gross, provost of Rutgers U., lends some intellectual class to the production as judge of the contestants' answers.

Drug and Food advertisers

will find the most sales-effective radio-TV merchandising plan in Washington is the...

WMAL CUSTOMER CONTACT merchandising plan...

Drug advertisers on WMAL and/or WMAL-TV get point-of-purchase displays in 75 People's Drug Stores—60% of all drug sales in the Washington Metropolitan Area!

Food advertisers on WMAL and/or WMAL-TV get point-of-purchase displays in 32 Food Town and Food Fair Grocery Stores—$60 million in business annually!

Any Katz salesman can tell you how to get customer contact with effective, low-cost advertising on

THE EVENING STAR STATIONS
IN WASHINGTON, D.C.

REPRESENTED BY THE KATZ AGENCY, INC.

ABC IN WASHINGTON, D.C.

WMAL am fm tv



gives complete coverage

BECAUSE

ITS POWER IS NOW A FULL 190,000 WATTS

NOW THE MOST POWERFUL TV STATION IN NEW YORK STATE

HIGHEST TOWER IN CENTRAL NEW YORK STATE

REACHES 26 COUNTIES IN THE HEART OF NEW YORK STATE

SEE YOUR NEAREST KATZ AGENCY

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT

A MEREDITH STATION

OPEN MIKE

Agency Plus

EDITOR:

Keep up the good work. All of us in this agency enjoy B•T and have been able to receive many plus benefits from it.

William J. Levi
Account Executive
Robert Acomb Inc.
Cincinnati, Ohio

Two-Year Gap

EDITOR:

After a full week at the IRE show here in New York, I am a bit behind in my reading. Today I noticed in your splendid publication, that I had joined the Gates Radio Company, after KLIZ Brainerd, Minn., [B•T, March 23] and I appreciate your notice. It is true that I have joined Larry Cervone in the New York office of Gates Radio Co., but in order that my radio station friends will not be puzzled, it was Audio & Video that I was last associated with, and my KLIZ affiliation was a couple of years back.

Edw. J. Wilder
Sales Engineer
Gates Radio Co., N. Y.

Big Speakers Needed

EDITOR:

. . . There are still strong interests, including one large manufacturer, who insist on plugging FM. Please do not misunderstand me. FM is good for limited use, but it is not universal to our way of life . . . namely in cars, beaches, hiking and every conceivable use . . . but AM is adaptable for all of these uses. FM has thus far served to divide and confuse the industry, while in the AM broadcast spectrum we really have something, but we are allowing it to be continually castigated by poorly built receivers . . . and it may be slowly becoming a "midget" receiver industry. The quality of AM transmission, if properly reproduced, will satisfy at least 95% of the high fidelity fans, because they are only high fidelity fans for a short while until they can get to the tone controls to turn it down, "to make the music a bit softer, don't you think?"

I have this suggestion to make . . . If the manufacturers cannot put out a big speaker table model receiver with an AM receiver unit, capable of reproducing music well and tuning with at least a 5 microvolt sensitivity at full volume to sell for $25, then the AM industry should organize a company and begin producing a line of table model receivers having these features, for said $25, with the thought of putting a first class AM radio music box in every bedroom and kitchen in America, that has good quality and dependability. . . .

Lee Hollingsworth,
President
WKBS Oyster Bay, N. Y.

[EDITOR'S NOTE: B•T wishes to emphasize its policy of keeping "Open Mike" as open as possible. Mr. Hollingsworth's letter is therefore printed, though undoubtedly there will be readers who disagree with him.]

Self-Effacing Radio-TV

EDITOR:

. . . Why is it that on every radio or TV program on which a reporter plays a part, he is identified as a newspaper reporter?

As we all know, our own media have competent newsmen, and many of them do news beat reporting.

Every time a newspaper reporter is written into a radio or TV dramatic cast, it has the

SHOW/STOPPERS

PLUS YOUR DISC JOCKEY GIVES A NEW "THIRD DIMENSION" TO LOCAL RADIO PROGRAMMING

SHOW STOPPERS is a disc-script service which gives your d.j. additional voices without additional personnel. This disc-and-continuity-per-month gives him comedy sequences, production numbers. He gets dozens of character-voices from tough gunmen to Irish washwomen, society belles, to bronc bustin' cowboys—with intriguing sound effects.

In exact accordance with the script, these dozens of characters inject themselves into the show with many voices, many situations. You have a studio full of interesting, talkative, cooperative guests (and some not-so-cooperative). They annoy, they needle, they stir-up, they worry the d.j. They give any show a change of pace, character variety and comedy relief.

Rates start at $5.50 per month depending on market. Write for full information.

SHOW/STOPPERS

P. O. Box 210, Grand Central Station
New York 17, New York

New Orleans'. . . . .

BEST BUY

here are the facts to back up your decision to use . . .

WMRY, New Orleans' Negro Market Station

Based on latest morning Pulse and published announcement rates, you pay less, far less, per percentage of listeners, with WMRY.

STATION	% OF LISTENERS	COST PER % LISTENERS
WMRY (Ind)	**12**	**44c**
Station A (Net)	28	$1.07
" B "	12	$1.17
" C "	11	$0.65
" D "	10	$1.50
" E (Ind)	6	$0.88
" F "	4	$1.40
" G "	4	$1.05
" H "	3	$1.63
" I "	5	$1.06

600KC "THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

Gill-Perna, Inc.—Nat'l Rep.

psychological effect of tearing down the radio or TV news report's program which may follow on the same station.

Carried one step further, dialogue may go something like this:

BOB: Better postpone that picnic, honey. It's going to rain.

MARY: No, dear. This morning's paper said it would be clear.

Here again, why give newspapers preferential treatment?

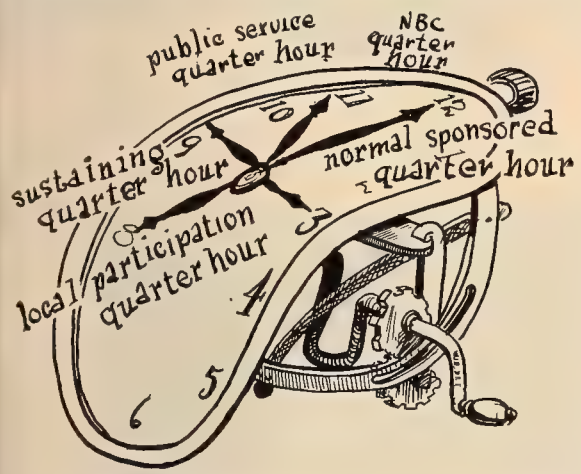
We naturally expect a certain amount of friendly (?) "throat-cutting" from the competition, but why be so masochistic as to assist in the operation? . . .

Truman H. Walrod
News Director
KWIM Des Moines

New Invention

EDITOR:

. . . The "Little Jim Dandy Time Stretcher" is the brain-child of the WAVE-AM program director, Jim Caldwell. Please note that the present day radio hour contains five quarters. These "quarters" generally vary in length with the importance of the program.



Jim informs me that dealer inquiries are invited.

LaVell Waltman
Commercial Manager
WAVE-AM-TV Louisville

Turning Point?

EDITOR:

I think your editorial on rate cutting [B•T, March 23] is so strong it may mark the turning point in that nasty disease. You have courage. You name names. I shall reproduce it and mail it around. Good thinking. Good writing.

T. F. Flanagan
Managing Director
Station Representatives Assn.
New York

Wage-Hour Law

EDITOR:

B•T has become a powerful instrument of service within the broadcasting field. It is sincerely hoped that as the months pass you will see fit to familiarize yourself with the growing inequities of the Wage-Hour Law and urge upon the National Association [NARTB] the importance of taking the lead in seeking Congressional repeal of some of the more strikingly unfair provisions of the law as are now applied to broadcasters and others.

Cy N. Bahakel, President
WABG, Greenwood, Miss.

[EDITOR'S NOTE: B•T expects to continue watching wage-hour developments closely. There will be appropriate comments on our editorial page from time to time.]

Let's take a look at . . .

FLINT'S GM* PAY CHECK



* General Motors

WFDF IS FIRST in GM's BIGGEST PLANT CITY

The figures at the right clearly illustrate the great importance of the WFDF market in any sales promotion plans.

Flint Michigan is a growing, all-year market. More than one-half of General Motors multi-million dollar expansion program is now underway in Flint. With contracts totaling one-half billion dollars, Flint is still expanding its earning and spending abilities.

WFDF, Flint's First Station, now in its 32nd year, is expanding with this great Market.

You can sell the "Fabulous Flint" market through its First Station, WFDF.

53,365 G.M. employees in Flint earned $251,459,199 in 1952

68,532 G.M. employees in the WFDF market area earned $318,765,000 in 1952.

40% of the G.M. employees in Michigan live in the WFDF area.

Almost 1/3 of G.M.'s total Michigan payroll is poured into the WFDF area.

WFDF completely dominates this rich industrial market.

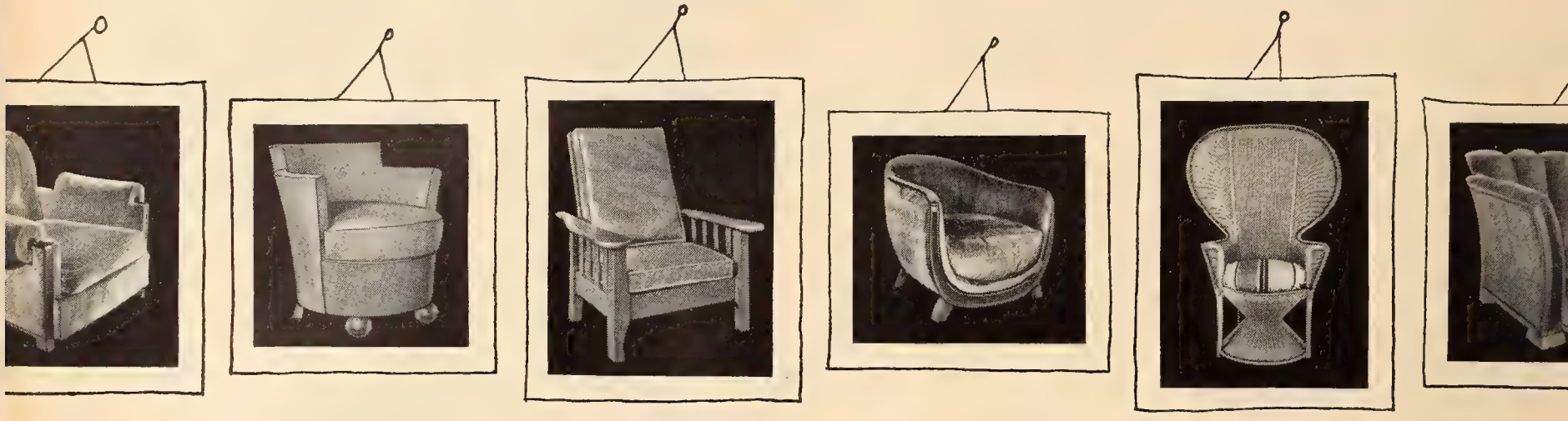
WFDF FLINT, MICHIGAN

NBC Affiliate

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

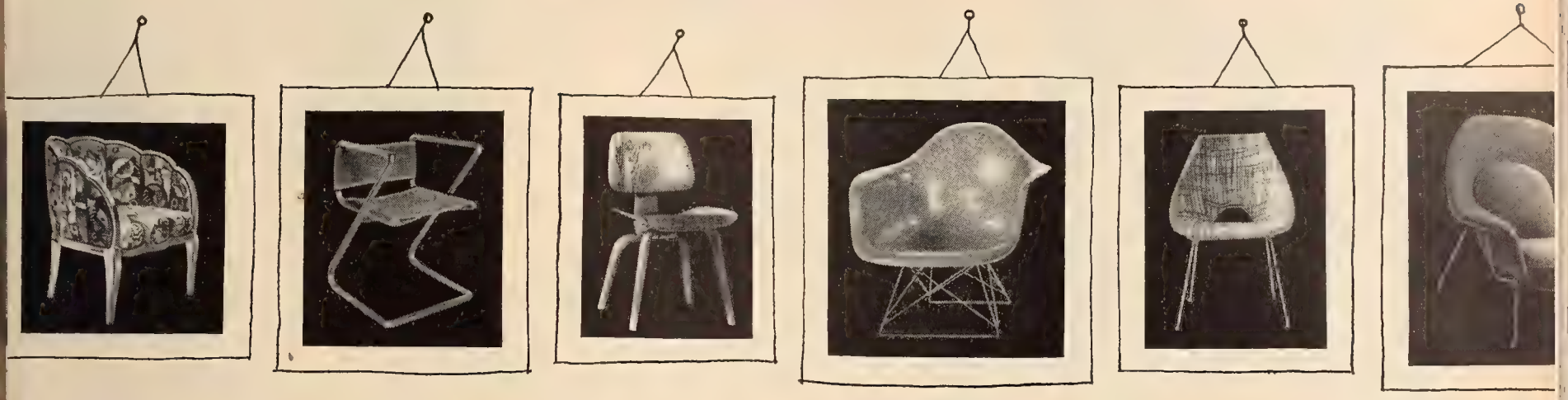
Sitting pretty...thanks t





KMOX!

Over the years, "Uncle Dick" Slack, St. Louis furniture tycoon, has seen some sweeping changes in the styling of the furniture he sells—but none in the advertising he buys to sell it. Today, as he has for more than two decades, Uncle Dick relies most on 50,000-watt radio station KMOX.





It began 20-odd years ago when he found himself competing with three other furniture dealers on the same block. That got his dander up and brought him to KMOX. At the time, Uncle Dick was short on budget, so KMOX fixed him up with a low-cost schedule of two-a-day announcements. And in no time at all, Uncle Dick's business was booming.

It continued to boom, year after year. Today—after more than 1,000 consecutive weeks on KMOX—Uncle Dick's radio schedule has increased to 14 quarter-hours per week, all on KMOX. And his furniture business has expanded to three giant stores and four huge warehouses.

At this moment, Uncle Dick is sitting pretty, secure in the knowledge that KMOX *consistently reaches more of his prospects than any other St. Louis advertising medium!*

If, like Uncle Dick, you'd like to turn the tables on your competition, call us or CBS Radio Spot Sales. We'll furnish you with a success story of your own.

REPRESENTED BY CBS RADIO SPOT SALES **KMOX**

"THE VOICE OF ST. LOUIS" • 50,000 WATTS • CBS OWNED

KDYL Wins BAB Award for Radio Results



Naturally, KDYL is pleased to win one of these coveted awards as a result-getting station. But even more pleased are the advertisers who *use* KDYL.

You, too, can "cash-in" on the prosperous, growing, Utah market. For results use the station that offers programming, audience, merchandising and showmanship — KDYL.

•

KDYL — leader in the heart of a billion dollar market.

KDYL
NBC Network
SALT LAKE CITY, UTAH

"First in Showmanship"

National Representative: John Blair & Co.

our respects

to JOHN C. DOERFER



IN 1949, the Wisconsin Public Service Commission was in bad shape. Members weren't talking to each other. Rate cases were piling up. The reputation of the Wisconsin Commission, always high among state regulatory agencies, was on the verge of plummeting.

Six months after the youthful looking John C. Doerfer was named a commissioner, and elected chairman by his colleagues, the Wisconsin PSC was back on the track. Cases were being decided in an average of three months. Commissioners were once again talking to fellow commissioners. The PSC's standing in the national utilities commission picture was still of the best.

That is one of the capabilities of the newly appointed FCC Commissioner. He is an excellent administrator and he gets along with people.

Friendly and dapper, Mr. Doerfer looks like the kind of public servant whose enemies, if he has any, have a high personal regard for him.

This is attested by the unanimous editorial praise his nomination to the FCC received by such divergent state newspapers as the *Milwaukee Journal* ("able, hard-working, hard-hitting"), the *Wisconsin State Journal* ("high-minded, fair-minded and tough-minded") and the *Sheboygan Press* ("Mr. Doerfer showed he believed in firm regulation of utilities but not in strangling them.")

There's another attribute which friends of Mr. Doerfer point out—his energetic competence. This comes not only from within, but also from his background and experience.

Energetic Competence

John C. Doerfer was born Nov. 30, 1904, of German-American parents in Milwaukee. His grade and high school education was in West Allis, an industrial suburb of Milwaukee, which now has a population of 40,000.

From 1924 to 1928 he attended the U. of Wisconsin in Madison. He worked his way through college, waiting on tables and doing the dozens of odd things students do to earn an extra dollar. He also found time to try out for the swimming team. He got his B.A. in commerce, with a major in accounting, in 1928. A year later he married Ida M. Page, an English teacher.

For the next three years, Mr. Doerfer worked as a fledgling accountant in Milwaukee. A condemnation case with which he was associated sparked an interest in law. Finding he could schedule classes in the morning and work in the afternoon, he enrolled in Marquette U. Law School in 1931 and four years later received a doctor of jurisprudence degree—*cum laude*.

He hung out his shingle in West Allis that year and for the next 15 years traveled the road of a civic-minded, successful young barrister in his home town. For three consecutive terms, beginning in 1940, he served West Allis as city attorney. Then in 1949, Gov. Oscar Rennebohm appointed him a commissioner of the state's Public Service Commission.

Those who know Mr. Doerfer describe him as a good middle-of-the-roader in politics. He ran for the Democratic nomination for state senator in 1935, but failed to be chosen. His people were staunch Democrats. Both as city attorney and later as a member of the PSC, he was classed as a non-partisan. In Wisconsin, public offices more often than not must be filled by non-partisans.

The 1937 Supreme Court packing plan of President Franklin D. Roosevelt turned Mr. Doerfer from Democratic leanings. In fact, in 1940 he was chairman of the West Allis committee for the election of Republican Presidential candidate Wendell L. Willkie and has remained on that side of the political fence since then. In his biography, submitted to the Senate when it was considering his nomination to the FCC, he included a straightforward statement that he is a member of no political party.

Mrs. Doerfer is the sister of one of Mr. Doerfer's U. of Wisconsin classmates; she was a student at West Allis High School while Mr. Doerfer was there. She also is a graduate of the U. of Wisconsin. The Doerfers have two boys: John Page, 16, and Gordon Dee, 14.

Mr. Doerfer gives the impression of fitness. He obviously keeps himself in condition. He lists the Milwaukee Athletic Club, the Westmoor Country Club (Milwaukee) and Maple Bluff Country Club (Madison) among his clubs. What he did not include in his biography is that he has been a member of the Madison Curling Club for the last two years. Curling is that ancient Scottish "hockey" game, played on ice with brooms and pucks that look like old fashioned steam irons.

Mr. Doerfer lists his hobbies as golf, fishing and reading. As to golf, he's said to play "a very respectable game." History, the classics and newspapers are his favorite reading matter. He readily admitted he has no TV set and doesn't have a very definite opinion on educational TV, color TV or the hundreds of other broadcast problems he's bound to meet up with at the Commission. The reason he has no TV set, he explained, is that Madison is 80 miles from Milwaukee and the TV signals from that city are received erratically in the Wisconsin capital. Also, he added, with a twinkle in his eyes, he wasn't too sure about the effect of TV on his two sons.

IT'S HERE!

THE GREATEST ADVANCE IN TV NEWS HISTORY

a revolutionary new facsimile service for television stations.. news and photos on a single circuit!



Here is the most dramatic news service combination created exclusively for television stations . . . and the first major innovation in news and photo transmission since the advent of television itself.

International News Facsimile, the result of intensive research by electronic engineers, offers high-speed simultaneous transmission of news and photos on a single leased wire circuit . . . in a form ready for instant use . . . and at a cost within the reach of the smallest TV station.

It carries news bulletins and summaries from International News Service that are specially written for voicing by the newscaster . . . spot news and sports pictures from International News Photos that are sized and processed for TV use either with a studio camera or in an opaque projector . . . as well as completely processed TV newscasts in which the latest news and photos are integrated into finished programs.

Everything transmitted is received on a roll of paper that needs no developing or processing. Photos are ready for telecasting as soon as they are torn off the machine, or a TV camera can be dollied up to the machine for dramatic impact.

The facsimile circuit is also coordinated with daily news film service, providing special scripts, script revisions, messages on film shipments and other special material for Telenews film clients.

International News Facsimile is the long-awaited answer to fast, efficient and economical transmission of news and photos for television.

INTERNATIONAL NEWS SERVICE

Television Department

235 EAST 45th ST. • NEW YORK 17, N. Y. • TELEPHONE: MURRAY HILL 7-8800

the magnolias are marvelous but





COLOSSUS OF THE CAROLINAS

...the market is magnificent!

If you've slipped into thinking of the south in terms of magnolia and honeysuckle—take another look at the Carolinas-south. You'll see magnolias but you'll also see industry producing 1/2 of the nation's textiles, 1/3 of its hosiery and 1/7 of its household furniture. And take a long look at Charlotte, Capital of the Carolinas, where a 75-mile radius embraces more people than the same radius of Richmond, Birmingham, Atlanta or New Orleans. Don't be magnolia myopic —get the full Carolinas market story from WBT or CBS Radio Spot Sales.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales



Basil Grillo

on all accounts

BASIL GRILLO came from the gold mining area around Angel's Camp, Calif., and now could be considered an active prospector for that elusive metal in his posts as executive vice president of Bing Crosby Enterprises Inc., and assistant to Everett Crosby, BCE Inc. president.

He learned finances, corporations and management after graduation from the U. of California at Berkeley in 1932.

After a term as credit manager for a wholesale pharmaceutical firm, Mr. Grillo was a California state tax auditor, assigned to the Los Angeles office. He joined BCE in 1945 but at that time none of the present far-flung operations had been organized.

Now that BCE has many irons in the fire, he serves the corporation in a number of capacities. As executive TV film producer, he is now supervising the *Crown Theatre* series (26 half hour dramas) of which Gloria Swanson is hostess-m.c. Programs produced under his supervision which are being re-issued, are *Rebound* as *Counterpoint,* original *Fireside Theatre* as *Royal Playhouse,* and *The Chimps.*

Budget-wise, Mr. Grillo also has a hand in the CBS Radio *Bing Crosby Show,* packaged by BCE and sponsored by General Electric. Another responsibility is Video Tape Recorder, an electronic tape recording system that may influence the future of movie and TV film production.

Because of increasing TV time and production costs, and more careful selection of markets by sponsors, Mr. Grillo sees a great future for the VTR process.

"We'll give them better quality, lower production costs, more speed, greater mobility, and fewer problems," he says.

He is an executive in all or most of the Crosby companies that make up Bing Crosby Enterprises Inc.

Involved are Decros Corp.; Bing Crosby Minute Maid Corp. (frozen orange juice distributor); Bing's Things Inc. (merchandisers of new and novel commercial items); Bing Crosby-Jayson Inc. (sport shirts); Bing Crosby Ice Cream Inc. (franchised ice cream products), and KXYL-TV Spokane, part of Mr. Crosby's personal broadcast operations.

The Grillos (he married June Nunn) live in suburban Encino, about 12 miles from his Hollywood headquarters. They have three sons: Garry, 17, Basil Jr., 13, and Michael, 5. Because "it's better for the entire family," Mr. Grillo gave up golf for hunting.

In Which Algy writes to . . .

Miss Kathryn M. Hardig
The Ralph H. Jones Co.
3100 Carew Tower
Cincinnati 2, Ohio



Dere Kathryn:

Derned if h'it don't seem like I'm carryin' more and more mail from you to th' station these days. We've been a-sellin' Happy Family Bakin' Powder fer you fer some time and now I hev my Mrs. using' thet new dairy product Pream in our coffee and it sure is good. I put it on th' table at the lunchroom here at th' station too. Every week I go to Krogers just like you hev the WCHS anncrs. say. I guess you found out long ago what th' boss sez about WCHS with 5,000 on 580...we got more West Va. listenurs then any othur station in th' state. H'it takes work to stay thet way but we know which side our bread is Nu-Maided on.

Yrs.,

Algy



WCHS

580 KC — 5000 WATTS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

KWKH gives you 197% More Listeners than Station "B"— for only 60% More Money!





KWKH is far and away your best radio buy in the *really* important Arkansas-Louisiana-Texas area.

KWKH delivers 197% more Average Daily Listeners than the next most economical buy in Shreveport—*yet costs only 60% more money!*

These audience figures are from the new Standard Station Audience Report—the *more conservative* of the two recent audience surveys made in this area.

If you'd like to know *ALL* about KWKH's superiority in Arkansas-Louisiana-Texas, ask your Branham man, or write us direct.

KWKH

A Shreveport Times Station

50,000 Watts • CBS •

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company, Representatives
Henry Clay, *General Manager*

BROADCASTING TELECASTING

April 13, 1953 Vol. 44, No. 15

CUSTOMERS TELL RADIO TO END SPECIAL DEALS

Acting to "protect clients," agencies and advertisers send searching inquiries to stations and their representatives in attempts to secure lists of stations reported giving "preferential rates" to Anacin and General Mills. While KGNC's Tom Kritser makes pointed reply in the negative and AAAA's Richard Scheidker calls attention to forbidding clause in NAB-4-A's standard contract, SRA's T. F. Flanagan calls the discount reports "exaggerated." Individual representatives give varying replies.

A GROWING NUMBER of advertisers and agencies, reacting strongly to reports of special rates being granted by certain stations to individual advertisers, last week admonished broadcasters, in effect, either to hold the rate line against these preferential deals or extend the favored terms to all clients.

The brewing tempest was brought to its present boil by disclosures of a spot announcement "package-deal" accorded General Mills by a list of stations and a "10% discount for firm summer contract" of spots extended by some outlets to Anacin.

Last week, B•T learned, Reggie Schuebel, partner of Wyatt & Schuebel, the New York Television-radio department for a substantial number of "out-of-town" agencies, sent out letters to station representatives in behalf of her clients requesting a list of the outlets carrying the Anacin spots.

Demand Single Standard

Miss Schuebel asserted she was acting to protect her clients by her implied demand that the stations adhere to a single standard for all advertisers. In her letter she requested of each representative his station list so she could carry the issue directly to each outlet as to whether it dealt in "preferential rates."

This letter followed a similar protective communication circulated the week before by Richard Grahl, timebuyer at William Esty & Co. [B•T, April 6], in which he inquired of the stations whether they intended to extend the 10% discount of the Anacin formula to "all advertisers."

Texas advertisers and agencies, too, B•T learned, are watching the issue. In Dallas, the Albert Couchman agency queried stations carrying advertising for its client, Fant Milling Co., as to what these stations had done in the way of selling time "at less than . . . published rate." The Couchman inquiry—also in the form of a letter—referred specifically to the "General Mills" schedule negotiated at something below prevailing card rates [B•T, March 9].

The letter stated that "this agency's record, and our client's record, of fairness and cooperation with radio stations is, we believe, well known and well documented. But this is serious. We would like your immediate reply to three questions:

"(1) Have you in the past sold, or have you committed yourself to sell, General Mills, or any other advertiser, any radio time at less than your published general rate?

"(2) If you have, or when you have, will you promise to offer us the same rate on an equivalent schedule?

"(3) It is our belief that provisions of the antitrust law and of the FCC make it compulsory that you on your own initiative give us information regarding any break in your rate structure and our client the advantage of equal cuts in rate to those given General Mills or any other advertiser. Isn't this true?"

At least one station manager is known to have replied to Mr. Couchman's letter.

Tom Kritser, general manager of KGNC-AM-TV Amarillo, responded that "although KGNC-AM and TV—has been offered this abortive proposition, both last year and this, you have our assurance that we have never sold anything off our rate card, and no competitor of Fant Milling Co. has ever paid more or less for equivalent advertising on KGNC than you. You have our further assurance that any time there is a change in our rates, they will be published for everyone to see, and no under-the-table deals will be made by us."

When queried by B•T, Richard Scheidker, vice president of AAAA, brought attention to the standard contract for spot radio stations adopted by the NAB (now NARTB) and 4-As in 1946, which includes the following fair practice clause:

"(A) It is agreed that the time rate named in this contract is the lowest rate made by the station for like broadcasts and that if at any time during the life of this contract the station makes a lower rate for like broadcasts, this contract shall be completed at such lower rate from that date."

T. F. Flanagan, managing director, Station Representatives Assn., whose members held a special meeting Tuesday night to discuss the problem, maintained to B•T that "there has been a minor outbreak of attempts by a few agencies and advertisers to induce radio stations to cut their rates. As usual gossip has grossly exaggerated the situation."

'Highest Standards of Practices'

He quoted the 4-As standard contract on time rates which he contended has been signed thousands of times by radio stations.

"Representatives and the vast majority of stations resent pressures for hurry-up decisions on proposed new terms, and especially for special concessions," he said. "Representatives will continue in their belief in and devotion to the highest standards of media practices as the only sound basis for the welfare of advertising."

Response was quick in coming:

Fred Brokaw, vice president of Paul H. Raymer Co., said his organization is advising the stations it represents to turn down all special deals unless they happen to fit a package discount on the station's rate card and avail-



THE SPOT RADIO clinic held by Station Representatives Assn. in New York was attended by these members and guests (l to r): Reginald Rollinson, SRA advertiser relations director; Richard F. Goebel, advertising manager, and Donald Cady, general advertising and merchandising manager, both Nestle Co.; Arthur McCoy, Avery-Knodel; John Beaton, Blair & Co.

able to all advertisers.

"We didn't get any part of the General Mills business and we're proud of it," he said.

Lloyd Venard, president of the O. L. Taylor Co., said that "whenever requests come through for special rates we remind our stations that the contract which they have with agencies requires the same rate for identical service. The stations on our list have followed this policy. There are no cut rates or under-the-counter-deals."

Tom Campbell, sales manager, Branham Co., New York, said that "some advertisers have been trying to get special rates for many years. That's nothing new. At least 95% of the stations are holding to the rate card. If those stations are lowering rates due to other media competition—like television—they should publish the lower figures on the rate card."

Richard Swift, vice president in charge of television, The Bolling Co., said he felt that "if the station wants to give a 10% discount they ought to put it on the rate card."

Campaign Launched Sunday

General Mills launched its two-pronged radio spot announcement saturation campaign Easter Sunday, though there was no clear evidence of just how many stations had subscribed to one of the four alternative plans for Wheaties or to the others for Cheerios and Kitchen Tested Flour.

On the basic of early estimates, it seemed that the company had acceptances from stations in at least 70 or 80 markets on the Wheaties schedule, and others in 20 or 25 markets agreeing to carry one of the schedules.

Evidence of TV spot schedules for Cheerios, placed through Dancer-Fitzgerald-Sample, also cropped up, particularly on Midwest stations.

As for Wheaties, the Knox-Reeves Agency has remained mum on the number of acceptances, but it was conceded that General Mills was well satisfied with station response, indicating GM may have obtained its quota of outlets in markets it had pinpointed for spot saturation. Neither stations nor their representatives would give acceptance figures.

The reaction of station representatives was mixed on their station's plans, though some of them claimed that "the better ones" have declined GM bids on grounds the cut-rate plan would set a precedent for other advertisers.

One major radio-TV station representative told B•T that some of the "less hungry" stations objected to have radio rates "placed on the auction block" but others indicated they would go along with the firm provided the package was "large enough"—or a substantial enough schedule were purchased. In that case, it was explained, they would give run-of-the-station discount rates and not adhere to a fixed slate—particularly in the summer months.

No Time Available

Other stations have rejected General Mills' overtures because they had no time available or because they objected to the floating schedule of announcements sought by GM throughout the first 17-week drive. The second lap gets underway Oct. 18 and runs through March 27, 1954. The floating schedule calls for two weeks of spots and two weeks of no schedule at all.

Another representative explained that two or three of his clients had accepted the schedules, with rates calling for an approximately 5% discount, based on the size of the package of spots.

Another representative felt that stations still would stand to benefit more from this spot business than if the time were allocated to network use. The important thing, as he saw it, is that General Mills has turned to spot in the past two years.



A GEORGIA "PEACH" and a Florida grapefruit share video honors in a series of 20 commercials promoting citrus foods for the Florida Citrus Commission, Lakeland, Fla. The girl is Miss America of 1952, Neva Jane Langley of Columbus Ga. J. Walter Thompson Co., New York, is the agency for the series of 20-second film spots.

One major objection to the GM Wheaties plan is that it calls for stations to carry about 90% of all spots for which GM negotiated.

In any event, it seemed certain that General Mills would exceed the 900-announcement schedule per market it had used last year, and that the business would be far more voluminous for local stations. It was felt that many stations which had gone along with the plan in 1952 also had agreed to do likewise this year.

A number of regional network outlets also are understood to have accepted the spot announcements.

General Mills earlier indicated that it had offered three plans—one for each product—to be used in over 125 markets throughout the U. S.

Station representatives emphasized that General Mills has applied no pressure on them or stations looking toward acceptance of its schedules, and that stations were asked to submit availabilities. It was acknowledged, however, that many stations have been compelled for competitive reasons to accept the spots business, though they fully realized that other advertisers might make similar claims on their rate schedules.

Advertisers Will Spend $1 Billion Nationally in '56

PREDICTION that national advertisers in 1956 will invest more than $1 billion in network and national spot TV time because of an increase in the national advertising budget and expansion of available TV facilities was voiced last Monday by Ted Bergmann, director of sales for the DuMont Television Network.

In a talk to the Pittsburgh Sales Executives Club, Mr. Bergmann asserted, "This great amount will be spent in spite of the opposition to high program costs." In this connection, he dwelt upon "DuMont's long-time philosophy of economical production, resulting in realistic program costs."

He said that when a sponsor selects a "glamor" program without regard to the sales effectiveness or the product being advertised, he is purchasing "tremendous waste circulation and soon realizes he no longer can bear the burden imposed by this Hollywood approach."

Old Gold Uses Radio-TV In Promoting New King-Size

OFFICIALS of P. Lorillard Co. announced at firm's annual stockholders' meeting last week that the company's regular Old Gold brand will be introduced in king-size, available in 30 days.

Meanwhile, the company signed for a new television program featuring Fred Allen, switched its *Two for the Money* show to CBS-TV, and renewed its ABC-TV show.

An advertising campaign for the king-size cigarettes, including radio and television, will get underway April 21.

The Fred Allen show, titled *Judge for Yourself,* is a Goodson-Todman package and is an audience participation type of show. It will be seen on NBC-TV in the Tuesday 10-10:30 p.m. period now occupied by *Two for the Money*. Latter show will switch effective in August, to Saturday, 9-9:30 p.m., on CBS-TV. It features Herb Shriner, who took over for Mr. Allen when the latter was too ill to start the program.

The advertiser also renewed its *Chance of a Lifetime* on ABC-TV. Lennen & Newell, N. Y. is the agency for P. Lorillard Co.

General Foods Signs Bob Hope Program

GENERAL FOODS, New York, will sponsor Bob Hope on NBC-TV for 10 appearances during the 1953-54 season (Tues., 8-9 p.m.) and will continue to sponsor his five-a-week morning radio series on NBC, Frank White, president of the network, announced last week [B•T, April 6].

"We are highly gratified to be able to bring Bob Hope to our Tuesday night TV audience," Mr. White said. "At the same time we are pleased to see such a major advertiser as General Foods recognize the great values of morning radio by continuing Bob in his highly successful program in that medium."

Young & Rubicam, New York, is the agency.

Radio-TV Boost Plough Sales

RADIO and television advertising was given as a major reason for the large jump in sales of Plough Inc., Memphis, Tenn., for the first quarter of 1953, by Abe Plough, company president. The firm, which manufactures St. Joseph Aspirin and other home products, reported that first quarter sales were $5,050,000 as compared with $4,595,000 in the same period last year. Earnings before taxes are estimated at $400,000 compared to $360,000 last year, resulting in net earnings of 50¢ a share this year as compared with 44¢ last year.

Beer Advertising ABCs

GENERAL principles governing the use of television for advertising beer are set forth in a new edition of "The ABC of Beer Advertising," booklet issued by U. S. Brewers Foundation. First section of the 24-page booklet deals with TV; the latter part deals with other forms of beer advertising which were treated in the original edition of the booklet, published by the foundation 10 years ago, prior to the widespread use of TV. Broadcasters may obtain the booklet through NARTB.

RADIO-TV START BASEBALL SEASON

RADIO and TV networking of the major league baseball opening game today (Monday) in Washington (New York Yankees vs. Senators) starts a six-month season of major and minor league games that will be covered intensively by radio and television.

The $35 million baseball package [B•T, April 6] includes a diversified list of national advertisers, topped by 16 breweries sponsoring major league games. Training camp and pre-season games were well sponsored. The regular major league season opens tomorrow (Tuesday), with minor leagues opening at varying dates.

The high-ranking Pacific Coast League brings radio and television coverage to Coast listeners and viewers. Seven Up Bottling Co., Los Angeles, through Mogge-Privett Inc., Los Angeles, has a $75,000 package, sponsoring the Hollywood Stars on KFWB Hollywood.

Lucky Lager Brewing Co., San Francisco, is sponsoring the Los Angeles season on KMPC Hollywood, a $50,000 project, through McCann-Erickson Inc., San Francisco.

Ford Sponsors Angels

Ford Dealers of Southern California, Los Angeles (J. Walter Thompson Co.), will sponsor the Los Angeles Angels and Hollywood Stars on KHJ-TV with Liggett & Myers Tobacco Co. New York (Cunningham & Walsh, New York) and General Tire & Rubber Co., Akron (D'Arcy Adv. Co., New York). The companies are sharing a $161,000 package on a one-third basis.

For the first time in 13 years Louisville fans will hear Colonels' games broadcast at game time, according to WINN Louisville. Sponsoring the coverage is Oertel Brewing Co., Louisville. Harry McTigue, WINN general manager and long active in sportscasting, will cover the games with Jim McIntyre. Dugout and post-game interviews are included.

In the April 6 B•T issue it was incorrectly stated that Larry H. Israel, a managing partner of the new WENS (TV) Pittsburgh, which takes the air in mid-summer, was an officer of the Pittsburgh baseball team. Tom Johnson, a partner in WENS, is vice president-secretary of the Pittsburgh team.

'Decide Something Soon'

Baseball must "decide something" about television soon, Ford Frick, baseball commissioner, told the Associated Press Thursday. "I think the time has come to make up our minds about TV," he said. "Maybe we have been handicapping ourselves too long. I don't think television hurts the individual major league club. If it does, that is a matter for the club to decide. But there is no question in my mind that network television that would take major league baseball into minor league territory would be bad. Without the minors, the majors could not operate."

Milwaukee Braves games in the National League will be broadcast over a network expected to reach 95% of all Wisconsin radio homes and parts of Iowa, Michigan and Minnesota. Miller Brewing Co. has a five-year contract to broadcast the games.

WEMP Milwaukee will originate the games and will be supplemented by WTMJ that city under a joint arrangement. WEMP's ace sports announcer, Earl Gillespie, will do all of the play-by-plays, according to WEMP General Manager Hugh K. Boice Jr.

There will be no televising of local Cardinals or Browns games in St. Louis, at least at the outset. "The possibility of such telecasts has been discussed and dropped," according to George Burbach, general manager of KSD-TV St. Louis, a single-station TV market.

Mr. Burbach told B•T the situation may change this summer with KSD-TV carrying one or two night games per week when the Browns are home.

The St. Louis situation on baseball TV is an interesting and paradoxical one. The Browns reportedly are willing to start their contests at 9:30 p.m. in order that the station may schedule them. But the Cards rejected the idea. KSD-TV has early evening network commitments.

Falstaff's 'Largest' Network

The Cards are owned by Anheuser-Busch Co. When Fred Saigh, ousted Cardinals owner, handled TV arrangements, he vested the question of costs and rights in the management's hands—not his own. Griesedieck Bros., a rival brewery, has first refusal rights on Cards TV coverage. Griesedieck and Falstaff both reportedly were interested in TV coverage.

Falstaff Brewing Co. has assembled what it claims is the largest network under one sponsor for baseball. It will pick up the tab for games on 221 stations—54 more than in 1952.

The Falstaff schedule comprises 187 in 21 states on the MBS *Game of the Day*. It has two smaller networks of 17 stations each. One carries all home and road contests of the Chicago Cubs (in Illinois, Iowa and Indiana), the other the complete slate of the Browns (in Illinois, Missouri, Kentucky and Iowa). Jerome (Dizzy) Dean heads a six-man sportscaster team.

Cubs, White Sox Tilts Aired

WIND Chicago is feeding games to a 15-station midwest baseball network, under Liggett & Myers sponsorship, although Cubs games actually will be carried over 40 outlets.

WGN-TV, which will telecast all daytime home tilts of the Cubs and White Sox, has also lined up contracts for baseball program and spot adjacencies, according to Ted Weber, WGN-TV sales manager. Pre and post-game programs—voluminous source of revenue for stations estimated at around $20 million—have been purchased by Chicago Engineers for Television, M. J. McCarthy Motor Sales, Boyer International Labs., Walgreen Co. and United Airlines.

Spots have been purchased by Shell Oil Co., the *Chicago Tribune* and Illinois Bell Telephone Co.

WGN-TV also is installing cards on some 1,330 Chicago buses and streetcars advertising its baseball telecasts, and on some 50 delivery trucks for Hamm beer (Theodore Hamm Brewing Co.), a co-sponsor with Liggett & Myers of TV coverage.



COLUMBIA Pacific Radio Network's new topographic map of the Pacific Coast states wins approval of C. Burt Oliver (l), vice president in charge of Hollywood operations, Foote, Cone & Belding. Displaying the map, which was prepared by Sherril Taylor, CPRN sales promotion director, is William D. Shaw, general manager, CPRN-KNX Los Angeles. The map, in color, also pictures major western slope cities and provides marketing information.

C-E Elects Chalmers

WILLIAM A. CHALMERS, vice president and radio-TV director of Gray Adv. Agency, has been named vice president and radio-TV director of Campbell-Ewald, with headquarters in Detroit, according to Henry G. Little, C-E president. A pioneer in TV, he has created or supervised such programs as *Toast of the Town, Ford Theatre, Twenty Questions* and many others. His radio programs include *Take It or Leave It, What's My Name, Johnny Presents, Walter Winchell* and others.

Before joining Gray, Mr. Chalmers was at Kenyon & Eckhardt as Ford account executive and later vice president and radio-TV director. During the war he served in the infantry. After the war he became radio and assistant advertising director of Richard Hudnut Sales Co., joining K&E in 1947.

Willard Hanes continues in charge of Pacific Coast radio and TV production as well as manager of the Hollywood office.

Richfield Plans Ad Campaign

MOST extensive advertising and promotional campaign in the recent history of Richfield Oil Corp. of New York will be launched the week of April 19 on behalf of a new Richfield Ethyl gasoline and a new Richlube Super HD motor oil, Ben Pollak, sales promotion manager, last week announced at the distributors' 24th annual convention in New York. In addition to newspapers, the company will use a co-operative advertising plan including radio and TV spots.

Agency Exposition

ALPHA DELTA SIGMA, national honorary advertising fraternity, in conjunction with BBDO on April 21-23 will conduct a three-day exposition titled "Blueprint of an Advertising Agency." Sessions will be held in Morris Hall, New York U. School of Commerce.

Heading the list of agency speakers will be Ben Duffy and Fred Manchee, president and vice president, respectively, of BBDO. James McGarry, executive assistant to Mr. Duffy, has been assigned to act as liaison to the university.

NEW BUSINESS

Spot

Mission Dry Corp., L. A. (Mission Orange beverage), this month is starting radio spot announcement campaign on cooperative basis with local bottlers coast-to-coast, for 10-13 weeks. No stations set yet. Agency: Caples Co., L. A.

Wilson & Co., Chicago (Ideal dog food), started spot announcement campaign on KNBH (TV) and KECA-TV both Los Angeles, for 13 weeks from April 10. Other stations will

be added. Agency: Davis & Co., L. A.

Louis Milani Foods Inc., L. A. (1890 French dressing), started spot announcement campaign on KHJ-TV and KECA-TV that city, for 52 weeks from week of April 6. Other TV stations in San Francisco and Chicago will be added. Agency: Arthur Meyerhoff & Co., Beverly Hills.

Network

Simmons Co., New York (mattresses), and **International Silver Co.,** Meriden, Conn., assume alternating sponsorship of CBS-TV *My Favorite Husband,* weekly half-hour live series starring Joan Caulfield and Barry Nelson, Sat., 9:30-10 p.m. EST, starting in Sept. or Oct. Agency: Young & Rubicam Inc., Hollywood.

Gordon Baking Co., Detroit (Silvercup Bread), sponsor of 6-6:15 p.m. EST Wed. and Fri. portions of *Rootie Kazootie* on WABC-TV New York, extended program coverage over ABC-TV to Chicago, Detroit, Toledo and South Bend, effective last Tues. Program is sponsored on WABC-TV in same time segment on Thurs. by **Weston Biscuit Co.,** Passaic, and on Tues. by **Airline Products Co.,** Linden. Half-hour version of program sponsored over ABC-TV Sat., 10:30-11 a.m. EST, by **Johnson Candy Co.,** Chicago.

North American Van Lines, L. A., renews alternating quarter-hour segment of CBS Radio *News Room, Sunday Desk* on 19 Columbia Pacific Radio Network stations, Sun., 5:30-6 p.m. PST, for 13 weeks from April 26. Agency: Castor & Assoc., L. A.

Pure Oil Co. renews *News Parade* on 40 NBC radio stations Mon. through Fri., 6-6:15 p.m. CST, effective April 27 for 52 weeks. Agency: Leo Burnett Co., Chicago.

Agency Appointments

Food Enterprises Inc., N. Y., appoints Fred Gardner Co., N. Y.

Chase National Bank, N. Y., names Kenyon & Eckhardt, that city, advertising agency, effective July 1, for consumer and institutional phases.

Washington State Apple Commission, Seattle, appoints Pacific National Adv., same city. Radio-TV will be used. Account executive is **William H. Horsley.**

Puget Sound Navigation Co., Seattle, appoints Beaumont & Hohman, same city. Radio will be used.

Pacific Vogue, L. A. (high fidelity phonographs, radio-TV sets), appoints Vick Knight Adv., that city. **Robert B. Jarvis II** is account executive. Radio-TV will be used.

Ruben Adv., Indianapolis, handles advertising for Chesty Foods Inc. on WTTV (TV) Bloomington, Ind. [B•T, March 16].

Nebraska Packing Co., L. A. (Prince dog food), **Dean E. Yale Co.,** L. A. (Stovent range ventilating system), **Import Liquidators,** L. A. (carpet firm), and **Thrifty Appliance Co.,** Huntington Park (washing machines), appoint Carmona & Allen Inc., Hollywood.

NETWORK TV SHOWS GAIN IN GROSS, BUT DROP IN NUMBER OF SPONSORS

Thought-provoking are PIB figures for last January which show that while gross billings were 15.9% above the previous January, nevertheless network advertisers numerically dwindled.

NETWORK television's rapid acceleration in the past five years from a dead start to a prominent place among national advertising media, is reflected by gross time sales of $180 million last year. Yet this young medium is beginning to show symptoms more appropriate to declining senescence than to vigorous youth.

Comparison of the advertising placed on the four TV networks in January 1953 and in January 1952, as reported by Publishers Information Bureau, at first glance seems to show a healthy increase. Gross billings in the opening month of this year totaled $17,447,905, up 15.9% from the $15,058,412 billed in the same month of 1952.

But a look behind this rosy dollar figure reveals other less encouraging facts. In January 1952 the number of advertisers using network television to reach the consuming public totaled 167. By January 1953 this number had dwindled to 149, most of them also numbered in the January 1952 roster, with few new names added since then.

This surprisingly static status of such a young and supposedly vigorous medium is emphasized when Table I, listing the top ten TV network clients during January of this year, is compared with the same list for that month of a year ago. Nine of the companies appearing on this January's list also showed up on that of the year before. Only newcomer to this select group is General Mills, replacing P. Lorillard Co.

Perhaps an even more startling demonstration of the little change in the use of network television by national advertisers over the past year is shown in Table II, listing the medium's leading advertiser in each product group during the month. Of the 23 companies listed, 16 were included in a similar list for January 1952.

Table III, listing the gross TV network time purchases of all advertisers by product categories for January 1953 and January 1952, shows how rapidly network television is becoming stratified. Food advertising, alone accounting for more than one-sixth of the total billings, was first in January of both years. The next five categories in order of their expenditures with the medium—tobaccos, toiletries,

* * *

TABLE I

TOP 10 TV NETWORK ADVERTISERS IN JANUARY 1953

Procter & Gamble Co.	$1,157,637
Colgate-Palmolive-Peet Co.	842,530
R. J. Reynolds Tobacco Co.	741,535
American Tobacco Co.	675,760
General Motors Corp.	582,377
Lever Brothers Co.	506,388
General Foods Corp.	496,976
Liggett & Myers Tobacco Co.	473,900
General Mills Inc.	433,883
Gillette Co.	428,825

TABLE II

LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP FOR JANUARY 1953

Apparel, Footwear & Access.	Cat's Paw Rubber Co.	$ 59,400
Automotive, Auto. Access. & Equip.	General Motors Corp.	506,152
Beer, Wine & Liquor	Pabst Brewing Co.	159,600
Confectionery & Soft Drinks	Sweets Co. of America	137,082
Consumer Services	Arthur Murray School of Dancing	22,056
Drugs & Remedies	American Home Products Corp.	210,820
Food & Food Products	General Foods Corp.	496,976
Gasoline, Lubricants & Other Fuels	Texas Co.	137,600
Household Equip. & Supplies	General Electric Co.	313,990
Household Furnishings	Armstrong Cork Co.	97,965
Industrial Materials	Reynolds Metals	106,440
Insurance	Mutual Benefit Health & Accident Ass'n	51,960
Jewelry, Optical Goods & Cameras	Speidel Corp.	56,670
Office Equipment, Stationery & Writing Supplies	Hall Brothers	77,580
Publishing & Media	Curtis Publishing Co.	48,984
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	154,950
Retail & Direct Mail	F. W. Woolworth Co.	23,175
Smoking Materials	R. J. Reynolds Tobacco Co.	741,535
Soaps, Cleansers & Polishes	Procter & Gamble Co.	968,614
Sporting Goods & Toys	Lionel Corp.	15,038
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	651,400
Transportation, Travel & Resorts	Greyhound Corp.	48,159
Miscellaneous	Quaker Oats Co.	48,990

TABLE III

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JANUARY 1953, COMPARED TO 1952

	1953	1952
Apparel, Footwear & Access.	$ 251,645	$ 343,693
Automotive, Automotive Equip. & Access.	1,511,095	1,264,418
Beer, Wine & Liquor	367,080	553,788
Building Materials	. . . . .	68,010
Confectionery & Soft Drinks	622,784	459,451
Consumer Services	22,056	6,773
Drugs & Remedies	910,942	391,025
Food & Food Products	3,113,738	2,916,136
Gasoline, Fuel, and Lubricants	315,292	428,955
Household Equipment	1,264,275	896,277
Household Furnishings	257,128	202,705
Industrial Materials	380,780	340,281
Insurance	103,050	38,370
Jewelry, Optical Goods & Cameras & Access.	230,970	142,420
Office Equipment	77,580	219,450
Publishing & Media	53,721	53,612
Radios, TV Sets, Phonographs, Musical Instruments & Access.	313,550	386,940
Retail and Direct Mail	23,175	102,950
Smoking Materials	2,942,932	2,364,943
Soaps, Cleansers and Polishes	1,889,445	1,684,362
Sporting Goods & Toys	15,038	. . . . .
Toiletries and Toilet Goods	2,563,329	2,027,848
Transportation, Travel, and Resorts	48,159	. . . . .
Miscellaneous	170,141	166,005
TOTALS	$17,447,905	$15,058,412

RADIOS IN CARS SELL IOWA MEN!



63.7% LISTENED TO THEIR CAR RADIOS TODAY!

"I heard about it in the car, this morning". That's a familiar phrase, anywhere in America — and *more* than familiar in Iowa.

Out here, automobiles are used more than you probably realize. There are no subways or commuter trains in Iowa. More than 58% of all Iowa families own radio-equipped cars. The 1952 Iowa Radio-Television Audience Survey shows that 63.7% of the men stated that they "used the car radio today". Twice as many men "listen most" to Station WHO, than to the next Station.

This is a plus-audience that radio, *and radio alone,* gives you in Iowa. It is an especially *good* audience because a large part of it hears your message while traveling to the store where your merchandise is sold.

If you have not yet received your copy of the 1952 Survey, write us or ask Free & Peters. Hundreds of advertising men call it *the most valuable book in their data files.*

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

soaps and cleansers, automotive and household equipment—occupied the same relative position both times.

These six categories of TV network business, incidentally, account for more than 75% of the total billings for all 23 classes. And, to revert to Table I, it is perhaps significant that the top ten advertisers, less than 7% of the total number, account for more than 35% of the total billings.

Meteoric Growth

Network television, in five short years, has grown with meteoric speed. Its billings are still on the upgrade and will presumably continue to rise as new stations in new markets are added to the TV networks and as expanding TV homes totals in existing markets lead to rate increases by present stations. But the medium is becoming one that is used, albeit extensively, by a comparatively small number of advertisers concentrated into a few types of businesses.

More Than 1.3 Million Sets Shipped in 2 Months—RTMA

TELEVISION manufacturers shipped 1,348,178 sets to dealers during the first two months of 1953, according to Radio-Television Mfrs. Assn. Of the total, 653,091 sets were shipped in February. The two-month shipments for the same period a year ago totaled 806,497, of which 434,808 were shipped in February.

More than 40 million receiving tubes and 800,000 cathode ray tubes were sold in February. Of the 699,411 tubes sold in February, 73.5% were 19 inches and larger in size.

Television set shipments to dealers by states for the first two months of 1953 follow:

State	Total	State	Total
Ala.	22,575	Neb.	10,919
Ariz.	9,741	Nev.	29
Ark.	7,138	N. H.	4,725
Calif.	99,308	N. J.	36,442
Colo.	18,422	N. M.	2,918
Conn.	18,946	N. Y.	135,704
Dela.	3,552	N. C.	30,451
D. C.	10,115	N. D.	427
Fla.	18,851	Ohio	89,689
Ga.	25,296	Okla.	23,099
Idaho	2,401	Ore.	16,700
Ill.	73,940	Pa.	131,226
Ind.	47,042	R. I.	6,107
Iowa	24,930	S. C.	8,278
Kan.	11,568	S. D.	1,695
Ky.	21,021	Tenn.	18,990
La.	17,324	Tex.	85,996
Me.	7,660	Utah	12,150
Md.	18,769	Vt.	2,066
Mass.	43,490	Va.	31,200
Mich.	51,764	Wash.	33,586
Minn.	21,229	W. Va.	21,444
Miss.	11,314	Wis.	24,554
Mo.	32,915	Wyo.	388
Mont.	84	Grand Total	1,348,178

Schwerin Debuts Newsletter

MONTHLY newsletter informing radio, TV advertising and agency executives of current research trends was published for the first time last Friday by Schwerin Research Corp., New York.

The Schwerin Research Corp. bulletin will be distributed on the tenth of each month. First issue highlights discuss use of "house experts" in radio-TV commercials and describe Schwerin's technique of pre-testing "rough" filmed commercials. An explanation of the new Cash Alternative Test method also is featured.

TV HOMES HIT 19.5 MILLION IN 1952

During the 12 months following January 1952 some 6 million families added TV sets to bring the video-equipped percentage of U. S. families to 44%, reports Market Research Corp. of America's Consumer Research Panel. Greatest jump was in farm areas and cities of below 50,000 population.

WITH the addition of 6,000,000 more new television families during the period between January 1952 and January 1953, the number of families in the TV market reached 19,500,000 at the latter date.

These totals showing 44% of all U.S. families with television, was reported last Tuesday by Market Research Corp. of America and is based on findings of the firm's National Consumer panel. The analysis goes further into detail, listing such factors as the distribution of set ownership by regions, city size, economic class, education, occupation, size of family and the number of children in the surveyed families.

As might be expected with the commencement of television service in lesser-sized population areas during the latter part of 1952, the greatest increase in set ownership (100%) was reported for the farm areas and the cities ranging up to 50,000. Cities of over half-million showed only a 27% rise in TV familes.

Regionally, the Mountain and Southwest areas showed a 145% increase in TV families, considerably outdistancing all other sectors percentagewise.

The report shows a noticeable drop in white collar ownership, which slacked off from 23% of the ownerships to 18% during the 12-month period.

Breakdown of the panel report follows.

	% of Total Families in Each Market Division		%
	Jan. 1952	Jan. 1953	Increase
United States Total	31	44	40
Regions:			
Northeast	50	65	30
South	14	24	71
North Central	31	46	48
Mtn. & Southwest	11	27	145
Pacific	30	43	43
City Size:			
Farm	9	18	100
Under 2,500	11	22	100
2,500 to 50,000	13	26	100
50,000 to 500,000	31	47	52
500,000 & Over	59	75	27
Economic Class:			
A (High)	38	55	45
B	35	50	43
C	33	45	36
D (Low)	20	29	45
Education:			
Grammar School	26	38	46
High School	38	53	39
College	30	45	50
Occupation:			
Prof. & Exec.	36	53	47
Cler., Sales & Serv.	34	49	44
Crafts, Skilled Labor	41	56	37
Laborer & Operator	35	47	34
Farmer	9	16	77
Size of Family:			
1 & 2 Members	22	34	55
3 Members	35	47	34
4 & 5 Members	38	54	42
6 Members & Over	32	47	47
Presence of Children:			
5 Years & Under	41	54	32
6 Thru 12 Years	40	55	38
13 Thru 20 Years	33	47	42
No Children	23	35	52

Source: The National Consumer Panel of Market Research Corporation of America.

TV Shows Criticized

FIVE network television shows were found "objectionable" and four "variable" in the National Television Review Board's report for March.

At the same time, NTRB selected DuMont TV Network's *Life Is Worth Living* with Bishop Fulton J. Sheen as the "show of the month" for March.

The program was chosen for "contributing wholesome and outstanding entertainment, and advancing the standards of television programming for the entire industry." Program is sponsored on DuMont each Tuesday, 8-8:30 p.m. EST and on MBS radio Thursday, 9-9:30 p.m. EST.

The "objectionable": *The Web, Bride & Groom, Love of Life, Search for Tomorrow* and *Guiding Light*. The "variable": Walter Winchell, *Name's the Same, Mr. & Mrs. North* and *Superman*.

The board was set up as an independent organization of civic and press representatives in 1950 but *TV Forecast*, a Chicago fan magazine, claims sponsorship for it.

'Lux Radio', 'Hickok' Top West Coast Ratings

TOP radio programs in the Pacific area in February were *Lux Radio Theatre* in the evening and *Wild Bill Hickok* during weekday hours, according to a survey announced by A. C. Nielsen Co. last Wednesday. Ratings follow:

Pacific Nielsen Ratings
Top Radio Programs
February 1953

Rank	Programs	Homes Reached (000)
	EVENING, ONCE-A-WEEK	
1	Lux Radio Theatre (CBS)	892
2	You Bet Your Life (NBC)	820
3	My Little Margie (CBS)	789
4	Our Miss Brooks (CBS)	742
5	Charlie McCarthy (CBS)	742
6	What's My Line (CBS)	732
7	Dragnet (NBC)	717
8	People Are Funny (CBS)	691
9	Life With Luigi (CBS)	660
10	Great Gildersleeve (NBC)	634
	WEEKDAY	
1	Wild Bill Hickok (MBS)	598
2	Sergeant Preston of the Yukon (MBS)	531
3	Sky King	526
4	Romance of Helen Trent (CBS)	521
5	Our Gal Sunday (CBS)	521
6	Aunt Jenny (CBS)	521
7	Cecil Brown Commentary	495
8	Road of Life (NBC) (CBS)	490
9	This Is Nora Drake (CBS)	474
10	Ma Perkins (CBS)	474

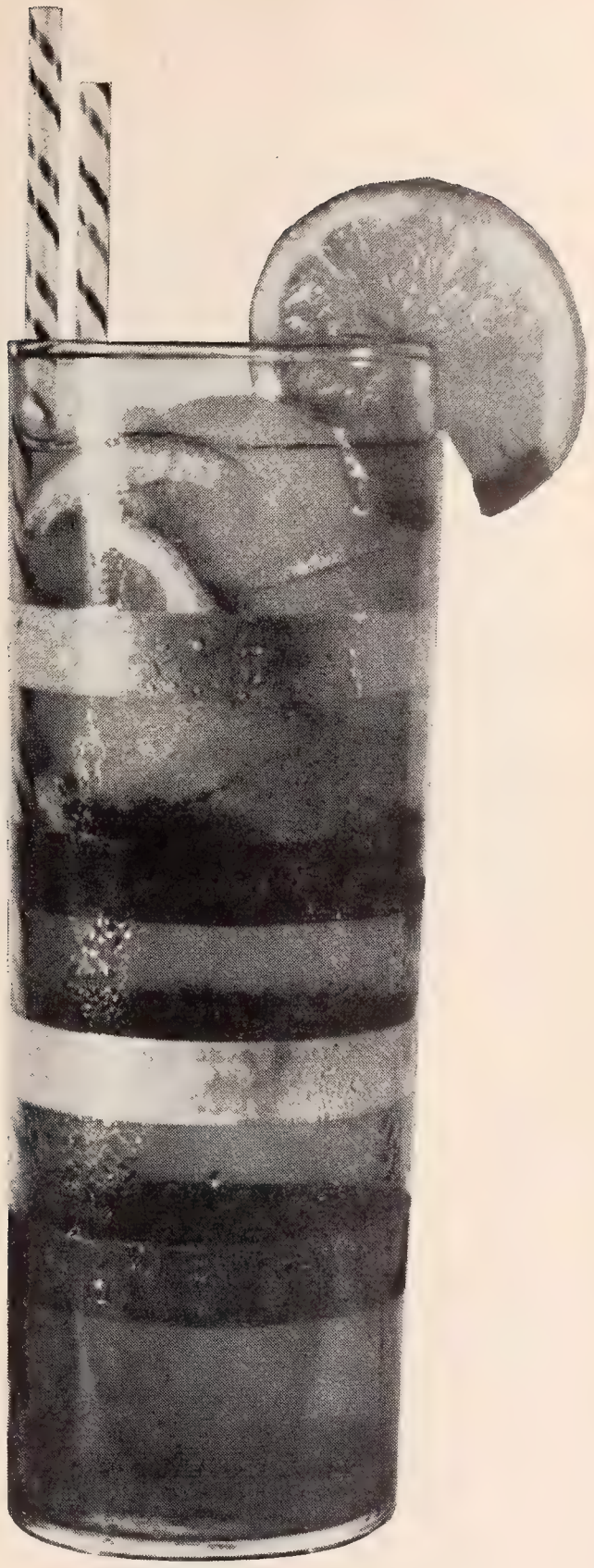
Copyright 1953 by A. C. Nielsen Company

TV 'Hooperade' for March

CBS-TV's *I Love Lucy* took first place in the six cities covered in the "Hooperade of TV Stars" for March, marking the fourth straight month the program has topped the list, according to C. E. Hooper Inc. "Hooperade" covers New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

Children's TV Habits

REPORT on children's television programs is contained in the March issue of *The Television Audience of Today* published by Advertes Research, New Brunswick and Newark, N. J. market research firm. The study is based o 763 personal interviews with mothers in Ne York area homes with children between the age of 2 to 12.



Like lemon goes with iced tea

That's how fast, profitable results go with W-I-T-H in Baltimore. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

ON WMAR-TV

PROGRAM QUARTER-HOURS WITH FOOD SPONSORSHIP



Ann Mar, mistress of cookery on WMAR-TV's The Woman's Angle has reason to look pleased. With her increased schedule, she now contributes 16 of the 80 food sponsored quarter-hours on WMAR-TV which draw more than 5,000,000 tune-ins each week.*

THE WOMAN'S ANGLE

Monday, Tuesday, Thursday, Friday	1-1.30 P. M.
Monday, Wednesday, Friday	3.30-4 P. M.

ANN MAR'S BLOCK PARTY

Thursdays	3.30-4 P. M.

*Based on March A. R. B.

***In Maryland, most people watch* WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

***Represented by* THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Hooper Offers New TV Report For Cities Not Now in Ratings

SPECIAL TV Station Audience Index Report, designed for new stations in cities not currently on the TV Hooperatings schedule, is being offered by C. E. Hooper Inc. Report would contain figures on sets-in-use for all homes and TV homes, share of audience, Hooperatings and Teleratings, based on TV homes for 6-7, 7-8, 8-9, 9-10 p.m. in Sunday through Saturday averages.

In cities with more than 50% TV set saturation, the same data will also be reported on 6-10 p.m. average for individual evenings. If a subscriber is a uhf station, the report will contain data on the extent of set conversion, based on the added interview question: "Has your receiver been converted to receive uhf channels?" (or a specific channel).

Station Audience Index Report is based on 3,360 duplex coincidental telephone interviews conducted within the toll-free area of the station's home city. Price is $300 for a city with at least 50% TV set saturation; $500 for a city with 25-50% TV set saturation (with sample increased to 6,720); $700 for a city with 10-25% TV set saturation (with sample increased to 10,080). For cities where a special interviewing staff has to be established there will be an additional charge of $100.

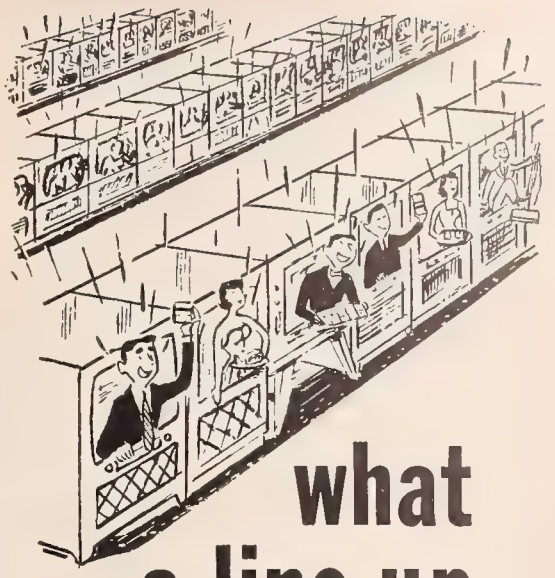
TELESTATUS®

Weekly TV Set Summary—April 13, 1953—Telecasting Survey

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	.....	.....
Amarillo	KGNC-TV, KFDA	19,434	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	270,000	.....
Atlantic City	WFPG-TV	.....	9,308
Austin	KTBC-TV	24,985	.....
Baltimore	WAAM, WBAL, WMAR-TV	467,417	.....
Bangor	WABI-TV	16,000	.....
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	155,000	.....
Bloomington	WTTV	221,800	.....
Boston	WBZ-TV, WNAC-TV	1,029,151	.....
Bridgeport	WICC-TV	.....	.....
Buffalo	WBEN-TV	336,931	.....
Charlotte	WBTV	307,805	.....
Chicago	WBBM-TV, WBNK, WGN-TV, WNBQ	1,363,674	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	407,000	.....
Cleveland	WEWS, WNBK, WXEL	739,702	.....
Colorado Springs	KKTV	16,500	.....
Columbus	WNBS-TV, WLWC, WTVN	279,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	246,871	.....
Davenport	WOC-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	272,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	19,545	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	246,871	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	233,961	.....
Grensboro	WFMY-TV	156,548	.....
Harrisburg	WHP-TV	35,000	.....
Holyoke	WHYN-TV	.....	.....
Honolulu	KGMB-TV	17,597	.....
Houston	KPRC-TV	237,000	.....
Huntington-Charleston	WSAZ-TV	180,996	.....
Indianapolis	WFMB-TV	332,000	.....
Jackson	WJTV	.....	13,420
Jacksonville	WMBR-TV	109,000	.....
Johnstown	WJAC-TV	642,428	.....
Kalamazoo	WKZO-TV	283,000	.....
Kansas City	WDAF-TV	281,228	.....
Lancaster	WGAL-TV	216,701	.....
Lansing	WJIM-TV	174,350	.....
Lawton	KSWO-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,536,852	.....
Louisville	WAVE-TV, WHAS-TV	232,693	.....
Lubbock, Tex.	KDUB-TV	22,104	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	201,800	.....
Miami	WTVJ	178,500	.....
Milwaukee	WTMJ-TV	416,706	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	363,300	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Nashville	WSM-TV	111,309	.....
New Britain	WKNB-TV	.....	53,017
New Castle	WKST-TV	.....	27,763
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	174,485	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth Newport News	WTAR-TV	167,133	.....
Oklahoma City	WKY-TV	193,700	.....
Omaha	KMTV, WOW-TV	181,433	.....
Peoria	WEEK-TV	.....	18,075
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,217,138	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	584,000	.....
Portland, Ore.	KPTV	.....	72,839
Providence	WJAR-TV	429,005	.....
Pueblo	KDZA-TV	13,000	.....
Reading	WHUM-TV	.....	84,748
Richmond	WTVR	164,742	.....
Roanoke	WROV-TV, WSLS-TV	50,100	19,000
Rochester	WHAM-TV	177,500	.....
Rock Island	WHBF-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
St. Louis	KSD-TV	502,000	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	133,721	.....
San Diego	KFMB-TV	173,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	558,200	.....
Schenectady-Albany-Troy	WRGB	261,400	.....
Seattle	KING-TV	243,000	.....
Sioux City	KVTV	.....	30,669
Sioux Falls	KELO-TV	15,500	.....
South Bend	WSBT-TV	.....	37,097
Spokane	KHQ-TV, KXLY-TV	24,701	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	.....	.....
Syracuse	WHEN, WSYR-TV	217,263	.....
Tacoma	KTNT-TV	243,000	.....
Tijuana (Mexico, San Diego	XETV	.....	.....
Toledo	WSPD-TV	224,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	142,360	.....
Utica-Rome	WKTV	91,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	443,680	.....
Wichita Falls	KWFT-TV	.....	.....
Wilkes-Barre	WBRE-TV	.....	52,000
Wilmington	WDEL-TV	134,034	.....
York	WSBA-TV	.....	28,534
Youngstown	WFMJ-TV, WKBN-TV	88,000	22,000

Total Stations on Air 158*. Total Markets on Air 106*.
* Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico.

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U. S. however, is unduplicated estimate.



what a line up..

332,000 STRONG!

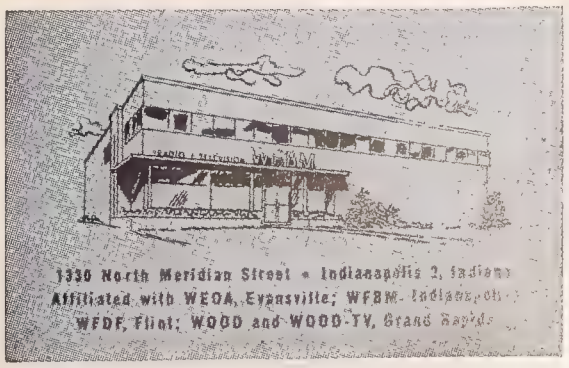
WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

2,500
60,000
90,000
today

there are 332,000 sets in use in the rich market covered by

WFBM-TV
Indianapolis

Represented nationally by The Katz Agency





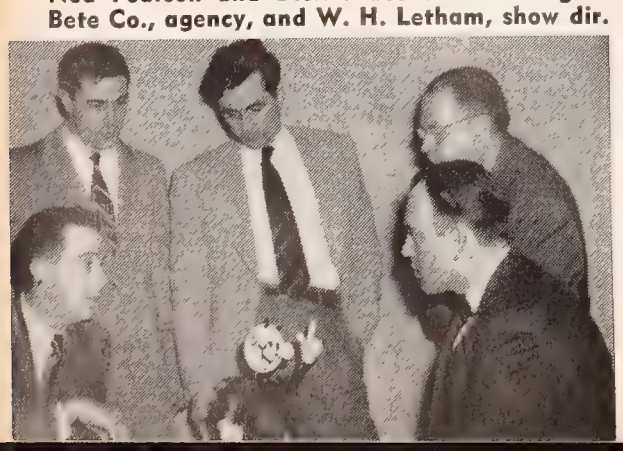
FORD DEALERS of Southern California will sponsor a third of Los Angeles Angels and Hollywood Stars 1953 baseball on KHJ-TV Hollywood in $161,000 deal. Discussing terms (l to r): Howard Wheeler, KHJ-TV acct. exec.; Walter Cooper, Ford Div. dist. mgr., Ford Motor Co.; Phil Johnston, pres., Ford Dealers Adv. Assn. of Southern Calif.; George Whitney, KHJ-TV sls. v.p., and William R. Wilgus, TV dept. head, J. Walter Thompson Co., agency.



RENEWAL and increase from once to twice weekly of *Cisco Kid* on WNBT (TV) New York for 41 weeks is signed by (l to r): Jay Helton, WNBT sls. mgr.; Gus Guckenberger, adv. mgr., Ward Baking Co., sponsor, and Max E. Buck, WNBT mchdsg. mgr.

CLAIMED Amarillo advertising's largest single contract, $72,000, is that by which Furr Food Super Market chain sponsors, on KGNC-TV that city, a five-times-weekly 10-minute newscast, three quarter-hour musical shows, a half-hour Saturday barn dance and two half-hour dramatic films. Signing (l to r): Monte Rosenwald, Southwest Adv., agency; Key Furr, chain owner, and Bill Clarke, KGNC-TV local sls. mgr.

WESTERN Massachusetts Electric Co. was first to buy time on WWLP (TV) Springfield, Mass., which started operations March 17. Readying for *Western Massachusetts High Lights* are (l to r): Seated, Tom Colton, show m.c., and Lewis I. Shwartz, WWLP prog. dir.; standing, Ned Pearson and Dick Bruce of Channing L. Bete Co., agency, and W. H. Letham, show dir.



FACTS & FIGURES

CBS Has 9 of Top 10 In Nielsen AM Ratings

CBS had nine of the top 10 evening once-a-week shows, all the top 10 weekday and the top three Saturday programs in the March 1-7 ratings by A. C. Nielsen Co. on network radio. The ratings:

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
REGULAR WEEK MARCH 1-7, 1953
NIELSEN-RATING*

RANK	PROGRAM	HOMES REACHED (000)
EVENING, ONCE-A-WEEK		
	(Average For All Programs)	(2,864)
1	Jack Benny (CBS)	8,011
2	Amos 'N' Andy (CBS)	6,624
3	Charlie McCarthy Show (CBS)	5,953
4	Lux Radio Theatre (CBS)	5,729
5	Our Miss Brooks (CBS)	4,968
6	People Are Funny (CBS)	4,699
7	Arthur Godfrey's Scouts (CBS)	4,431
8	You Bet Your Life (NBC)	4,207
9	My Little Margie (CBS)	4,118
10	Suspense (CBS)	4,028
EVENING, MULTI-WEEKLY		
	(Average For All Programs)	(1,566)
1	One Man's Family (NBC)	2,685
2	News of the World (NBC)	2,596
3	Silver Eagle (ABC)	2,506
WEEKDAY	(Average For All Programs)	(2,014)
1	Arthur Godfrey (Nabisco) (CBS)	3,580
2	Arthur Godfrey (Liggett & Myers) (CBS)	3,536
3	Arthur Godfrey (Toni) (CBS	3,446
4	Romance of Helen Trent (CBS)	3,357
5	Wendy Warren and the News (CBS)	3,312
6	Our Gal, Sunday (CBS)	3,267
7	Arthur Godfrey (Pillsbury) (CBS)	3,043
8	Guiding Light (CBS)	3,043
9	Aunt Jenny (CBS)	2,909
10	This Is Nora Drake (Toni) (CBS)	2,820
DAY, SUNDAY	(Average For All Programs)	(1,119)
1	Shadow, The (Sylvania) (MBS)	2,014
2	Shadow, The (Wildroot) (MBS)	1,925
3	New York Philharmonic (CBS)	1,656
DAY, SATURDAY	(Average For All Programs)	(1,432)
1	Theatre of Today (CBS)	2,596
2	Stars Over Hollywood (CBS)	2,551
3	Fun for All (CBS)	2,327

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

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'52 Network TV Gross Up, But Sponsored Hours Drop

GROSS billings of the four TV networks for 1952 were 41.3% above 1951's, but the total sponsored network hours last year dropped 11.1% below total for the previous year.

Those seemingly contradictory reports of the progress (upwards or downwards?) of network television both are made by Magazine Advertising Bureau from the records of Publishers Information Bureau on advertising expenditures for TV network time. MAB spells it out by quarters in the following table:

Gross Network Billings
(In Thousands)

	1952	1951	Per Cent Change
1st Quarter	$ 45,674.3	$ 26,408.4	+73.0%
2nd Quarter	42,941.8	28,839.7	+48.9
3rd Quarter	40,226.5	30,136.7	+33.5
4th Quarter	51,925.1	42,604.7	+21.9
TOTAL	$180,794.7	$127,989.5	+41.3%
	Sponsored Network Hours		
1st Quarter	1,490.8	1,588.5	— 6.2%
2nd Quarter	1,312.3	1,568.0	—16.3
3rd Quarter	1,209.6	1,315.3	— 8.0
4th Quarter	1,495.6	1,725.6	—13.3
TOTAL	5,508.3	6,197.4	—11.1%

MAB's summation: "Money up—because of rate increases and extra stations—but sponsored network hours down."

See billings story, page 30.

FILM

Tuttle to Form Own Firm, King Becomes UTP Head

RESIGNATION of Willson (Bill) Tuttle as president of United Television Programs to form his own TV film production firm was announced last week. He will be succeeded as UTP president by Gerald King, a co-founder of the company.

Spokesman said that Mr. Tuttle will work closely with UTP and offer the firm the opportunity to distribute his properties.

Mr. Tuttle reported that he is completing negotiations for *Bulldog Drummond* and *Planetman*, a show which now is a transcribed radio series.

UTP Orientation Sessions Set To Coincide With NARTB Meet

UNITED Television Programs Inc., is holding a national meeting April 25-30 in Hollywood to acquaint its salesmen and other key personnel with the problems of film producers, UTP President Gerald King announced last week.

The meeting is timed to coincide with the NARTB convention.

A reception and buffet at the California Studios are scheduled the first day. Jack Gross and Philip Krasne, producers, CBS-TV's *Big Town* film series distributed by UTP, will be hosts.

On April 26, Mr. King will head a discussion of sales problems, new productions and uhf stations. Other UTP speakers that day: Sol Dolgin, supervisor, promotion-exploitation; Monroe Mendelsohn, advertising head; Walter A. Klinger, Hollywood district manager, and Ben Frye, vice president in charge of sales.

Producers To Speak

Speakers at a dinner in the Ambassador Hotel will be UTP producers: Messrs. Gross and Krasne; Charles Brown, vice president in charge of sales of Bing Crosby Enterprises; Lee Blevins, vice president, Kling Studios Inc.; Ted Kneeland, partner, Kneeland-Sax Productions; Hank McCune, head of his own production firm, and Sam Costello, producer-board member, Studio Films.

Milton Blink, UTP executive vice president, is in charge of arrangements.

Palmer Reports Color, 3-D, On One Black & White Film

SUCCESSFUL combination of tri-dimension and color on "one black and white film" was reported last week by Col. B. J. Palmer, Iowa radio and television station operator.

Stating the new system, called "Stereocolor", will be ready for showing to the motion picture industry soon, Col. Palmer said he believed the method can be adapted for television.

"As impossible as it seems," Col. Palmer said, "we produce 3-D and a full range of colors with one black and white film. The savings to the movie industry in this Stereocolor system, as compared with present 3-D and color systems, should be great."

The system was developed by R. E. Schenstead of Marshalltown, Iowa, over a 20-year period. Col. Palmer is one of Mr. Schenstead's financial backers, and is principal owner of WHO-AM-FM Des Moines, WOC-AM-FM-TV Davenport, and owns 25% of KMA Shenandoah and KMTV (TV) Omaha.

Today's Chuckle
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THE DAILY ARGUS-LEADER
"South Dakota's Leading Newspaper"
Evening Edition
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KELO-TV CHANNEL 11

NBC PRIMARY

ABC

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THE O. L. TAYLOR CO.

In Sioux City, Iowa

le Warmer

The Sioux City Journal

SPARKS
by Willis Forbes
A silent tongue is proof of wisdom sometimes the g just a numskull.

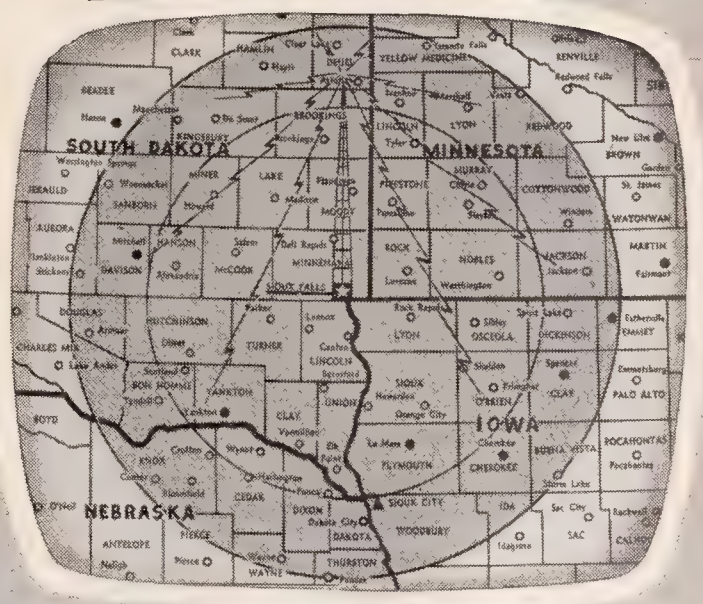
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Details Page 8

NTH YEAR—VOL. 83, NO. 298.

SIOUX CITY, IOWA, WEDNESDAY, APRIL 1, 1953.—22 PAGES.

KELO-TV CHANNEL 11
SERVING AND SELLING
THE RICHEST CORNERS
OF FOUR STATES.



KELO-TV

JOE FLOYD, President

EVANS A. NORD, Gen. Mgr.

NBC-TV ABC-TV

CHANNEL 11 — SIOUX FALLS, S. DAK.

CHANNEL 11 VHF



GEN. FILMS SETS UP PROCESSING PLANT

ORGANIZATION of General Film Laboratories Corp., Hollywood, and the putting into operation of its multi-million dollar film processing plant have been announced by G. Carleton Hunt, president.

The plant, at Argyle and Selma Aves., formerly occupied by Paramount Lab., was purchased last September by Mr. Hunt and Hans de Schulthess, now vice president of the firm. More than $500,000 went into renovating the plant, which now has a weekly processing capacity of 5 million feet of 35mm black-and-white positive and 1 million feet of 35mm negative film.

Four projection rooms are being equipped for both flat and 3-D film and 20 cutting rooms prepared for an editorial service.

Joining the new firm as director of sales is Alton A. Brody, who also continues as West Coast representative, De Luxe Labs., New York. Executive staff includes Alan Gundelfinger, general manager of Cinecolor, in the same capacity; Harlan Baumbach, Technicolor Corp., as technical director, and William Gephart, Paramount Lab., as processing director.

Cross-Complaint Is Filed Against Loews' Suit

CROSS-COMPLAINT to a breach of contract suit filed by Loews' Inc. two months ago has been filed by the defendants, Hugh Harman and Rudolph Ising, named in the earlier suit.

Messrs. Harman and Ising ask that the Federal Court in Los Angeles rule that they have had possession for the last 16 years of 37 theatrical cartoons made for MGM.

The $500,000 Loews' suit [B•T, Feb. 2] was filed to halt release of the films to television. It named, in addition to Messrs. Harman and Ising, KTTV Inc., Paramount Television Productions Inc. (operators of KTLA [TV] Los Angeles), Sterling Television Co. and Cornell Films among defendants. Loews charged breach of contract and asked for an injunction.

Last week's cross-complaint declares that the producers entered into a contract with MGM in 1934 to deliver 13 cartoons a year for five years. Disagreements developed, however, the cross-complaint asserts, and the contract was renegotiated in 1937.

Under the 1934 agreement the cartoons were MGM's property, but the rewritten contract, the cross-complaint states, gave Messrs. Harman and Ising sole ownership.

Film Firm Sues Jarvis For Alleged Non-Payment

SUIT asking $10,000 damages and $2,100 for alleged non-payment on use of TV films was filed against Al Jarvis, KECA-TV and KFWB Hollywood disc m.c., and ABC last Monday (April 6) in Los Angeles Superior Court by Daniel A. Cypert and Billy Dix, partners in Fountain Productions.

The suit charges Mr. Jarvis with televising 14 films in *The Fountain of Poetic Thought* series on KECA-TV between last Aug. 21 and Oct. 13, repeating eight of them between Sept. 1 and Nov. 6, without reasonable compensation. Value of each film was figured at $150 in the reported oral agreement with the defendant.

Plaintiff's partner, D. J. Stewart, has assigned them his rights in the complaint.

Two TV Film Firms Enter Bids for Chaplin Studios

SEPARATE BIDS have been entered by Gross-Krasne Inc. and Mark VII Productions, TV film production companies, to buy Charles Chaplin Studios, Hollywood, for which Mr. Chaplin, now living in Europe, reportedly has reduced his asking price from $1,400,000 to $900,000.

Gross-Krasne Inc., associated with United Television Programs Inc., recently bought California Studios for $135,000 from the estate of former owner Harry Sherman in a Superior Court probate sale. The sale is being contested by the late Mr. Sherman's daughters, Theodora and Arlynne Sherman. (See story below.)

Mark VII Productions, packagers and producers of the *Dragnet* AM-TV series, now has headquarters at Walt Disney Studios, but must vacate because the cartoon producer has said he needs space to expand.

CBS-TV Film Sales Reports Marked Business Increase

AN INCREASE in sales of CBS-TV Film Sales programs during the past three months amounting to more than 400% above the same period last year was announced last week by Wilbur S. Edwards, general sales manager. He said CBS-TV film shows have been sold in every new TV market to date.

New, and also the established stations, have been using CBS-TV Film Sales merchandising plans "with fine results" and have taken advantage of the unit's advisory service, Mr. Edwards said.

Some of the leading programs in sales, Mr. Edwards said, have been *Crown Theatre, The Gene Autry Show, Files of Jeffrey Jones, The Range Rider, Strange Adventure* and *World's Immortal Operas.*

Studios Sale Appealed

AN APPELLATE court has been asked to review the April 1 decision by Probate Judge Newcomb Condee in Los Angeles Superior Court reaffirming the sale of California Studios to Gross-Krasne Inc., TV film producers, for $135,000 [B•T, April 6].

Theodora and Arlynne Sherman, daughters of the late Harry Sherman, who owned controlling interest in the studios at time of his death last September, are protesting the sale, alleging they were treated inequitably by the court when they sought to bid on their father's stock. They asked Judge Condee to set aside his Dec. 5 decision approving the sale. Upon his refusal April 1, they immediately filed notice of appeal to the higher court.

Film Sales

Completion of 17 new sales of programs during the past two weeks was announced by **Consolidated Television Sales,** distribution and sales firm for filmed TV programming. These transactions were said to be in addition to complete catalogue sales to new TV stations under the recently-announced "station-starter" plan for new TV stations [B•T, March 16].

* * *

Arrow Productions, New York, TV film production firm, has sold *Ramar of the Jungle,* half-hour series starring Jon Hall, in eight additional cities, bringing total markets to 30. New



Telecasts from Towers high on Mt. Wilson reach huge Los Angeles audience

With one TV set to approximately every three people, Los Angeles County has about as highly concentrated a TV audience as you'll find in any area of comparable size. And these millions of watchers can enjoy TV at its best because all the major Los Angeles stations concentrate their telecasting at a single point – a nearby mountain top, towering more than a mile above the city itself.

Eighteen miles by direct line from Hollywood and Vine stands Mt. Wilson, site of the famous observatory. On its lofty summit, 6000 feet above sea level, are seven TV transmission towers. Programs sent out from this elevation come through with brilliant clarity, and have superior power and range. Concentration of telecasting at one point means much easier tuning for the millions of TV viewers within the 10,000-square-mile area served.

Naturally, these towers were built of steel. Steel for five of the seven was made and rolled within sight of Mt. Wilson – at the Los Angeles Plant of Bethlehem Pacific Coast Steel Corporation, Bethlehem's West Coast subsidiary.

With steel plants at Los Angeles, San Francisco and Seattle, together with steel-fabricating works and other facilities, Bethlehem Pacific is supplying substantial quantities of the many forms of steel that are serving growth and progress of the West.

BETHLEHEM STEEL

sales were reported in New York, Phoenix, Louisville, Portland, Salem, Ore., Spokane, Yakima and Bellingham, Wash.

* * *

Alexander Film Co., Colorado Springs, Colo., announces recent TV commercial productions for the following organizations:

Lindemann-Hoverson, Milwaukee, Wis., two 60-second, two 26-second and two 20-second films, through **Hoffman-York. Modern Hair Goods,** Denver, Colo., one 40-second 35mm Natural Color and one 60-second 16mm black and white film. **Ceil Heat,** Nashville, Tenn., one 60-second film. **Morton's Sandwich Spread,** Dallas, Tex., four 10-second IDs through **Ira E. De Jernett Advertising. Peter Pan Bread,** Omaha, Neb., four 60-second films through **Allen & Reynolds.**

* * *

Kling Studios Inc., Chicago, has announced release of syndicated beer commercials to new sponsors in six additional TV markets. Minute and 20-second spots will be used by **Blitz-Weinhard** in Portland, **Heidel Brau** in Sioux City, Iowa, and by **Southern Select** in Houston, Dallas-Fort Worth, Austin (all Texas) and Matamoros, Mexico-Brownsville, Tex.

* * *

Sarra Inc., New York and Chicago, has completed a series of 60-second TV film commercials for **Manor House Coffee.** The agency is Earle Ludgin & Co. **Montgomery McKinney,** account executive, and **Martha Hood,** radio-TV department, supervised production for the agency.

* * *

Spreen Oldsmobile-Cadillac, Huntington Park, Calif., has started a weekly half-hour film series, *Cases of Eddie Drake,* on KNXT (TV) Hollywood, for 13 weeks from April 10. Agency is **Killingsworth Co.,** Los Angeles.

Availabilities

Dynamic Films Inc., New York, is making avilable at no charge to TV stations *Racing Champions,* 25-minute film reviewing the highlights from the outstanding motor racing events.

* * *

Leo A. Handel Productions, Hollywood, has completed 20th film in *Everyday Adventures,* new TV series based on machines and processes supplying needs for everyday living. Distribution is by **Sterling Television Inc.**

Production

Mike Malloy Productions, Inc., Hollywood, with temporary headquarters at 1600 N. La Brea, has been formed by **Glenn Miller,** production manager, Filmcraft Productions, that city; **Al Gannaway,** New York TV producer-actor; **Steve Brodie,** motion picture actor; **Fred Eggers,** M-G-M scenarist; **Virgil Miller,** cinematographer and 1952 "Oscar" nominee, and **Tom Hubbard,** one-time director of productions, Liberty Network.

Pilot film in *Mike Malloy,* half-hour mystery-drama TV series, has been completed starring Mr. Brodie. Firm goes into full-scale production this month.

* * *

Sovereign Productions, Hollywood, has started filming the final 18 programs in 36 half-hour film schedule for CBS-TV *General Electric Theatre* **(General Electric),** NBC-TV *Cavalcade of America* **(duPont)** and *Your Jewelers Showcase* **(Hamilton Watch Co.).** Currently in production are "Sam and the Whale Design," "Robert E. Lee" and "Daniel Webster," for duPont.

* * *

American Pictures Corp., Hollywood, at Motion Picture Center, is in pre-production on 13 half-hour light comedy TV film series, *Paris Model.*

* * *

Peter T. Scott Assoc., Kansas City, now is producing a low-budget quarter-hour TV film series with a Kansas City newspaper background.

* * *

Screen Gems Inc., Hollywood, has signed Edmond O'Brien, radio-TV, stage and film actor, as host-narrator for *The Law Strikes Back,* new half-hour TV film series currently in production.

* * *

Bell Productions has packaged two new TV shows, to be done either live or on film. Eddie Cantor protege **Bobby Breen** is featured in one and English singer **Denny Vaughan** in the other. Both are fifteen minute stanzas and pilot films will be shot later this month under the direction of Bell's executive producer, **Alan Abel.**

* * *

Stanley Murphy Productions, Hollywood, has signed **James Gleason** and **Fay Bainter** to portray Pa and Ma Dugan in a half-hour TV film series based on "Dixie Dugan" syndicated comic strip.

* * *

Desilu Productions, Hollywood, has leased the two largest soundstages at Motion Picture Center and will move in September from present headquarters at General Service Studios. In addition to filming CBS-TV *I Love Lucy* and *Our Miss Brooks,* the firm plans fall production on a new half-hour TV film series, tentatively titled *Downbeat.*

* * *

Harold C. Meyers Productions, New York, has completed a series of radio and TV spot announcements for the **U. S. Marine Corps** designed to assist in recruiting.

Random Shots

Guild Films, New York, is promoting its *Liberace* TV filmed series with special discs by Liberace playing two numbers which have been offered to local and regional sponsors at cost with the sponsor's name imprinted on the label. Sponsors may use the labels as "giveaways" to promote themselves and the show. Recording was handled by the new **Special Products Div. of Columbia Records,** which is creating special recording packages for promotional use in industry.

* * *

Adrian Weiss Productions, Los Angeles, is said to be the first TV film firm to support the plan instigated by publicity man **Irving Leeds** to make video programs available to servicemen hospitalized in the U. S. and overseas. A weekly half-hour film series, *Craig Kennedy Criminologist,* now is being shown weekly at Sawtelle Veterans' Hospital, Los Angeles, through cooperation of **George Whitney,** vice-president in charge of sales for KHJ-TV Hollywood, and **Sam Weiss,** sales manager of **Louis Weiss & Co.,** Los Angeles distribution firm. The series is shown in L. A. area on KHJ-TV.

* * *

Kling Studios Inc., Chicago, appoints the Downey Co. as its San Francisco representative.

Paramount Pictures, when it promoted the Los Angeles Easter opening of "Off Limits," new feature film starring **Bob Hope,** ran a $2,800 12-hour saturation spot announcement campaign the preceding day on KLAC-TV, KTLA (TV) and KECA-TV that city. One-day TV budget is largest ever set by studio.

Film People

Richard Heermance, producer of Allied Artists, Hollywood, adds duties as production consultant with **Interstate Television Corp.,** AA subsidiary, that city. First assignment is with the recently reactivated *Ethel Barrymore Theatre,* a half-hour TV film series. The second program goes into production in April.

* * *

Al Amundsen, formerly account executive and radio-TV director, Honig-Cooper, Seattle, has joined **Cinema Service** (film production), Seattle, as production director.

* * *

Joyce Took, story analyst, Frank Wisbar Productions, Hollywood, promoted to story editor on **NBC-TV's** *Fireside Theatre* **(Procter & Gamble).**

* * *

Peter Frank, film editor, MGM, Culver City, to **Cate & McGlone,** Hollywood commercial and TV film producers, as member of production department.

* * *

Theodore H. Kupferman has resigned from NBC's legal department to join **Cinerama Productions Corp.** as general attorney, **Dudley Roberts Jr.,** Cinerama president, announced last week.

* * *

John F. Mahon of Whelan & Wagenbach accounting firm, New York, to **George F. Foley Inc.,** New York, TV, radio and motion picture producers, as controller.

* * *

Al Horowitz, Western and Southern regional sales representative, Hollywood Television Service, North Hollywood subsidiary of Republic Pictures, joins **Gross-Krasne Inc.,** Hollywood, in charge of film editorial on CBS-TV *Big Town* and *Lux Video Theatre* film series.

* * *

R. G. Hemingway, formerly assistant sales manager, Alexite Division, has been named special television representative, **Alexander Film Co.,** Colorado Springs, Colo.

* * *

Martin Cohen of the Kate Smith unit has been named administrative director of **Teleprograms Inc.,** New York, a non-profit corporation producing public affairs television programs under a grant from the **Alfred P. Sloan Foundation** in cooperation with **NBC-TV.**

* * *

Tommy Henrich, former New York Yankees baseball star, has been signed to emcee and narrate the Telenews sportsreel, *This Week In Sports.*

* * *

Robert Newgard, sales executive, **Interstate Television Corp.,** Hollywood, father of boy, Christopher Michael, March 10.

* * *

Harry Novick, traffic manager of Guild Films, New York, father of a boy, Robert Ira, April 1.



Represented Nationally by EDWARD PETRY & COMPANY, INC.
New York — Chicago — Los Angeles — St. Louis
Dallas — San Francisco — Detroit

Ziv Holds $50,000 Student Essay Contest

A $50,000 national essay contest for grammar and high school pupils will highlight the second year's exploitation campaign for Frederic W. Ziv Co.'s transcribed radio program, *I Was a Communist for the FBI*, Alvin E. Unger, Ziv's radio sales president, announced last week.

In outlining details of the contest, Mr. Unger reported that more than 70% of sponsors and stations contacted have renewed the program for the second year.

He said the contest will be held Sept. 13-Nov. 30 in cooperation with the Disabled American Veterans. According to Mr. Unger, DAV chapters and state departments in the program's listening areas will begin a special promotion campaign as part of a national Americanism program to obtain mayors' proclamations and cooperation from school heads, civic leaders and industrialists.

The contest will seek a 500-word or less essay on "What the American Flag Means to Me." A winner from each market in which the program is broadcast will be entered in the national contest.

Essays will be submitted to the local radio station carrying *I Was a Communist for the FBI*. Judges will be selected by the DAV chapter in the area in cooperation with station and sponsor. All first place local winners will be eligible for national awards, $2,000 for first place, $1,000 for second, and $500 for third.

The school represented by the national contest winner will receive $250; the teacher named by the winner will receive $250, and any veterans group or veterans hospital picked by the winner will receive $500.

Among the sponsors renewing the program is Golden State Dairies in northern California, which will carry the show in ten markets.

ASCAP Gross Revenue Totals $17.6 Millions

ASCAP gross revenue for 1952 totaled $17,672,000, Louis Bernstein, treasurer, reported to the society's annual meeting, held Tuesday at New York's Hotel Astor. Sum included $1,329,400 collected for performances of ASCAP music abroad as well as the domestic gross of $16,343,000 for the year. Operating expenses totaled $3,172,000 or 19% of the domestic income, leaving 81% for distribution to ASCAP members, the treasurer reported.

Last fall, Mr. Bernstein said, ASCAP members got $390,000 in royalties for broadcasting rights to ASCAP music in England and Canada, with another $766,329 in foreign royalties distributed last month.

Deems Taylor, reporting for the executive committee, described the ASCAP blanket contracts with radio and TV stations and networks as "fair and equitable." He noted that in contrast to the widespread anti-ASCAP legislative actions in the various states a few years back, only two such measures were introduced in state legislatures this year. No anti-ASCAP bill has become a state law in the last decade, he said.

Guest of honor at the annual banquet, Ed Sullivan, was given a clock by Otto Harbach, ASCAP president, in appreciation of his Sunday evening CBS-TV series, *Toast of the Town, The Ascap Story*.

NARTB NAMES CONVENTION PANELS; TV, RADIO WORKSHOPS SCHEDULED

Herbert Mayer, pioneer uhf telecaster who started first commercial station in upper band, to preside at discussion of uhf future at Los Angeles session. Paul Adanti to direct session on film's place in television. Several workshops will cover problems of broadcast station operators.

PROGRAM of NARTB's 31st annual convention in Los Angeles April 28-May 1 neared completion at the weekend as two workshop panels were set up and another dropped from the agenda, according to Clair R. McCollough, president of the Steinman Stations and chairman of the convention committee.

Herbert Mayer, KPTV (TV) Portland, Ore., a uhf station, will conduct an April 30 (Thursday) panel session titled "What About Uhf?" Mr. McCollough pointed out that Mr. Mayer had shown his faith in uhf by pioneering KPTV, first commercial station to operate in the band.

Paul Adanti, WHEN (TV) Syracuse, will be chairman of a panel titled "Film's Place in Television," to be held immediately after the uhf session. Mr. Adanti entered TV at WRGB Schenectady in 1940 and joined WHEN in 1948.

A tentatively scheduled trade press panel slated at noon on the last day of the convention has been dropped because of inability of some of the invited panel members to participate.

On the Uhf Panel

Serving with Mr. Mayer on the uhf panel will be James B. Tharpe, Allen B. DuMont Labs.; Frank P. Barnes, General Electric Co.; Martin Silver, Federal Telecommunications Labs.; E. C. Tracy, RCA Victor; Alan C. Tindal, WWLP Springfield, Mass, and Kenyon R. Brown, KWFT Wichita Falls, Tex.

Members of the Adanti film panel will be E. H. Ezzes, Motion Pictures for TV; John H. Mitchell, Screen Gems; Ralph W. Nimmons, WFAA-TV Dallas; Lee Ruwitch, WTVJ (TV) Miami; Harold P. See, KRON-TV San Francisco; Gerald King, United Television Programs; Robert W. Sarnoff, NBC; Peter M. Robeck, Consolidated Television Sales, and John L. Sinn, Ziv Television Programs.

A convention feature titled "Principles of Profitable Radio Operation" will be held Wednesday afternoon. The program will be built around NARTB's five-market cities report analyzing five typical areas. The scientific study was conducted under direction of Richard M. Allerton, NARTB research manager.

Similarly, the problems of radio broadcasters will be covered in two meetings to be held Tuesday afternoon. First of these will be BAB's annual program on radio selling and advertising techniques. Following the BAB meeting will be a session conducted by the Affiliates Committee, an all-industry group formed at the 1951 convention to deal with network radio rate pressures. Committee chairman is Paul W. Morency, WTIC Hartford.

Five Market Program

Mr. Morency and NARTB President Harold E. Fellows will take part in the Wednesday afternoon five-market program. Others participating will be John Esau, KTUL Tulsa; G. Richard Shafto, WIS Columbia, S. C.; F. C. Sowell, WLAC Nashville; William C. Grove, KFBC Cheyenne, Wyo.; John F. Patt, WGAR Cleveland, and Lee Little, KTUC Tucson, Ariz.

Radio merchandising program and labor panels are scheduled Thursday.

Members of the convention Resolutions Committee are H Quentin Cox, KGW Portland, Ore., chairman; Robert R. Tincher, WNAX Yankton, S. D.; Harry D. Peck, WISN Milwaukee; Irving Rosenhaus, WATV (TV) Newark, and Jack Harris, KPRC Houston.

On the convention Credentials Committee are George J. Higgins, KMBC Kansas City, chairman; Eugene O'Fallon, KFEL Denver; Harry R. Spence, KXRO Aberdeen, Wyo.; Helen Alvarez, KOTV (TV) Tulsa; Joe Bernard, KOMA Oklahoma City, and Henry P. Johnston, WSGN Birmingham.



ANNUAL NARTB golf tournament for B•T silver trophies will be staged Monday, April 27 at Wilshire Country Club, 301 N. Rossmore Ave., Los Angeles. Buses will leave Biltmore Hotel at 9:15 a.m. Play starts at 10 a.m. Entries may be sent to Maury Long, B•T business manager who is managing tournament, or any B•T bureau.

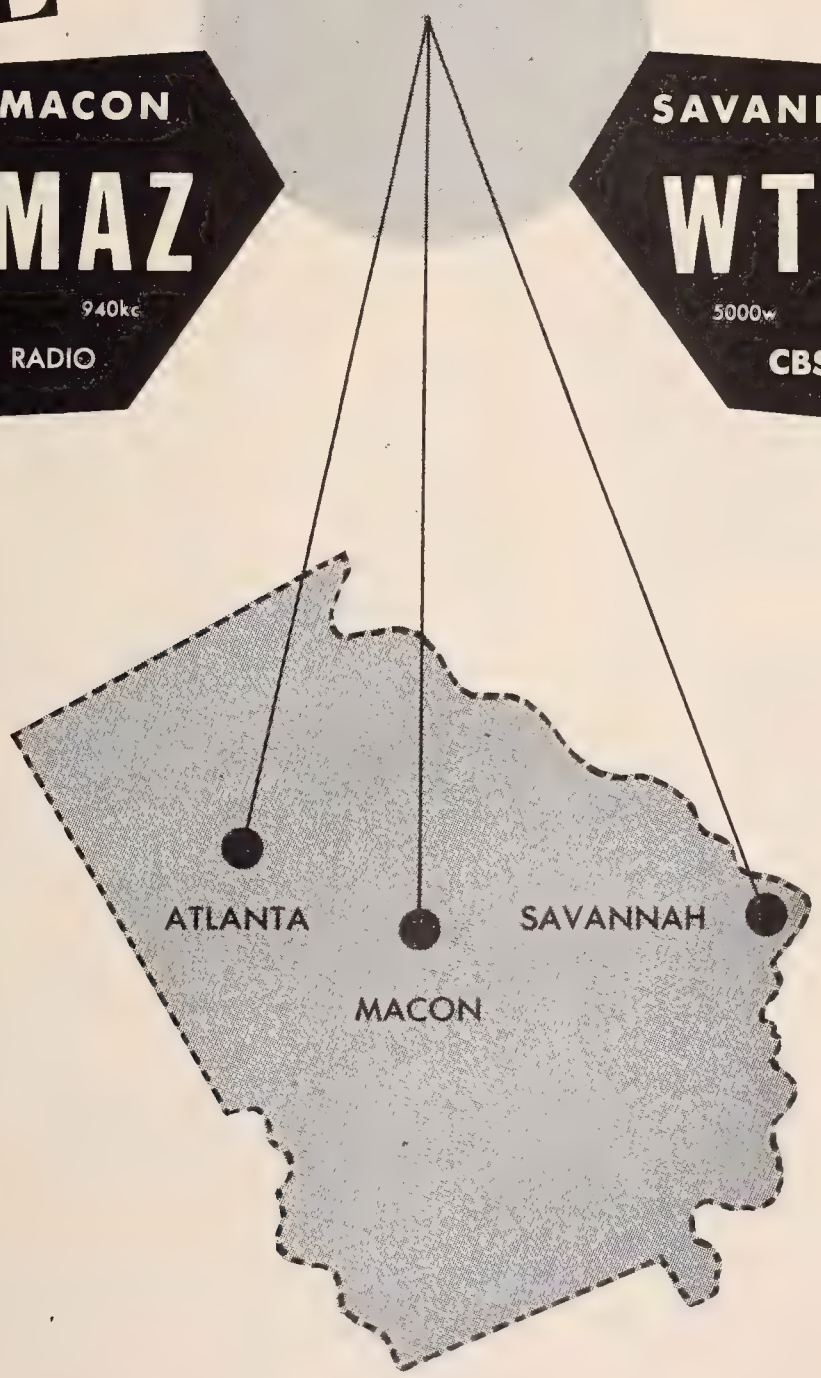
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NARTB TV BOARD ELIGIBLES NAMED

ELECTION of four directors to the NARTB Television Board will be made from a list of 42 station operators certified Thursday by C. E. Arney Jr., NARTB secretary-treasurer. The election, for two-year terms, will be held Tuesday, April 28, at 10 a.m. during a TV membership business session at the Biltmore Hotel, Los Angeles.

Three directors representing both aural and TV stations will be elected. Incumbents, serving one-year terms expiring at the convention, are Campbell Arnoux, WTAR-AM-TV Norfolk, Va.; William A. Fay, WHAM-AM-TV Rochester, N. Y., and Henry W. Slavick, WMC WMCT (TV) Memphis. One TV-only director will be elected. The incumbent is Kenneth L. Carter, WAAM (TV) Baltimore. All four are certified as eligible for nomination.

The four directors designated by TV networks to serve on the board are not subject to the election process. They are Alexander Stronach Jr., ABC; Merle S. Jones, CBS; Chris J. Witting, DuMont TV Network, and Frank M. Russell, NBC. These four take office May 1, also serving two-year terms.

List of eligibles for floor nomination in the election follows:

Harold E. Anderson, KOLN-TV Lincoln, Neb.; Campbell Arnoux, WTAR-TV Norfolk, Va.; Harry Bitner, WFBM-TV Indianapolis, and WOOD-TV Grand Rapids, Mich.; Richard A. Borel, WBNS-TV Columbus, Ohio; Martin Campbell, WFAA-TV Dallas; Howard Chernoff, KFMB-TV San Diego; Wayne Coy, KOB-TV Albuquerque; Charles H. Crutchfield, WBTV (TV) Charlotte, N. C.; Walter J. Damm, WTMJ-TV Milwaukee; William A. Fay, WHAM-TV Rochester, N. Y.; Frank P. Fogarty, WOW-TV Omaha, WHEN Syracuse; and KPHO-TV Phoenix; G. David Gentling, KROC-TV Rochester, Minn.; H. E. Gibbens, WAFB-TV Baton Rouge, La.; R. B. Hanna, WRGB (TV) Schenectady, N. Y.; Jack Harris, KPRC-TV Houston; Thad Holt, WAFM-TV Birmingham; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; Douglas D. Kahle, KCSJ-TV Pueblo, Colo.; Glenn Marshall Jr., WMBR-TV Jacksonville; Thomas E. Martin, WEEU-TV Reading; James H. Moore, WSLS-TV Roanoke; David H. Morris, KNUZ-TV Houston; Vernon A. Nolte, WHIZ-TV Zanesville, Ohio; Eugene P. O'Fallon Jr., KFEL-TV Denver.

Milo J. Peterson, KGEM-TV Boise, Idaho; D. L. Provost, WBAL-TV Baltimore; Ward L. Quaal, WLWA (TV) Atlanta, WLWC (TV) Columbus, WLWD (TV) Dayton, and WLWT (TV) Cincinnati; Clyde W. Rembert, KRLD-TV Dallas; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; James D. Russell, KKTV (TV) Colorado Springs; Harold P. See, KRON-TV San Francisco; Victor A. Sholis, WHAS-TV Louisville; Donald W. Thornburgh, WCAU-TV Philadelphia; Robert R. Tincher, KVTV (TV) Sioux City, Ia.; F. Van Konynenburg, WCCO-TV Minneapolis; Willard E. Walbridge, WJIM-TV Lansing, Mich.; William E. Ware, KSTM-TV St. Louis; Kenneth L. Carter, WAAM (TV) Baltimore; Gaines Kelley, WFMY (TV) Greensboro, N. C.; Richard A. Moore, KTTV (TV) Los Angeles; W. D. Rogers, KDUB-TV Lubbock, Tex.; Clyde Weatherby, KANG-TV Waco, Tex.

Barnes Nominated to Head Radio Pioneers N. Y. Unit

PAT BARNES, veteran broadcast entertainer, has been nominated for president of the New York chapter of Radio Pioneers for the 1953-54 season by the chapter's nominating committee. Others on the official slate, normally tantamount to election, are: Vice presidents—Frank Silvernail, BBDO, Charles Butterfield, AP; Henriette Harrison, YMCA; secretary—Bruce Robertson, B•T, treasurer—Charles A. Wall, BMI and AMQ.

Election will be held May 20 at a dinner meeting of the New York chapter at which these and any others nominated by petition will be voted on by the membership. Nominating committee was headed by William S. Hedges, NBC, and also included G. W. Johnstone, NAM; Carl Haverlin, BMI; James Wallen, MBS, and Tom Kennedy, *New York Times*.

FCC Delegation

LIMITED FCC budget this year is responsible for a small delegation to the NARTB Los Angeles convention April 28-May 1. Chairman Paul A. Walker—whether Chairman at the time or not—plans to attend. Comr. Robert T. Bartley will go, as will Comr. George E. Sterling who will address an engineering meeting on Conelrad. Comr. Eugene H. Merrill, planning a vacation in the West after he is succeeded by Comr.-Designate John C. Doerfer, may attend as a private citizen. Comr. Frieda B. Hennock doesn't know, asking "Does anyone have car fare?" Comrs. Rosel H. Hyde and E. M. Webster have no plans.

Shein of WBTH Williamson Heads W. Va. Broadcasters

NEW president of West Virginia Broadcasters Assn. is Alice Shein, general manager of WBTH Williamson. Miss Shein was elected unanimously at the annual spring meeting in Charleston. She had served four years as secretary. WVBA said she is the first woman elected to any state broadcasting association presidency.



Miss Shein

Paul Myers, WWVA Wheeling, was elected vice president and Fred Zimmerman, WBLK Clarksburg, was elected secretary-treasurer. Outgoing officers are John H. Gelder, WCHS Charleston, president; William Rine, WWVA Wheeling, vice president, and Miss Shein, secretary-treasurer.

New directors elected were John Johns, WAJR Morgantown; Aud Archer, WCOM Parkersburg; Burton Sonis, WTIP Charleston; Mel Barnett, WLOH Princeton; Flem Evans, WPLH Huntington; John Phillips, WHTN Huntington; L. H. Rogers II, WSAZ-TV Huntington; Robert Thomas, WOAY Oak Hill.

Bell to Be Panel Speaker

PANEL discussion of media problems will be held at the April 23-25 Speedwriting International Convention, to be held at the Palmer House, Chicago. Howard Bell, NARTB assistant to the TV vice president, will speak on the question, "Can Schools Use Television Profitably?" Harlow P. Roberts, executive vice president of Goodkind, Joice & Morgan, will speak on "How to Make Radio Pay Off in Inquiries and Enrollments."

Heads Alabama Broadcasters

MALCOLM STREET, WHMA Anniston, became president of the Alabama Broadcasters Assn. after elections at the annual spring convention held in Florence. He succeeds Tom Martin, WAPX Montgomery.

Other officers are:

J. Dige Bishop, WCTA Andalusia, vice president; Richard B. Biddle, WOWL Florence, secretary-treasurer; board members Frank Whisenant, WMSL Decatur; Lionel Baxter, WAPI Birmingham; R. A. Davidson, WHTB Talladega; Joe Mathews, WJJJ Montgomery; Julian C. Smith, WAGF Dothan; Dewey H. Long, WABB Mobile; Edward Z. Carroll, WGSV Guntersville, and Tom Martin, WAPX Montgomery.

BAB STRESSES VALUE OF MORNING RADIO

IMPORTANCE to the advertiser of some 1,188 U. S. cities and towns which have no morning daily newspapers but have all-day radio service is pointed up in a BAB study distributed to members last week.

The report is the second in a series of BAB studies accenting radio's penetration of American cities. The first study indicated there are 409 cities, with more than a million families within their limits, which have local radio stations but no daily newspapers.

Calling the morning period "a time of decision and action in many households," the new study points out that some six million families live in areas with no daily newspaper but with a local radio station. It also cites the trend toward providing "advertising service all day every day" resulting from nation-wide radio growth.

BAB notes that 49% of all U. S. radio stations now are located in cities without morning newspapers and that an additional 17% are in cities with no daily newspaper service of any kind. Texas, which has 100 cities without morning daily newspaper service but with local radio service, leads all states, followed by California, 68; North Carolina, 58, and Illinois, 50.

SRA Meeting on Measurement Studies Is Being Arranged

ATTEMPTING to clear up some of the prevailing confusion about the broadcast measurement studies made last year by A. C. Nielsen Co. and Standard Audit & Measurement Services, Station Representatives Assn. has invited the heads of the two measuring organizations—Arthur C. Nielsen and Kenneth Baker—to address a meeting of SRA members to which agency executives were invited.

Invitations, sent last week by Ward Dorrell of John Blair & Co., chairman of the SRA Committee on Audience Measurements, do not specify a date for the proposed representative-agency meeting. This will be worked out with the speakers after they have agreed to describe their measuring techniques and to explain the variations in their audience reports for individual markets to the group, Mr. Dorrell told B•T:

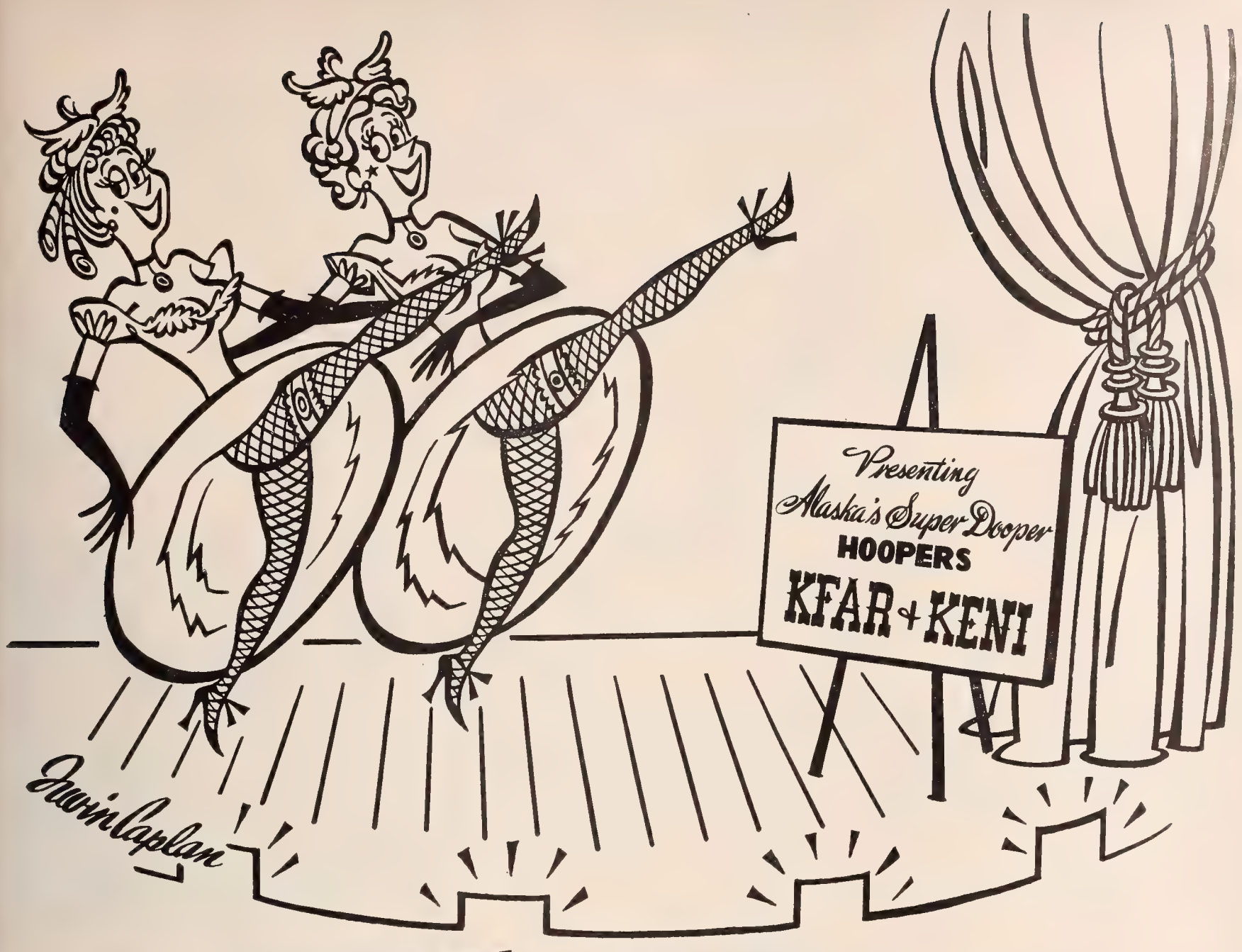
"It seems highly desirable for both the buyers and sellers of broadcast facilities to have this information," he said.

SRA committee, in addition to Chairman Dorrell, comprises Jones Scovern, Free & Peters; Dan Denenholz, Katz Agency; Louis Moore, Robert Meeker Assoc., and Russ Walker, John E. Pearson Co.

RTNDA Board Sets Meet May 2-3 at Evanston, Ill.

RADIO-TELEVISION New Directors Assn.'s board of directors has scheduled its spring meeting May 2-3 at the Orrington Hotel, Evanston, Ill., Tom Eaton, WTIC Hartford, president, said last week.

The association has named Sid Pietzsch, WFAA Dallas news director, as chairman of a committee to study RTNDA memberships. Hal Baker, WSM Nashville, is board liaison officer on the committee. Others: Ross Edwards, WCHS Charleston, W. Va., and Brooks Watson WMBD Peoria.



SHARE OF AUDIENCE FAIRBANKS			
TIME	KFAR	Sta. 'B'	Sta. 'C'
MORNINGS Mon. thru Fri.	65.7%	23.1%	11.0%
AFTERNOONS Mon. thru Fri.	62.7	24.4	12.8
AFTERNOONS Sunday	62.3	24.6	11.9
EVENINGS Sun. thru Sat.	48.9	40.7	10.4

ANCHORAGE				
TIME	KENI	Sta. 'B'	Sta. 'C'	Sta. 'D'
MORNINGS Mon. thru Fri.	65.1%	17.4%	13.9%	3.2%
AFTERNOONS Mon. thru Fri.	63.1	14.3	20.5	1.7
AFTERNOONS Sunday	45.6	22.8	27.3	4.1
EVENINGS Sun. thru Sat.	54.7	27.6	15.8	1.6

Wow! What a show! If you're interested in top box office for your clients in Alaska you really should see it. You'll be amazed! You never saw such figures! Imagine, three acts a day . . . morning, noon and night, seven days a week . . . and they steal the bulk of the Alaska audience every time! Wouldn't you like to meet these fantastic Hoopers* in person . . . and see for yourself the amazing record of a truly outstanding performance. Just whistle. We'd love to trot 'em out for you.

** First ever available in Alaska. Taken in Fairbanks and Anchorage only.*

MIDNIGHT SUN - AURORA BROADCASTING SYSTEM

Alaska's Four Great Stations

KFAR, Fairbanks • KENI, Anchorage • KJNO, Juneau • KABI, Ketchikan

Affiliates: NBC - ABC - Mutual - Don Lee

GILBERT A. WELLINGTON, Nat'l Adv. Mgr., 5546 White-Henry-Stuart Bldg., Seattle • JAMES C. FLETCHER, Jr., Eastern Sales Mgr., 60 W. 46th St., New York, N.Y.

Ad Panel April 21

TELEVISION advertising panel discussion is scheduled April 21 by the Assn. of Advertising Men, New York. The club, comprising younger men and women, meets at the Wings Club, Biltmore Hotel, New York. Thad Brown, NARTB TV vice president and television counsel, and Howard Bell, his assistant, will take part in the panel along with representatives of several New York television stations.

1,000 TV, Movie Engineers Expected at SMPTE Meet

SOME 1,000 movie and TV technicians are expected to attend the five-day, semi-annual convention of the Society of Motion Picture and Television Engineers to be held at the Statler Hotel, Los Angeles, starting April 27.

Jack Servies, SMPTE convention vice president, said although wide-screen stereophonic sound and 3-D head the program of 61 technical papers and demonstrations, there will be many papers on TV to accommodate video engineers who will be attending the NARTB convention at the Los Angeles Biltmore Hotel that same week.

WSAB Initiates Provisions For TV Station Membership

WASHINGTON State Assn. of Broadcasters has cleared the way for TV stations to become active members by adopting a constitutional change. Action was at a March 27 meeting in Tacoma.

WSAB also opened associate membership to firms in allied industries, and increased the size of the board of directors from five to seven members.

Officers re-elected were president, Leo Beckley, KBRC Mt. Vernon; vice president, Loren Stone, KBRO Bremerton; secretary treasurer, Allen Miller, KWSC Pullman. Elected to the board were immediate past president Fred F. Chitty, KVAN Vancouver; R. Lee Black, KIMA Yakima; Joe Chytil, KELA Centralia-Chehalis, and Robert Pollock, KRSC Seattle.

Cox Is Principal Speaker

Jim Cox, west coast manager, BMI, was principal speaker on the topic, "Radio Too Has Things in View." He advised broadcasters to make immediate inventory, check with listeners on programming, and then move forward "with imagination and foresight," according to their findings.

Bernard Orell, Washington State Forester, complimented the broadcasters for special efforts last year and promises of renewed cooperation this year to warn of logging shutdowns in critical fire weather.

RCA Institutes Alumni Meet To Discuss TV Set Troubles

ROBERT DARGAN, chief instructor in charge of training and technical information for Philco Corp., Thursday (April 16) will demonstrate common and unusual troubles of TV sets before the monthly meeting of RCA Institutes Alumni.

Patsy Genduso, president, invites all alumni to attend the sessions held the third Thursday of each month. Lecturers are presented each time; the May 21 meeting will feature transistors. Details are being arranged for the June meet. Sessions are held in the Institute building.

Ahern Spoke in March

William Ahern, TV technical supervisor for NBC, addressed the March meeting, demonstrating the Vidicon camera and the "brief case" remote amplifier.



HONORARY MEMBERSHIP in Alumni Assn. of RCA Institutes is presented William Ahern (l), TV technical supervisor for NBC, by Patsy Genduso, alumni president, after Mr. Ahern had addressed the March meeting of the Institutes group.

Plans Set for April 28 Television News Seminar

TWENTY experts in TV news operations will preside over sessions of the first National Television News Seminar set for April 28-May 2. Co-sponsored by Radio-Television News Directors Assn. and Northwestern U.'s Medill School of Journalism, the seminar will meet at the Orrington Hotel, Evanston, Ill.

Quota Filled in Advance

Enrollment for the seminar stands at 45. Baskett Mosse, Northwestern, states that the quota was filled six weeks ahead.

With respect to this, he pointed out that the news sessions may be repeated later in the year to meet apparent demand.

Working newsmen and equipment specialists of the faculty will lecture and answer questions covering, for the most part, the problem of how to maintain the best TV news operations on a low budget. Five general managers and station vice presidents, 33 news directors, four program directors, two journalism professors and one sports director, from 20 states, are among seminar members.



. . . BUT WBNS HAS DOUBLE THE LISTENERS OF ANY OTHER STATION . . .

Here's the absolute proof that WBNS is Central Ohio's most listened-to station. Five local stations broadcast Ohio State football games. All have the same game coverage . . . all are heard the same time. Yet WBNS held twice as many listeners as any other station . . . week after week!

Yes . . . WBNS *is* Central Ohio's most listened-to station. The 20 top-rated programs (Pulse) in this rich Central Ohio market area are heard on WBNS. CBS programming plus popular local talent gives WBNS an edge in listener appeal . . . BUT when they listen most to WBNS when *all* local stations have the same program, you *know* listening has become a habit . . . an instinctive preference sponsors can cash in on by using WBNS all the time.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

big-league

salesmanship

goes to bat

for you in



milwaukee

It's

like hitting

a homer with the

bases full. In this thriving

metropolis that now has big-league

status in baseball as well as in purchasing

power, WCAN is the hardest-hitting, most merchan-

dising-minded voice. It commands great audience, pulls mail

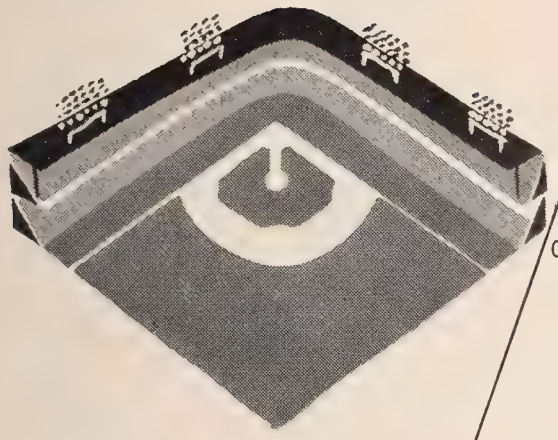
powerfully and sells merchandise at a terrific clip.

Get big-league salesmanship for every

dollar you spend. Let WCAN

go to bat for you in

Milwaukee!



WCAN

the can-do station in milwaukee | abc affiliate | 5,000 watts

represented nationally by O. L. Taylor and Co.

ECONOMIC INJURY CHARGES DELAY THREE MORE GRANTS

Grants involved are uhf Ch. 46 at Durham, N. C., share-time vhf Ch. 8 at Salinas-Monterey, Calif. FCC's action in the cases is based on Sec. 309 (c) of the Communications Act which specifies that non-hearing grants may be protested by 'parties in interest' within 30 days.

RECOGNIZING new protests of alleged economic injury, FCC last week postponed the effective dates of three more TV grants pending expedited hearings on the applications involved.

These were the uhf Ch. 46 grant at Durham, N. C., to T. E. Allen & Sons and the share-time vhf Ch. 8 grants at Salinas-Monterey, Calif., to KSBW and KMBY there. Comrs. Rosel H. Hyde and Robert T. Bartley dissented in the Durham ruling.

Postponing of the Durham grant stems from the protest by Public Information Corp., operator of WSSB Durham, while the Salinas-Monterey action is based upon the complaint of Salinas-Monterey Television Co., permittee for uhf Ch. 28 KICU (TV) there and owned by Grant R. Wrathall and S. A. Cisler Jr. [B•T, March 30].

The Allen application and the KSBW and KMBY bids were designated "for hearing at a time and place, and upon issues, to be indicated by further order of the Commission."

FCC's action in these cases is based upon Sec. 309(c) of the Communications Act which specifies that non-hearing grants may be protested by "parties in interest" within 30 days of the grant. FCC thereupon must act upon the protest within 15 days. If the protestant is ruled a party in interest, Sec. 309(c) requires that an "expedited" hearing be held. The protested grant is "postponed" until completion of the proceeding.

Burden of Proof

Sec. 309(c) sets forth that upon issues designated by the Commission, the burden of proof rests with the applicant, but upon all other issues or allegations raised by the complainant, burden of proof rests with the latter.

The protest rights and party-in-interest concept embodied in Sec. 309(c) is an amendment made to the Communications Act by the McFarland Act last year. At the time of legislative hearings, FCC witnesses warned against this amendment on the ground that too broad interpretation of party-in-interest would ensue, with resulting flood of protests to non-hearing grants in both the broadcast and non-broadcast fields.

The first significant Sec. 309(c) economic protest was that of Music Broadcasting Corp., licensee of WGRD Grand Rapids, Mich., directed against the uhf Ch. 35 grant to Versluis Radio & Television Co. at Muskegon, Mich. FCC denied the protest last December, contending WGRD was not a party in interest. WGRD went to court and FCC was subsequently advised by the U.S. Attorney General that he could not support the Commission ruling. FCC thereupon reconsidered, declared WGRD to be a party in interest within the meaning of Sec. 309(c) and set the Versluis application for hearing [B•T, March 30].

The reversal on the WGRD protest established a precedent for subsequent ruling on Sec. 309(c) protests.

FCC acknowledged to have standing the complaint by WGRD that it would be injured economically by the Versluis grant. WGRD alleged the Versluis TV station would cover both Muskegon and Grand Rapids and as principal owner Leonard Versluis also operates WLAV-AM-FM Grand Rapids, he could offer combination rates to the competitive detriment of WGRD.

The WGRD precedent was cited by FCC in heeding the protest of Gordon Brown, operator of WSAY Rochester, N. Y., to postpone the effective dates of share-time grants on vhf Ch. 10 at Rochester to WHEC and WVET there [B•T, April 6].

FCC ruled WSAY has standing upon its allegation of economic injury, but observed that the protestant "misconceives the purpose and requirements of Sec. 309(c)" in requesting comparative hearing for his own Ch. 10 bid, filed after the share-time grants to WHEC and WVET.

Challenges Grant

Respecting the Durham action, Public Information challenged FCC's Ch. 46 grant to T. E. Allen & Sons, representing a merger of two former competitors for the channel—the original T. E. Allen & Sons application and that of WTOB Durham, N. C. [B•T, March 2]. FCC said Public Information has standing as licensee of WSSB there, but ruled its Ch. 46 bid, filed the same day as the grant, is not entitled to comparative consideration.

Text of Opinion and Order

FCC's memorandum opinion and order said, in part:

In light of the fact that the protest alleges that protestant is the licensee of a standard broadcast station in Durham, North Carolina, the very community for which the construction permit was granted, we are of the view that it is a party in interest within the meaning of Sec. 309(c). It is true that the protest does not contain an affirmative allegation of economic injury but we believe that a reasonable inference of probable economic injury flows from the allegation as to the protestant's status. *Sanders* v. *FCC*, 309 U.S. 470; *In re Applications of WHEC Inc. and Veterans Bcstg. Company Inc.* (FCC 53-384) adopted April 1, 1953; *In re Application of Versluis Radio & Television Inc.*, (FCC 53-314), adopted March 23, 1953. This finding as to protestant's standing is based solely on its allegation that it is a standard broadcast station licensee and not on any other allegation in its protest. . . .

We have found that the protestant has standing as a party in interest. Although it has not framed specific issues, we believe that it has alleged facts on which issues may be drawn. Accordingly, it is necessary to designate the Allen application for hearing. We think, however, that when protestant requests that the Allen application and its tendered application be heard in a consolidated hearing, it misconceives the purpose and requirements of Sec. 309(c). As we pointed out in our Memorandum Opinion and Order in the WHEC case, *supra*, Sec. 309(c) does not provide that a duly filed protest has the effect of vacating or setting aside the grant against which the protest is directed. On the contrary, Sec. 309(c) specifically provides that "the effective date of the Commission's action to which protest is made shall be *postponed* to the effective date of the Commission's decision after hearing." (Emphasis on "postponed" added by FCC).

On the KICU (TV) protest, FCC said that in light of the fact Messrs. Wrathall and Cisler "are permittees of a television broadcast station in the Salinas-Monterey area, that the stations proposed by the above-entitled share-time permittees [KSBW and KMBY on vhf Ch. 8] will be in direct competition with that of protestants, and that protestants have alleged that economic injury will result from the grants complained of, we are of the view that protestants are parties in interest within the meaning of Sec. 309(c) . . ."

Rejects 'Narrow View'

FCC rejected "the narrow view" advanced by KSBW "that the *Sanders* case excludes permittees of broadcast stations and is limited to those who are 'operating under an existing license' or who may be a 'licensee of a station'."

The Commission also rejected as without merit the contentions of both KSBW and KMBY that the KICU protest was untimely. Since the 30th day after the grants fell on Saturday, FCC explained KICU properly could file on the next day of business, Monday, under the federal rules of civil procedure.

FCC further rejected KMBY's claim that the KICU letter of protest must be stricken since only one copy was filed with the Commission and the FCC rules require the filing of 15 copies. On this point, the opinion stated:

It is to be noted that protestants mailed a copy of their protest to each of the above-entitled permittees. We do not think, therefore, that even if it is assumed that Section 1.748 and 1.764 of our Rules are applicable, that the failure to file 15 copies of the protest makes it fatally defective. Certainly, the above-entitled permittees have not been prejudiced by the alleged omission.

Sec. 309(c)

HERE'S the controversial protest provision of the Communications Act—one of the McFarland Act amendment changes—now at the root of hearings being set on some TV grants:

Section 309(c)—When any instrument of authorization is granted by the Commission without a hearing as provided in subsection (a) hereof, such grant shall remain subject to protest as hereinafter provided for a period of thirty days. During such thirty-day period any party in interest may file a protest under oath directed to such grant and request a hearing on said application so granted. Any protest so filed shall contain such allegations of fact as will show the protestant to be a party in interest and shall specify with particularity the facts, matters, and things relied upon, but shall not include issues or allegations phrased generally. The Commission shall, within fifteen days from the date of the filing of such protest, enter findings as to whether such protest meets the foregoing requirements and if it so finds the application involved shall be set for hearing upon the issues set forth in said protest, together with such further specific issues, if any, as may be prescribed by the Commission. In any hearing subsequently held upon such application all issues specified by the Commission shall be tried in the same manner provided in subsection (b) hereof, but with respect to all issues set forth in the protest and not specifically adopted by the Commission, both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the protestant. The hearing and determination of cases arising under this subsection shall be expedited by the Commission and pending hearing and decision the effective date of the Commission's action to which protest is made shall be postponed to the effective date of the Commission's decision after hearing, unless the authorization involved is necessary to the maintenance or conduct of an existing service, in which event the Commission shall authorize the applicant to utilize the facilities or authorization in question pending the Commission's decision after hearing.



WREC strength and stability are based on a long chain of events that have gained listener confidence through the years . . . Service to the Community —Responsibility to the listener—and Mechanical perfection are a few of the reasons why WREC continues to pull the greatest audience.

Closely linked are the important facts that WREC delivers the "better half" of both the rural and metropolitan listeners with a single schedule, WREC prestige adds weight to your message, and rates are 10% lower per thousand listeners than in 1946. For further proof, ask your Katz man to show you latest Standard Audit and Measurement Reports and Hooper Ratings *today*.

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY
AFFILIATED WITH CBS RADIO, 600 KC—5,000 WATTS

'VOA BUDGET CUT', SOLONS REPORT

Florida Democrat asks Senate Commerce group to investigate FCC procedures on TV bids.

EFFECTIVENESS of the Voice of America in piercing the "iron country" is vouchsafed by overseas information specialists, a study by the Senate Foreign Relations subcommittee on overseas information programs, released last week, indicated.

At the same time, the 1954 budget for the world-wide information activities of the State Dept. was pared from $114,515,800 to $95 million by the President's budget director, a transcript of hearing before the House Appropriations subcommittee last month disclosed. The entire State Dept. budget was cut from $311.6 million to $266.5 million.

Dulles' Sentiments

Transcript of the budget hearing also showed that Secretary of State Dulles feels that the International Information Administration should be set up as an independent agency outside the State Dept. He also expressed hope for the continuance of VOA to get into Russia and its satellites, but withheld judgement on what should be done regarding the Voice's propagandizing activities. He referred to two investigations underway at the present time—one by C. D. Jackson, director of the Psychological Warfare Board, and the other by Dr. Robert L. Johnson, IIA director.

Radio is the "one feasible medium" that can be employed to get America's message to the Soviet Union and its satellites, the Senate study emphasized. It is an analysis of reports from IIA mission chiefs.

Discussing both VOA and Radio Free Europe, the study showed that VOA was being heard by a "substantial number of people with faith in its truthfulness." One report said that a majority of an unidentified country's radio owners listen to or hear about VOA. Another report said VOA was "one of the most capable devices there was for sustaining hope of the people and keeping them mentally resistant to Communist tyranny."

All dispatches emphasized efforts of Communists to jam VOA reception. Overseas information specialists felt, the report said, that anything evoking such efforts must be effective in reaching people. Jamming, however, seriously destroys the Voice's effectiveness, reports said—in urban areas by as much as 50%. Recommended was a high priority for VOA and RFE experts to develop counter measures to Soviet jamming.

Outside the Soviet sphere, VOA broadcasts are considered ineffective, the study showed. It was, however, most favorably commended in Western Europe reports. Soviet broadcasts, on the other hand, were reported to be generally effective.

One Near Eastern information mission chief recommended the study of the use of television as a "dramatic impact" device.

No Justifications

Although the House Appropriations hearing took up the State Dept. budget, no justifications were attempted for IIA requests. These were left unconsidered pending the outcome of the activity and place of the information programs.

However, in the report of the director of the State Dept.'s security office, it was shown that there had been 115 separate investigations of the Voice of America in New York last October, resulting in the dismissal of 26 persons—mostly on moral grounds.

The hearing also showed that the U. S. paid 9% of the total expenses of the International Telecommunication Union in Geneva, Switzerland ($107,000) and 10% of the ITU's conferences expenses ($45,500).

Meanwhile, the present 1953 operating budget of the Voice and other overseas information programs was reduced by $3.2 million under White House orders of last February, the State Dept. announced.

In addition to abolishing 600 positions, all vacant, the IIA also released 36 VOA employes at New York headquarters. Twenty-four were engaged in operations and 12 in administration.

Also cancelled were construction of two high powered short wave transmitters, one of the East Coast and the other on the West Coast, and contracts with five private broadcasters for lease of their short wave transmitting facilities [B•T, April 6].

Doerfer to Take Office At FCC This Week

JOHN C. DOERFER of Wisconsin will be sworn in as an FCC Commissioner this week—probably Wednesday. Mr. Doerfer is driving from his Madison home and is expected in Washington today or tomorrow (see RESPECTS TO on page 22).

Nominated by President Eisenhower and confirmed by the Senate two weeks ago, Mr. Doerfer will serve until June 30, 1954 (the remainder of the term of former Comr. Robert F. Jones). Present occupant of that vacancy, Comr. Eugene H. Merrill, Utah Democrat, relinquishes his position when Republican Doerfer takes his oath of office.

KPLN Ownership Change

FCC has granted assignment of permit for KPLN Camden, Ark., from Leo Howard (Mid-City Bcstg. Co.) to D. R. James Jr. over dissents of Comrs. E. M. Webster and Frieda B. Hennock. Mr. James is a manufacturer and 3% stockholder in KELD El Dorado, Ark. The contract calls for consideration of $19,600 plus assumption of all liabilities incurred by KPLN since Oct. 1, 1952.

Miss Hennock explained her dissent in a statement describing the Commission's action as "an unwarranted departure from, if not a complete negation of, its long established policy" of determining outstanding questions regarding the parties involved before consenting to assignments or transfers.

She said there are "serious questions" unexplored by the Commission concerning "alleged misrepresented facts and concealed information" with respect to Mr. Howards' activities as permittee. On March 11 Miss Hennock dissented from the Commission's cancellation of a hearing on KPLN's license application.

Texas Libel Liability Bill

LEGISLATION taking radio stations off the spot for political broadcasts over which they have no control has been approved by the House Judiciary Committee of the Texas Legislature. The bill closely follows the pattern of model legislation drawn up by NARTB and enacted in a number of states.

SMATHERS DEMANDS FASTER TV ACTION

CALL for a Senate investigation to prod the FCC into more speedy action on television applications was sounded Friday by Sen. George A. Smathers (D-Fla.). Sen. Smathers introduced a resolution (S Res. 101) asking the Senate Commerce Committee to investigate FCC procedures regarding TV applications to determine what action might be necessary to expedite grants and lower hearing costs.

In his remarks on the introduction of his resolution, Sen. Smathers called attention to the hundreds of competing applications still unacted on by the FCC. He called it alarming that not one final decision has been issued since the lifting of the freeze a year ago [B•T, April 14, 1952)]

Because of the TV freeze, Sen. Smathers said, the public in one-station areas have been forced to view "that channel alone, its programs and its advertisers." He said he feared that situation would continue to exist for "some time to come."

Acknowledging that the flood of TV applications has placed a heavy burden on the FCC, Sen. Smathers added: "However, since the freeze was lifted last year, the procedures and the policies of the FCC in hearing applications and in granting new permits has resulted in an almost permanent freeze in the industry, with the result that the majority of the general public is being permanently left out in the cold."

In referring to the FCC's record of uncontested grants, Sen. Smathers said it was "well established" that in many cities the single applicant who received a CP has no intention of building a TV station "but only intends to hold the license until he can dispose of it at a profit or until the population in that area is sufficient to justify his erecting of a television station."

"The real need for more television stations exists today," the Senator said, "in areas where we find several applicants competing for the right to televise over the two or three channels which have been authorized for that area by the FCC."

The Florida Senator referred to the "inexcusable length of the hearings held on contested applications before the trial examiners of the FCC." Using illustrations from B•T's "The High Cost of Hoping for TV" [B•T, March 9], Sen. Smathers warned that "it is becoming increasingly clear that a man or a group of men who may not have large sums of money behind them cannot even seriously consider seeking a television grant from the FCC." The public is the final victim, he said.

Radiation Guards on Heaters

AFTER June 30 industrial heaters must meet FCC specifications guarding against interference with radio and TV signals or be in violation of law. In an order adopted April 8, the Commission laid down conditions, specifically setting standards for shielding and filtering. It limits radiation from electronic heaters to 10 microvolts per meter at a distance of one mile.

A competent engineer must certify that each industrial heating unit complies with the ruling and may be reasonably expected to remain in compliance for at least three years. Specifications are contained in Part 18 of FCC's Rules & Regulations Governing the Industrial, Scientific and Medical Services and are available at 5¢ each from the Government Printing Office, Washington, 25.

No. 3 of a Series Anonymous People who add up to well-known Buying Power in the area of **WCCO-TV**



In the clean-up spot!

Photo . . . Ralph Hobbs, Jr.

The Unsung Heroine of the TV Kitchen Steps up to the plate!



In a single day at WCCO-TV, Arlie Haeberle . . . Woman's Activities Director . . . estimates that Gloria (in photo at right) washes pots, pans and dishes equivalent to those in fifteen average homes.

Food, you see, is important to the homemakers who can watch WCCO-TV. They buy lots of it, want new ideas for fixing it, and to learn what appliances and accessories help to make meals more fun.

At WCCO-TV the food is real! The soiled dishes pile up! And, as Gloria makes ready for the next day's kitchen programs, over 100,000 housewives prepare to watch before they shop!

WCCO CBS

100,000 WATTS TV Channel 4

MINNEAPOLIS • ST. PAUL

Nationally represented by FREE and PETERS

RADIO...830 kc...50 kw and **TELEVISION**...ch 4...100 kw...

For dominant coverage of the Northwest Market

NEW TV AUTHORIZATIONS ISSUED

Post-freeze grants now total 339, of which 114 are vhf and 225 uhf.

HALF-DOZEN construction permits for new TV stations were reported by FCC last week to boost total TV authorizations in the U. S. to 447, including the 108 pre-thaw operating outlets. Post-freeze grants now total 339—114 vhf and 225 uhf.

One of the new grants, uhf Ch. 47 at Fresno, Calif., to J. E. O'Neill, was facilitated through proposed merger a fortnight ago with the competing Ch. 47 applicant, KYNO Fresno [B•T, April 6]. KYNO has acquired option for 35% interest in the O'Neill TV station.

Two other new grants last week—Great Falls, Mont., and Cedar Rapids, Iowa—were the results of withdrawals by competing applicants.

KMON Receives Ch. 3

KMON Great Falls received vhf Ch. 3 after Television Montana dismissed its bid for that facility. Television Montana's treasurer, northwest broadcaster E. B. Craney, proposed TV coverage of Montana's vast area by mountaintop transmitters [B•T, April 6].

At Cedar Rapids, WMT received vhf Ch. 2 following dismissal of competing bid by KSTT Davenport, Iowa.

Last week's TV grants included:

Fresno, Calif.—J. E. O'Neill, ("merger" applicant), granted uhf Ch. 47, effective radiated power 210 kw visual and 115 kw aural; antenna height above average terrain 1,930 ft. (KYNO Fresno dropped competitive application and received option for 35% interest). (Group A-2, No. 35).

Cedar Rapids, Iowa—American Bcstg. Stations Inc. (WMT), granted vhf Ch. 2, ERP 54 kw visual and 27 kw aural; antenna 670 ft. (Group A-2, No. 49).

Cadillac, Mich.—Spartan Bcstg. Co., granted uhf Ch. 16, ERP 290 kw visual and 145 kw aural; antenna 1,440 ft. (Group A-2, No. 510).

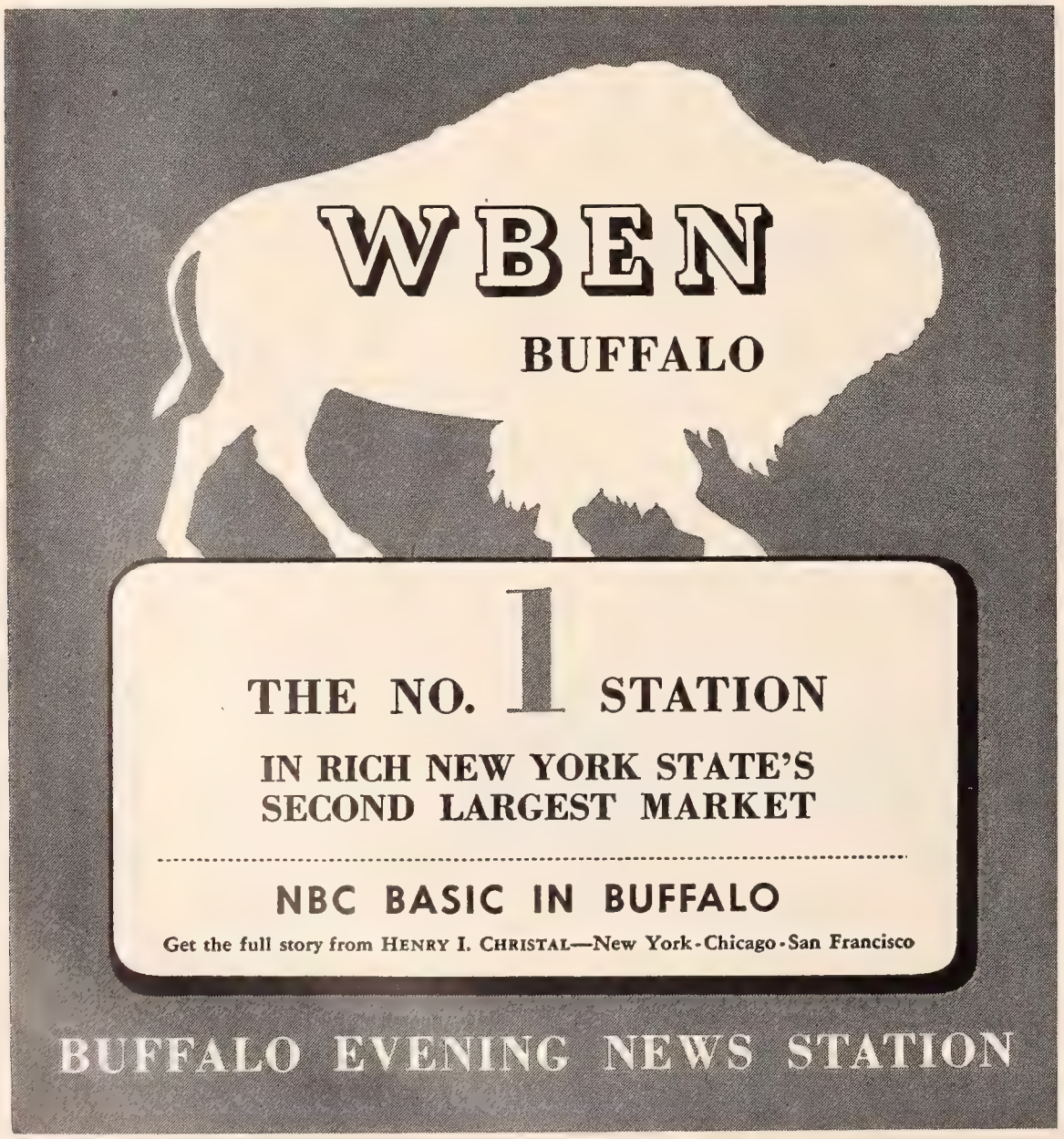
Great Falls, Mont.—The Montana Farmer (KMON), granted vhf Ch. 3, ERP 1.7 kw visual and 0.85 kw aural; antenna 230 ft. (Group A-2, No. 108).

Providence, R. I.—New England TV Co. of Rhode Island, granted uhf Ch. 16, ERP 210 kw visual and 115 kw aural; antenna 520 ft. (Group B-5, No. 206).

Greenwood, S. C.—Grenco Inc. (WCRS), granted uhf Ch. 21, ERP 93 kw visual and 50 kw aural; antenna 440 ft. (Group A-2, No. 384).

The Commission by separate order adopted a revised application form for use by station permittees to request a license. FCC Form 302, "Application for New Broadcast Station License," is changed to conform with the new TV rules and to reflect minor editorial changes, the Commission explained. The present Form 302 may be used until the revised forms are available, FCC said. Comr. Eugene H. Merrill dissented in the revision.

The Commission also advised KGMO Cape Girardeau, Mo., that it must furnish additional information on its application for a new TV station on uhf Ch. 18. KGMO recently amended to Ch. 18 from Ch. 12.



FCC Okays Ownership Shifts for KTHT, WBIR

CONTROL of two major AM stations shifted last Wednesday when FCC *en banc* granted license assignment of KTHT Houston to Texas Radio Corp. and permitted Gilmore N. and J. Lindsay Nunn to sell 45% of WBIR-AM-FM Knoxville, Tenn., to Radio Cincinnati Inc. and Mr. and Mrs. Robert Ashe.

Houston's mayor Roy Hofheinz was permitted to turn over his license for KTHT to the new corporation of 15 Houston businessmen in exchange for $600,000 plus 25% of voting stock. His purpose is to consolidate his capital position before filing a TV application.

Control of WBIR was held by Gilmore Nunn, who reduced his holdings from 52% to 30% in the stock shift. His father, J. Lindsay Nunn, relinquished his entire holding of 23%. Total consideration was $65,325.

Radio Cincinnati, a Taft family enterprise, increased its holding from 20% to 30%. It is licensee of WKRC-AM-FM-TV Cincinnati and sole owner of WTVN (TV) Columbus. The Ashes acquired 30% holding in their first venture into radio.

WBIR has filed an application for vhf Ch. 10 in Knoxville.

FCC DENIES NEW ZENITH BID

BY a four to three decision, FCC last week denied Zenith Radio Corp.'s petition for reconsideration of the Commission's dismissal of its application for Ch. 2 in Chicago [B•T, Feb. 23]. Dissenting were Chairman Paul A. Walker and Comrs. Edward M. Webster and Frieda B. Hennock.

When the Commission approved the Paramount case early in February [B•T, Feb. 16] it dismissed the Zenith application for Ch. 2 in Chicago at the same time it renewed the license of WBKB (TV) on Ch. 4 there. It also finalized the show cause order which moved WBKB from Ch. 4 to Ch. 2 in line with the new allocations assignments. At the same time it approved the sale of WBKB to CBS for $6 million. The station is now CBS-owned WBBM-TV.

Zenith in filing its plea for reconsideration claimed that it had a right to a comparative hearing with WBKB for Ch. 2, since it had an application on file for that frequency from 1948. In last week's action, the Commission repeated its contention that Zenith forfeited that right by not participating in either the allocations or the renewal proceedings.

The Commission also said that the Chicago situation was different from the Lancaster, Pa., case in that WLAN Lancaster was given a hearing on the license renewal of WGAL-TV because it had filed and asked for a comparative hearing at renewal time.

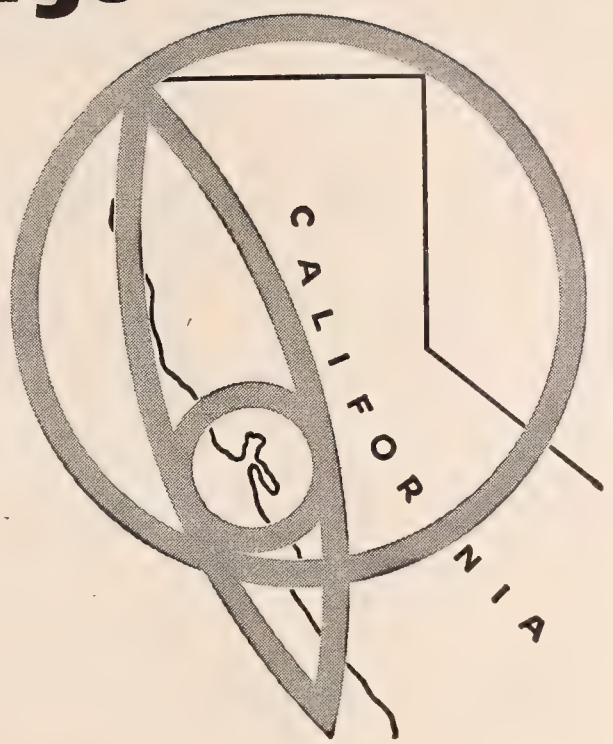
Earlier this month, the Commission denied Zenith's protest against the renewal of WBKB's license on the ground that the protest procedure was only to be used for grants made without hearing. Renewal of WBKB's license was part of the Paramount case, it pointed out, and Zenith had not asked to participate [B•T, April 6].

Next step, presumably, is for Zenith to appeal the Commission's decision to court.

The dissenting commissioners held that Zenith had a right to a comparative hearing with WBKB on its renewal and change to Ch. 2.

wide circle coverage

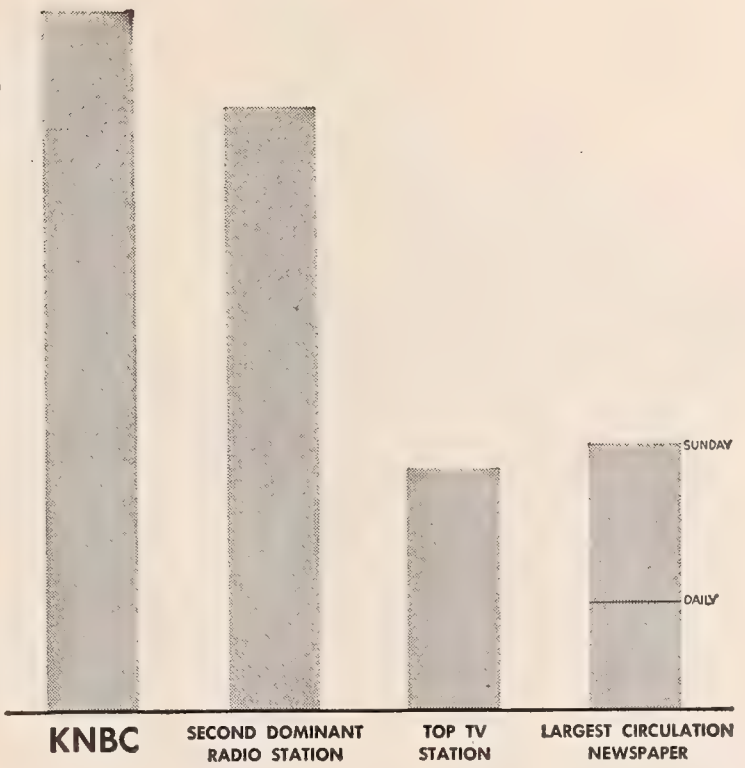
KNBC's 50,000 watt *non-directional* transmitter blankets the great San Francisco-Oakland Metropolitan Market—and all the thriving plus-markets of Northern California....The narrow elipse represents the coverage pattern of the other two dominant 50,000 watt, *directional* transmitters. Tiny circle represents Northern California's TV coverage.



greater audience

Bars represent homes reached by KNBC, San Francisco...by second dominant radio station...by dominant TV station...and by circulation of Northern California's largest circulation newspaper.

Actual figures (Nielsen):—KNBC, night, 1,402,100...2nd station, night, 1,215,910 ...Top TV station, night, 496,130...Largest circulation newspaper (Standard Rate & Data) daily, 215,362; Sunday, 527,095.



make KNBC San Francisco northern California's No. 1 advertising medium

Represented by NBC Spot Sales. In the Southern States, by Bomar Lowrance and Associates, Inc., Charlotte, North Carolina and Atlanta, Georgia

HILL HASSLE EXPECTED APRIL 16 ON EXTENDING TV RESERVATIONS

Question is: Will educational channel reservations be extended for another two years? Leading proponents are Sens. Tobey and Bricker.

GLOVES are expected to be off April 16 when the Senate Interstate and Foreign Commerce Committee holds an open hearing with the FCC on the subject of extending the reservation of the 242 educational TV channels for two more years.

Powerful Senators Charles W. Tobey (R-N. H.), chairman of the committee, and John W. Bricker (R-Ohio), senior Republican on the committee, are leading the campaign for the extension.

Just what the reaction of the FCC will be to this pressure cannot be ascertained at this time. Chairman Paul A. Walker and Comr. Frieda B. Hennock have made no bones about their sympathy with the educators' desires. Other commissioners have not stated their views as publicly. Some are known to oppose any extension.

Subject of educational reservations of TV channels was a prime topic during the Senate committee's hearing two weeks ago on the nomination of Wisconsin Commissioner-designate John C. Doerfer [B•T, April 6].

At that time, Sen. Bricker implied it would be a great national loss if educational institutions could not have "dedicated" frequencies for their own video stations.

Opposing this sentiment was Sen. John Marshall Butler, freshman Republican from Maryland.

Senior Democratic member of the committee, Sen. Edwin C. Johnson (Colo.), referred to his previous suggestion that a compromise might be effected by requiring commercial TV stations to devote a fixed percentage of their time for educational programs. He was opposed to permanent reservations, he said.

Another compromise was advanced by Sen. Lester C. Hunt (D-Wyo.). His view was that where educators showed a real interest in TV channels and could afford to construct and run their own stations, the reservations should probably be continued. On the other hand, he said, where educational institutions obviously were in no position to use "frozen" channels, they should be taken out of their reserved status, freed for commercial applicants.

Sen. Bricker last week told B•T that he thought this idea had merit. "You can't make a hard and fast rule for every part of the country," he said. But he added that he wanted the reservations kept so that educational institutions would have enough time to survey their resources, and determine whether they could afford to undertake TV.

FCC Ruling

When the FCC unfroze the three-and-a-half-year halt to TV application processing last year, it ruled that no changes could be made in the allocations table for one year from June 2, 1952. That applied to any and all changes, not only those concerning the educational reservations.

On June 2, 1953, the rule said, the Commission would accept petitions for changes in the allocations table. Each will be considered separately, it was pointed out last week. There is no such thing as an automatic freeing of educational channels, these sources emphasized. Thus, if no one asked that a particular channel be freed of its reserved status, that frequency would continue in an earmarked status.

However, if a reserved channel was requested for commercial use, then the Commission would hold a formal rule-making hearing, at which the pros and cons of freeing the channel could be argued by commercial interests and educational objectors, it was emphasized.

Proponents of extending the reservations claim that educational organizations move slowly, have to secure authorization and funds from legislatures and should not be penalized by having the dedicated channels taken away from them before they have had time to act.

This position has been taken by the Joint Committee on Educational Television and its sister organization, the National Citizens Committee for Educational Television. The latter is headed by Earl Minderman, former assistant to FCC Chairmen Walker and Wayne Coy.

To date, the Commission has made 14 educational grants (two of them uhf). Pending are 11 non-commercial, educational applications. First educational station is scheduled to go on the air April 16; it is KUTV (TV) Houston, owned and operated by the U. of Houston and the Houston public school system.

Congressmen to Get First Glimpse of NTSC Color TV

HOUSE members of the Interstate and Foreign Commerce Committee will get their first glimpses of the new National Television System Committee color television tomorrow and Wednesday when they visit Princeton, N. J., and New York City. The committee has been holding hearings during the past few weeks to determine what's holding up the introduction of color TV [B•T, March 23 et seq.].

At Princeton on Tuesday, the committee, which is headed by Rep. Charles A. Wolverton (R-N.J.), will view NTSC-system colorcasts originating in New York by NBC. They will also be shown RCA's tri-color tube, prototype color receivers and studio equipment. From Princeton the group will be driven to New York's Colonial Theatre, which NBC has turned into a color studio.

The following morning, the Congressmen will be given a demonstration of CBS' field-sequential color TV system at the New York Athletic Club. In the afternoon, they will be shown the Chromatic Television Labs tri-color tube. Whether this will be operated on both the NTSC compatible system and CBS system was not determined.

In preparation for the demonstration, RCA-NBC put on a dress rehearsal of the color program for executives of the two companies Thursday.

Hearings during the past four weeks have brought promises from RCA, NTSC and Philco that they will petition the FCC to reverse its 1950 color decision (favoring the CBS method) within six months, following completion of current field testing of the NTSC system. The committee heard Dr. E. W. Engstrom, RCA; Frank Stanton, CBS; Allen B. DuMont, DuMont; Dr. W. R. G. Baker, GE (and NTSC chairman); Richard Hodgson, Chromatic, and FCC Chairman Paul A. Walker.

Rep. Wolverton has said he might call further witnesses to explore "industrial and commercial" aspects of color television.



88 Million Policyholders want to know the facts

Life Insurance, America's most widely used form of thrift, is of vital interest to 3 out of every 4 families.

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To provide the answers, the Institute of Life Insurance gathers facts about life insurance from the over 700 life insurance companies.

These facts, interpreted from the standpoint of general public interest, provide the base for many of the Institute's informational activities, and are used by those who disseminate news, facts, and comment on radio and television. Also, they are used in the Institute's nation-wide advertising messages, in newspaper and magazine releases, radio talks, and other forms of communication.

Among other things, the Institute sends out statistical data in the annual "Fact Book," "Graphic Facts," and "The Tally."

Through these services, the Institute is helping to broaden the understanding of a subject that affects nearly every American family.



The booklets and charts shown above can be helpful as source material for radio editors, writers, and commentators. They are yours for the asking.

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. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW
Economical and efficient medium for covering the mass market.

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REPRESENTED NATIONALLY BY
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ACTION ON NARBA STIRS AT CAPITOL

EVENTS surrounding the North American Regional Broadcast Agreement (NARBA) moved a step forward last week when the Senate Foreign Relations Committee appointed Sen. Charles W. Tobey (R-N.H.) chairman of a subcommittee to handle the matter.

Associated with Sen. Tobey are these senators: Republicans William Langer (N.H.) and Homer Ferguson (Mich.); Democrats J. W. Fulbright (Ark.) and Mike Mansfield (Mont.).

The new five-year NARBA convention has been awaiting Senate ratification since February 1951 when it was submitted to the Congress. The agreement is a revision of the first NARBA, signed at Havana in 1937 and put into operation in 1941. In 1946 the original agreement was extended for two years. Revised NARBA is the result of conferences in Montreal in 1949. in Havana in 1950 and in Washington when it was accepted by delegates in the fall of 1950.

New NARBA binds North American allocations of standard (AM) broadcast channels among the following countries: United States, Canada, Bahamas, Jamica, Cuba and the Dominican Republic. Mexico, which was a party to the first NARBA and its extension, refused to participate in the second agreement.

Basic features of the treaty follow:

- Cuba is given the right to use six U.S. 1-A clear channels, as compared to four under the previous agreement. The six Cuban clear channels are 640, 660, 670, 760, 780 and 830 kc. Cuban stations agree to use directional antennas and limit signals to not more than 25 mv/m at any point within 800 miles of the U.S. dominant station.
- Dominican Republic is moved from the 1040 kc 1-A clear channel to regional 620 kc.
- Jamaica is given the right to use U.S. 1-A's 880 and 1180 kc, with 5 kw power, but protecting WCBS New York and WHAM Rochester, N. Y., the dominant stations on those channels.
- Cuba is permitted to establish stations on 11 channels to be given "special protection" by future U.S. assignments. The channels are 550, 570, 590, 630, 640, 690, 730, 740, 860, 920 and 980 kc.
- A 1-A, instead of present 1-B classification is given 1030 kc in the U.S. This is the frequency used by WBZ Boston.
- A 1-B status is assigned to 1540 and 1560 kc. KXEL Waterloo, Iowa, and WPTR Albany, N. Y., are on 1540 kc, and WQXR New York and KPMC Bakersfield are on 1560 kc.
- Re-established is an engineering committee, similar to the old North American Regional Broadcasting Engineering Committee. Also provided is the establishment of Good Engineering Practice standards for North American nations.
- Established are provisions for compulsory arbitration.
- Although the treaty runs for five years, provision is made that it continue in force until a new treaty is reached.
- Left up to each individual country is the recommendation of reducing AM channels below 10 kc.
- In order to study problems that may be outstanding, provision is made for convening an administrative conference in two years.

Howrey Calls for Speed-Up

FEDERAL Trade Commission Chairman Edward F. Howrey said April 3 that FTC "must speed up . . . procedures and dispose of cases promptly." His statement was made after President Eisenhower appointed him the agency's new chairman [B•T, March 30]. Among cases FTC handles are those involving truth in advertising.

Washington 'Access' Law Praised by Broadcasters

A WASHINGTON State measure giving radio and television equal access with the press to meetings of state agencies was hailed last week by spokesmen for Washington State Assn. of Broadcasters as extending freedom of speech and of the press "in line with today's living and today's electronic developments."

The measure declares government actions must be taken at public meetings "of which public notice has been given by notifying press, radio and television." As originally drafted, the bill included only newspapers and radio.

Commenting on the law, W. R. Taft, general manager, KRKO Everett, and chairman of WSAB's Freedom of Radio Committee, said: "This is another step in broadcasting's constant fight to implement freedom of speech."

WSAB President Leo Beckley, KBRC Mt. Vernon, said, "We are indebted to the 1953 Washington Legislature for . . . equality of access to all news media."

The association also reported as "highly successful" its legislative network, *Olympia Today*, fed from KGY Olympia to 18 other stations during the 1953 sessions.

Radio-TV Rights in Court Defended During SDX Panel

RADIO-TV's right of access to on-the-spot coverage of court proceedings and public hearings was upheld—and at least one objection was answered graphically with a demonstration —by John W. Pacey, director of public affairs for ABC, in a panel discussion at the national convention of Sigma Delta Chi, journalism fraternity, in Cleveland last week.

When opposing participants suggested TV equipment may interfere with proceedings, Mr. Pacey arranged for a TV camera to be rolled in to show the amount of space it requires (or doesn't require), and the quiet and ease of its movement. The panel discussion, covering "Fair Trial or Free Press," was telecast by WXEL (TV) Cleveland, an ABC-TV affiliate.

Siding with Mr. Pacey in the discussion was John (Barry) Mullaney, managing editor of the *Cleveland News*, while Oliver Schroeder, Jr. of Western Reserve U. School of Law and Sidney D. L. Jackson, Cleveland attorney, took the position that the courts should have a right to exclude news media or limit their coverage.

Mr. Pacey also appeared on Sidney Andorn's *Personality Corner* program on WXEL to discuss ABC's recent merger with United Paramount Theatres and its plans for network expansion.

WTVU (TV) Files For Change In Ownership Structure

APPALACHIAN Co., permittee of WTVU (TV) Scranton, Pa., (uhf Ch. 73) filed with FCC April 9 a request to change its structure from a partnership to a corporation.

The move would give partner Frank J. Collins, jointly with his wife Jane, sole ownership of the company. Dahl W. Mack and Henry J. Geist would receive $16,100 and $9,800, respectively, for their interests.

Officers of the proposed corporation would be: Mr. Frank, a coal dealer, president; Philip V. Mattes, Scranton attorney, and Norman E. Jorgeson, Washington attorney, vice presidents; Robert E. Scragg, Scranton attorney secretary, and Jane C. Collins, treasurer.

NEW BIRMINGHAM SALE IS ANNOUNCED

Ed Norton-Thad Holt's WAPI WAFM (FM) and WAFM-TV sold to Birmingham News Co. for net in excess of $1.5 million, with gross at $2.4 million.

SALE of the Ed Norton-Thad Holt broadcast properties—WAPI, WAFM (FM) and WAFM-TV Birmingham—to the Birmingham News Co. for a figure "in excess of $1.5 million" was announced last week. The transaction, subject to usual FCC approval, is understood to entail a "gross" outlay of $2.4 million.

The second Birmingham broadcast stations sale within several weeks time came at the same time that Storer Broadcasting Co. exercised its option to buy WBRC-AM-TV for $2.4 million [B•T, April 6, March 30]. Storer filed an application for the transfer of control of Birmingham Broadcasting Co. Friday and at the same time informed the FCC that it was dropping its TV applications for Wheeling, W. Va. (Ch. 9) and Miami (Ch. 10). Acquisition of the WBRC properties would give Storer its FCC legal limit of five owned TV stations. Storer also said it would sell WSAI-AM-FM Cincinnati in order to comply with the FCC policy limit of seven standard broadcast stations under the same ownership (see separate story this page).

Gross price for the purchase of all the capital stock of The Television Corp., in which Mr. Norton holds 75% and Mr. Holt 25%, is believed to total about $2.4 million. This includes property, land and other assets. Mr. Holt is president and general manager of the company.

WAPI Subject to Lease

Although The Television Corp. owns the television and FM stations outright, WAPI (on 1070 kc with 10 kw day, 5 kw night)—Alabama's first radio station—is subject to a long term lease which expires in 1972. The CBS-affiliated station, which began operating in 1922 and has a 50 kw potential as a 1-B clear channel, is owned 39% by Alabama Polytechnical Institute, 39% by U. of Alabama and 22% by Alabama College.

Purchaser Birmingham News Co. now owns WSGN-AM-FM in Birmingham and holds a CP for uhf Ch. 42 there. Because FCC's duopoly regulations forbid the ownership of more than one broadcast station of the same class in a single market, the *News* will dispose of 26-year old, ABC-affiliated WSGN (on 610 kc with 5 kw day, 1 kw night) and one of the FM stations. It is presumed the uhf television CP will also be disposed of along with the radio stations.

The anticipated FCC approval of the transaction will mark the retirement of Mr. Norton from the broadcasting business. Last December, Mr. Norton, prominent Southern industrialist, banker, philanthropist, former governor of the Federal Reserve Board and principal owner of Coosa River Newsprint Co., and Glenn Marshall Jr. sold WMBR-AM-FM-TV Jacksonville, Fla., to the *Washington* (D. C.) *Post* for $2.47 million. Mr. Marshall remained with the Jacksonville stations as president-general manager of the WMBR Division of the *Washington Post*.

The Birmingham sale was closed last Wednesday after several weeks of negotiations by Clarence B. Hanson Jr., publisher of the *Birmingham News*, and Henry P. Johnston, executive vice president and managing director of its broadcast operations for the past 16 years, with Messrs. Norton and Holt. Mr. Holt, it is expected, will remain with the new ownership for a reasonable transition period.

WAFM-TV, affiliated with CBS, ABC and DuMont, will soon increase its present 26 kw effective radiated power to the full authorized 316 kw. Station, established in 1949, is on Ch. 13.

Mr. Hanson, in expressing gratification over the purchase, said: "In one sense WAPI is coming home again." He explained that his uncle, the late Victor H. Hanson, former publisher of the newspaper, had helped make possible the establishment of WAPI by a $10,000 gift about 30 years ago to the endowment fund of Alabama Tech. With a gift of equipment from the Alabama Power Co. and Mr. Hanson's endowment. Alabama Tech. established a radio broadcast service which developed into WAPI.

Norton-Holt Statement

In a joint statement, Messrs. Norton and Holt said:

We are pleased that, subject to approval of the FCC, such a strong, local institution as the Birmingham News Co. is assuming responsibility for the continued service and future growth of Radio Stations WAPI, WAFM (FM) and Television Station WAFM-TV, which are now being operated by The Television Corp.

We are proud that we have built WAPI, "The Voice of Alabama," Alabama's first radio station, into its position of leadership in audience and service. WAFM pioneered FM broadcasting service in Alabama, and WAFM-TV (Ch. 13) was the state's first television station.

With the full resources of The Birmingham News Co. behind these stations, their service to the people of Alabama will be even more greatly strengthened and expanded.

Chernoff Remains Gen. Mgr. In KFMB Ownership Change

HOWARD CHERNOFF will stay on as general manager of KFMB-AM-TV San Diego, Jack Wrathall and Helen Alvarez, new owners of the Ch. 8 outlet, report.

The Wrathall-Alvarez team bought KFMB facilities for $3.15 million from John A. Kennedy [B•T, March 30]. The sale became official April 4.

Mr. Chernoff had been associated with Mr. Kennedy for 17 years. They were associated together in West Virginia radio and newspaper operations. Both came to the West Coast in 1947 after Mr. Kennedy purchased the *San Diego Journal* (recently sold to the Copley Press). KFMB became Mr. Kennedy's property two years ago.

* * *

$2.4 Million Storer Buy of WBRC-AM-TV Asked of FCC

Asking FCC approval of its $2.4 million purchase of WBRC-AM-TV Birmingham, which would give the firm its legal limit of five TV outlets, Storer acts to withdraw applications for vhf channels at Miami and Wheeling, W. Va.

APPLICATION for FCC approval of the purchase by Storer Broadcasting Co. of all the capital stock of the Birmingham Broadcasting Co. (WBRC-AM-TV) for $2.4 million was filed Friday.

Two letters were sent with the application informing the Commission that Storer was withdrawing TV applications for Wheeling, W. Va. (Ch. 9) and Miami (Ch. 10). Action was necessary because approval of the purchase of the WBRC stations will give the Storer company the maximum of five TV stations permitted by the FCC [B•T, April 6, March 30].

At the same time Storer informed the Commission that it was negotiating to sell WSAI-AM-FM Cincinnati so it would not have more than seven AM stations. Although not a regulation, the FCC has frowned on one owner having more than seven standard broadcast stations.

Application declared no personnel changes were contemplated in the Birmingham stations, pending study. G. P. Hamann is general manager and technical director, and J. Brewer, program director (WBRC), M. D. Smith III, program director (WBRC-TV), J. H. Callaway, commercial manager (WBRC) and Leon L. Reaves, commercial manager (WBRC-TV).

Owner of Birmingham Broadcasting Co. is Mrs. Eloise H. Hanna, who holds all the issued stock.

Balance sheet as of March 1 showed total assets of WBRC stations as $524,896.70, with AM assets listed as $27,984.88 and TV assets as $232,964.60. Current assets totaled $256,680.75, of which $167,468.28 was in cash. Current liabilities totaled $183,609.92. The company also showed a surplus of $564,286.28.

The Storer balance sheet as of the same date showed total assets of $12,351,243.17. Current assets totaled $6,142,934.90, of which $4,722,855.87 was in cash. Current liabilities



NEW OWNERS of KFMB-AM-TV San Diego, Jack Wrathall (l) and Mrs. Helen Marie Alvarez (r), visit the city to assume control of the stations. Discussing details with them is Howard L. Chernoff, general manager. Wrather-Alvarez Broadcasting Inc., which operates KOTV (TV) Tulsa, purchased the San Diego properties from Kennedy Broadcasting Co.

totaled $3,500,708.66. Earned surplus was listed as $3,600,286.11. Storer Broadcasting showed a net income after taxes of $1,458,173.48 in 1952, and $1,539,260.93 in 1951.

The contract with Mrs. Hanna showed that Storer had placed a $100,000 deposit on the sale. Agreement also showed net quick assets as approximately $73,000.

Storer owns WJBK - AM - FM - TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WWVA-AM-FM Wheeling, WMMN Fairmont, W. Va.; WGBS-AM-FM Miami, WSAI-AM-FM Cincinnati, and KEYL (TV) San Antonio.

Because Storer already owned four TV stations, WSTV Steubenville, Ohio, petitioned the FCC some months ago to force Storer to prosecute either its Wheeling or its Miami TV application. Steubenville and Wheeling are considered one market in the FCC's TV allocation. When the Commission concurred in this request, Storer advised that it was considering dropping the Miami application [B•T, March 9].

Gives Storer Limit of Five

Purchase of the Birmingham properties gives Storer the TV limit of five, thus eliminating the problem of deciding which TV application to drop.

WBRC, established in 1925, operates on 960 kc with 5 kw. WBRC-TV began operation in 1949 and is on Ch. 6 with 35 kw. Both stations are affiliated with NBC.

Although there is no legal prohibition against the common ownership of eight AM stations, which the acquisition of WBRC would give Storer, the Commission has frowned on cases where the same owner controlled more than seven. Pending for the past few years has been an amendment to permit additional AM station ownership, in varying degrees of control. Storer has been one of the leaders in the campaign to enact that amendment into the FCC regulations. It has also urged that there be no limit to common ownership, but that the FCC consider each case on its merits.

NLRB Decision on WWOL

NATIONAL Labor Relations Board has announced that WWOL Buffalo had been ordered to bargain collectively, on request, with NABET as exclusive representative of engineers, technicians and announcer-technicians. In certifying results of an election at KSTP St. Paul, the board said 10 votes were cast for Radio Artists, Radio Broadcast Technicians (AFL) with 25 against.

KTYL-TV Starts April 26; Plans Theatre Techniques

WITH a floor area equivalent to a half-acre, KTYL-TV Mesa, Ariz., new vhf Ch. 12 station, will begin operation from its new radio-TV center April 26.

The KTYL-TV center includes two major studios for live programming, a special effects studio equipped with both slide and film rear projection and push-button master control facilities. The station, operated by theatre showmen Harry L. Nace Sr. and Jr. and their radio and theatre associate, Dwight Harkins, will have its antenna atop South Mt., a peak 1,550 ft. above average terrain, eight miles from downtown Phoenix. The station operators say that their outlet will cover an estimated 60% of Arizona's population.

National representative is Avery-Knodel Inc. DuMont equipment is being used.

U. S. OPERATING TV OUTLETS REACH 157

Total is expected to hit 162 by next Monday. The first noncommercial station, KUHT (TV) Houston, will go on the air Thursday.

TOTAL number of U. S. television stations now operating with commercial programming crept up to 157 over last weekend, and by next Monday (April 20) should reach 162. On April 16, the nation's first noncommercial, educational TV station, KUHT (TV) Houston, will go on the air (see story page 96).

There are 49 post-thaw stations on the air commercially, of which 29 are vhf stations and 20 uhf.

WCOV-TV Montgomery, Ala., uhf Ch. 20, and KFDX-TV Wichita Falls, Tex., vhf Ch. 3, were to have begun operations yesterday (Sunday).

Due to last-minute changes, some stations previously reported as being on the air with commercial programming actually were not. One of these is WPAG-TV Ann Arbor, Mich. However, it did begin its test pattern on April 3, and expected to be operating commercially by the end of last week. Another, WLEV-TV Bethlehem, Pa., is reported ready to begin operations but at last report had not actually begun. Due to the fact it is ready for broadcasting, it is counted in B•T's tabulations as being on the air.

More last-minute changes may occur, of course, but as of late last week the following six stations were set to begin programming on April 15:

WCOS-TV Columbia, S. C., uhf Ch. 25, is represented by Headley-Reed. For its studio-transmitter structure this station will use a Quonset building which, the station reports, has proved to be remarkably adaptable to the necessities of TV studio arrangement. WCOS-TV is affiliated with ABC-TV and, for a time, will carry some NBC-TV programs. The organizational structure is headed by C. W. Pittman, president. Stewart Spencer is director of TV and Law Epps is national sales manager for TV and radio. Wayne Poucher heads local TV sales.

WEEU-TV Reading, Pa., uhf Ch. 33, is an NBC-TV affiliate and is represented by Headley-Reed. Thomas E. Martin, general manager, said WEEU-TV's test pattern went on last Thursday night (April 9) and described the quality as "excellent."

WHP-TV Harrisburg, Pa., uhf Ch. 55, another station planning for an April 15 start, is represented by The Bolling Co. It began test pattern programming April 1. It reports there are 30-40,000 sets in its area and that business is good.

WLBC-TV Munice, Ind., uhf Ch. 49, is represented by Walker Representation Co. and is a CBS-TV and DuMont affiliate. It is using an RCA transmitter.

WLOK-TV Lima, Ohio, uhf Ch. 73, was reported still aiming for an expected April 15 start. It is represented by H-R Television Inc.

WTOV (TV) Rockford, Ill., uhf Ch. 39, is an NBC-TV affiliate and is represented nationally by Weed-Television.

These stations plan starts later this month:

WKNX-TV Saginaw, Mich., uhf Ch. 57, started regular test pattern transmission April 9 and it is reported planning to begin programming late this week. William J. Edwards, general manager of WKNX-TV, said the first test pattern transmissions were received from points many miles away from the station. Mr. Edwards told B•T that there was "no snow and no interference—even 65 airline miles away." The station, represented by Gill-Perna Inc., will be affiliated with more than one network, Mr. Edwards said.

KCBD-TV Lubbock, Tex., vhf Ch. 11, is aiming for an April 26 start. It is represented by John Pearson TV Inc., and is an ABC and NBC affiliate.

KELO-TV Sioux Falls, S. D., vhf Ch. 11, "definitely" plans to be programming by April 26. It is represented by O. L. Taylor Co.

KTYL-TV Mesa, Ariz., vhf Ch. 12, also expects to begin April 26 (see other story this page). It is represented by Avery-Knodel Co.

These are grantees who have set May 1 as their target date:

WFAM-TV Lafayette, Ind., uhf Ch. 59, plans to begin test pattern programming April 19 with regular commercial operation scheduled May 1.

WFTV (TV) Duluth, Minn., uhf Ch. 38, is affiliated with all four networks and is represented by Adam Young Inc.

WGLV (TV) Easton, Pa., uhf Ch. 57, is represented by Headley-Reed.

WHIZ-TV Zanesville, Ohio, uhf Ch. 50, is represented by John Pearson TV Inc.

WSUN-TV St. Petersburg, Fla., uhf Ch. 38 is represented by Weed-Television. The May 1 date is reported as being "fairly definite."

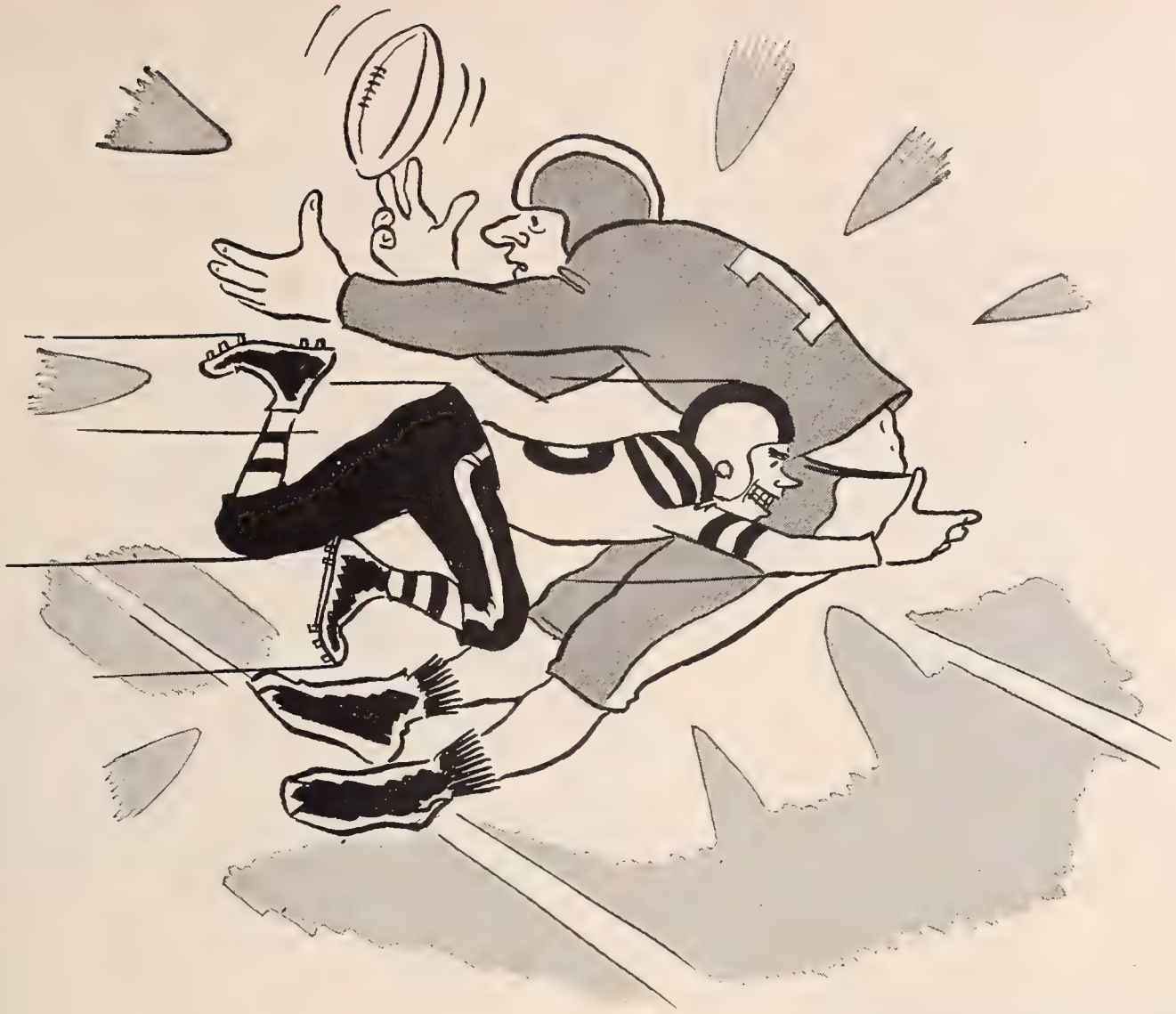
WTVU (TV) Scranton, Pa., uhf Ch. 73, is represented by The Bolling Co.

KVOS-TV Bellingham, Wash., vhf Ch. 12 plans a May 1 start "definitely." Forjoe & Co. is its representative.

KTSM-TV St. Louis, Mo., uhf Ch. 36, which



KTYL-TV Mesa, Ariz., has its studios open to the public. Large windows permit passersby to watch programs telecast. The radio-TV center, located on Phoenix-Mesa Highway, ha 133-foot theatre-type marque with movin lighting effects to promote client program



Tackling the competition is EASY, in Kentucky!

In Kentucky, you don't need tremendous brawn to do a really wonderful advertising job. 55.3% of the State's total retail sales are made in the Louisville Trading Area—a compact area covered daily by WAVE. To cover the remaining 44.7%, you have to use *many* of the State's other 46 stations.

Yet 5000-watt WAVE gives you 5000-watt rates, and also tosses in several booming Southern Indiana counties with *another* quarter billion dollars in effective buying income!

That's it in a nutshell. Ask Free & Peters to tell you the whole WAVE story—*it's something!*

5000 WATTS • NBC •

WAVE
LOUISVILLE



Free & Peters, Inc., *Exclusive National Representatives*

had been listed last month as planning an April 15 start, actually is planning for a September 15 target date, Frank E. Pellegrin, vice president and secretary of H-R Television Inc., KTSM-TV's national representative, told B•T.

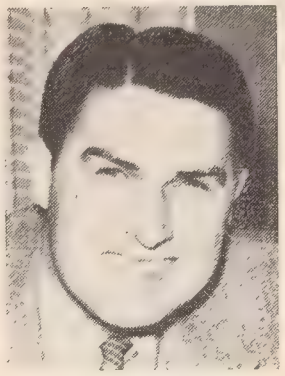
John Summerfield, member of the management committee for the Jacob A. Newborn stations, said that because of technical changes KBMT (TV) Beaumont, Tex., will not go on the air in early April, as he had hoped. He said he was unable to predict an exact date right now. Mr. Summerfield said that it is still planned to have KETX (TV) Tyler, Tex., on the air in June with temporary studios and interim power. He said there would be no change in WTVS (TV) Gadsden's August target date, but there would be changes in the national representative.

WGBI-TV Scranton, Pa., another station which had hoped for an early April start, had to postpone its target date until June 7, George D. Coleman, general manager, told B•T. Mr. Coleman said delay in getting equipment has caused the set-back.

These developments highlighted the activities of some of the other post-thaw TV grantees:

• Ben K. McKinnon, Carolina sales manager of WBT Charlotte, N. C., has been appointed general manager of WGVL (TV) Greenville, S. C.

Edgar M. Norris, president of WGVL (TV), made the appointment. Mr. McKinnon is a former associate editor of Robeson County's Hometown Newspapers, Lumberton, N. C. From there he went to Charlotte in 1947 as director of advertising, public relations and safety for the Carolina Motor Club. He joined WBT's sales staff after serving a year as personal manager for Arthur Smith and the Crackerjacks, network radio and WBTV (TV) Charlotte television artists. Mr. McKinnon was president of the Charlotte Advertising Club for 18 months.



Mr. McKinnon

• Lawrence A. Harvey, permittee of a new uhf Ch. 20 TV station in San Francisco, revealed to B•T plans for an entire TV curriculum from the primary grade levels through regular university subjects.

Mr. Harvey said 70% of the programs will be of an educational and community service nature, and the remainder classified as entertainment and cultural.

"The heavy educational programming policy is intended to develop large and steady audiences," Mr. Harvey said. "I believe that an educational program designed to perform a service has a continuity that will draw viewers back time after time in order to complete the courses. Entertainment, on the other hand, offers little assurance in the direction of 'fixing' audience attention with any degree of permanence since the viewer does not lose information of a permanent value whenever he changes stations during an entertainment program . . ."

Mr. Harvey will handle all station matters personally.

• RCA shipped two more 1 kw uhf transmitters last Thursday. They were sent to WTPA (TV) Harrisburg, Pa., uhf Ch. 71, and to WTVE (TV) Elmira, N. Y., uhf Ch. 24.

• KTVH (TV) Hutchinson, Kan., has named H-R Television Inc. as its national representative. Owned by Hutchinson TV Inc., with W. D. Carey as president, KTVH (TV) currently is under construction, with work on studios in both Hutchinson and Wichita slated to start immediately. An RCA transmitter is being delivered, and it is expected that a test pattern for dealers will start June 10, with commercial programming July 1 and full studio operation beginning Aug. 1. The station will be a basic CBS-TV affiliate.

KEYT (TV) Hits Pay Dirt

PAY DIRT worth an estimated $100,000 was hit by contractors excavating for studios and offices of KEYT (TV) Santa Barbara, Calif. The material is decomposed granite, sea shells and other substances ages old which sells for $2 to $3 a cubic yard in California, and is used for building and road foundations. Colin M. Selph, KEYT (TV) president, said the station planned to sit on its "pay dirt" and not sell it, adding that TV "must be here to stay."

New TV Stations Set Plans, Starting Dates

AT LEAST one of last week's new TV station permittees (see story this issue) expects to be operating by next fall.

William B. Quarton, general manager of WMT-TV Cedar Rapids, Iowa, vhf Ch. 2 grantee, said a tentative starting date for mid-September has been set, but that the station proposes to have its technical operation lined up solidly before it takes to the air. This may entail additional time, he said.

Mr. Quarton said the station will be RCA equipped throughout. Network affiliation presumably will be CBS-TV; WMT-AM is a CBS affiliate. No affiliation agreement has yet been reached for TV, however. WMT-TV national representation will be handled by the Katz Agency, which also represents WMT.

Dan Crosland, general manager of WCRS-TV Greenwood, S. C., said that station's opening date will not be announced until arrangements for network service are made. The station, authorized uhf Ch. 21, will have to be connected with microwave relay before construction proceeds, Mr. Crosland said. TV facilities will be added to the present AM station. Cost of the new TV outlet was placed at $200,000, he revealed. Representation will be handled by Thomas F. Clark Inc. in New York, Chicago and Detroit, and by Jim Ayers in Atlanta.

George Gerber, president of New England Television Co., uhf Ch. 16 grantee for Providence, R. I., and Alexander Warden, president of KMON-TV Great Falls, Mont., vhf Ch. 3, both advised B•T that they were unable to supply data on their plans at this time.

WOV 1952 Revenue Gain

WOV New York reported last week that its 1952 revenues topped the 1951 figure by 10.5%, and that in February this year its Italian language programs, which total 10½ hours a day, achieved an average Pulse rating of 10.8, a gain of 13.7% over the February 1952 figure.



Who got the most from our customer's dollar?





The employees?

NO! In wages, salaries and benefits, our employees received 14¾¢ out of every dollar paid in by Union Oil customers during 1952.

Our payroll, including benefits, totaled $50¾ million. Divided among our 8,756 employees, this amounted to an average of $5,810 per person.



The shareowners?

NO! Our profits in 1952 were $27½ million, or 8¼¢ of each customer's dollar. Of this amount, our preferred and common shareowners received 3½¢ per customer dollar. Total dividends paid to our 40,302 owners of common shares averaged $261.34 per person.

The remaining profits of 4¾¢ per customer dollar had to be returned to the business to help pay for replacement of worn-out equipment and necessary expansion required by the West's greatly accelerated demand for petroleum products.

The tax collectors?

YES! The federal, state and local tax collectors got 18½¢ of every dollar paid in by Union Oil customers. In other words, they got *more than five times as much* as the owners of the business and *one quarter more* than Union Oil employees.

The remaining 58½¢ of the customer's dollar was divided among the many costs of doing business: raw materials, transportation; interest on borrowed money; and wear and tear of facilities and exhaustion of oil and gas reserves.

To sum it up—1952 was the best sales year in our 62-year history. Yet the 40,302 owners of our business received only a fraction over 3¢ from every customer's dollar. That's far less than many people in this country believe goes to the owners of a big business.

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil

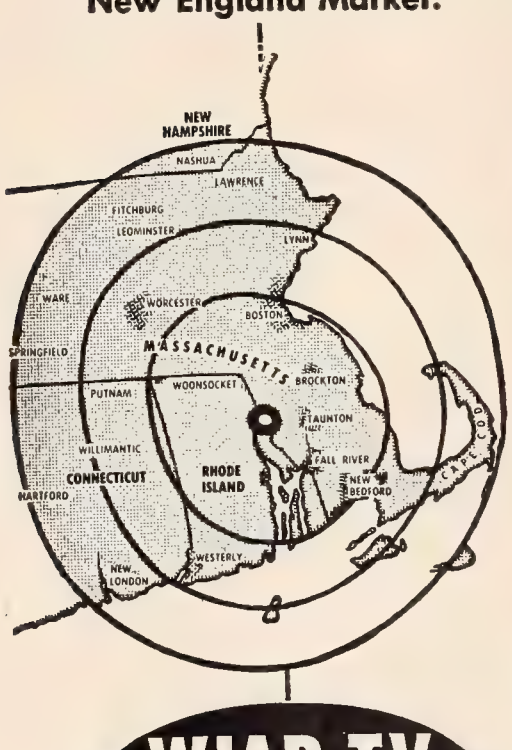
COMING SOON

NEW
POWER
200 kw

NEW
COVERAGE
709,648 Sets

NEW
CHANNEL
To 10 from 11

Authorized changes will be made this spring, pinpointing your persistent salesman in the prosperous Southern New England Market.



WJAR-TV
CHANNEL 11
PROVIDENCE

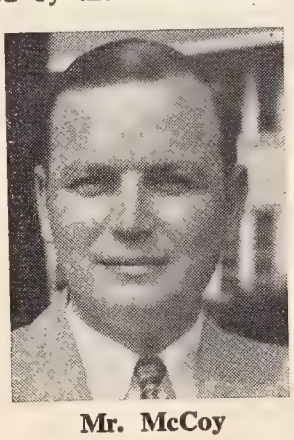
Represented Nationally by
WEED TELEVISION

Wrestling and $12,000

68-YEAR-OLD Susi Robinson was an ardent wrestling fan. She took particular delight in following the regular Saturday night matches originated by WLWD (TV) Dayton and piped to WLWT (TV) Cincinnati and WLWC(TV) Columbus, Ohio. Steve Van Ells, WLWD program director who announces the shows for the Crosley stations, probably never realized the avidness of TV wrestling fans—that is, until last Wednesday. Because it was then that he was notified that Mrs. Robinson, whom he had never known or met, had been killed in an auto accident. Mrs. Robinson's $6,000 double indemnity life insurance policy named Mr. Van Ells as beneficiary.

John McCoy Elected Secretary Of Storer Broadcasting Co.

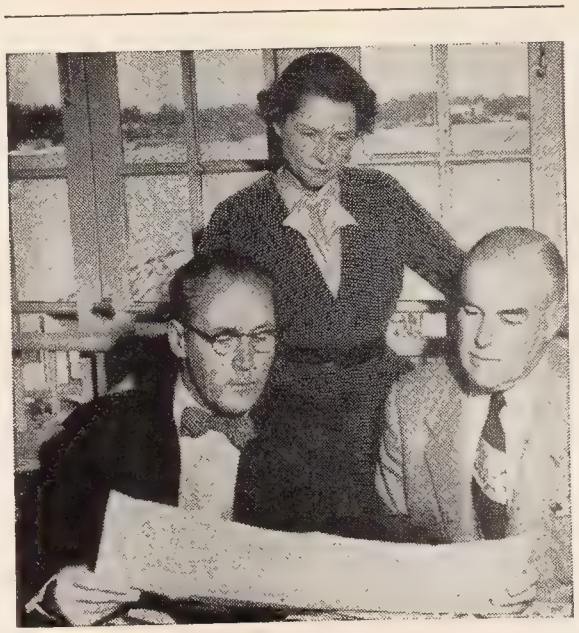
ELECTION of John E. McCoy, attorney, to the post of secretary of the Storer Broadcasting Co. was announced by the board of directors last week.



Mr. McCoy

Mr. McCoy, former chief of the TV branch of FCC's Law Bureau, has been with the Storer organization since December 1950.

He is a graduate of Dartmouth College and Yale Law School and practiced law in New York from 1938 to 1944. After two years in the Navy as radar officer aboard a destroyer, with rank of lieutenant, Mr. McCoy joined the FCC in 1946. He was one of the key staff figures in FCC's protracted hearings on color television.



ARRANGING for Weed TV national representation for WSUN-TV St. Petersburg, Fla., uhf commercial Ch. 38 station licensed to the City of St. Petersburg and expected to begin operations next month, are (l to r) George D. Robinson, WSUN-AM-TV station's manager; Mrs. Vera New, station's commercial manager, and Joseph J. Weed of Weed TV and Weed & Co., the latter firm representing WSUN.

Nunn Hits Controlled Radio; Miller Sees Freedom Threat

FREEDOM of economy, ability of the people to think, choice of religion and educational liberty are lacking in nations having government-dominated broadcasting, Gilmore N. Nunn, WLAP Lexington, Ky., told the 14th lecture series of the Hispanic-American Institute at the U. of Miami last week.

Mr. Nunn and Judge Justin Miller, NARTB board chairman and general counsel, were speakers at the Institute.

The very existence of nations is sucked into the empty vacuum created by government domination of radio, Mr. Nunn said. He noted that Inter-American Assn. of Broadcasters has drafted basic legislation for free broadcasting in Latin-American nations. In addition IAAB has prepared and adopted a code of ethics and several American countries have created committees to regulate and police activities under the code.

Mr. Nunn reminded the Institute that advisory boards of IAAB and the Inter-American Press Assn. in a joint conference last year issued the "Panama Doctrine" calling for freedom of radio and press and pledging a joint fight for maintenance of democratic society.

Judge Miller said that although Latin America purports to be a land of free peoples and free communications, there nevertheless is "considerable censorship." He referred to close government control in Guatemala, Argentina and Colombia.

Describing his findings in a fact-finding tour of Latin America, he said Voice of America lays down an unsatisfactory or poor signal in every nation but Colombia. BBC and Radio Moscow compete for Spanish-speaking audiences, he said.

WDTV (TV) New Center Speeds Ahead

CONSTRUCTION of DuMont Television Network's new center at WDTV (TV) Pittsburgh last week was reported to be so far ahead of the schedule that a network spokesman predicted it will be completed about Jan. 1, 195[illegible]. The station, which will be located in Pittsburgh's "Gateway Center," a project of the Equitable Life Assurance Society of the U. S., will occupy 34,000 square feet of space in a building adjoining Duquesne Dr. It will occupy two stories and a basement, including facilities for two large studios for executive and production staffs.

WTTV (TV) Plans Changes

MORE than a half-million dollars of improvements are being planned for WTTV (TV) Bloomington, Ind. The tower height will be raised to 1,000 ft. this summer and the effective radiated power will be increased to 100 kw, the station announced. At the time of the power increase, the station will switch from Ch. 10 to vhf Ch. 4.

WNYC Budget Proposal

AN appropriation of $305,415 to operate New York's Municipal Broadcasting System (WNYC AM-FM New York) for the 1953-54 fiscal year, $34,557 less than the current year's allocation, was proposed last week by Mayor Vincent Impellitteri. The proposal was contained in a $1.5 billion overall budget plan presented to the financially harried city.

A KUT (e) Story

WITH granting of its TV construction permit for vhf Ch. 2 [B•T, March 30], Utah Broadcasting & Television Corp., Salt Lake City, appropriately has named its mountain-top transmitter site "Pix Peak." The call letters assigned by FCC for the company's AM, FM and TV stations are appropriate, too, Vice President John Schile reports. They are KUTA (for AM), KUTF (FM) and KUTV (TV).

Arthur C. Page Dies; Was WLS Farm Director

FUNERAL services were held last Tuesday at Wheaton, Ill., for Arthur C. Page, 64, WLS Chicago farm program director, who died April 4 in Geneva, Ill.



Mr. Page

Associated with WLS *Prairie Farmer* since 1927, he had conducted the station's *Dinnerbell* program and was associate editor of the farm publication. Mr. Page was active in the Illinois Agricultural Assn. and the American Farm Bureau Federation. He also was an advisor on development of national farm programs and a member of the National Assn. of Radio Farm Directors.

Mr. Page was born July 21, 1888, in Independence, Mo., and attended the U. of Missouri College of Agriculture.

Survivors are his wife, Inez; three sons, Tom, John and David, and five grandchildren.



FROM the podium, conductor Antonio Modarelli of the Charleston Symphony Orchestra, hands scroll to John T. Gelder Jr. (1), vice president and general manager, WCHS Charleston, W. Va. Scroll, signed by members of the orchestra, expressed appreciation to Mr. Gelder, who served as president of the orchestra and who was successful in raising funds. This season marks the first in 11 years that the orchestra will finish in the black. Facilities of WCHS were among those used in promoting the fund drive.

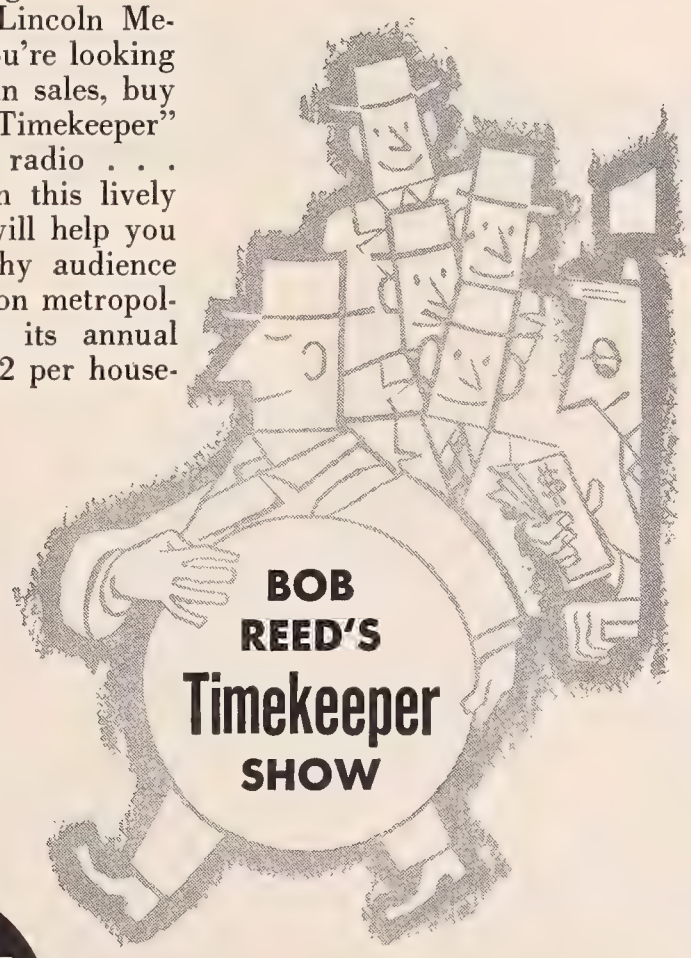
Landmarks in history . . and . . .



landslides in sales

The Nation's Capital is famous for both . . .

If you're looking for landmarks, try the Lincoln Memorial . . . if you're looking for a landslide in sales, buy Bob Reed's "Timekeeper" show on WRC radio . . . participations on this lively morning show will help you reach the wealthy audience in the Washington metropolitan area, with its annual income of $7,282 per household.



WRC

NBC in Washington

980 on AM • 93.9 on FM

Represented by NBC Spot Sales

TV 'Booster' Tests Set for L.A. Area

THRICE weekly daytime tests with scrambled signals from Los Angeles stations will be started within the next 90 days in Palm Springs, Calif., to determine the feasibility of bringing reception of as many as seven TV channels to isolated areas hitherto unable to get video due to the natural terrain barriers.

Authorized by FCC to make the experiment in the desert community, Howard-Yale Inc. will erect a 2-watt "booster" station with scramble device atop the 7,000-foot-high Howell Peak in the Santa Rosa Mountains south of Palm Springs to pick up, amplify and re-broadcast signals from Mt. Wilson, transmitter site of the 7 Los Angeles vhf TV stations, 90-odd miles distant. The signals will be transmitted to test receivers in the Palm Springs area.

The video relay system to be installed for the tests was designed and built by International Research Assoc., Santa Monica, Calif., electronics equipment manufacturers.

Some areas of Palm Springs, for the past several months, have been getting Los Angeles TV programming through a community coaxial cable hookup by International Telemeter Corp. to antenna system located on a mountain site approximately 10 miles northwest of the town [B•T, Nov. 3].

Telemeter's long planned experimental subscription TV, originally scheduled to start last February, has been intermittently postponed. The 51% Paramount Pictures Corp.-owned ITC plans to have between 300 and 500 coin box receivers in the area to determine public acceptance when subscription TV tests begin.



PURCHASE of MBS five-a-week half-hour mystery-adventure-fantasy series on WNOE New Orleans by Brown's Velvet Dairy Products is approved by (l to r): Paul Beville, sales manager, and Benton Paschall, vice president-general manager, both WNOE; Alfred W. Brown, Brown's Velvet Dairy Products president, and E. V. Brinckerhoff, Brinckerhoff Adv. Agency president. WNOE calls deal the largest in the station's history.

* * *

Graves Gets D. C. Post

HAROLD N. GRAVES has been named Washington, D. C., vice president and representative of Queen City Broadcasting Co. (KIRO Seattle). He had been the company's secretary-treasurer since 1944. He will open his Washington office about May 1. John L. King, a U. of Washington regent and director of Queen City Broadcasting, will succeed Mr. Graves as secretary-treasurer.

WNOE Sells MBS Series

WNOE New Orleans sold its largest single contract to date with the purchase by Brown's Velvet Dairy Products of MBS' half-hour mystery-adventure-fantasy series five nights a week on the station, effective April 20, for one year. WNOE also sold the firm two one-minute spots daily Monday through Friday for program-product promotion, according to Benton Paschall, station vice president-general manager. The series includes *Hall of Fantasy; High Adventure; Crime Fighters; John Steele, Adventurer,* and *True or False.*

KVTV (TV) Begins Operation, Covers 'Siouxland' Area

KVTV (TV) Sioux City, has made its commercial telecasting debut. The vhf Ch. 9 station, operating with 29 kw visual ERP, advised B•T that it is covering 31 counties in Iowa, Nebraska and South Dakota. This area, described by the station as "Siouxland," has a population of more than a half million, the station reported.

About 45,000 television sets have been installed in KVTV's coverage area, the station estimated.

Robert R. Tincher is general manager of the station, which is affiliated and interconnected with CBS, NBC and DuMont. Station made its bow March 29.

National representative is the Katz Agency.

Other KVTV executives include Art Smith, resident manager; Donald D. Sullivan, commercial manager; Dick Harris, promotion manager; Clifton Todd, chief engineer, and Norman Bacon, program director. Account executives include Bob Donovan, Ed LaGrave and Fred Reynolds.

NCAA Football TV Plans Made for '53 Season

NCAA's 1953 Television Committee, ending a three-day meeting in New York Thursday, authorized a statement that TV plans for the 1953 football season have been made and will be submitted to the 375 member colleges for a decision.

No details of the committee's recommenda-

top performance **guaranteed**

RADIO & TV **STOPWATCH**

Minerva



Filmmeter
Model #106F

Special
Professional Price
$18.20 net

side-slide "noiseless" model with plain 1/5 second dial also available.

Minerva Stopwatches are relied upon by: CBS Network, NBC Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

Accuracy certified by our Western Electric Electronic Timer
Write today for new catalog



5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

☆ NON-MAGNETIC—7 JEWELS

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Specialists in Timing Instruments • 580 Fifth Avenue, New York 19 • PLaza 7-2540

TV's most-copied program makes news again!



Jane King, well-known WPTZ Home Economics expert shows a sponsor's product in action.

Now...

LIVE COMMERCIALS

on WPTZ's "Hollywood Playhouse"



THREE YEARS AGO—March 20, 1950—WPTZ dared to launch Television's first daily, full-length movie *in the afternoon* . . . "Hollywood Playhouse". The industry was skeptical—until the ratings poured in to show the overwhelming popularity of this dramatic departure in Philadelphia, which has since been copied up and down the land.

Now WPTZ makes news again, introducing live commercials on "Hollywood Playhouse"!

Jane King, who for 2 years has been showing WPTZ fans that Home Economics doesn't have to be deadly, will now bring your product to life for the 200,000 (or more) daily viewers of "Hollywood Playhouse".

She's talented, trained, and *popular.* Your product will have a new personal appeal when she shows it "live". And your participation delivers *15 viewers for every penny you spend!*

You'll really own the Philadelphia market if you use "Hollywood Playhouse" every day, Monday through Friday, from 1:00 to 2:00 p.m. Or buy participations on this feature in combination with other spots to earn the enormous bonus made possible by WPTZ's sensational "45-12 Plan".

*Have you heard about this new way to economy in TV commercials?**

NBC TV-AFFILIATE

*Call us at WPTZ, or see your nearest NBC Spot Sales representative.

WPTZ

FIRST IN TELEVISION IN

PHILADELPHIA

CHANNEL 3

1600 Architects Building
Philadelphia 3, Penna.
Phone LOcust 4-5500

tions were released but it is reported that the 1953 program will be similar to the one in effect last year. NCAA's 1952 plan called for the telecasting of one football game a week on a network basis, carried on NBC-TV last year, with no team participating more than once. It is expected that this year's plan will be more liberal in permitting local telecasting of sell-out contests.

The TV Committee held a three-day meeting in Kansas City last month to hear industry and college proposals [B•T, March 23].

Taylor Names Stuart

APPOINTMENT of Robert E. Stuart as Dallas office manager of the O. L. Taylor Co., radio-TV station representatives, effective Wednesday, was announced last week by Lloyd George Venard, president. Mr. Stuart, who is resigning as account executive of Lannan & Sanders, Dallas agency, succeeds Fred Vance, resigned, who plans to live in Arizona.



Mr. Stuart

STATION REPRESENTATIVE SHORTS

Katz Agency appointed national representative by WTVN (TV) Columbus, Ohio.

O. L. Taylor Co., N. Y., appointed national representative for KFDX-AM-TV Wichita Falls, Tex.

Everett-McKinney Co., N. Y., appointed national representative for KELP El Paso.

Headley-Reed Co. appointed national representative for WHAN Charleston, S. C.

WOV Represented by Pearson

JOHN E. PEARSON Co. is national advertising representative of WOV New York. B•T in its April 6 issue reported erroneously that George W. Clark Inc. had been named to represent WOV.

NBC AFFILIATES PLAN RADIO GROUP

Steps to organize committee outside network framework will be taken at meeting to be held April 28 during NARTB convention.

NEW committee of radio stations affiliated with NBC, operating outside the network framework, has been set in motion by 16 operators of NBC stations.

First meeting will be held in Los Angeles Tuesday, April 28, during NARTB convention week. At least 50 NBC stations, and perhaps 60, will be represented at the first session, judging by replies received from a letter mailed to NBC affiliates.

The new committee is expected to serve as an opposite number to NBC-TV Affiliates, formed Oct. 18, 1951, at instigation of Walter J. Damm, WTMJ-TV Milwaukee. Mr. Damm is listed among organizers of the new radio affiliates group.

Purposes of the two groups are similar, except for their particular attention to the separate radio and TV problems.

The new committee is in no way connected with the Affiliates Committee headed by Paul W. Morency, WTIC Hartford. This committee was organized at the 1951 NARTB convention a few days after CBS had rocked the radio world by announcing a sharp slice in radio rates due to television impact.

Mr. Morency has indicated he is unable to continue as chairman of the all-industry group.

Idea of a separate committee, entirely outside NBC's own Stations Planning & Advisory Committee (SPAC), developed last February during informal discussions among NARTB directors assembled in Florida for the joint winter board meeting.

The organizers felt the need of a committee that would be wholly independent of the network and might in time supplant the NBC SPAC. P. A. Sugg, WKY Oklahoma City, is chairman of NBC SPAC.

Heavy attacks on radio rates were among factors inspiring the new agency. The organizers insist they are not a rump committee. Rather, they say, the idea is to improve and strengthen relations between affiliates and NBC. Many of the radio affiliate organizers are members of NBC-TV Affiliates.

The first step in Los Angeles will be to discuss organizational details and sound out sentiment of NBC affiliates. This, it was indicated, could lead to creation of an organization or it might end in formation of a committee to work out a plan for such a group.

A number of serious problems involving NBC-TV and its video affiliates have been worked out by the Damm committee, it was pointed out.

Signing the letter of invitation to NBC radio affiliates were the following:

William Fay, WHAM Rochester; Robert B. Hanna Jr., WGY Schenectady; Mr. Damm; P. A. Sugg, WKY Oklahoma City; John H. DeWitt Jr., WSM Nashville; H Quenton Cox, KGW Portland, Ore.; Joseph E. Baudino, Westinghouse Radio Stations Inc.; Mr. Morency; Harold Essex, WSJS Winston-Salem, N. C.; Campbell Arnoux, WTAR Norfolk, Va.; Wayne Coy, KOB Albuquerque, N. M.; G. Richard Shafto, WIS Columbia, S. C.; Robert D. Swezey, WDSU New Orleans; George W. Norton Jr., WAVE Louisville; E. R. Vadeboncoeur, WSYR Syracuse, and Clair R. McCullough, Steinman Stations.

CBS-TV Plans Newsfilm Dept.; Buddy, MacIlvane Head Unit

Four releases per day are planned in this move of the network to step up its daily coverage of world events.

CBS-TV is setting up its own news service, to be known as the Newsfilm Dept., for daily coverage of world events—and there's a "possibility" that the complete service may later be offered to all TV stations on a syndicated basis—Sig Mickelson, CBS-TV director of news and public affairs, is announcing today (Monday).

The announcement said it will be the largest newsgathering organization in TV broadcasting.

The new unit, which will operate as a separate department, will be headed by E. C. (Ned) Buddy, veteran newsman, as manager, and Karl MacIlvane, chief engineer of CBS television recording, as operations manager. Mr. Buddy, former foreign editor for Paramount and Pathe newsreels, more recently with Cinema (Canada) Productions Ltd., and, before the war, member of the CBS news staff, takes up his new post today (Monday).

Plans call for the new department to be in operation by May 1. CBS-TV's contract with Telenews expires May 16 and officials said Newsfilm Dept. will be "rolling" before that time.

The department will maintain its own camera and sound crews in news centers both in this country and abroad, including such foreign news capitals, as London, Frankfort, Tokyo, and probably Paris and Rome, and in key U. S. cities.

Newsfilm activities will be integrated with that of the existing CBS-TV news staffs, and will include the provision of camera crews for public affairs programs. Among these are the network's projected educational series in cooperation with universities, to be known as *The Search,* and *State of the Nation* series.

Mr. Mickelson said Newsfilm will put emphasis on "hard news coverage," especially tailored for TV viewing, with less stress on feature material.

Newsfilm's Manager Buddy organized Paramount's newsreel coverage of the 1937 Coronation of King George VI of England and also set up its World War II coverage.

Operations Manager MacIlvane, moving over from CBS television recording, formerly worked with sound motion pictures for some 13 years, rising to the post of chief engineer for Warner Bros. Eastern Studios.

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

YOU MIGHT CAST A TROUT FLY 183 FEET*—



BUT . . .

YOU NEED THE FETZER STATIONS TO LAND SALES IN WESTERN MICHIGAN!

Here's proof that the Fetzer stations—WKZO-WJEF in radio, WKZO-TV in television—are Western Michigan's best advertising buys.

WKZO-WJEF RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, rank among the nation's top radio values. Together they deliver about 62.6% more city listeners than the next-best two-station choice in these two cities—*yet they actually cost less!* For Total Rated Time Periods (February-March, 1952 Hoopers), WJEF gets a 15.4% greater Share of Audience than its nearest competition. And according to the February, 1952 Pulse, WKZO gets more listeners, morning, noon and night, *than all other stations combined!*

WKZO-TV

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. *This is America's 25th television market*—a bigger TV market than Atlanta, New Orleans, Denver or Seattle! The December 1952 Videodex Report credits WKZO-TV with 86.9% more afternoon viewers than Western Michigan's other TV station—129.3% more evening viewers!

Write direct for the whole Fetzer story, or ask Avery-Knodel.

** Dick Miller of Huntington Beach, California, holds this world's record.*

WJEF *tops* IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV *tops* IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO *tops* IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

SEASONAL PLANS MADE BY DUMONT

PLANS for new feature programs for the late spring and early summer schedules of DuMont TV Network were to be announced yesterday (Sunday) by Chris J. Witting, DuMont's managing director.

Additionally, Mr. Witting said, the network will carry the British Broadcasting Corp. films of the Coronation of Queen Elizabeth II on June 2, as will other TV networks.

Part of the new network program schedule was placed into operation with the March 22 premiere of a fantasy-type program, *Johnny Jupiter* (Saturday, 7:30-8 p.m. EST), which stars Vaughn Taylor and Carl Harms' puppets. It is produced and written by Jerry Coopersmith for Kagran Corp.

Next production to be introduced will be *Jimmy Hughes—Rookie Cop,* which begins on April 27. Scheduled for presentation on Monday, 8:30-9 p.m. EDT, the program will be directed by Barry Shears and produced by Stark-Layton Productions. Plans call for rescheduling *Johns Hopkins Review* from its Monday 8:30-9 p.m. spot to Wednesday, 8-8:30 p.m., replacing *Adventure Playhouse.*

A new dramatic series to be presented by DuMont will be *Climax,* a half-hour series of three vignettes "from real life." Time still is to be designated. It will be co-produced by Gil Fates and Arnold Peyser, and directed by Frank Bunetta.

Replacement for Bishop Sheen's *Life Is Worth Living* (Tuesday, 8-8:30 p.m. EDT) will be *The Music Show,* starting May 19. Originating from WGN-TV Chicago, *The Music Show* will feature Robert Trendler conducting a 36-piece orchestra and a chorus of eight voices. DuMont noted that *Life Is Worth Living* will go on summer hiatus after the May 12 telecast but will return in September in the same time segment with the same sponsor, Admiral Corp.

Other DuMont programs will include one centered around the St. Louis Zoo and others on Palisades Amusement Park. The network also is planning a news commentary program featuring Drew Pearson.

NOW!
output uniformity
with SOUNDCRAFT
PROFESSIONAL RECORDING TAPE
it's micro-polished*

Perfect reproduction — *that's* the reason you'll want to use Soundcraft Professional Recording Tape. Every high is crisp, clean —every low clear, full-bodied. Soundcraft Tape is *Micro-Polished;* polished, buffed and re-polished to a glossy smoothness, to produce greater output uniformity, lower distortion, improved high frequency response, better head contact and longer head life.

If you want quality second to none, be sure to ask for Soundcraft Professional Tape . . . the one and only *Micro-Polished* tape!



REEVES
SOUNDCRAFT
CORP.
Dept. N-4
10 East 52nd Street
New York 22, N. Y.
*PAT. APPLIED FOR

ABC-TV Adds 3 Affiliates; Total Is Now 104

ADDITION of three new television stations as affiliates of ABC-TV, raising the total number to 104, was announced Wednesday by Alfred R. Beckman, national director of ABC's station relations departments. New affiliates are:

WFBG-TV Altoona, Pa., owned by Gable Broadcasting Co., operating on Ch. 10, with Jack Snyder as general manager, affiliation effective last Monday; WCOS-TV Columbia, S. C., owned by Radio Columbia, Ch. 25, Charles Puttman, general manager, effective May 1, and WGVL (TV) Greenville, S. C., Greenville Television Co., Ch. 23, Ben McKennon, manager, Aug. 1 .

NBC Sets Up Pre-Coronation Plans

A WIDE variety of appropriate programs will be on NBC radio in advance of the Coronation of Queen Elizabeth II of Great Britain on June 2, the network announced last week.

On three successive Sundays, May 17, 24 and 31, from 6:30-7 p.m. EDT, NBC's news and special events department will present three special programs narrated by news commentators in London. Morgan Beatty will be featured May 17, narrating "A History of the Coronation;" Merrill Mueller on May 24, on "Who Is Queen Elizabeth?" and George Hicks May 31, on "London on the Eve."

NBC radio also has made plans for the origination of many of its network news programs from London, starting May 25, and continuing through June 3.

NBC-TV announced meanwhile that it has arranged with Paul Mantz, noted speed pilot, to fly NBC films of the Coronation from London for presentation by the network "within hours after the event," in addition to BBC films which will be flown for all networks by Royal Air Force jet bombers [B•T, April 6].

Article Depicts CBS TV City

FOUR PAGES in the April 3 issue of *Fortune* magazine are devoted to a picture story of the first unit of CBS' Television City in Hollywood. Nine photographs in full color illustrate the story. They depict the outside of the $12 million unit, the master control room, the studio wing, audience studio, rehearsal hall, lobby of the building, rehearsal before camera and the master switchboard.

KXLY-TV to CBS-TV

SIGNING of KXLY-TV Spokane as a primary, supplementary, non-interconnected affiliate of CBS-TV, bringing the network total to 105 stations, was announced last week by Herbert V. Akerberg, the network's vice president in charge of station relations. KXLY-TV, on Ch. 4, is owned and operated by Symons Broadcasting Co. E. B. Craney is general manager.

Radio Upbeat

MORE EVIDENCE that radio is on the upbeat was pointed out last week by Louis Hausman, administrative vice president of CBS Radio.

Aside from the fact that radio set sales "are running at twice the rate they did last year," Mr. Hausman said, "in the last month or two the most popular nighttime [radio] programs were getting audiences running from 90 to 105% as big as they did a year ago."

"This indicates just one thing," he continued. "Despite the healthy increase of television ownership, people are more and more turning to radio for their nighttime broadcasting entertainment and information.

"And this is a very conservative statement, because the arithmetic on which these calculations are based does not take into account fully the tremendous increase of secondary sets which are being bought at the rate of 30,000 new radio sets every day, or one every 30 seconds."

TV Business in Chicago Up for Network O & Os

TELEVISION business of three network owned-and-operated stations and one major TV network affiliate has been brisk, judging by reports from their central divisions the past fortnight.

All network o and o outlets in Chicago—CBS's WBBM-TV, NBC's WNBQ (TV), ABC's WBKB and WGN-TV, affiliated with DuMont TV Network—have reported a sharp upturn in national, regional and local spot business.

Highlights are:

- WBBM-TV has contracted for more than $750,000 in new and renewed business since Feb. 10, 1953, when it (the old WBKB) came under the ownership of CBS, according to H. Leslie Atlass, vice president in charge of CBS Central Div. and general manager of the station.
- WNBQ (TV) announced a flurry of new business, including two new clients for programs, two renewals and sponsorship of portions of its *Creative Cookery.* Sales Manager John McPartlin described March as one of the best months in the station's history.
- WBKB (TV) recorded its biggest commercial month since it (the old WENR-TV) started telecasting in September 1948, it was announced by John H. Mitchell, vice president and general manager of the station.
- WGN-TV announced a number of new and renewed programs and spot schedules as well as the addition of new clients who will sponsor adjacencies on baseball.

Dixie Network in New Orleans

DIXIE Network Inc., organized last February to provide "high quality programming on a commercial basis to smaller stations throughout the Southeast," will program from headquarters in New Orleans, the network reported last week.

President of Dixie Network is William E. Williamson; Keith Glatzer is programming director and James E. Lake, production director. The network reports it will begin with daytime programming, airing some supplementary evening programs, but expects to expand to a fulltime basis.

SWG Names Committee For TV Policies, Functions

TO make recommendations in connection with video policies and channel all TV activities and services of the organization, Screen Writers Guild has set up a television advisory committee to its board of directors.

Nominations were made by TV writer members with Morgan Cox named chairman. Erna Lazarus and Curtis Keynon are vice chairmen. Other committee members are Dwight Babcock, Sam Newman, Jo Pagano, Elwood Ullman, Malvin Wald, Milton Raison, Don Mulallay, Al Duffy, Leonard Levinson, William Lively, Don Martin, Lee Berg, Dwight Cummins, Aleen Leslie, Maurice Tombragel and Catherine Turney. Al Martin, chairman of the TV coordinating committee, also serves on the new committee.

Seven sub-committees will be named to deal with awards, credits, employment and market list, grievance, membership, promotion and publicity and round table.

IUEW Strike at GE

PRODUCTION of radio and TV transmitters, receivers and picture tubes and communications and military electronics equipment at Genral Electric Co.'s Electronics Div. plants at Syracuse was halted last week by a strike of Local 320 of the International Union of Electrical Workers (CIO).

The union represents some 7,000 production and maintenance employes at Electronics Park and Thompson Road plants. The company officially closed both plants Monday after mass picketing prevented entry by virtually all employes, GE spokesmen said. Picket lines had been established at the end of the first shift on the preceding Friday.

William J. Morlock, general manager for commercial products of the commercial and government equipment department, said deliveries of TV equipment built at Electronics Park were suspended for the duration of the strike. He noted that local union leaders had expressed hope for "quick settlement."

ASCAP-TV Network Talks

NEGOTIATING committee representing the TV networks will meet Wednesday with representatives of ASCAP for the second discussion of terms for new blanket licenses to replace those expiring the end of this year [B•T, March 9]. At the first meeting, March 5, networks were represented by Joseph A. McDonald, NBC; W. Spencer Harrison, and Louis Stone, CBS; Omar Elder, ABC; Donald H. McGannon, DuMont (as an observer). Herman Finkelstein, ASCAP general attorney, represented the music licensing organization.

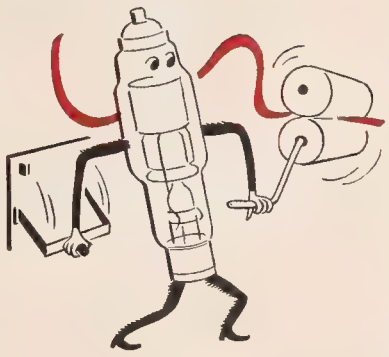
TWA Course in Writing

TELEVISION Writers of America, Hollywood, is sponsoring a 10-week course in TV writing, starting April 22. Wednesday evening meetings will be held at local TV stations and film production studios. Lecturers include Jess Oppenheimer, writer on CBS-TV's *I Love Lucy;* Sheldon Leonard, writer-director-actor, now with Sovereign Productions; Al Simon, head of production firm which films NBC-TV's *I Married Joan;* Alan Young, who appears on CBS-TV's *Time to Smile;* Dick Powell, TWA president, and others. Fee is $15.



RCA-5563 Mercury-Vapor Thyratron—
used in RCA 5/10-kw AM transmitters

"Expert Bodyguard"



Severe overloads can, in a matter of seconds, destroy or seriously damage a high-priced transmitting tube. Guarding against such a costly event is a job for an "expert bodyguard" . . . like the RCA-5563 mercury-vapor thyratron.

In the latest RCA 5/10-kw AM transmitters, RCA-5563's ordinarily act as the main rectifier tubes. Yet, *in less than 1/60 of a second* . . . almost before an overload can get started . . . these grid-controlled rectifiers can shut off the same high voltage they rectify. The transmitting tubes are protected instantly . . . electronically.

You can't beat RCA broadcast tubes for operating economy, long service life, and all around *Performance Security.* For fast dependable service, call your local RCA Tube Distributor.

The RCA Tube Requirement Analysis Program gives you smooth control over your broadcast tube inventory . . . helps you avoid shortages or overstocks. Ask your RCA Tube Distributor for full details.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

UHF PROBLEM: SHADOW AREAS

Stations are denied that part of audience potential blocked from high frequency signal by hills and mountains. Power boosts do not help. Symmetrical circle coverage may be discarded.

PRACTICE unique in broadcasting history may have to be undertaken as more and more uhf television stations take to the air.

It may be necessary to deduct selected portions of the population from the potential audience within the service contours of a TV station due to the blanketing effects of hills and mountains intervening between the transmitter and homes.

That is the solemn warning sounded by John P. Taylor, RCA Engineering Products Div. advertising manager, in a second article on uhf coverage, published in the January-February issue of RCA's *Broadcast News*.

Mr. Taylor's foreboding was echoed by several Washington consulting engineers in a B•T check last week.

Shadow areas—sections of a city into which a uhf TV signal won't reach—are the reason for the warnings. Some observers see the disappearance of station coverage maps expressed in symmetrical circles—a practice as old as broadcasting itself.

In reporting on RCA Service Co. measurements of three RCA-equipped uhf TV stations, Mr. Taylor raised a number of admonitory questions. The most significant was his reference to shadow areas. "Don't underestimate them," he warned. He recalled that in Portland, Ore., where KPTV (TV) operates on Ch. 27 (548-554 mc), dead spots existed within two miles of the 1,000-ft. transmitter antenna [B•T, Nov. 17, 1952].

'Look Into' Hollows

There is a big question, he said, whether even 1,000 kw on a uhf band will fill in shadow areas. Best thing to do is site the transmitter so that it "looks into" the hollows, he advised.

In this he was backed by Washington consultant James C. McNary. In tests for WLEV-TV Bethlehem in very hilly terrain, Mr. McNary used a 100-w transmitter, radiating an effective power of about 400 w. He found that power increased the signal level where the shadow area was slight, but did not have any measurable effect where the dead spot was "deep."

"Power is no substitute for proper siting of the antenna," Mr. McNary said. His report on the Bethlehem experiments were filed with the FCC earlier this year.

Similar attitude about shadow areas was taken by Washington consultant Robert L. Kennedy. Mr. Kennedy took the position that shadow areas are inherent in uhf propagation and that critical siting of transmitting antennas was the only answer. "There is going to be blanketing in irregular terrain for uhf TV stations just as sure as God made little apples," he said. He pointed out that there was a definite relationship between frequency and shadow areas, which no amount of power could overcome.

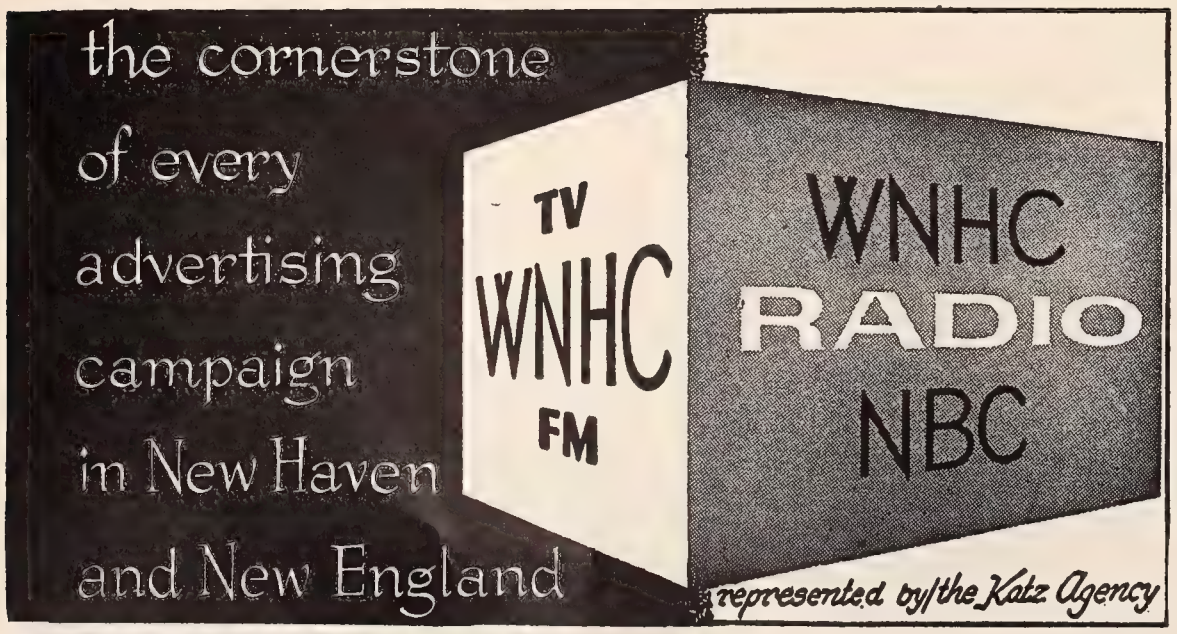
However, he was not pessimistic about the problem. "Careful analysis of the terrain and the people to be served should permit the proper location of an antenna which accomplishes the job," he said. He recalled that similar propagation problems arose in the early days of the high portion of the vhf band (Ch. 7-13), and that they were overcome.

Most operating uhf stations are on the air with low power. Only three uhf stations have substantial radiations. These are WHUM-TV Reading, Pa., with 260 kw; WWLP (TV) Springfield, Mass., and WHYN-TV Holyoke, Mass., each with 150 kw. Reading's WHUM-TV, however, is the only one of the three in hilly terrain.

Other questions raised by Mr. Taylor—who reported on the results of tests on the signals of WSBA-TV York, Pa. (Ch. 43); WFPG-TV Atlantic City (Ch. 46), and WSBT-TV South Bend, Ind. (Ch. 34)—were:

- What happens beyond the 35-40 mile radius which so far seems to be the limit on uhf coverage? No one has the answer yet.
- How near to the FCC's F (50,50) curves will actual station signals fall when antennas are less than 400 ft. or above 1,000 ft.? Below 400 ft., the actual figures may fall below the FCC's curves; above 1,000 ft. they may be better, Mr. Taylor observed.
- Is the "average terrain" factor as determined by FCC rules correct? That figure is determined by measuring elevations from two to ten miles from the transmitter. What if there are hills or mountains rising suddenly just beyond the 10-mile boundary, he asked.

Look for an antenna site to cover "homes" not just area, Mr. Taylor urged. The object of a TV station is to serve people, not just land, he said.



STEWART GETS NEW DUMONT POST

APPOINTMENT of Donald A. Stewart, manager and coordinator of the film syndication department of the DuMont Television Network, to be distribution manager of the television transmitter division of Allen B. DuMont Labs is to be announced today (Monday) by Herbert E. Taylor Jr., division manager.

In his new post, Mr. Stewart will work closely with the transmitter division's sales representatives from coast to coast in exploitation of new markets, promotion and sale of new products, origination of special selling techniques for standard equipment, liaison with consulting engineers and attorneys representing clients, and implementation of sales training programs.

Veteran in Transmitter Div.

Mr. Stewart was active in the early growth of the DuMont transmitter division as a salesman at the close of World War II and was appointed northern division sales manager in 1946. He negotiated a contract for the first DuMont-equipped TV station in the country, WWJ-TV Detroit, that year.

From 1948 to 1951, Mr. Stewart was general manager of WDTV (TV), DuMont owned-and-operated station in Pittsburgh.

During World War II, Mr. Stewart was director of 475 hospital theatres and 170 camp theatres for the American Red Cross. He is a member of the National Television Film Council, Radio and Television Executives Club, National Assn. of Visual Education Dealers and the Motion Picture Pioneers organization.

Better 'Presence' Noted in N. Y. Binaural Radio Test

PANEL of experts that evaluated a 30-minute binaural radio test program in upstate New York on March 30 reported last week that the system, on the whole, had better "presence" than either channel alone and that small groups, such as a vocal quartet, were reproduced "more plausibly" than large groups.

The program, which originated from Rensselaer Polytechnic Institute, Troy, was broadcast over WGY Schenectady, WTRY and WHAZ Troy, and WPTR and WXKW Albany. It was held in connection with the 30th anniversary of WHAZ Troy, RPI's campus station.

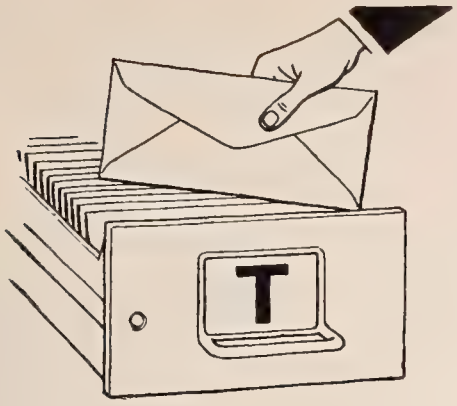
The report on the test programs was made by a panel consisting of Donald E. Norgaard, electronics researcher for General Electric Co.; Dr. William E. Glenn, Dr. Carl Anderson, and Dr. George Watkins, all of the communications division of GE's research laboratories; Norman Walter of the metallography division of the laboratories, and Robert F. Crawford, professional musician of Schenectady.

Tape Coatings Bulletin

BULLETIN No. 22 discussing its four basic types of magnetic coatings on sound recording tapes has been announced as available upon request by the Minnesota Mining & Mfg. Co., 900 Fauquier St., St. Paul, Minn.

RCA's New Turntable

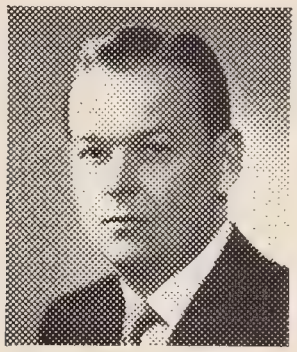
ENGINEERING Products Dept., RCA, Camden, N. J., announces production of new broadcast studio turntable designed for playing five-groove 33⅓ and 45-RPM records.



LIVE ITEMS FROM OUR MORGUE

The trucking industry is now

AMERICA'S Nº 2 EMPLOYER



Photograph by Fabian Bachrach

ONE OUT OF EVERY 11 paychecks in the United States is paid directly by the trucking industry. More than six million Americans work as drivers, terminal employees and in other employment directly connected with the trucking industry all over our country. Many more workers are in trucking than in all iron, steel, and mining combined. Four times as many as in all U.S. railroads combined. Only agriculture employs more people.

These facts may round out the bare statement, made recently by an outstanding transportation authority, that trucks have been "the biggest single factor in our expanding economy of the past 15 years."

Hall L. Carey

President,
American Trucking Associations

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D.C.



it's **best** to be in the....

MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI



Weed and Company, National Representatives

WWJ

NBC AFFILIATE IN DETROIT

Owned and Operated by
THE DETROIT NEWS

NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERY CO.



MICROLINK's ease of assembly is shown by a Raytheon engineer who fits the transmitting unit to its parabola. Machined guides assure a quick and perfect alignment. The junction is watertight. The unit is light enough to be picked up and moved about by one man.

* * *

Portable Microwave Relay Unit Unveiled by Raytheon

NEW lightweight, portable microwave relay equipment for television stations was announced by Raytheon Mfg. Co. last week.

Called "Microlink," the 200-lb. relay apparatus, operating on 7,000 mc, consists of four 38-lb. suitcase type cases containing transmitting and receiving control units, antenna feeds and RF heads, and two four-ft. parabolas, all at a cost of $8,950.

Covering a 6 mc bandwidth, the equipment is designed for video and sound transmission from remote camera positions to transmitter sites.

The equipment includes a new AFC and limiter, special cable compensating switch permitting up to 500 ft. of cable, accurately controlled transmitter frequency, built-in voltage regulator and provisions for frequency and modulation monitoring. Prominent feature is mechanical ease of assembly and disassembly, which can be done in a matter of minutes, Raytheon said.

The "Microlink" operates in the 6,875-7,125 mc range, with a power output of 0.1 w. Effective radiated power was figured at 200-500 w.

Additional equipment, at extra cost, includes a tripod at $575 and a tilt head mechanism for the receiving dish at $275.

Also shown was Raytheon's new 2,000 mc "Magnalink" for fixed installations. It is powered by a 50 w magnetron, which, through a 30 db gain from a 10-ft. parabola, results in an ERP of 50 kw. The "Magnalink" was used as a single hop relay over a 140-mile path in the atomic tests at Yucca Flats, Nev.

Cost of the "Magnalink" is $12,050, without reflectors. Dishes of 2, 4, 6, 8 and 10-ft. diameter run from $250 to $1,000. Addition of sound system increases the cost by $2,450. It has a bandwidth of 17 mc. The equipment is expected to find use in longer studio-transmitter link relays and intercity and interconnecting links.

Sayre Resigns Avco Post

JUDSON SAYRE, vice president of Avco Mfg. Corp. and general manager of Bendix Home Appliances Div., has resigned and will become consultant to the corporation, Victor Emanuel, Avco president and board chairman, announced Wednesday. Hector J. Dowd, Avco vice president and former chairman of Bendix, will succeed Mr. Sayre, switching from New York to South Bend, Ind.

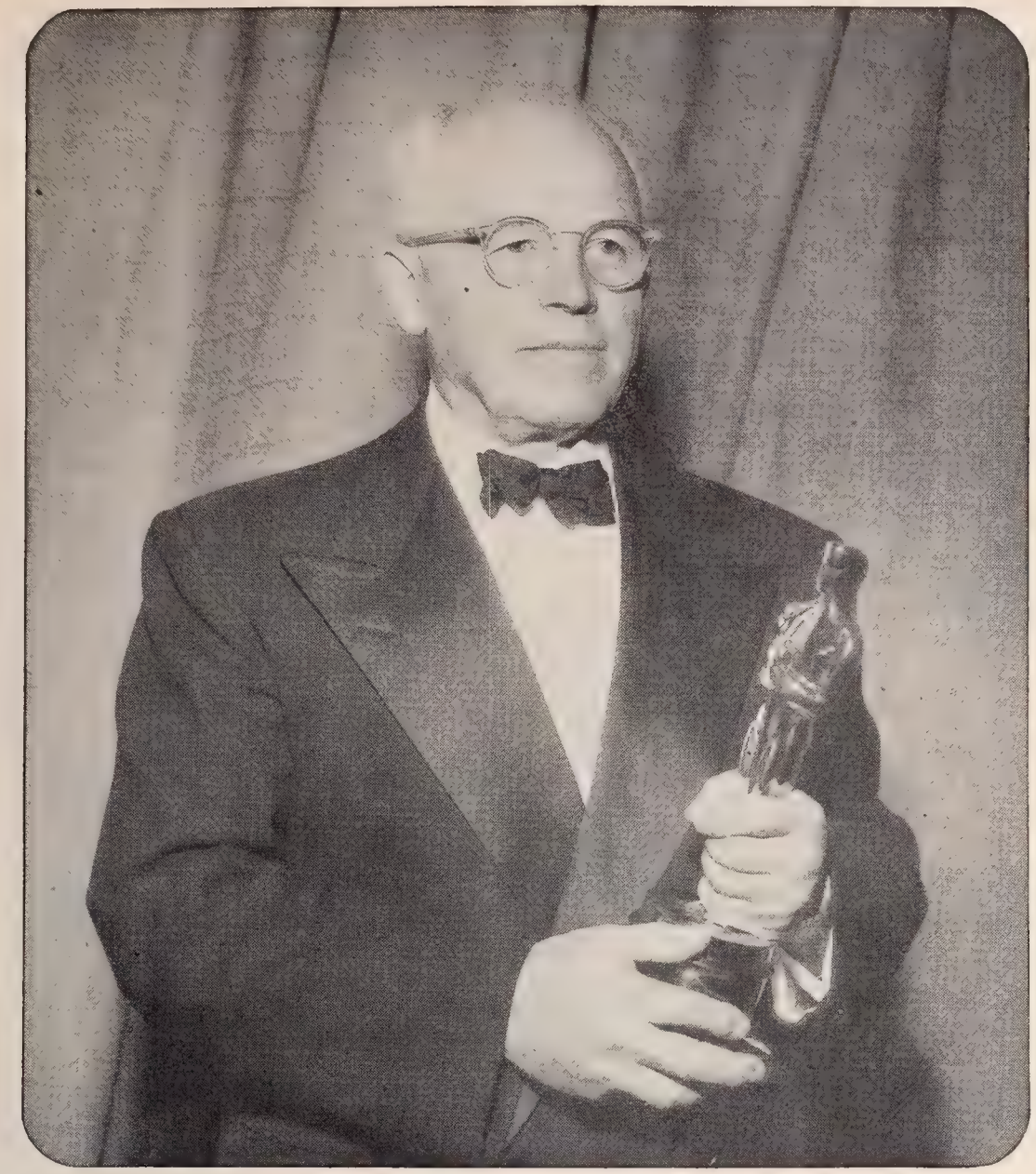
G. K. Throckmorton Dies

GEORGE KENNETH THROCKMORTON, 68, former executive vice president and a director of RCA, died April 5 at Clearwater, Fla. He had served as executive vice president of the RCA Radiotron Co., and from 1937 to 1942 was president of RCA Mfg. Co. Survivors are his wife, Mrs. Clarissa Downing Throckmorton, and a sister, Mrs. J. H. Skinner, Lafayette, Ind.

New Tape Recorder

AMPLIFIER Corp. of America, N. Y., announced last week that full-scale production has begun on a new type of portable magnetic tape recorder. Called the Magnematic, it is a 110-volt AC portable tape recorder weighing 19 pounds, and is said to attain a frequency response of 50 to 15,000 cycles at 7½ IPS.

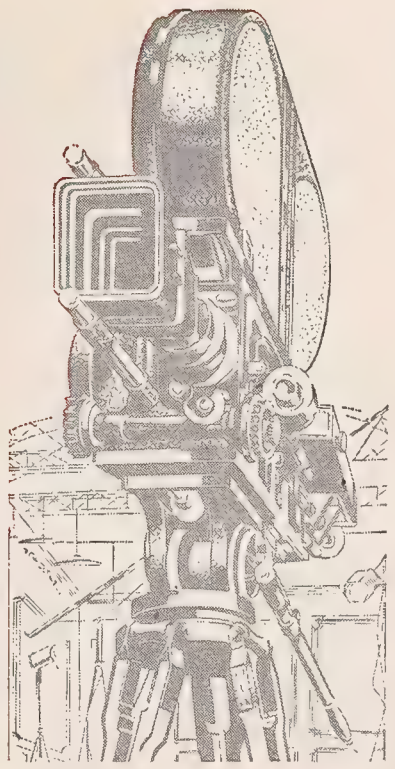
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OF AMERICA'S RICHEST EMPIRE
You Can Get A Share of East Texas
by Appointing us Your Spokesman
KFRO *"Voice of Longview"* — TEXAS



With great pride and deep gratitude George Alfred Mitchell acknowledges—

This Honorary Academy Award made by the Academy of Motion Picture Arts and Sciences at its 25th Annual Presentations.

It is traditional of Mitchell Cameras that, in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of motion picture photography are being successfully used.



"The Academy votes . . . to George Alfred Mitchell---"

At the 25th Annual Academy Awards Presentations, Charles Brackett, President of the Academy of Motion Picture Arts and Sciences, made this "Oscar" award in recognition of special contributions made throughout the past 25 years:

"Last night the Board of Governors drew up the following citation:

"For the design, development, and manufacture of the motion picture camera which bears his name; for the introduction of equipment which stampeded the artistic progress of films, and for his continued and dominant presence in the field of cinematography . . . the Academy votes an Honorary Award to George Alfred Mitchell."

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: "MITCAMCO"

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

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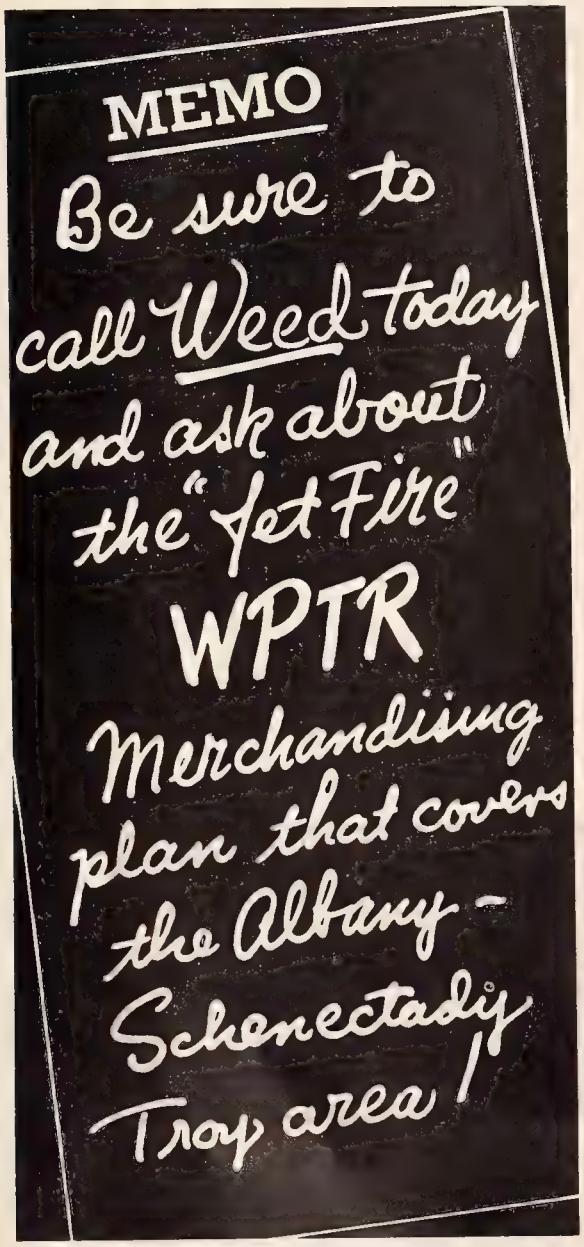
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A specialty offered by the engineering firm will be an interior design department. Associates include structural, mechanical and sanitary engineers. New York offices are at 237 E. 39th St.

TV LENSES
WORLD'S LARGEST STOCK
WNBO NBC
Coated Hi-resolution Lenses for every TV need — wide angle, normal, telephoto — 1¼ to 20" . . . . Cooke, Zeiss, Ektra, Carl Meyer, B & L, Wollensak, Ross, Astro, etc. All accessories, baffle rings, counter-balances, fittings. Foc. mounts fit RCA, Du Mont, GE Image Orth. Special mounts for GPI and others. Expert fitting service. LOWEST PRICES. 15 day FREE TRIAL. Unconditional Guarantee.
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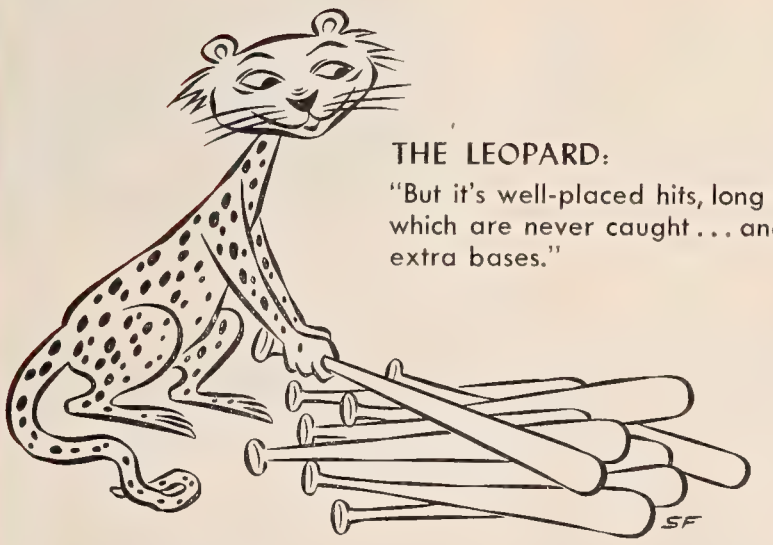
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Because they win sales pennants.

You can whip up Opening-Day enthusiasm—every day—for your product, too, with Spot TV.

You can hit away at *best* markets . . . pull squeeze plays, just when needed . . . pitch right to competitors' weaknesses . . . get more customers by picking off opposition way off base.

Local sports programs, on these thirteen leading stations, are one good way to do the job. Let us tell you about them.

WSB-TV . . . . . **Atlanta**
WBAL-TV . . . . . **Baltimore**
WFAA-TV . . . . . **Dallas**
KPRC-TV . . . . . **Houston**
KECA-TV . . . . . **Los Angeles**
KSTP-TV . . . **M'p'l's-St. Paul**
WSM-TV . . . . . **Nashville**
WABC-TV . . . . . **New York**
WTAR-TV . . . . . **Norfolk**
KMTV . . . . . **Omaha**
WOAI-TV . . . . **San Antonio**
KGO-TV . . . . **San Francisco**
KOTV . . . . . **Tulsa**

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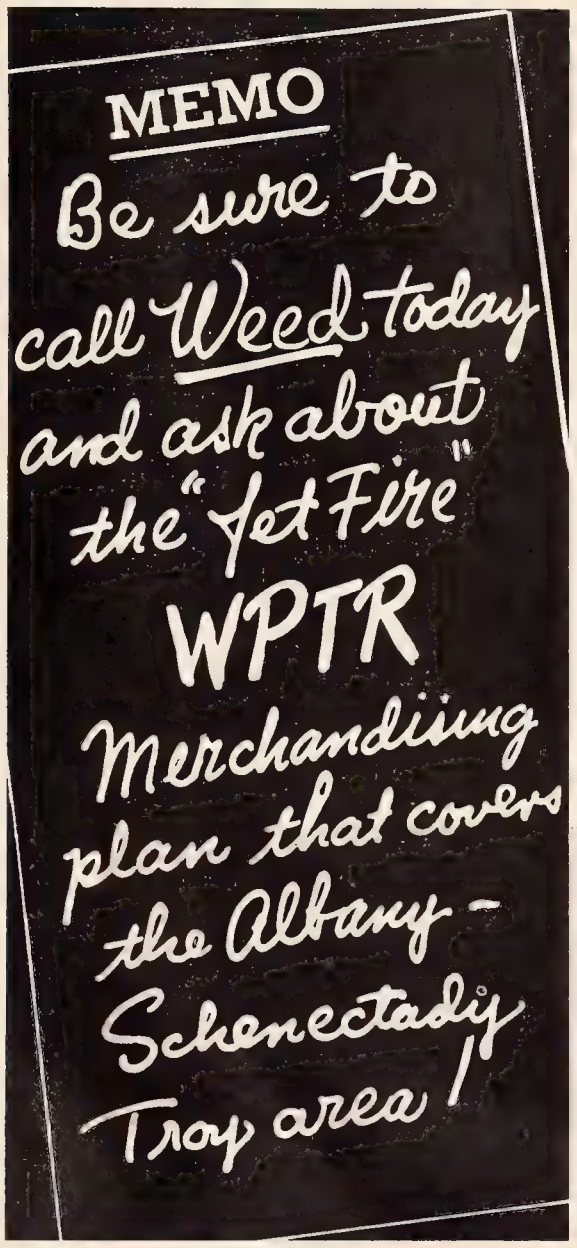
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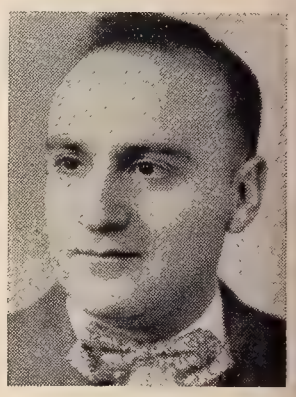
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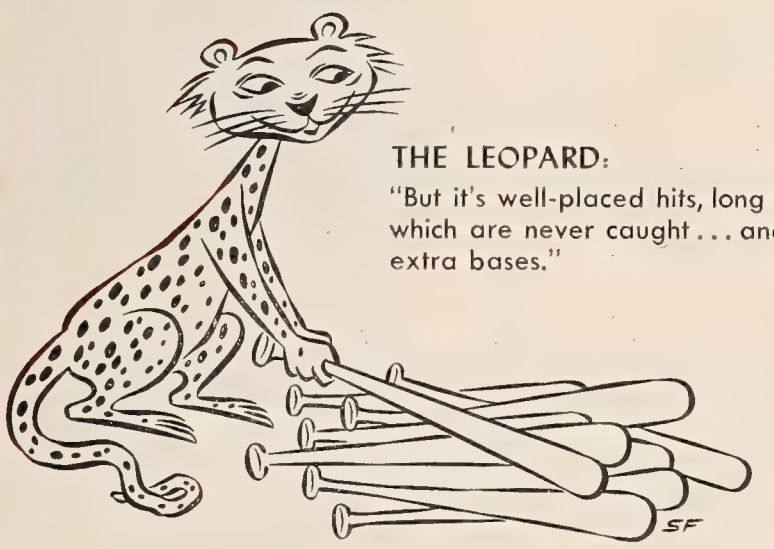
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TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

NORTHWEST'S NEWEST TV STATION GOES ON AIR

Station KTNT-TV Starts Operation in Tacoma, Wash., on March 1 with 30,000 ERP

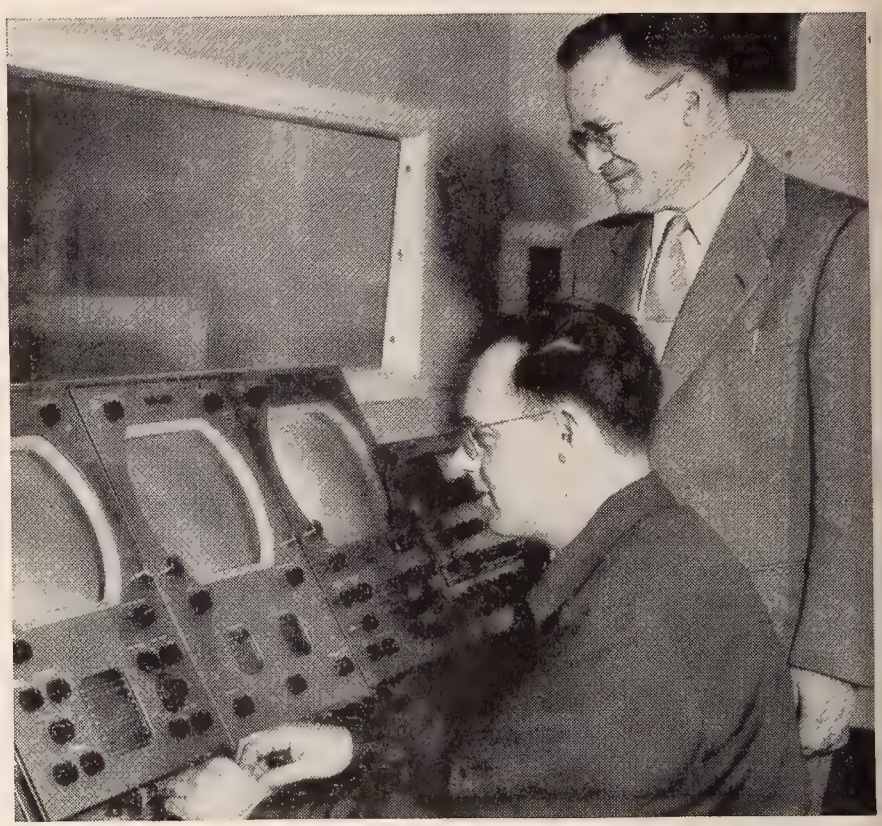
The Northwest's newest television addition is Tacoma, Wash., Station KTNT-TV. This CBS-DuMont affiliate went on the air March 1 and already has received reception reports that cover approximately 200 miles.

In fact, a radio-TV supply man from as far north as Victoria, British Columbia, recently wrote: ". . . your picture gives us the clearest, sharpest and steadiest signal ever to be received in this area."

Supplied almost completely with General Electric TV broadcast equipment, Station KTNT-TV is now operating at a 30,000 ERP and an application for an effective power boost to 120,000 has been accepted for filing by the FCC.

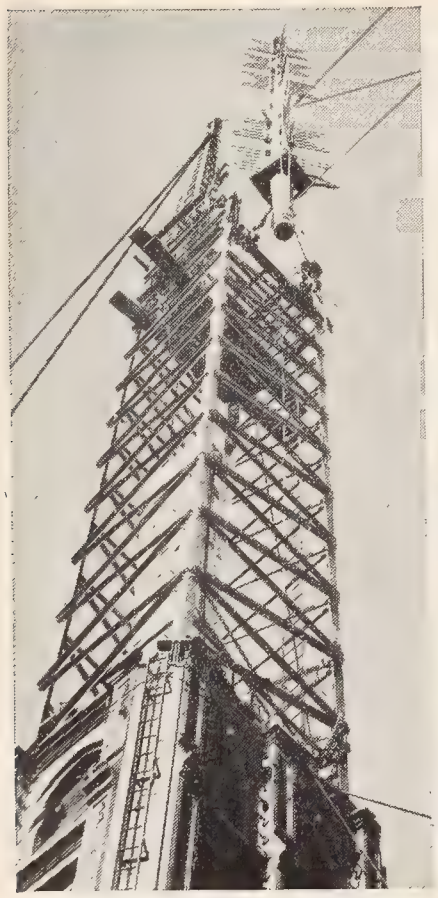
KTNT-TV's General Electric equipment includes a camera chain, a 5,000-watt transmitter, monitor and audio equipment, a complete line of projection room equipment, a 20-kw amplifier, and an antenna that stands 450 feet above the average surrounding terrain.

The new station will reach the families whose purchasing power accounts for more than half of the retail sales in the state of Washington. Station KTNT-TV is operated by the Tribune Publishing Company.



Max Bice, chief engineer, and Len Higgins, general manager of Station KTNT-TV, Tacoma, Wash., inspect their new General Electric switching equipment.

TEXAS STATION ANTENNA SECURED UNDER TWO HOURS



KEYL's antenna reaches the top and waits to be swung into position.

A major feat of antenna erection and installation was recently completed at Station KEYL, San Antonio, Texas. Hoisting of the antenna started at 9 in the morning and was ready to be secured at 2:30 in the afternoon. By 4 P.M.—less than two hours later—it was checked and declared completely secured.

The station was hooked up to the coaxial the following day and went on the air on the next day.

The General Electric 6-Bay Antenna had been pre-assembled and tested at the Syracuse Electronics Park factory, and this, according to George B. Storer, Jr., vice-president and managing director, "materially aided us in its final assembly and installation."

The new antenna is secured 550 ft. in the air on top of what is called the tallest "tee pee" in San Antonio, Texas.

Mr. Storer, Jr., also wrote: "We are very happy to have it installed and operating most satisfactorily. It is particularly reassuring to know that our G.E. Antenna, together with the 35,000-watt amplifier now on order, will give us a most conservatively engineered installation, capable of meeting all foreseeable future needs."



Clem Castle, Storer Broadcast Company engineer, inspects the General Electric 6-Bay Antenna before hoisting to the tower.

G.E. completes plans for NARTB Convention

General Electric's display plans have been completed for the National Association of Radio and Television Broadcasters Convention, starting April 28 in Los Angeles, California.



Ralph Yeandle

Although its main display plan is being kept secret, G.E. has announced it will show two new portable camera chains, G-E's latest series of switching units designed for stations of all sizes, and a high power 12-kw UHF transmitter.

Also featured will be the new all plug-in audio console, and a special exhibit of the Klystron tube, revealing inner-secrets of this tube that has proved so successful in high power operations.

Commercial engineer Ralph Yeandle, who is in charge of G-E's display, said the Galeria Room of the Biltmore Hotel has been reserved for this G-E showing.

GENERAL ELECTRIC

features

- Cutting costs of TV film commercials. Page 78.
- TV goes to an art exhibit. Page 80.
- Design for an expanding AM-TV station. Page 84.
- Binaural broadcasting: radio's 3-D. Page 86.

Educational radio-TV:

COLUMBIA U. MAKES PROGRAMS PAY OFF

THE United States Public Health Service had a problem. New drugs were providing new treatments for syphilis which, given in time, would cure the disease and eliminate its serious after-effects, a boon to patients as well as to taxpayers who support hospitals where many uncured cases slowly live out their lives.

The problem was twofold: To locate infected persons and to get them to come into public clinics for treatment. Radio, reaching all people at all strata of society, seemed the logical medium to use. But how to use it?

USPHS took its problem to Columbia U., where it was turned over to Erik Barnouw, former NBC executive then in charge of the university's radio and TV courses. Under his supervision a series of transcribed dramas on syphilis was produced and distributed by USPHS to state and city health departments throughout the country for use in educational and "case-finding" drives.

The results were phenomenal. Some 500 radio stations in 47 states dropped previous taboos against VD broadcasts to carry the series. Checks made at one VD clinic in a southern state showed that 25% of patients had learned of it through radio; authorities estimated that nearly 20,000 cases of syphilis were caught and cured in that state alone through the broadcast series.

Revolving Fund Established

The success of this campaign led USPHS and New Jersey to set up a revolving fund at Columbia for use in financing other public health education projects. These were to be sold to users so that the operation, while non-profit, would still be self-supporting. So, Communication Materials Center was established as a branch of Columbia U. Press, adding radio, television, posters, phonograph records, leaflets and even comic books to the Press's output of scholarly tomes. Dorothy Oshlag, former production manager of *Time International,* was made manager of CMC; Mr. Barnouw became its editor.

Last week the Center, which Mr. Barnouw describes as "a non-profit, public service Ziv," celebrated its fourth birthday by changing its name to Center for Mass Communications (retaining the CMC initials) and by moving into new and larger quarters on the Columbia campus. Since its founding CMC has revolved its $50,000 fund four times, producing some $200,000 worth of public health educational material and even venturing into other fields not covered by the fund.

Over the four-year span, CMC has produced eight series of radio transcriptions, two live TV series, a half-dozen feature films and about as many film shorts (the shorts also may be used on TV), play and TV scripts for local production, song books and record albums and millions of copies of leaflets and comic books.

One of CMC's most successful projects was the radio series, *The Lonesome Road,* dealing with alcoholism. The eight-program, quarter-hour series was purchased by ABC for use on its O & O stations and more than 50 other broadcasters purchased local rights. Alcoholics Anonymous sponsored the series in about a dozen cities and a number of other groups and individuals put it on the air in other communities.

How Programs Are Set Up

CMC's normal operating procedure is for a national public service organization to propose a subject for a campaign, in radio, say, underwriting a part of the cost. When completed, the transcribed series is offered for sale on an exclusive city or statewide basis to radio stations or to local groups who can use the programs in their educational and fund-raising drives. Fees start at about $30 for broadcast rights for a city of 25,000 or under and run to $500 for a state with more than 6 million population. These make up the remainder of CMC's out-of-pocket expenses and replenish the revolving fund.

In the fall of 1951, CMC made its initial venture into TV with *Horizons,* weekly telecast discussions of such topics as The Future of the Presidency, The Future of Women, The Future of Man's Food Supply, with authorities questioned by university students. ABC-TV broadcast the series as a public service Sunday afternoon program.

ABC is also carrying this year's *Seminar,* second CMC video series which takes the TV cameras (and home viewers) into actual sessions of an undergraduate seminar in American Civilization.

While some educational institutions are frantically trying to raise million-dollar appropriations to build and operate their own TV stations, Columbia U., through CMC, continues to concentrate on the production of educational material, making use of established media of mass communications for its public dissemination.

By Arthur Bellaire

In charge of TV and radio copy, BBDO

New actors' union fees make four players too expensive.



cutting the costs of tv commercials

It's still possible to keep expenses down in making television film commercials, even though the recent agreement with the Screen Actors Guild hiked players' fees tremendously. Here are some tricks learned the hard way by a copy expert for the biggest billing agency in radio and TV.

IN VIEW of the recent Screen Actors Guild strike and subsequent agreement, an article covering short cuts in cost in creating TV film commercials may seem to be either a little bit late or a trifle previous. Actually, in spite of everything, there are still ways to save money.

Before reviewing some specifiic methods, let's consider a few of the new SAG terms. Prior to the recent strike you could hire an actor by the day—say for $70—and in that day you could shoot as many commercials as you wished around that person on-camera. The $70 that actor received was his final payment. And you could run those commercials as long as you liked.

Times have changed. What will $70 buy now? One class A program use of one commercial. Or 13 weeks of use as a spot in class C. If this one commercial is used an unlimited number of times on a program in class A for 13 weeks, the player may receive up to $650.

Repayment Scale

In other words, the talent also receives repayment after the film commercial has run a given period. This scale of repayment may depend on many factors: Whether the player is on-camera or off-camera, whether the film commercial will be used for a program or as a spot, how many times the commerical will be run, and with what frequency. The repayment rate is lowest for class C—one to five cities, higher for class B—six to twenty cities, highest for class A—more than 20 cities. In other words, seven plus seven equals 21.

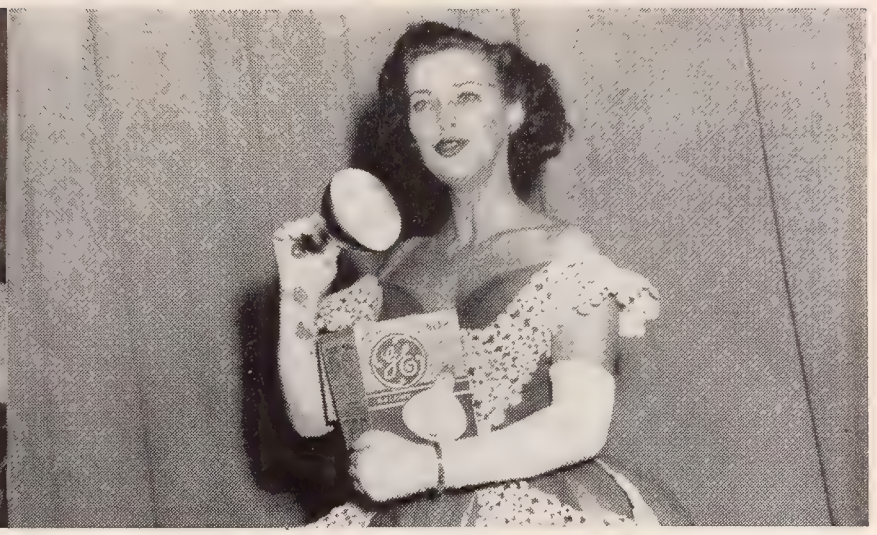
The new SAG agreement also limits the life of a commercial. Any pre-strike film commercials you now have may run forever. But new ones may run a year and a half from their first use if they show a player on-camera; two years if players or singers are used off-camera; or two and a half years if the commercial includes players or singers off-camera with animation. That is, unless you secure the consent of the actor involved to extend the life of the commercials.

Let me illustrate a rather extreme case. One particular film commercial created and

Here's a stop motion commercial that saves talent cost



Films can use simplicity of live commercials like this



produced before the strike opened on four women around a bridge table *(see picture opposite page)*. As with most females, they were chatting about something that had nothing to do with cards—in this case the sponsor's product. After establishing this situation for a few seconds, an announcer came in voice-over for the hard sell.

For their services, these five people received approximately $70 each, or a total of $350. That was all. No repayment. And the film could be used anywhere any number of times.

If that commercial were produced exactly the same way today under the terms of the new SAG agreement, and run in unlimited class A program use for one year, the total talent bill for the five people would exceed $10,000.

This is obviously reaching to make a point. But it *does* make the point. Of course, this commercial would not be produced in the same manner today. With three of the four bridge players, only the hands would be shown, dropping these three actresses into the class of "extra" who receive from $18.50 to $25 per day with no repayment required. And it's surprising what a good story you can tell with a series of closeups.

Secret of Simplicity

There's no doubt about it—many commercials which have had little regard for talent expense will now be simplified. But, after all, isn't simplicity one of the secrets of a good TV advertising message? Aren't a good number of the better commericals drawing on the live talent of only one person?

While still on the subject of the new SAG agreement, advertisers will now pay particular heed to the time-buying plan. Let's say you're contemplating film spots in 22 cities. You may find 20 will do just as well, thereby dropping your talent repayment classification from Class A to Class B.

You'll also want to re-consider the number of film spots running in a series. Are you now rotating three or four to tell the same sales story? When you come to making new ones, two might do the trick just as well. People really don't tire of seeing your commercials repeated as rapidly as your next door neighbor may lead you to believe.

Suppose we now look elsewhere for savings in television film commercials. After all, money is money regardless of whether you save it on talent or on production costs.

Let's start with animation. When animation is called for, how elaborate should it be? How much money should it cost? As you know, there are hundreds of varieties of animation, each with its own price tag. The complete Disney-type treatment can cost you your shirt. That much detail is usually unnecessary anyway—and distracting as well. Having animated characters talk in lip sync is also an expensive luxury—except, perhaps, on their key lines. What I'm getting at is that a full knowledge of animation is vital before you can expect to get your money's worth out of it.

Rear Screen Projection

Another short cut in cost can result from the use of rear screen projection. Showing motion or slides, R.P., can save thousands of dollars on the construction of backgrounds. However, as with animation, rear screen can be costly and involved if not fully understood and properly used.

The fact is, while R.P. does have its place under certain conditions, actual live sets are usually the rule in live shooting. How many times have you yourself seen money wasted on an overly-designed backdrop, one which probably won the scene designer a prize for his artistry but lost a lot of sales for the advertiser? The reason: There were just too many aesthetic touches for a viewer to look at when he should have been watching and listening to the announcer standing in front of it. The moral: Keep the backdrop simple. The resultant savings become then a happy by-product.

What about stock footage? Lots of money can be saved in TV film commercials by using stock footage for inserts—factory scenes, long shots of crowds, sporting events, traffic scenes and the like. Two warnings, however: First, stock footage, while plentiful, can also be elusive. Spending days looking for *exactly* the scene you want may turn out to be more expensive than shooting the scene yourself. And second, if there are people shown in that footage, the people have the law on their side. Be sure the company supplying this footage also supplies legal releases not only for the footage itself but covering any human faces it might contain.

Stock footage reminds me of a related short cut in cost. What about industrial or educational films—or two-reelers the advertiser has made for non-television uses over the past years? It's a low cost way to pick up a relevant scene for a TV commercial now and then.

And while we're talking about possible material right in the advertiser's or agency's own office that can save you money, don't forget artwork of the name or package that's already paid for to be used in an ad or a promotion piece. With some modification, this might be useful in a TV commercial.

Have you ever built a film commercial almost entirely of still photographs? It can

ABOUT THE AUTHOR



Mr. Bellaire is in charge of television and radio copy for BBDO, biggest billing agency in radio-TV. A graduate of the U. of Iowa and former city editor of the Iowa City *Press Citizen*, Mr. Bellaire entered radio as a news writer for NBC. Later he joined United Press to write special programs for news commentators. He has been with BBDO since 1943. This article is a revised version of a speech he made to the annual meeting of the Assn. of National Advertisers last March 20.

be done, and it doesn't have to be dull or deadly. If the pictures themselves don't move, have the camera move in and out. Add a few opticals and a lively voice-over and you may end up with a well-paced, hard-selling commercial.

Outdoor shooting can often save you money. You don't have to be selling automobiles to go outdoors to shoot your scenes. Imagination on the part of the writer may produce some good outdoor silent shooting, a compartively inexpensive operation, to tell an outdoor story—the milkman delivering the advertised milk, a healthy youngster playing a robust game of ball after eating the advertised breakfast food. To add to the reality without sound shooting, dub in some traffic sounds or even some dialogue if the lips of the actors are not to evident.

The re-use of film footage has no end of cost-cutting possibilities. First, how about taking film footage shot for one commercial to use in another commercial? According to the SAG agreement, you would have to repay the talent in those scenes if this commercial is now considered a new commercial. But you would save money on production costs on those scenes you lifted. However, if you take one commercial and want to re-edit or rearrange the commercial, thereby not changing it into what would be considered a new commercial, you may do so *without* repayment of talent—providing you withdraw the original version.

Use of Footage

Here's another point about the use of footage in the SAG agreement: When you shoot, say, a one-minute film commercial under the terms of the agreement, you may then edit this commercial to various lengths, such as 20 seconds or a 50-second open-end spot. On these shorter versions, there is no extra payment of talent necessary.

Suppose you have good commercials on the air right now that were shot before the Screen Actors Guild strike? You can keep right on running them as long as you like with no talent repayment. Also, you can lift footage from those commercials and incorporate them with newly-shot footage into a new commercial. In this event, it seems to be the understanding that you pay the new talent, but that you do not repay the old talent.

The new SAG agreement poses a lot of questions. Getting back to talent, you may be asking yourself: As I figure ways to simplify my use of talent, are my commercials going to lose some of their selling value? I don't believe they have to.

Certainly it goes without saying—although I can't resist saying it—the most economical commercial of all is a *good* commercial, a commercial that demonstrates, a commercial that doesn't try to say too much, a commercial that sells goods or services and makes the advertiser a profit. There are hundreds of ways to save money on a commercial—there are thousands of ways to spend too much. The key to the problem, if it is a problem, can well be a good creative staff who knows when to spend and when to save. Regardless of how you juggle the dollars and cents to stay within the budget, the idea behind it is what can make or break the commercial.

In Milwaukee:

Beer Advertisers Have Champagne Tastes

AN ART exhibit can be an interesting vehicle of entertainment for televiewers.

This was aptly demonstrated by WTMJ-TV Milwaukee, the *Journal* station, which conducted an art tour during the city's recent Home Show. So successful was the telecast of the educational exhibit that it helped triple attendance the following day.

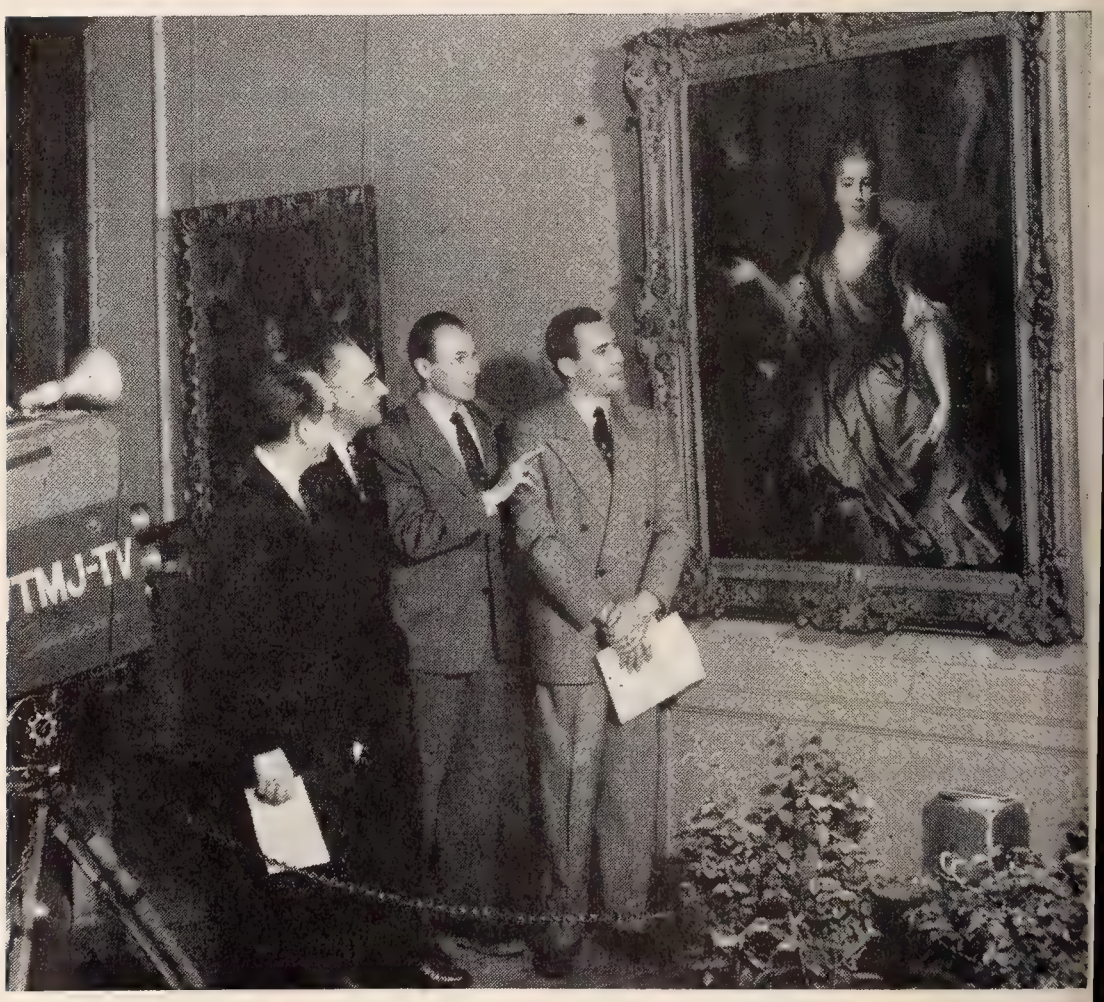
A million dollar collection of 19 valuable paintings was transported from the Metropolitan Art Museum in New York to Milwaukee for the exhibit sponsored by the *Journal* at the Home Show. Then WTMJ-TV went into high gear.

In place of a usual filmed dramatic show, Blatz Brewing Co. presented a half-hour remote March 10 from the art exhibit—but minus any commercials. Station utilized three cameras at each stop on the TV tour, with Lloyd Pettit, WTMJ-TV announcer, accompanying Earl E. Rosenthal, assistant director of the Milwaukee Art Institute.

WTMJ-TV reported much favorable comment from viewers who, apparently, never thought an art show could be so interesting. Following day crowds were estimated at three times those of the previous day. Many people mentioned they had seen the telecast.

Art wasn't the only thing on display either. The Schlitz Brewing Co. featured a million-dollar diamond collection on its *Saturday Night Theatre* over WTMJ-TV. Under heavy guard, the collection was taken from the Home Show to WTMJ-TV's Radio City studios for the special program. Jack Brand, show m.c., interviewed William Schwanke, who owns the collection of authentic reproductions of world's famous diamonds, during half-time intermission.

The art exhibit and diamond display were only two of the top features of the Milwaukee Home Show to which local radio and television stations devoted much air time.



VIEWING one of the 19 paintings first-hand are (l to r) Ted Rosenak, Blatz advertising director; Emmett S. Jaques, manager of Blatz TV advertising; Earl E. Rosenthal, assistant director of the Milwaukee Art Institute, and Lloyd Pettit, announcer.



Romper Room

Brings your message into the home

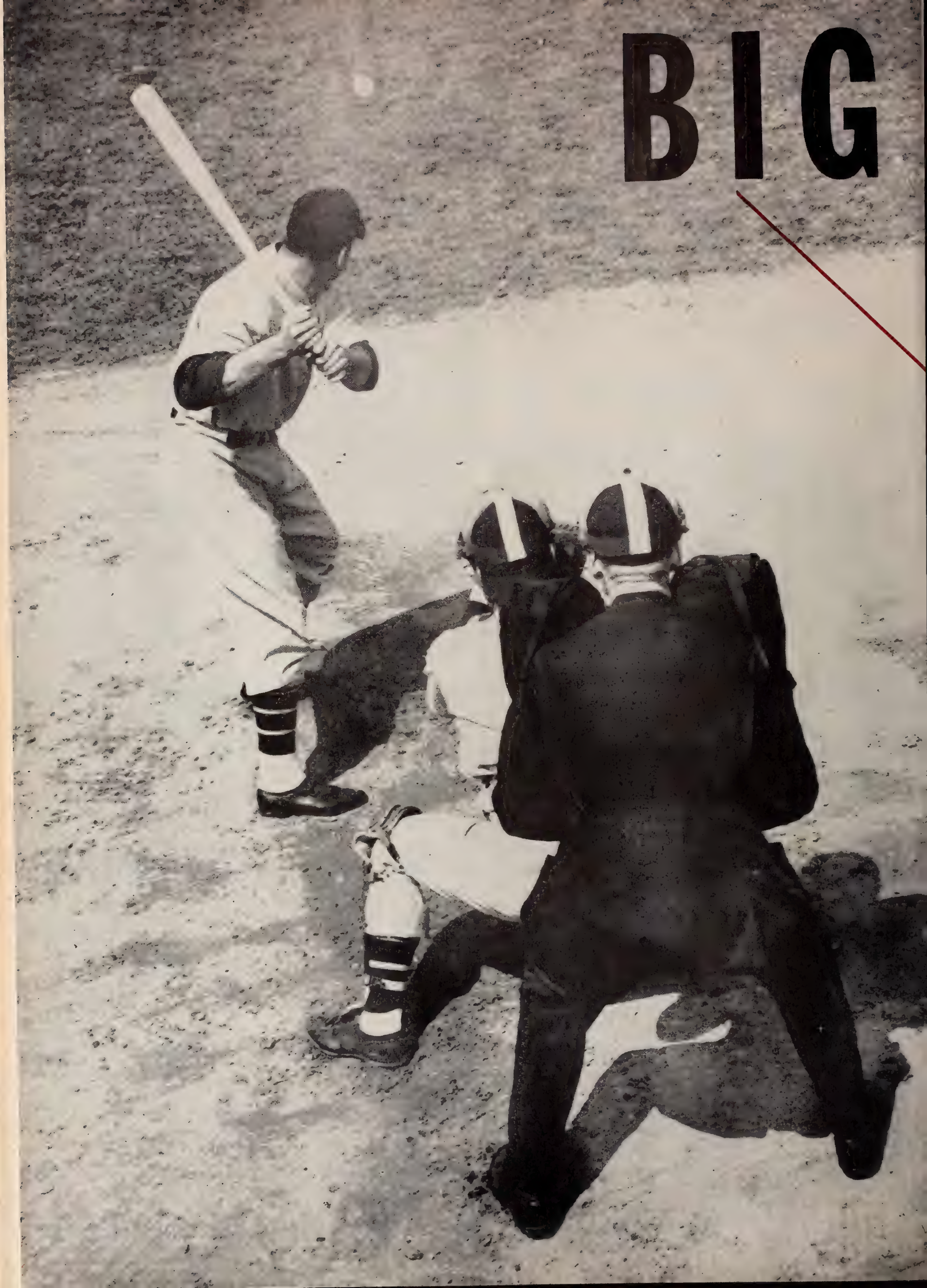
Romper Room is a fascinating program for the pre-school small fry *and* their mothers. Every weekday from 9:00 to 10:00 a.m. thousands of children literally force mothers to "turn on Romper Room"! Jean Moseley, Romper Room's attractive hostess, and idol of all pre-schoolers, has a wonderful way of working your selling message into the program's material—thus insuring full sales impact.

WBAL TV

TELEVISION BALTIMORE • NBC IN MARYLAND

Nationally Represented by
EDWARD PETRY & CO.

BIG



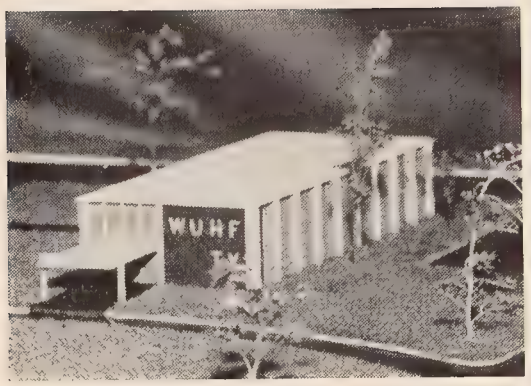
LEAGUE

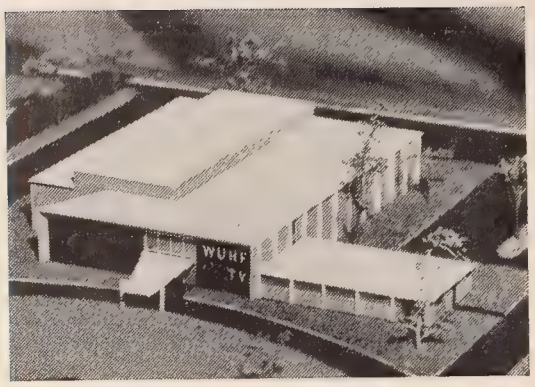
BROADCASTING • TELECASTING ***has:***

- ***the biggest editorial staff***
- ***the most news and feature coverage***
- ***the greatest advertising volume***
- ***the most circulation (all paid)***

where it counts







A TV STATION TAILORED FOR

A PRACTICAL building plan for a radio station which intends to enter TV modestly but expand its facilities as its business grows has been drawn by Kramer, Winner and Kramer, New York architects and broadcast engineers. The designers call it a "plan for . . . organized development."

The first and final stages of the combined AM-TV plant are illustrated in the exterior views above. On the facing page the interior arrangements of both stages are shown. In the first stage, it is assumed that TV operations will be confined almost exclusively to network, film and remote broadcasts. In the final stage, provision is made for fairly extensive local live programming, including shows with studio audiences. The plans for AM space in the building assume that radio programming will depend to an increasingly greater extent on recorded material and to a lesser extent on big local shows with big audiences (though such AM productions could be done from TV studio in final stage).

Ground level plan for final stage (top drawing) contains all facilities for TV production, administration and general business offices, with each function separated from others. Traffic flow of people in these departments does not cross (note arrows pointing to access for various departments).

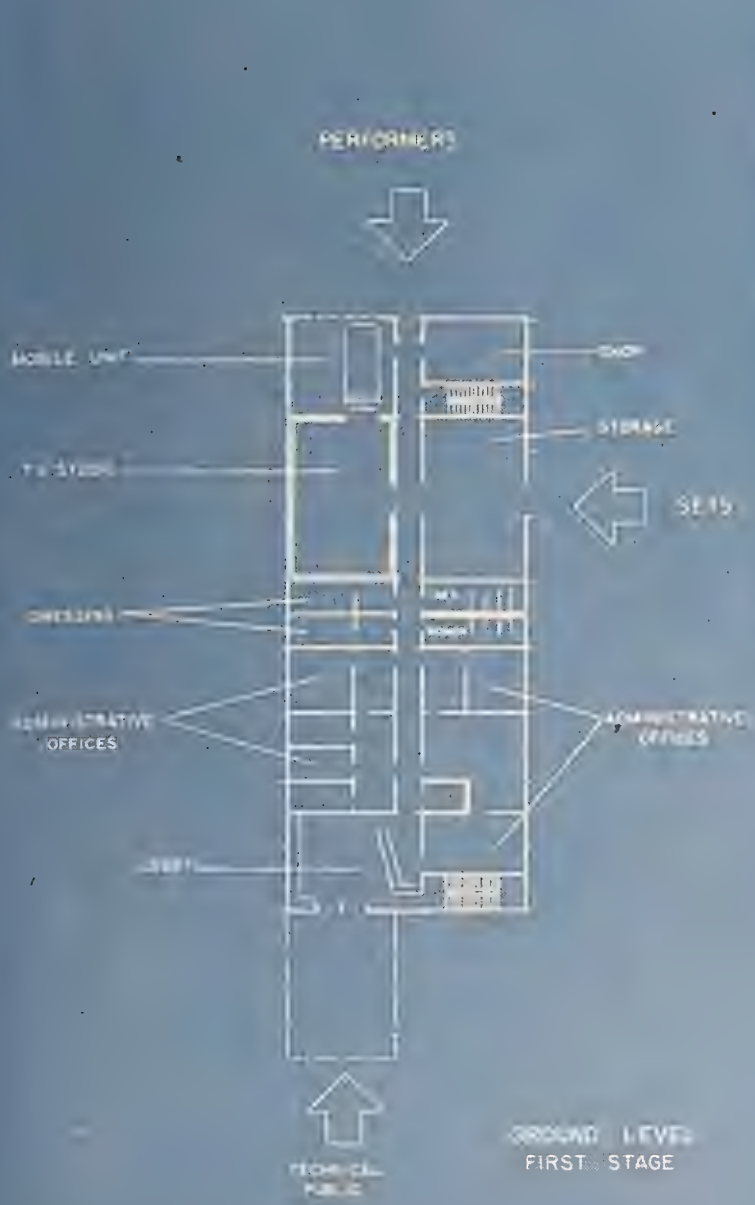
Upper level in final stage (lower right) contains two TV control rooms with announcers' booths over large studios which take up both ground and upper levels. Note that control of two smaller TV studios is handled blind, as experience has proved adequate for most programs. Far end of upper level is devoted to AM facilities. Radio master control overlooks one of the large TV studios for simulcasts. First stage in upper level, not shown here, is basic core of final state (see bracketed area) and is changed relatively slightly from first to final stages. In first stage, area that contains both TV studio control rooms, two small offices and radio studio in final stage plan at right, consisted of one combination AM-TV studio and TV control. Other changes are minor.

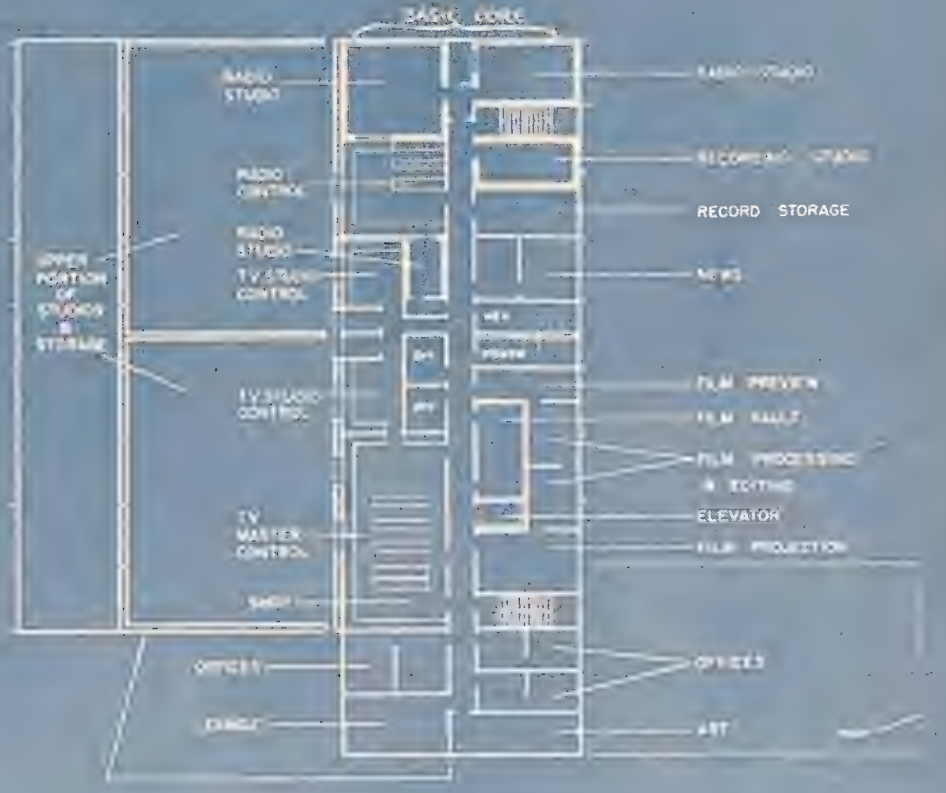
Ground level plan for first stage (lower left) shows principles of traffic separation as in final stage. Large property storage room opposite TV studio in this stage becomes dressing room in final stage. Administrative offices move out of first stage area to special wing in final stage and are replaced by other dressing room, studio and rehearsal space, costume room. Advantages of this plan are that separation of functions into wings and levels permits building to be shut down except for a few essential rooms during night hours. But the plan also brings together those areas requiring the most wiring and producing the greatest heat load, a concentration that assures minimum cable length and duct work.

These plans, in greater detail, were presented by Allen Kramer, member of the firm, at the Institute of Radio Engineers' annual meeting in New York, under sponsorship of the IRE group on broadcast transmission systems, of which Lewis Winner, firm member, is chairman.

GROWTH


PERFORMERS
GROUND LEVEL
FINAL STAGE
MOBILE UNIT
STUDIO
SETS
STUDIO & REHEARSAL
DRESSING & TECH. LOCKERS
STUDIO
STUDIO & REHEARSAL
COSTUMES
ADMINISTRATION
AUDIENCE
LOBBY
ADMINISTRATIVE WING
PUBLIC & TECHNICAL


PERFORMERS
MOBILE UNIT
STORAGE
SETS
DRESSING
ADMINISTRATIVE OFFICES
ADMINISTRATIVE OFFICES
LOBBY
GROUND LEVEL
FIRST STAGE


RADIO STUDIO
RADIO CONTROL
RADIO STUDIO
TV STUDIO CONTROL
UPPER PORTION OF STUDIO & STORAGE
TV STUDIO CONTROL
TV MASTER CONTROL
OFFICES
RADIO STUDIO
RECORDING STUDIO
RECORD STORAGE
NEWS
FILM PREVIEW
FILM VAULT
FILM PROCESSING & EDITING
ELEVATOR
FILM PROJECTION
OFFICES
ART
UPPER LEVEL
FINAL STAGE

BINAURAL BROADCASTING:

RADIO'S VERSION OF 3-D



CARL E. GEORGE, general manager of WGAR-AM-FM Cleveland, listens to a binaural demonstration. With Mr. George is WGAR's Hal Morgan, who has been using binaural broadcasts to call attention to his 10:30 p.m. to 1:00 a.m. *Pop Concert*. Several radio stations in major markets have experimented with dual-channel broadcasts over the past year.

TWO-DIMENSIONAL musical programs combining AM and FM channels haven't approached the gold-rush proportions of movieland's three-dimensional craze, but the binaural broadcasting race may not be far off.

During the past year, several AM-FM outlets have effectively pioneered binaural, or stereophonic, broadcasts for enchanted audiences. Dual-channel broadcasts are bringing listeners the "presence" of live orchestras in their living rooms—and the listeners love it. Binaural broadcasts are not only delighting high-fidelity enthusiasts. They have captured the fancy of a startled audience that senses something new is taking hold in radio.

Classical music, two-dimensionally transmitted both live and tape-recorded, benefits most from dual-channel reproduction. Pop-concert and classical-music lovers are most appreciative of the realistic depth re-created by joint AM and FM broadcasts, but popular-music fans are also destined to enjoy two-dimensional thrills, as soon as recordings are available in quantities.

Chicago's Magnecord Inc. has arranged for a binaural library, using Mercury Recording Co. artists. This literature, expected to be released at the 1953 NARTB convention in Los Angeles, will not be available, however, until cleared by the American Federation of Musicians.

AFM President James Caesar Petrillo is holding up binaural recordings until his executive committee determines whether it is necessary to charge a double recording fee for dual-channel tapes.

Cook Recording Co. of New York has assembled a library of 12 binaural records, played on standard turntables equipped with dual-playing arms and dual channels. This material already has been purchased and broadcast by some radio stations.

Both popular and classical music have been played on binaural experiments conducted on WJR-AM-FM Detroit, WGN-AM-FM Chicago, WGAR-AM-FM Cleveland, WQXR-AM-FM New York, WCAE-AM-FM Pittsburgh, and WASH-FM and WGMS (FM) Washington.

Current experiments on AM and FM channels have touched off a much more vigorous response than exploratory efforts in the twenties and thirties. Although the growth of FM radio has been arrested by television's noisy arrival, set saturation is high enough in most metropolitan areas to give two-dimensional broadcasting a secure bridgehead.

To effectively receive dual-channel signals, listeners must set up both AM and FM radio sets about 10 feet apart. Best results are achieved by sitting about 10 feet away from the speakers, equidistant from the two radios.

Because baseball's Bill Veeck put the Cleveland Indians games on FM radio in 1947, FM set saturation in the Northern Ohio area is above average. For this reason, radio stations WGAR-AM-FM have attracted listeners with especially penetrating and successful binaural programming.

Promoting Radio

Primarily for pioneering tape-recorded two-dimensional broadcasts in the northern Ohio area, WGAR was designated Cleveland's No. 1 station for promotion of radio-as-a-medium for 1952. The station has since broadcast a live concert by the Baldwin-Wallace band and has scheduled future binaural programs, both live and taped. Sound in three dimensions has helped WGAR establish its new FM station, licensed just last spring.

Two-dimensional reproduction serves the worth-while purposes of (1) getting people to talk about the marvelous things that radio can do, (2) getting people to buy FM radios and (3) giving listeners something they aren't yet receiving from television stations.

Mail response to WGAR-AM-FM's special broadcasts, publicized thoroughly both in newspapers and on-the-air announcements, has been extremely encouraging. Typical responses laud WGAR for bringing listeners right into the hall with the symphony orchestras.

Live binaural, or stereophonic, reproduction is accomplished by establishing two completely independent channels from pick-up points to speakers of AM and FM radios. Ideal, highly-effective binaural listening is achieved only with the use of earphones. Stereophonic reproductions received by placing AM and FM radios about 10 feet apart are fully satisfactory, however, to reveal the impressive qualities of dual broadcasts.

Characteristic of encouraging letters received by WGAR is the following from a Cleveland listener:

"Your initial broadcast of binaural sound was a tremendous success from my viewpoint. I have been at Cleveland's Severance Hall to attend concerts many times. Being a music lover, I attempt to listen to musical programs such as the New York Philharmonic broadcasts. Your reproduction placed me in the front row at the symphony hall. The sound seemed to radiate in all directions instead of coming from a central source as in the case of conventional broadcasting. I hope it is repeated soon with other orchestras as subjects. Binaural broadcasts should be to radio what three-dimensional pictures are to the movies."

WGAR's dual-channel pickup of the Baldwin-Wallace band concert was made by two RCA 44-B microphones placed 6 feet apart 15 feet above the first-row seats. More realistic results are to be accomplished by suspending microphones over the middle of the hall. Getting too close to the musicians is like seating listeners in scarce front-row

PULLING POWER

TO SAY that "the best things are free" is one way of describing *Farmers Breakfast Program,* which still is going strong on WRNO Orangeburg, S. C., after six years. On the program, farmers, farm women and householders may "buy, sell or swap" anything they wish free of charge.

A sample of the WRNO program's stature and potency is attested to in the following letter received at the station from J. D. Way, RFD 2, Orangeburg:

"I just want to tell you that I sold those mules that I advertised on the *Farmers Breakfast Program.*

"I made three sales, one to Mack Owens who lives next door to me, one to a Mr. Burris at Elloree and one to Prof. Lewis at State College.

"The funny thing about it is that I had just spent money to advertise the mules in the paper for three days and didn't get a bite.

"I sold them on WRNO at no cost to me after I had failed to move them with the paper. Thanks for the service."



The baddies never ride white horses

It's all so easy in the Westerns. The bad guys always ride dark horses; the hero or his pal rides white. You can tell good from bad way down the canyon.

Not so easy are the real problems the kids grow up to meet. Danger may ride the white horse, and even do the singing round the campfire.

Like the people who try to push America into socialism. The things they propose, they say, are "to protect the people" or are "benefits only government can provide."

But you can spot the marks of socialism if you listen closely. The clues are these words: *"the federal government should own and run"* or *"the government should take over"* or *"government can do it better and cheaper."*

Those are the sure signs of socialism. History proves it in country after country in Europe and Asia. In the last 2 or 3 years, millions of Americans have recognized the threat right here in the U. S.

For socialistic ideas have spread alarmingly here. And the ways to stop socialism are to recognize it — to help your children and friends understand its dangers — to help your representatives in government resist its pressures — whether it's riding a dark horse or a white one.

• • •

One socialistic development in America is federal government electric power. It has grown to a multi-billion-dollar giant because people did not recognize it as socialism until recently. That's why this message is brought to you by more than a hundred independent ELECTRIC LIGHT AND POWER COMPANIES OF AMERICA*.

*Names on request from this magazine

"MEET CORLISS ARCHER"—ABC—Fridays—9:30 P.M., Eastern Time
"YOU ARE THERE"—CBS television—witness history's great events

merCHAINdising
GETS RESULTS!
THEY EYE IT—BUY IT;
it's right up our alley!



"Your merCHAINdising program was right up our alley. It sold more 7-Up and helped create a finer relationship with our outlets."

Russell H. Fulton

WGAR Does the job!

Here's a powerful medium in a powerful market . . . a combination that means extra sales through the MerCHAINdising Plan.

MORE PEOPLE (4½ million market)
MORE JOBS (651,000—new high)
MORE MONEY ($7 billion income)

means more potential for you to reach through WGAR—

MORE LISTENERS
MORE QUICKLY
MORE EFFECTIVELY

WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
Eastern Office: at 655 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

seats, where they hear unaccustomed sounds such as bows scraping on fiddles. Following are also a few other precautions that WGAR-AM-FM has learned to observe when setting up binaural programs:

1. Make broadcasts long enough to justify listeners going to the trouble of setting up AM and FM radios.

2. Make certain pickup microphones are far enough apart to get full stereophonic effect.

3. Stick to primarily live musical groups of more than six pieces for dual-channel broadcasts. Smaller groups come over satisfactorily but the medium is best suited to large dance, pop concert, or symphonic bands.

4. Broadcast binaurally early enough in the evening to reach all possible AM listeners with FM sets.

5. Demonstrate two-dimensional listening for newspaper representatives, so they may effectively explain it to readers in advance of broadcasts.

6. Merchandise two-dimensional sound by demonstrating it at public shows, by using it as service club talk subject, by plenty of pre-broadcast on-the-air promotion, and by sending out explanatory mailing pieces to prospective listeners.

Tape-recorded music prepared by Magnecord Inc. served as program material for WGAR's first binaural program. Hal Morgan's semi-classical late-evening pop concert was used to introduce the material—selections by a Viennese symphony group and a U. S. Navy Band.

Sound effects recorded in three dimensions by Hank Schroeder of A-N-B Specialties Co. also were demonstrated. Taped sounds of a locomotive switching back and forth and a ping pong ball bouncing to and fro illustrated the moving quality of stereophonic broadcasts.

"That locomotive tore up my living-room rug," an enthusiastic listener wrote WGAR.

To help call attention to radio's 2-Ds, WGAR demonstrated binaural sound during Cleveland's 10-day sportsmen's show. More than 2,000 actually heard 2-D sound for the first time on earphones set up at the show.

Magnecord Inc. is producing special binaural equipment available to play and to record two-dimensional tapes. Several other sound-equipment firms, such as Ampex Co., are in production on binaural players and recorders.

Every community also has at least one small musical group available for live, dual-channel broadcasts. It may not be long before people are gathering in "listening parties" to hear radio sound off in two dimensions.

Mutual's 'Western Week'

MBS' 560 stations and a selected group of the network's sponsors will participate in MBS's annual "Western Week" celebration, scheduled May 10-16. Designed to spotlight Mutual's western programs, this promotional event will include a national contest to select a "Girl of the Golden West," special programming and numerous tie-ins with motion picture companies, book and publishing firms and "soft line" merchandise groups.

WWVA's Flower Shower

WWVA Wheeling, W. Va., was literally showered with flowers last week. The station reported that the Burkhart Nursery, Barnesville, Ohio, was so pleased with a series of spot announcements over WWVA promoting the sale of shrubs and landscaping plants that it decided to show its appreciation. The owner instructed the company's driver to make the 50-mile trip from Barnesville to Wheeling to deliver a big pot of tulips to WWVA "in appreciation of a job well done."

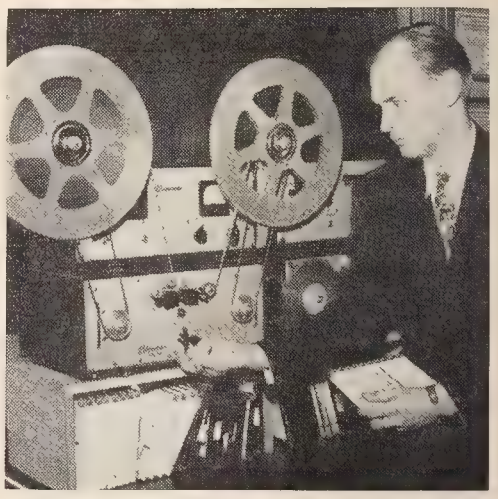
Modified Recorder Makes Two-Hour Tape

TWO HOURS of uninterrupted tape recording on a Magnecord can be made if you use the modification devised by Wally Warren, chief engineer of WANE Fort Wayne, Ind.

The setup uses 4,800-foot reels of magnetic tape with a modification of the 2,400-foot reel adapter available for the Magnecord. Instead of mounting the extension "ears" on the tape puller, as normally specified, Mr. Warren mounts them on the amplifier. All it takes are four spacer sleeves about one inch long, four No. 20, ¼- by 2-inch bolts, and two 36-inch neoprene drive belts.

The standard tape runs in perfect alignment with no speed change and no difficulty in pulling the 4,800-foot lengths, says Mr. Warren.

This method permitted WANE to record a two-hour broadcast of the North-South football game while at the same time airing a two-hour New York Philharmonic broadcast. Mr. Warren did this by mounting two tape puller-amplifier units side by side and using the 4,800-foot reel adapters as feed reels, then letting the tape spill into wastepaper baskets to be wound on take-up reels later.



THIS DEVICE allows engineer Wally Warren of WANE Fort Wayne to make two-hour, uninterrupted tape recordings. The modification accommodates 4,800 feet of standard magnetic tape; it requires only a few extra parts.

Agencies

Dan Seymour, Young & Rubicam, N. Y., appointed a vice president in charge of programming in radio-TV department.

Van Lear Woodward Jr. elected president of William von Zehle & Co., N. Y. **William von Zehle** appointed chairman of the board.

Courtney A. Crandall, copy chief, Harold Cabot & Co., Boston, elected vice president.

William C. Geoghegan, vice president, Compton Adv. Inc., to Sherman & Marquette Inc., N. Y., in same capacity.



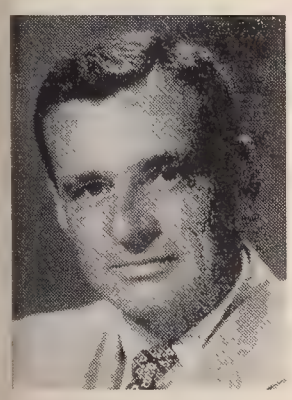
Mr. Geoghegan

Al Goldman, account executive, Whitman & Shoop, Pittsburgh, elected vice president. Firm name changes to **Goldman & Shoop Adv. Mary Lou Tardio** appointed director of radio-TV; **Ruth Hirschfield** appointed account executive; **Ann Kralik** and **Sue Davis** named head accountant and assistant in TV production department, respectively.

Reginald L. Dellow, formerly director of research for D. P. Brother & Co., Detroit, to The Allman Co., same city, as director of media and market research.

Melvin Van Lom, Richard G. Montgomery & Assoc., Portland, Ore., to West-Marquis Inc., that city, as account executive.

Maitland Jones, creative head, Hutchins Agency, N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as vice president and copy executive.



Mr. Jones

Molly G. Armstrong, chief of professional copy division of Lee Ramsdell & Co., Phila., to Gray & Rogers, same city, as account executive.

Kathryn Hardig, TV director, Ralph H. Jones Agency, Cincinnati, appointed radio-TV director. **Ann Smith,** radio-TV timebuyer, named assistant radio-TV director.

Rita Kennedy and **Eula Reggin,** traffic department, promoted to radio-TV timebuyers. **Jeanne Friar** named film buyer.

C. Watts Wacker to D. P. Brother & Co., Detroit, as assistant to **Carl Georgi Jr.,** vice president and director of media.

Roy Lang, Foote, Cone & Belding, to W. E.

top station

According to the Dr. Forest L. Whan Survey of the Boston Trade and Distribution Area, New England TV families tune *most* to WBZ-TV. Here are the exact figures:

Station "Listened to Most"	Daytime	Nighttime
WBZ-TV	54.8%	52.4%
Station B	32.5%	37.3%
Station C	8.7%	7.1%

..in an area that's tops in TV interest!

New England women really have eyes for television. So do their men and children! You can be sure of results when you use WBZ-TV to build your sales in a territory that devotes such a sizable slice of every day before the picture tube. Here's how Dr. Whan measures length-of-listenership:

NUMBER OF HOURS AVERAGE PERSON SPENDS WATCHING TV—DAILY
(in homes equipped with television)

	Average Woman Over 18	Average Man Over 18
Weekday	3.71 hours	2.62 hours
Saturday	4.14 hours	3.43 hours
Sunday	5.20 hours	4.61 hours

	Average Teen-ager 12-18	Average Child 4-11
Weekday	2.64 hours	2.45 hours
Saturday	4.28 hours	4.66 hours
Sunday	3.97 hours	4.14 hours

With the Whan report at your elbow, you can plan your New England advertising more effectively than ever before. Its 70 fact-filled pages tell you the station and the hour that are best for *your* purposes. If you don't have a copy, get in touch with WBZ-TV or NBC Spot Sales.

WBZ-TV BOSTON channel 4

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO IN THE Upper Midwest...

. . . always has been the best cost per thousand medium.

Today KSTP Radio is a better buy than ever before.

A dollar gets a lot more. Ask your Petry man.

KSTP
50,000 WATTS
CLEAR CHANNEL
THE NBC STATION
REPRESENTED BY EDWARD PETRY and COMPANY
MINNEAPOLIS, ST. PAUL

Long Co., Chicago, on radio-TV staff, as assistant to **Edward C. Fritz Jr.**, radio-TV director.

Virginia Murphy, columnist, *Rapid City* (S. D.) *Daily Journal,* to Kelso Norman Adv., S. F., as publicity director.

Gordon L. Barnard Jr., sales representative, Park Cigaret Service Inc., S. F., to Wank & Wank, that city, as copywriter.

Leo E. Kirby, account executive with Ted Bates Agency to Biow Co., N. Y., as account supervisor on National Distillers. **John Schneider,** Kenyon & Eckhardt, to Biow as supervisor on Dunhill King Size cigarette account.

George Avis and **Sara L. Polack** named general partners in Azrael Adv., Baltimore.

Albert R. Bochrock to contact department of Gray & Rogers, Phila.

Donald E. Tomkins, formerly president of Tomkins & Weil Productions, N. Y., to Grant Adv., Chicago, as director of radio-TV.



Mr. Tomkins

Charles Swartz, formerly with Andrew S. Student Organization, publisher, to Rich Adv., Phila., which has relocated at 317 S. 18th St.

William L. Conner Jr. to Comstock & Co., Buffalo.

Harry B. Cohen Adv., N. Y., elected to membership in American Assn. of Advertising Agencies.

Robert Wulfhorst, timebuyer, Biow Co., N. Y., and **William Kammerer,** space buyer, Ruthrauff & Ryan, N. Y., to Kenyon & Eckhardt, N. Y., in similar positions.

Paul Parker Jr., N. Y., to Doherty, Clifford, Steers & Shenfield, N. Y., as art director.

Mary Montz and **Barbara Hotchkiss** to copy staff, Paris & Peart Adv., N. Y. **John Grubel** to agency as associate art director.

Richard C. Andrews appointed art and production director, W. Wallace Orr Inc., Phila.

Stations

Marty Hogan, commercial manager at WCFL Chicago, elected a vice president of station.

William T. Palmer, sales staff, WFML Washington, Ind., appointed commercial manager.

Robert Kochenthal, Katz Agency representation firm, rejoins sales staff of WPIX (TV) New York.

Earl J. Stanley to sales staff, WBT Charlotte, N. C., as head of local sales.

Marty McGeehan, formerly salesman at WCFL Chicago, to WJJD same city, on sales staff.

A. W. Talbot re-elected president of Cascade Bcstg. Co., Yakima, Wash., owner-operator of KIMA-AM-TV. Also retained in office and on board of directors were **R. Lee Black,** vice president and general manager, **Frank Mitchell,** treasurer, **James D. Rolfe,** secretary, and **Thomas C. Bostic,** vice-president in charge of KIMA-TV. Other board members are **R. W. Trenerry** and **Ralph Sundquist,** local businessmen.

Robert R. Blair appointed commercial manager, WDXE Lawrenceburg, Tenn.

Thomas F. Daisley, sales representative, WIS Columbia, S. C., appointed sales manager of WIS-TV.



Mr. Daisley

William C. Lacey, film manager of WABD (TV) New York, named manager of WCBS-TV New York's film department, succeeding **David Savage** who joined NBC-TV as manager of film procurement.

Joseph F. St. Georges of St. Georges & Keyes, N. Y., appointed promotion manager of WOR-TV New York.

Joe C. McDowell and **Hanson Dustin** added to sales staff, WFMY-TV Greensboro, N. C.

Joe Coffin, account executive, KLAC-TV Los Angeles, to KTLA (TV) same city, as director of sales development. **Albert Band** to latter station as TV director. **Bob Mohr,** station's talent director, promoted to sales manager, replacing **Harry Maynard,** now director of advertising, sales promotion, and client relations. **Bob Forbes** named director of commercial continuity.

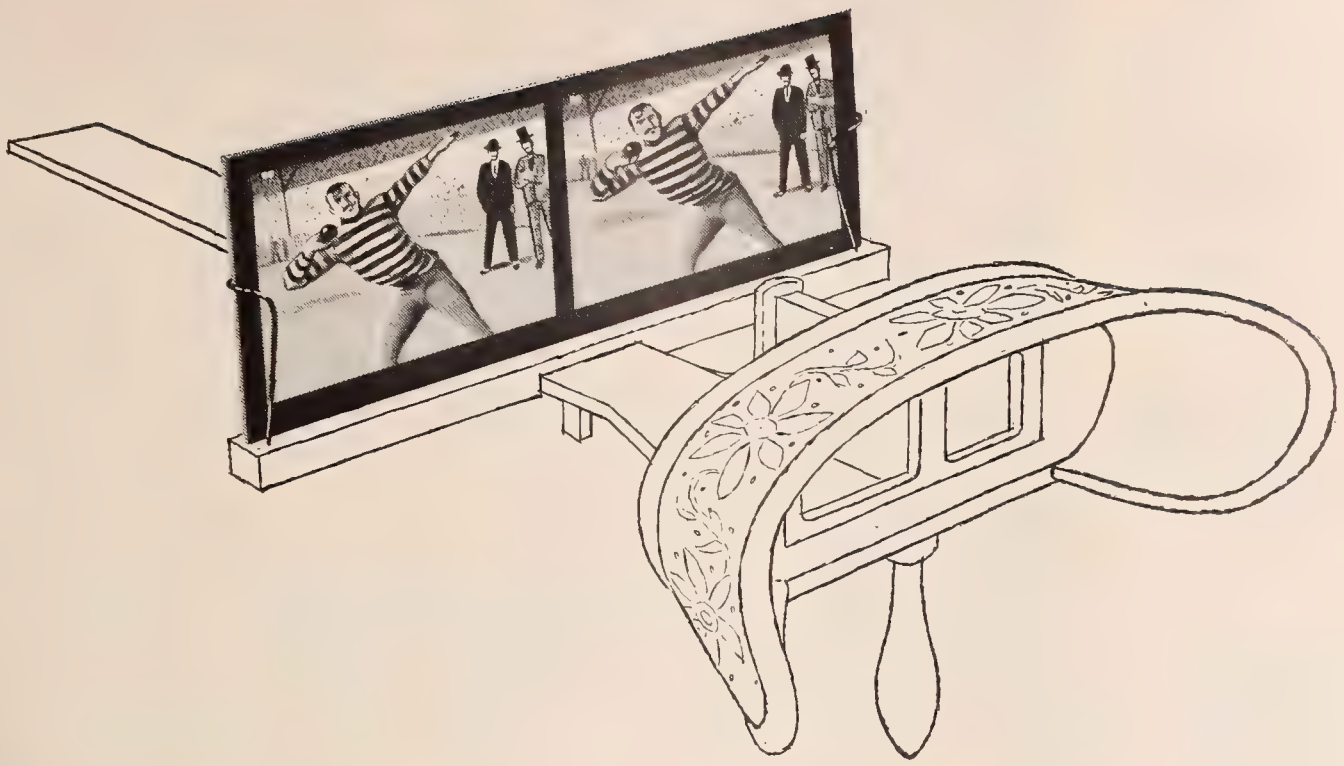
Hal Thompson, program director, KFJZ Ft. Worth, transfers to station's sales staff, replaced by **Hazel Riley. Jack Colby** to station's announcing and program departments.

Sarkes Tarzian, founder-owner, WTTS and WTTV (TV) Bloomington, Ind., elected president of Bloomington Chamber of Commerce.

Howard L. Chernoff, general manager, KFMB-AM-TV, elected president of American Cancer Society of San Diego County for 1953.

Kenneth R. Croes, part owner and program manager, KERO Bakersfield, Calif., elected to City Council.

Al Spokes, manager of WJOY Burlington, Vt.,



In one man's lifetime



When Dad was a boy, it was the stereoscope that made a hit in most parlors. But how the picture has changed since then!

Existing intercity television channels make it possible for live network programs to reach over 92 million people. The Bell System's nationwide network of television channels now totals more than 32,000 miles and interconnects over 120 television stations in 75 cities. Eight thousand miles of channels were added to the network in 1952 to meet the growing needs of the television industry.

Any way you measure it, providing intercity channels for the expanding television industry is a big job. Building the radio-relay and coaxial cable routes for television takes lots of time, special equipment and skill . . . and money.

Yet the cost of the service is low. Bell System charges, for the use of its intercity television facilities, average about ten cents a mile for a half hour of program time.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW

There are over

20,000

FARM FAMILIES

within a 50 mile radius of the QUAD-CITIES

•

YOU CAN REACH THEM EFFECTIVELY WITH WHBF RADIO

Les Johnson—V.P. and Gen. Mgr.



Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

light the way...

. . . to extraordinary lighting effects . . . at extraordinary savings! Rent whatever you need in specialized display, theatrical, studio and motion picture equipment from Jack Frost! For finer lighting . . . at fewer dollars . . . for complete lighting service that includes installation and removal wherever *you are . . . you're headed the* right *way . . .*

the JACK frost way!

For Full Information On Rental Equipment Write:

JACK A. FROST, DEPT. B, 234 PIQUETTE AVE.

Detroit 2, Michigan • TRinity 3-8030

elected president of Vermont State Junior Chamber of Commerce.

Red Hopps, assistant manager, CFRN Edmonton, named a director of newly formed Advertising & Sales Executives Club of Edmonton.

Johnny Sever appointed program director, WLWA (TV) Atlanta.

Andy Murphy, public relations director for Thor Corp., Chicago, to WBBM-AM-TV that city in public relations department as assistant to **Chuck Wiley.**

Al Vare named sports director, WIRE Chicago, succeeding **Tom Carnegie,** who has resigned.

Nick Basso appointed chief of news operations, WSAZ-AM-TV Huntington, W. Va.

Steve Powell, KCRD Enid, Okla., to announcing staff, KOTV (TV) Tulsa, Okla.

Joel Chandler, disc jockey with WFDF Flint, to WJOY Burlington, Vt., in same capacity.

Lou Fabian, announcer, WARC Rochester, N. Y., to announcing staff, WSYR Syracuse, N. Y.

James M. Trayhern, assistant TV producer, WHAM-TV Rochester, N. Y., promoted to executive producer replacing **John L. Crosby Jr.,** now executive producer, WFTL-TV Ft. Lauderdale, Fla.

Ed Boyd, farm director, KFJI Klamath Falls, Ore., adds duties as chief engineer. **Wayne Loerke** appointed co-farm director.

Maurine Nelson, formerly with script department, CBS Radio, Los Angeles, to KBTV (TV) Denver, as traffic manager, replacing **Beryl Swain,** who has resigned.

Reta Cuthbertson, announcer at CFRB Toronto, to women's division of Royal Canadian Air Force. **Joan Bailey,** formerly of Spence Caldwell Ltd., Toronto, to announcing staff of CFRB.

Robert R. Brown returns to WJLS Beckley, W. Va., as production manager, after service with U. S. Air Force.

Bob Mackey, WAYL Waycross, Ga., to WARN Ft. Pierce, Fla., as sports director.

Anthony S. Mammarella, WFIL-TV Philadelphia production department, appointed writer-packager for station.

Joan Kolberg named assistant promotion manager, WNAX Yankton, S. D.

Dan Gingold, floor manager and production assistant, KNXT (TV) Hollywood, promoted to staff director.

Shirley Yankoo, librarian at CKEY Toronto, to production staff of CKLB Oshawa.

J. D. Hodgson to KCOW Alliance, Neb., as announcer-operator.

Joe Sullivan, director, WBAL-TV Baltimore, father of twins, Patricia Hunt and Suzan Wynn, March 31.

Mac Childs, staff photographer, WSYR Syracuse, N. Y., and **Antoinette Perry** have announced their engagement.

Vance Harrison, salesman, WSYR Syracuse, father of boy, Vance, April 6.

E. D. Rivers Jr., owner of WEAS Decatur, WJIV Savannah, WGOV Valdosta, all Ga. and KWEM W. Memphis, Ark., father of boy, E. D. Rivers III.

Alan Fletcher, WNHC-TV New Haven staff announcer, father of boy, Alan Jr.

Joe Ayares, news staff, WTTM Trenton, N. J., father of girl, Linda Jean, April 1.

Networks

Bernard H. Pelzer Jr., manager of New York office of Edward Lamb Enterprises, radio-TV station representative, to ABC radio's sales department as account executive.

John G. Grant of CBS Radio's legal department, named station relations representative for CBS Radio.

Red Barber, CBS counselor on sports, presented with U. of Florida's Centennial Award for meritorious service to university and state of Florida.

Ernest Glucksman, producer-director, NBC-TV *Colgate Comedy Hour,* and **Judy Martin,** actress, were married in Los Angeles April 12.

Manufacturing

Gordon R. Rahmes appointed district sales manager for General Electric Co. replacement tubes in northern New Jersey and southern New York, excluding New York City and Long Island.

Karl H. Carstens appointed manager of dealer cooperative advertising, Magnavox Co., Ft. Wayne, Ind.

David J. Hopkins, director of sales and advertising of Emerson Radio & Phonograph Corp., N. Y., appointed chairman of radio-TV manufacturers and distributors division of 1953 April Cancer Crusade.

Services

Robert F. O'Brien, vice president, Ingalls-Miniter Co., Boston, forms **Robert F. O'Brien & Co.,** national advertising and sales consultant firm at 420 Boylston St., Boston, Mass.

Program Services

Robert M. Garretson, organist on KECA-TV Los Angeles *Ladies Matinee,* adds duties as music director of Jack Rourke Productions, Hollywood.

Helen Winston, motion picture actress, and **Bonnie Claire,** Hollywood publicist, to Hallmark Productions Inc., that city (program packagers), as district sales representatives, headquartered in L. A. and Chicago, respectively.

Don Appell to George F. Foley Inc., N. Y., radio-TV production and distribution firm, as associate producer and director of *Freedom Rings,* bi-weekly series sponsored by Westinghouse Electric Corp. over CBS-TV.

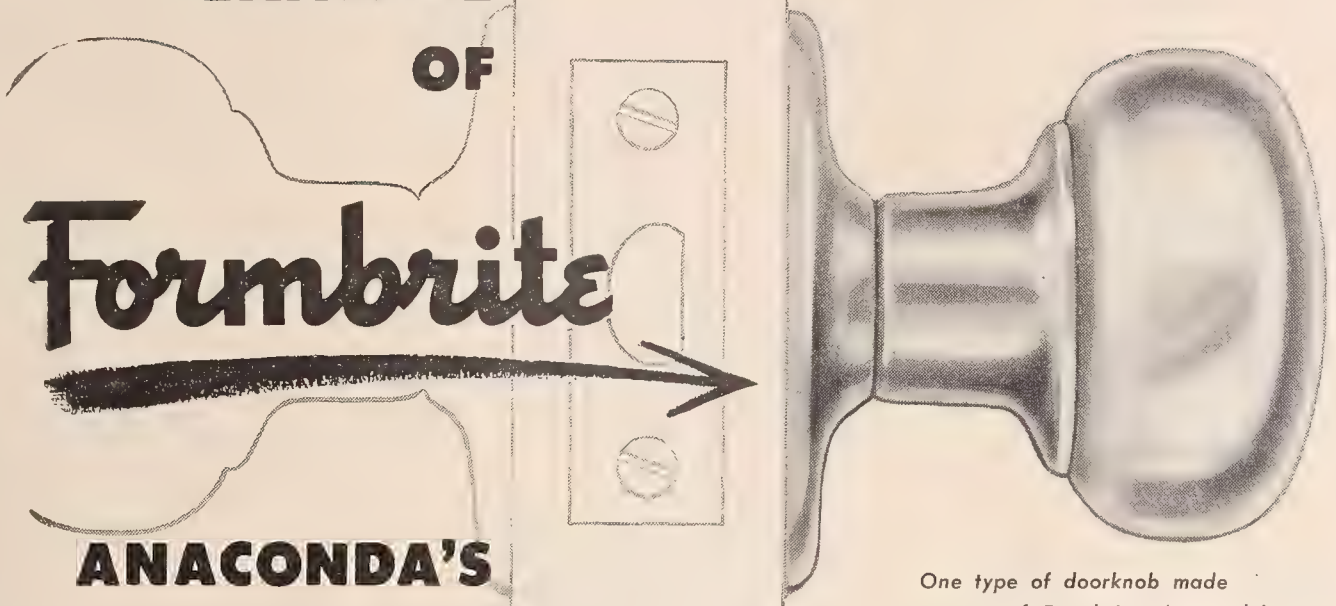
John Langlois, sales manager of Lang-Worth Feature Programs, N. Y., radio-TV program production firm, father of boy, James Kennedy, March 22.

HERE'S AN EXAMPLE OF

Formbrite

ANACONDA'S BETTER BRASS

for the metalworking industry



One type of doorknob made of Formbrite, Anaconda's new drawing brass that helps polish itself.

Formbrite*, a superior drawing brass, recently introduced by Anaconda's subsidiary, The American Brass Company, supplies the answer to a pressing problem in the metalworking industry. In the fabrication of countless stamped or drawn products, very often the most expensive operation is the finishing, which sometimes costs more than the metal itself.

To help its customers overcome this problem, The American Brass Company developed Formbrite, a metal with an exceptionally fine grain structure which provides a surface far superior to ordinary drawing brass. This superfine grain frequently permits savings up to 50% or more in finishing costs. In some cases only a simple "color buffing" is all that is needed. Formbrite, sold at no increase in price, is now well past the experimental stage. Millions of pounds have been made, sold and successfully fabricated by a wide range of manufacturers.

Formbrite is a result of Anaconda's constant work in metallurgical research and product development. Reflecting the same progressive spirit is Anaconda's company-wide program of improvement, modernization and expansion of existing facilities at its mines, mills and fabricating plants. This includes new mining projects in the United States and an immense new sulphide plant already producing additional copper in Chile . . . an aluminum reduction plant to be built in Montana . . . as well as extensive modernization in the mills of The American Brass Company. Through this program Anaconda is contributing significantly to the vital job of providing more metals and better metal products.

*Reg. U. S. Pat. Off.

For a copy of the new and interesting Publication B-39 on Formbrite Sheet, Strip and Wire write to The American Brass Company, General Offices, Waterbury 20, Conn.

ANACONDA
COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

53272A

'ARIZONA TOWN HALL'

DEBATES on timely subjects featuring leading public figures have been worked into a program series by KOY Phoenix. *Arizona Town Hall* is produced by Jack R. Williams, KOY program director and part-owner of the Arizona Network over which the program is aired. Series resulted from Mr. Williams' opinion that "when the nation's big-name personalities are too busy to come to our air, we'll bring the time and our microphones to them whenever they happen to be in the Southwest."

'MAKING OF A SLUM'

A DAILY series reporting on social conditions in New York's Cathedral Heights section is being aired on WCBS New York's *This Is New York* program Monday through Saturday, at 9-9:30 a.m. EST will continue for four weeks. Titled *The Making of a Slum,* the 24-part series will utilize the tape-recorded words of teen-agers, dope pushers, victims of muggings and more serious crimes, police, landlords, members of minority groups and community leaders. Each episode will occupy about six minutes of the half-hour show. Material for the program was gathered by Bill Leonard, who serves as narrator, and by reporter-writers Martin Weldon and Fred Freed.

Malenkov Doesn't Answer

AN ATTEMPT to talk via trans-Atlantic telephone with Soviet Premier Georgi Malenkov fell short, but interestingly so, when WPAC Patchogue, N. Y., staffers and an interpreter were connected with and interviewed a caretaker in the Moscow offices of Pravda.

Announcer Richard Hodkin and Program Director Stan Allan of WPAC planned to broadcast the premier's remarks over Mr. Hodkin's morning record show. They placed their call to the Kremlin, were diverted to Radio Moscow and then to the Pravda caretaker. It was late Saturday in Moscow; the caretaker was cleaning up.

Messrs. Hodkin and Allan talked with the man about weather in Moscow—it was cold and clear—and asked about Soviet leaders. On that subject the caretaker was cautious, but did express surprise that the Americans hadn't been able to get through to Malenkov. He suggested they try again after making arrangements by cable beforehand.

The WPAC team plans another try. It cost 45 U. S. dollars for the first.

FAR-REACHING PENNY

HOW much advertising can you buy for a penny? That query is being answered in a promotion piece being used by KDKA Pittsburgh which claims that that amount of money will purchase 12 homes "plus a considerable bonus of automobile and out-of-home audience" on one of KDKA's programs. A copper penny is glued to the piece to further drive home the station's point.

KSEL REPEATS SUCCESS STORY

PROMOTION folder built around a report appearing in the May 5, 1952, issue of B•T is being used by KSEL Lubbock, Tex. Figures point out that radio easily outpulled newspaper advertising in drawing traffic to three Sears, Roebuck & Co. stores in St. Louis. Mailing piece was sent out to 200 KSEL local advertisers and prospective users of radio advertising.

WNAX BOOK IS HIT

FOR the fourth consecutive year, listeners of *Your Neighbor Lady* on WNAX Yankton, S. D., have over-subscribed to printing order of *Your Neighbor Lady Books.* Book is a campilation of the year's best pictures of hostess Wynn Speece's family, homemaking hints and favorite recipes. Station reports that the order given the printer was for 35,000 books.

WIP's FISH CONTEST

FOR the next 26 weeks, WIP Philadelphia will air a jingle contest on Mac McGuire's *Start the Day Right* show, program of music and news. Listeners are being told to make up a line for a jingle about Nordic Quick Frozen Fish with the first line starting "Nordic fish is simply great . . ." There will be one winner each day who will receive $5 and five pounds of the Nordic product.

CHAIN LIGHTNING ANNIVERSARY

WILLIAM DALLMANN, merchandising manager, WTAM Cleveland, has reported that the 5,000th product display for a station sponsor will go in Chain Lightning stores next week. This coincides with the first anniversary celebration of the station's Chain Lightning program which WTAM claims leads all other Cleveland radio and TV stations in merchandising service to advertisers.

WCCO Follows Murders

CRIME-BY-CRIME account of the four-state series of murders by Fred McManus, AWOL-Marine and son of a New York brewery executive, was given Northwest listeners by WCCO Minneapolis, the outlet reports.

The last McManus murder was at Spring Valley, Minn., and on that day WCCO radio news taped a special telephone account with the police chief there. Stew MacPherson used it on his 8:30 a.m. news show March 30. The next night WCCO taped another telephone account with police officials, this time of the killer's capture in Dubuque, Iowa. An hour later the station aired a quarter hour summary of the crime stories with an assist from the news chief of KDTH Dubuque.

The next morning WCCO was on the air with McManus' confession.

The cooperative news venture was carried further when WCCO sent its taped reports to WHAM Rochester, where the series of slayings began.

WPTF BROCHURE

FOUR-PAGE, two color brochure explaining the station's merchandising services has been distributed by WPTF Raleigh, N. C., to nearly 2,000 ad agencies and radio advertisers. Booklet points out that any advertiser contracting for $100 a week or more for a period of 13 weeks is entitled to the free merchandising service which includes personal calls for the client on more than 80 grocery and drug stores in the Raleigh-Durham area.

MYSTERY VOICE CONTEST

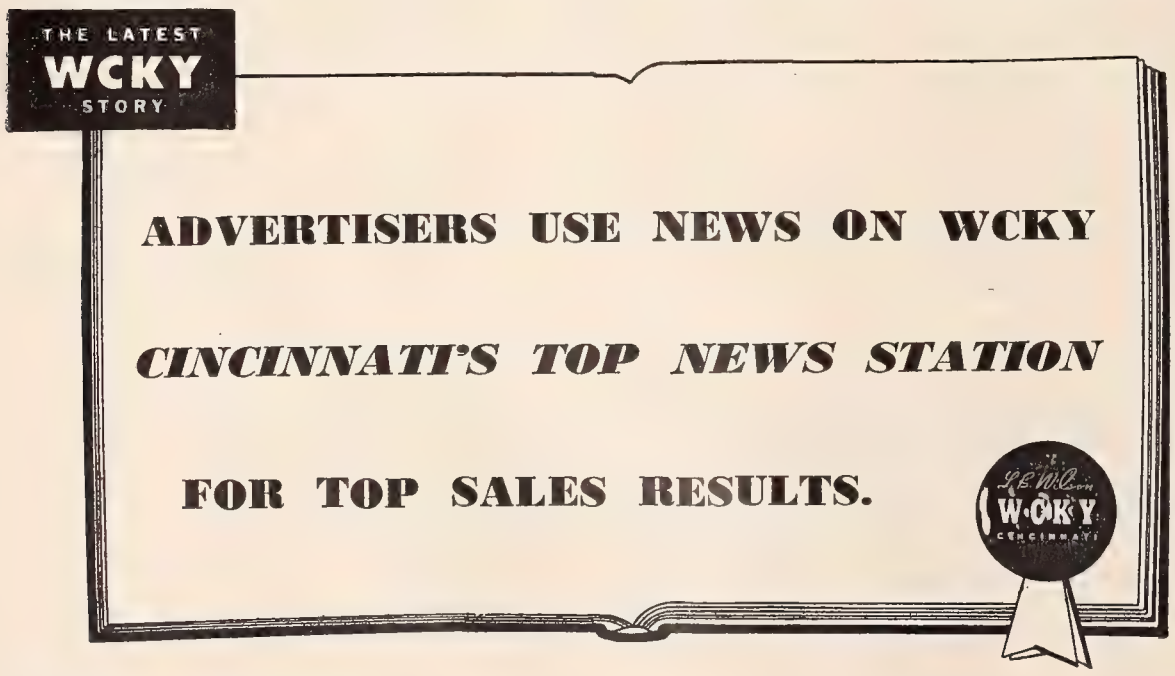
WZOB Ft. Payne, Ala., is running a "Mr. Electric" contest patterned after Ralph Edwards' "Miss Hush" contest of a few years ago. A local man is the mysterious "Mr. Electric." Each day on *Hillbilly Hits,* morning program, a record of his voice is played giving clues to his identity. Correct answer bearing the earliest postmark will win electrical items donated by local merchants and valued at more than $200.

NOON NEWS BULLETINS

PRINTED noon news bulletins are being put out in 15 restaurants in and around Ft. Pierce, Fla., by WARN in that city. Station reports that response from tourists and residents has been favorable. Copy prominently features the outlet's call letters, its number on the radio dial, current headlines and a weather report.

NEWSPAPER HERALDS WKNX-TV

FULL-PAGE, three color ad in the *Saginaw News* a fortnight ago announced that "The



Real Thing Is Almost Here!" The "real thing" referred to WKNX-TV Saginaw which is scheduled to begin commercial operation shortly. Station will be the city's first TV outlet. Several feature articles appeared in the same issue of *Saginaw News* telling the WKNX story.

WFML's BASKETBALL SCHEDULE

BASKETBALL season was concluded March 21 at WFML Washington, Ind., with the broadcast of the Indiana and Illinois State Basketball Tournament. During the past season, station relates that it topped its own previous record by airing over 100 high school and college basketball contests.

WOR-TV's 'KNOT-HOLE GANG'

BLOCK of wood measuring 6½" x 7½" with a "knot-hole" in the center was sent to trade news editors and publicity organizations last week by WOR-TV New York as a reminder that Happy Felton's *Knot-Hole Gang* under sponsorship of the Bank of the Manhattan Co., was to return to the station last Saturday. Program is seen before each home game of the Brooklyn Dodgers [B•T, April 6].

VALUE OF TRAVEL ADVERTISING

VALUE of travel and resort advertising on WQXR New York is the theme of a new promotion piece for the station. Copy points out that last year its listeners spent over $101 million on vacations and that their traveling is "far more extensive" than that of people who don't listen to this "Good Music" station.

TV LIVING CHANGES

THREE-WAY promotion based on "Television Living's New Point of View" was recently carried out for a week by KTTV (TV) Hollywood, Hoffman Radio Corp., L. A., TV set manufacturers, and Barker Bros. furniture store. The station daily televised different displays in the store depicting a new concept of everyday living. Hoffman, in addition to featuring new sets throughout the store, had technical exhibits and demonstrations.

DRUG STORE PROMOTION

OWL Drug Co., L. A., is winding up a three-weeks' seven-state advertising promotion "Out of This World Sale," in conjunction with ABC-TV *Space Patrol*. Firm's stores featured special sundaes, personal appearances by program's stars, spot announcements and posters. Agency is Milton Weinberg Adv. Co., L. A.

Demand Outdoes Supply

WBAL-TV Baltimore's *The Romper Room*, a 9-10 a.m. show aimed to the youngsters, now under sponsorship of Read Drugstores, mentioned to its viewers that it could get a toothbrush set just by sending in a card. Five days and 3,600 cards later Jean Moseley, who runs the show, was begging her audience to stop—the local supply of toothbrush sets was exhausted.

The Read chain took over *Romper Room* on a five-times-weekly, 39-week basis beginning April 6.

Salt Grass Trail

PAT FLAHERTY, KPRC-AM-TV Houston news director, and 200 Texans have completed a 70-mile chuck wagon ride along the Salt Grass Trail. Mr. Flaherty, mule skinner on the wagon for the second year, nailed down a foam rubber seat to ease the hard ride to the Houston Fat Stock and Rodeo Show from a "nearby" ranch.

Highlights of the trip were reported to station listeners and viewers. Mr. Flaherty's main task was to return with the flag of Gov. Alan Shivers, used traditionally in the show opening. Supervising the camp-out were Jack Harris, vice president and general manager of the stations; Charlie Giezendanner of the Gregory-Diezendanner agency, and Ralph Johnston, president of the show. They rode in an air-conditioned Cadillac.

the WHLI long island story

More people listen to WHLI daytime in the Major Long Island Market than to any network station . . . or more than all other independent stations combined.*

WAY OUT IN FRONT

WHLI

LATEST SHARE OF AUDIENCE

	Morning	After-noon	Entire Survey
WHLI	29.1	28.2	28.8
Network "A"	23.2	21.4	22.0
Network "B"	14.6	20.0	17.7
Network "C"	13.0	11.6	12.2
Network "D"	10.8	7.5	8.9
All others	9.3	11.3	10.4

One station, WHLI, dominates the major Long Island Market

* Data: Conlan Study of Listening Habits Monday Thru Sunday 8 AM-5:30 PM Feb. 1953 . . . Hempstead, L. I., N. Y.

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
PAUL GODOFSKY, President
the voice of long island

REPRESENTED BY RAMBEAU

OHIO RADIO-TV MEET CONVENES THIS WEEK

FCC Chmn. Walker, NBC commentator Henry Cassidy and 150 other experts will address the 23d annual Ohio State Institute for Education by Radio-TV; more than 1,000 persons are expected to attend.

THE 23d annual Ohio State Institute for Education by Radio-Television, which describes itself as the oldest conference of its kind in the nation, will convene this Thursday, April 16, in Columbus.

More than 1,000 broadcasters, educators and civic leaders are expected to attend the sessions.

I. Keith Tyler, director of the Institute, said nearly 150 experts will give talks or take part in discussions on educational broadcasting and telecasting in three general sessions and in more than 30 special interest meetings planned for the four-day Institute.

On the opening day agenda is the announcement of the IERT awards (see story, page 100).

Henry Cassidy, NBC commentator and foreign correspondent, will address the Institute Saturday night on "Communism Since the Death of Stalin." Other NBC participants at the Institute will be Edward Stanley, manager of public service programs, William Hodapp, producer of NBC-TV *American Inventory;* Richard Pack, director of programs and operations for WNBC-WNBT (TV) New York, and Betty Ross, assistant director, public affairs and education, NBC Central Division.

Paul A. Walker, FCC chairman, will deliver an address Saturday night on "The Role of Federal Regulation of Broadcasting in Our American Democracy."

Speaking at the opening general session Thursday evening on "Telecasting of Legislative Hearings" will be Dorothy Kenyon, attorney, former New York City magistrate and a member of the American Civil Liberties Union, and M. S. Novik, New York radio and television consultant.

"The Role of Educational Communications in Society" will be analyzed Friday evening at a session arranged by the National Assn. of Educational Broadcasters and presided over by NAEB President Graydon Ausmus.

"Supporting Educational Television" will be discussed at the closing general session on Sunday morning. Speakers will be Ted Leitzell, public relations director, Zenith Radio Corp. Chicago; George R. Craig, Pittsburgh attorney and active in Pittsburgh educational TV, and Edgar Dale, professor, Ohio State's bureau of educational research.

Floor discussion following talks at all three general sessions will be led by H. B. McCarty, executive director, State Radio Council, U. of Wisconsin.

KUHT-TV Houston Gets First Emerson Award

SELECTION of KUHT-TV Houston as the first noncommercial educational TV station in the U.S. to receive a $10,000 Emerson award was announced last Wednesday by Benjamin Abrams, president, Emerson Radio & Phonograph Corp.

KUHT-TV, scheduled to go on the air Thursday (April 16), is a joint venture of the U. of Houston and the Houston Independent School District. It will be managed by John C. Schwarzwalder, chairman of the university's radio-television department.

Mr. Abrams will make the presentation today (Monday) in Houston at a ceremony arranged by the university.

KUHT-TV is the first television station to comply with the conditions of the Emerson $100,000 educational television grant, announced last June by Mr. Abrams. It provides for a $10,000 award to each of the first 10 stations to begin broadcasting on channels allocated by FCC for noncommercial, educational purposes.

Formal approval of the station's application for an Emerson grant was made by a three-man committee consisting of Dr. James G. McDonald, former U. S. ambassador to Israel; Dr. Leonard Carmichael, secretary of the Smithsonian Institution, and Dr. Orestes H. Caldwell, former FCC Commissioner and now editorial director, Caldwell-Clements Inc.

Iowa Radio-TV Workshop

A TWO-DAY radio-TV workshop is scheduled by WOI-TV, Iowa State College, Ames, for Iowa broadcasters April 11-12. George Halsey, WOI-TV, and Bob Frank, WOC-TV Davenport, are co-chairmen for the workshop. It will be held in conjunction with the spring meeting of the Iowa Radio News Assn.

WASH. U. WILL SEEK EDUCATIONAL CH. 9

WASHINGTON U.'s board of regents has authorized application for educational Ch. 9 in Seattle. The plan calls for studios on the university campus with Seattle Public Schools providing space for transmitter, tower, antenna and related equipment.

Initial installation costs are estimated at about $320,000. Equipment valued at $185,000 has been offered by KING-TV Seattle and the Ford Foundation's Fund for Adult Education has promised to grant up to $150,000 on a matching basis.

Commenting on King Broadcasting Co.'s offer, Washington U.'s Vice President H. P. Everest said: "We are especially gratified at the encouragement we have received from KING-TV . . . Although opposition was expected from commercial stations, we found the contrary to be true."

Financial assistance and cooperation in programming would be available also from Seattle University, Seattle Pacific College, King County Public Schools and the Seattle Public Library.

In a local precedent breaking step, 70,000 school children in Seattle April 6 took home copies of a brochure asking parent support for the educational television station.

A fund appeal of this type has never been authorized before by the Seattle School System, according to educational TV spokesmen, except for polio and the Red Cross. The brochure is signed by the six educational institutions which would co-sponsor the proposed station.

Demand for 10,000 Trained TV Specialists Predicted

NEED for 10,000 new people in the TV industry by the end of 1953 was predicted by John Paul Goodwin, president, Southwest Film Productions Inc., as he addressed the Career Conference on Television and Radio at Oklahoma U.

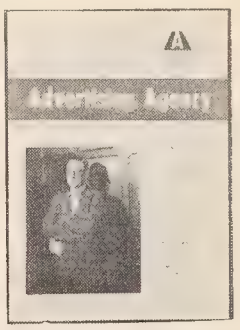
Mr. Goodwin cited the shortage of trained video personnel as "the most serious problem facing television today." He estimated that each TV outlet will need 50 people, at least 80% of them specially-trained, and that 25,000 people will have to be trained in the next three years to meet the demands of an assumed 600 stations in 1957.

Mr. Goodwin teaches radio-TV at Houston U.

Gospel Broadcast Certified

RADIO Gospel Fellowship of Denver, producers of the quarter-hour *Strength for the Day* radio program, reports that the State Dept.'s International Information Administration has certified the daily devotional broadcast. According to Al Salter, director, IIA stated that the morning program series heard in the U. S. and in many foreign countries, met requirements specified under a special United Nations agreement signed by 18 countries. Program consists of a Bible chapter reading, gospel hymn singing and organ music. The nonprofit organization also produces a weekly *Challenge to Youth* Evangelistic broadcast.

What's Our Line?



We don't pickle pig's feet in Mason jars, like someone you'd meet on the famous Radio-TV show. But we're unique, too:

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That's why our line, which charts our circulation in nearly every agency from coast to coast, has moved dramatically upward over the past four years. Advertising Agency Magazine has outstripped all other advertising publications.

Investigate the business paper of your best prospects. Our line moves fastest . . . and highest!

Advertising Agency Magazine

48 West 38 St.
New York 18, N. Y.

'American Inventory' Series Renewed on NBC-TV

RENEWAL of the experimental adult education TV series, *American Inventory* (NBC-TV, Sun., 2-2:30 p.m. EST) for an additional 39 weeks was announced last week by the Alfred P. Sloan Foundation, which presents the program in cooperation with NBC-TV.

Describing plans for the coming cycle, Bill Hodapp, executive director of Teleprograms Inc. and producer of the series, said his staff would emphasize experimentation with new techniques both of presentation and of interpretation during the rest of the year. He said television is geared not only to "reporting superbly" but "to interpreting more dynamically than any other medium."

During the year, Mr. Hodapp said, *American Inventory* will attempt more "pilot" telecasts of programs in the public service field for possible commercial sponsorship; exploration of the entire field of agricultural TV; experimentation in the area of cartoon features on significant topics; additional stress on "community action" themes and increased use of "the suggestive historical approach," described as re-creating history by props rather than by elaborate settings.

Two More TV Channels Sought in Pennsylvania

TWO ADDITIONAL TV channels will be sought by Pennsylvania's State Committee on Educational Television, Gov. John S. Fine has announced. The state has been allocated four channels by FCC.

Appropriations totaling $1.5 million to construct the stations will be asked by the committee of the state legislature, Gov. Fine said. An appropriation of $850,000 to operate the stations for the 1953-55 biennium also will be asked. Cities where noncommercial, educational channels are allocated are Philadelphia, Erie, State College and Pittsburgh. FCC has not yet granted any educational TV permits in Pennsylvania.

WAAM Annual Fellowship

SECOND annual WAAM Television Fellowship for graduate study at Johns Hopkins U. is open to applicants engaged in video activities, according to the university. Fellowship is $4,500-6,000 dependent on family responsibilities of the winner, and is for a nine month period. Fellowship, set up last year by a WAAM (TV) Baltimore grant, is open to all professional TV personnel, men or women, from network or local stations, commercial or educational. Also eligible are persons in closely related fields. Applications, which must be filed by May 15, can be obtained from the chairman of the WAAM Fellowship Committee, Johns Hopkins U., Baltimore, Md. Fellow will be announced by June 15, with study to begin in September.

Chicago Educational TV

THE College of Jewish Studies last Wednesday joined in the drive for an educational TV station in Chicago, Dr. John T. Rettaliata, chairman of the Chicago Educational Television Council, has announced.

Accredited educational institutions may participate in sponsoring the station after contributing $500 to the fund-raising campaign, Dr. Rettaliata said. The outlet is planned for vhf Ch. 11. Sixteen organizations have joined the drive to date.

MILESTONES

► WHEN Frank M. Russell, who celebrates his 24th year as NBC vice president this week, looks back to his entry into the organization in 1929, he likes to observe that he was the network's youngest and highest paid vice president. After 24 years, this observation is somewhat modified. "Scoop," as everyone in Washington, D. C., calls him, says he now is the network's oldest and lowest paid vice president. He joined NBC in 1929 at the invitation of the late M. H. Aylesworth, first NBC president.

► DON McNEILL, toastmaster of *Breakfast Club* (ABC radio, Mon.-Fri., 9-10 a.m. EST), will celebrate his 25th year in radio this Friday with a special broadcast from Marquette U. in Milwaukee where Mr. McNeill began his radio career in 1928. On June 23 *Breakfast Club* marks its 20th consecutive year on the air.

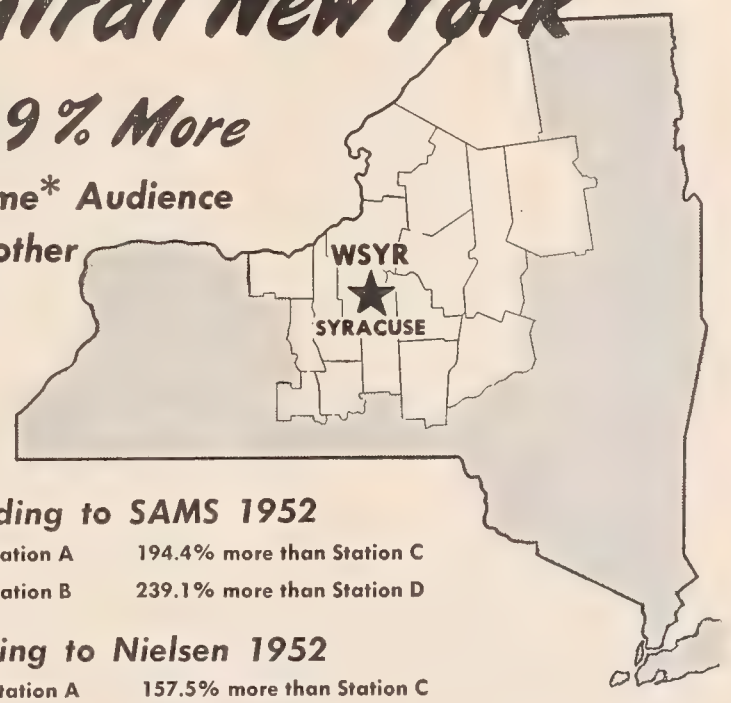
► FAMILY WEEK programs offered by The Upper Room Radio Parish next month (May 3-10) will mark the eighth year the Methodist Church-supported organization has offered public service programs for the period. The Upper Room produces transcriptions for special occasions. Programs are on an interdenominational basis, and are broadcast by stations all over the U. S.

► PRESCOTT ROBINSON, WOR New York newscaster, marks his 12th anniversary with the station April 21. He currently is heard at 8 a.m. weekdays and 12:30-12:45 p.m. EST weekdays and Saturdays.

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED

Any way you look at it...

WSYR is FIRST in Central New York



Up to 239% More
Weekly Daytime* Audience Families than other local stations

According to SAMS 1952

29.8% more than Station A	194.4% more than Station C
72.7% more than Station B	239.1% more than Station D

According to Nielsen 1952

47.0% more than Station A	157.5% more than Station C
55.0% more than Station B	212.2% more than Station D

There it is – the leadership revealed by BMB in 1947 still continues. WSYR is your advertising buy in rich Central New York

**And the nighttime figures show approximately the same leadership*

WSYR SYRACUSE 570 KC

WSYR-AM-FM-TV — the Only COMPLETE Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED

CBC TV Cities May Get Privately-Owned Outlets

CHANGE in Canadian policy on television was indicated in a statement by Dr. J. J. McCann, revenue minister, that privately-owned video stations soon may be authorized in cities where Canadian Broadcasting Corp. already has or plans outlets. The policy shift was described as official response to a reported rising public opinion against government retardation of private TV development and to the forthcoming national election.

CANADA

Speaking in Parliament March 30, Dr. McCann said that at the current rate of TV applications being received by CBC's board of governors, there soon may be enough national coverage to permit two or more stations in one area. CBC has recommended approval of applications by seven TV aspirants [B•T, April 6].

Dr. McCann, in what he said was a clarification of "misunderstandings," denied any government intent to create TV monopolies. A government announcement several months ago had indicated private TV stations in cities with CBC TV outlets might not be authorized for several years.

In cities where private stations now are being authorized, CBC later might decide to establish outlets, Dr. McCann said, adding CBC would base this consideration on the size of the market. As an alternative, CBC might buy out the independent station "at a fair price," he said.

Applications known to be filed are by CFCY Charlottetown, CFQC Saskatoon and CKCW Moncton. The Dept. of Transport also is processing applications for TV outlets at Newfoundland, Prince Edward Island, New Brunswick, Saskatchewan and Alberta, according to reports.

Hamilton TV Outlet Plans Early Independent Operation

NIAGARA Television Ltd., Hamilton, Ont., expects to be on the air by Christmas. Ken Soble, general manager, claimed it would be one of the first Canadian independent TV stations established.

CANADA

Earlier, CFPL London, Ont., recommended for a TV license on Ch. 10, announced via Walter J. Blackburn, president, that the station could be operating by November. Niagara Television's planned station and CFPL's TV operation are among seven independent vhf applications approved by CBC's board of governors and tentatively approved by the Dept. of Transport, which grants licenses [B•T, April 6].

The Hamilton station, to be operated jointly on Ch. 13 by CKOC CHML CJSH-FM Hamilton, expects to begin with seven-hour weekday and 11-hour Sunday programming, eventually expanding to 18 hours daily.

CFPL London, recommended for Ch. 10, plans $150,000 TV studios, with one story and a basement 76 by 114 feet, and a second story 30 by 52 feet.

CBC Board Okays New AM, Power Boost, Transfers

A NEW AM station at Ville St. Georges, Que., power increase for CFRA Ottawa, and several share transfers marked the March 26-28 meeting of the Canadian Broadcasting Corp. board of governors at Ottawa.

Radio Beauce Inc. has been recommended for a 250 w station on 1400 kc at Ville St. Georges, near the Maine-Quebec boundary. The board deferred applications for new stations at Chicoutimi and St. Joseph d'Alma, in the Saguenay-Lake St. John area of northern Quebec province. Deferred also were power increases for CHRL Roberval, from 250 w to 1 kw, and to CKRD Red Deer, from 250 w on 1230 kc to 1 kw on 850 kc.

CANADA

CFRA Ottawa was granted a power increase from 1 kw on 560 kc to 5 kw on the same frequency.

CJQC Quebec, formerly CJNT, was recommended for transfer of control from Goodwill Broadcasters of Quebec Inc. to Peter Nesbitt Thomson. Share transfers also were approved for CJOR Vancouver, CFAB Windsor and affiliated CKEN Kentville, CJAD Montreal, CHRL Roberval, CKSB St. Boniface, CHFA Edmonton, CKSO Sudbury, and CJFX Antigonish.

Czech TV Station Reported

CZECHOSLOVAKIA has completed its first TV station, it was reported last week. The Communist country claimed on its Prague radio that the station was built in five months at the Telsa plant on the outskirts of the Czech capital city. There was no announcement on start of operation.

EUROPE

GATES QUINCY, ILLINOIS.
YOUR ONE SOURCE
FOR ALL BROADCASTING EQUIPMENT NEEDS

THESE OFFICES TO SERVE YOU

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HOUSTON, TEXAS	TEL. ATWOOD 8536
WASHINGTON, D. C.	TEL. METROPOLITAN 8-0522
MONTREAL, QUE.	TEL. ATLANTIC 9441
NEW YORK CITY	TEL. MURRAY HILL 9-0200

RADIO-TV SHARE IN SDX HONORS

Sigma Delta Chi awards go to Utley, the Jones twins, the TV networks, and two stations.

THREE radio-TV newsmen, two stations and four networks came in for honors when Sigma Delta Chi, national journalism fraternity last week announced its annual distinguished service awards.

The radio-TV winners are: Charles and Eugene Jones, NBC, cited for radio and television reporting; Clifton Utley, WMAQ Chicago and NBC, for radio newswriting; WMT Cedar Rapids, Iowa, for public service in radio journalism; WBNS-TV Columbus, Ohio, for public service in TV journalism, and ABC, CBS, DuMont and NBC for national political convention television coverage.

The Jones twins, 27-year-old roving NBC-TV news reporters and cameramen, won their award for authoritative and exclusive reporting of the Turkish-Russian frontier. They were the first newsmen to visit the restricted area, and were cited for having turned out a "complete, comprehensive and authoritative reporting job . . . at great personal discomfort and at times actual danger . . ." Their tele-documentary was presented on NBC's *Battle Report* April 20, 1952.

Clifton Utley's award came for his Oct. 19, 1952, broadcast devoted to the Iranian situation. Sigma Delta Chi's citation honored him with this description: "Mr. Utley is much more than a commentator and analyst. He is a philosopher."



Mr. Utley

WMT received honors for a series of broadcasts, *Politics Is Your Business*. The citation states that the public service series was "comprehensive and effective in disseminating impartial facts relative to our election methods, candidates and issues."

The television award went to WBNS-TV for having telecast presentations on a diversity of subjects of public interest which "did much to alert the community to its many resources."

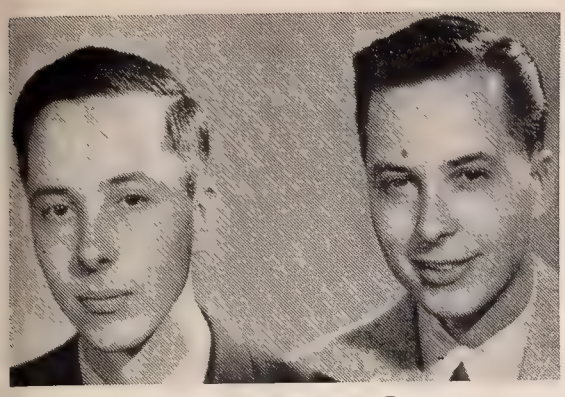
Both WMT and WBNS-TV earned top citations, along with WAAM (TV) Baltimore, in the Alfred I. duPont Awards presentation made earlier this Spring [B•T, March 30]. Mr. Utley won mention in the duPont competition.

The networks won their recognition after recording what the fraternity termed "a new chapter in journalistic history." Television broadcasts of the conventions were cited for comprehensive coverage, spectacular enterprise and impartial presentation.

Distinguished service award bronze medallions and accompanying plaques will be presented to winners May 25 at the Conrad Hilton Hotel, Chicago, at ceremonies being arranged by Sigma Delta Chi. Judges for the awards were 46 journalists and distinguished people from coast-to-coast.

Other Sigma Delta Chi awards went to:

Chalmers M. Roberts, *Washington Post*, general reporting; Bill Davidson, *Collier's*, maga-



Charles and Eugene Jones
NBC-TV news reporters and cameramen

zine reporting; Virginius Dabney, Richmond, Va., *Times-Dispatch*, editorial writing; Cecil Jensen, *Chicago Daily News*, editorial cartooning; Clark R. Mollenhoff, Des Moines *Register* and *Tribune*, Minneapolis *Star* and *Tribune*, Washington correspondence; Ernest S. Pisko, *Christian Science Monitor*, foreign correspondence; Robert I. Wendlinger, *New York Mirror*, for news picture; Curtis D. MacDougall, Northwestern U., research about journalism; *The Wall Street Journal*, public service in newspaper journalism, and *Look* magazine, public service in magazine journalism.

Texts of the radio-TV citations follow:

CHARLES JONES & EUGENE JONES

For distinguished service in the field of Radio and Television Reporting, the Sigma Delta Chi award is made for 1952 to Charles and Eugene Jones, correspondents of the News and Special Events Division of the National Broadcasting Company for their tele-documentary of the Turkish-Russian frontier presented on "Battle Report" over NBC on April 20, 1952.

At a time when interest in this frontier was unusually high, Charles and Eugene Jones were the first foreign newsmen to visit this highly restricted area. At great personal discomfort and at times actual danger they went on patrols through the mountains, covered ski and cavalry maneuvers, interviewed numerous key persons from the president of Turkey to a soldier in a machine-gun pit overlooking Russia and in every way did a complete, comprehensive and authoritative reporting job exclusively for radio and television presentation.

CLIFTON UTLEY, WMAQ Chicago, NBC

For exceptional evaluation of current events the 1952 Sigma Delta Chi commendation for radio news writing is awarded to Clifton Utley of Chicago station WMAQ and the NBC network.

Mr. Utley is much more than a commentator and analyst. He is a philosopher. From his rich mental library of historical and political knowledge he infuses comprehensible *meaning* into those foreign affairs which have become domestic problems for Americans.

Cited particularly is his NBC broadcast of October 19, 1952, which was devoted to the grim alternatives of the Iranian dilemma. Perhaps no more complex subject could have been chosen. Perhaps no less complex mind could have threaded its labyrinthine implications so successfully.

WBNS-TV Columbus, Ohio

For distinguished public service in the field of TV journalism, the Sigma Delta Chi award for 1952 is made to Station WBNS-TV.

The diversity of the subjects of general public interest, their importance to the general public welfare, and the effectiveness of the programs, did much to alert the community to its many resources. This type of public service sets an example for all whose goal is to expand public knowledge and information.

WMT Cedar Rapids, Iowa

For distinguished public service in the field of radio journalism, the Sigma Delta Chi award for 1952 is made to radio station WMT.

The series of broadcasts, "Politics Is Your Business," predicated on the belief in the value of creating a public that is informed on political matters, was both comprehensive and effective in disseminating impartial facts relative to our election methods, candidates and issues. This type of public service is a credit to radio journalism.

ABC, CBS, DTN & NBC

Journalism is an ever-changing profession in which the true measure of progress is the manner in which its various fields take full advantage of new methods and new tools.

Although individual Sigma Delta Chi awards have been made for outstanding radio and television reporting and public service, further recognition is due the four networks which used television at the national political conventions to record a new chapter in journalistic history.

Their comprehensive coverage, their spectacular enterprise, their impartial presentation made a definite and vital contribution to public knowledge and welfare. For these reasons the American Broadcasting Company, the Columbia Broadcasting System, the DuMont Television Network and the National Broadcasting Company are awarded special Sigma Delta Chi citations in Television Reporting for 1952.

they came! they saw! they BOUGHT!

KELLY AND LAMB
Advertising Agency

897 HIGGS AVENUE
COLUMBUS 8, OHIO
KLondike 3583

Mr. Frank N. Jones
Account Executive WBNS-TV
33 North High Street
Columbus, Ohio

March 10, 1953.

100 Cars Sold In A Few Days!
The most successful new car presentation
in 35 years!
Continued listing in the top 10 rated shows!

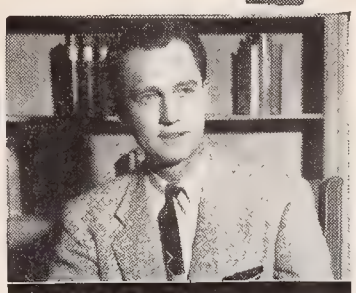
All this and more, Frank, can be truthfully said of the George Byers Sons 11 o'clock News program with Bill Pepper reporting.

Proven by the "Test of Time", Byers local news show has appeared uninterrupted on WBNS-TV across the board for two years and has successfully withstood the competition of 11 o'clock news shows on two other local stations.

Obviously, we could not have accomplished all this for our client without the wonderful cooperation of all departments of WBNS-TV. Film, slides, live studio, set changes and news pictures are all handled smoothly on this one camera show, and the station's promotion has been most gratifying.

Our sincere thanks and appreciation for helping to maintain such a consistent success story for our client, George Byers Sons. We always count on WBNS-TV for the best, and are never disappointed!

Sincerely,
Dorrit F. Williams
Account Executive



WBNS-TV's competent coverage of over 274,000 homes assures you too, of sales impact such as is achieved on Byers program with Bill Pepper's nightly reports of last minute news.

WBNS-TV, the Nation's Number 1 Test Market Station.

wbns-tv
COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

OHIO STATE ANNOUNCES RADIO PROGRAM AWARDS

Radio programs are judged by independent committees in various sections of the country. Both awards and honorable mentions for programs by large and small stations, networks and other organizations are included. TV awards will come later.

AWARDS and honorable mentions awarded to radio programs annually before the beginning of the Ohio State Institute for Education by Radio-Television (see story page 96) were released today (Monday).

Award-winning television programs are to be announced later this week.

The awards were made by committees in various parts of the U. S. Each judging center works independently and without knowledge of the selections made in other classes.

With the exception of "One-Time Broadcasts," all awards are given to program series, not to individual programs. Series were judged in 14 cooperating centers, one for each program class. Centers, coordinators, judges and summarizers are given following the lists of prize-winning series.

Group I. Programs Heard Nationally by Network or Transcription

CLASS 1—RELIGIOUS

FIRST AWARD. *The Ave Maria Hour,* to the Franciscan Friars of the Atonement, Garrison, N. Y., broadcast over WMCA New York and numerous other stations.
HONORABLE MENTION. *The Way of the Spirit,* to the Canadian Broadcasting Corp., broadcast over CBM Montreal and the CBC Network.

CLASS 2—AGRICULTURAL

FIRST AWARD. *The National Farm and Home Hour,* to NBC Chicago.
FIRST AWARD. *Summer Fallow,* to the CBC, broadcast over CBL Toronto and the Trans-Canada network of CBC.

CLASS 3—WOMEN'S

NO AWARDS

CLASS 4—CULTURAL: ART, SCIENCE, LITERATURE and MUSIC
(but not straight music)

FIRST AWARD. *The Jeffersonian Heritage,* to the National Association of Educational Broadcasters, broadcast over the NAEB Tape Network.
HONORABLE MENTION. *Tales for the Hundred Thousand,* to the CBC, broadcast over CBM Montreal and the Trans-Canada network of CBC.
HONORABLE MENTION. *CBC Documentary Series,* to the CBC, broadcast over CBL Toronto and the Trans-Canada network of CBC.

CLASS 5—DEALING WITH PERSONAL and SOCIAL PROBLEMS

FIRST AWARD. *Return Journey,* to the CBC, broadcast over CJBC Toronto and the Dominion Network of CBC.
HONORABLE MENTION. *The People Act,* to the TV-Radio Workshop of the Fund for Adult Education, CBS and the National Committee for The People Act, New York.

CLASS 6—PRESENTING PUBLIC ISSUES
(forums, etc.)

FIRST AWARD. *Cross Section,* to the CBC, broadcast over CJBC Toronto and the Dominion Network of CBC.

CLASS 7—NEWS INTERPRETATION
(not straight reporting)

NO AWARDS

CLASS 8—FURTHERING INTERNATIONAL UNDERSTANDING

FIRST AWARD. *People Under Communism,* to the NAEB, broadcast over the NAEB Tape Network.
HONORABLE MENTION. *Canadian Primer,* to CBC International Service, Montreal, broadcast over the Overseas Network of CBC.
HONORABLE MENTION. *Report on Korea,* to the Voice of America, broadcast over VOA's short wave and relay stations to the Far East.

CLASS 9—SPECIAL ONE-TIME BROADCASTS

FIRST AWARD. "Her Majesty the Queen," to the CBC, broadcast over CBL Toronto and the Trans-Canada network of CBC.
HONORABLE MENTION. "Case History," to the National Institute of Mental Health in cooperation with NBC.
HONORABLE MENTION. "Statement of Account," to United Nations Radio, broadcast over numerous stations in the U. S. and abroad.

CLASS 10—CHILDREN'S
(for out-of-school listening)

NO AWARDS

CLASS 11—TEEN-AGERS'
(for out-of-school listening)

FIRST AWARD. *The American Trail,* to the Ladies Auxiliary of the Veterans of Foreign Wars of the U. S., Kansas City, Mo., broadcast at various times over numerous stations.

CLASS 12—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN PRIMARY GRADES
(approximately grades I-III)

NO AWARDS

CLASS 13—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN INTERMEDIATE GRADES
(approximately grades IV-VI)

NO AWARDS

CLASS 14—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN JUNIOR and/or SENIOR HIGH SCHOOL.
(approximately grades VII-XII)

NO AWARDS

Group II. Regional Networks, Regional Organizations, and Regional and Clear-Channel Stations (5 to 50 kw)

CLASS 1—RELIGIOUS

FIRST AWARD. *Ask the Minister,* to the Texas Synod of the Presbyterian Church of the U. S. and Baylor U., Waco, Tex., broadcast over 15 Texas stations.
HONORABLE MENTION. *l'Histoire de Dieu—History of God,* to the Diocesan Bible Service and CKVL Verdun, Quebec.
HONORABLE MENTION. *Three Minutes With God,* to WGY Schenectady, N. Y.

CLASS 2—AGRICULTURAL

FIRST AWARD. *The Prairie Gardener,* to the CBC, broadcast over CBW Winnipeg and the Trans-Canada Prairie Network.

CLASS 3—WOMEN'S

FIRST AWARD. *Martha Deane Program,* to WOR New York.
HONORABLE MENTION. *Other People's Business With Alma Dettinger,* to WQXR New York.

CLASS 4—CULTURAL: ART, SCIENCE, LITERATURE and MUSIC
(but not straight music)

FIRST AWARD. *Tomorrow's Symphony,* to the Lowell Institute Cooperative Broadcasting Council and WGBH Boston.

CLASS 5—DEALING WITH PERSONAL and SOCIAL PROBLEMS

FIRST AWARD. *New World A'Coming,* to Public Service Div., WMCA New York.
HONORABLE MENTION. *Case History,* to WMBD Peoria, Ill.

CLASS 6—PRESENTING PUBLIC ISSUES
(forums, etc.)

FIRST AWARD. *America Goes to the Polls,* to WTIC Hartford, Conn.
HONORABLE MENTION. *Issues on Trial,* to Western Reserve U., Cleveland.
HONORABLE MENTION. *Indianapolis Forum,* to WIBC and the Indianapolis Jr. Chamber of Commerce.
HONORABLE MENTION. *Town Meeting in Canada,* to Town Meeting Ltd., broadcast over CJOR Vancouver, B. C.

CLASS 7—NEWS INTERPRETATION
(not straight reporting)

NO FIRST AWARD

HONORABLE MENTION. *News Report by Louis M. Lyons,* to the Lowell Institute Cooperative Broadcasting Council and WGBH Boston.
HONORABLE MENTION. *The Oak Ridge Story,* to WNOX Knoxville, Tenn.
SPECIAL CITATION. *News Analyses by Quincy Howe,* to WILL (U. of Illinois) Urbana.

CLASS 8—FURTHERING INTERNATIONAL UNDERSTANDING

FIRST AWARD. *Crusade for Freedom,* to WBT Charlotte, N. C., broadcast over WBT and numerous North Carolina stations.
HONORABLE MENTION. *London Calling,* to KPOJ Portland, Ore.

CLASS 9—SPECIAL ONE-TIME BROADCASTS

FIRST AWARD. "The Longest Mile," to KOIN Portland, Ore.
HONORABLE MENTION. "Louis Braille," to WNYE (N. Y. C. Board of Education) New York.
HONORABLE MENTION. "They Are Never Free," to KFRE Fresno, Calif.

CLASS 10—CHILDREN'S
(for out-of-school listening)

FIRST AWARD. *Reading Is Fun,* to KGW in cooperation with Portland Jr. League and Library Assn. of Portland, Ore.

CLASS 11—TEEN-AGERS'
(for out-of-school listening)

NO FIRST AWARD

HONORABLE MENTION. *Young in the World,* to WBAL Baltimore, Md.

CLASS 12—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN PRIMARY GRADES
(approximately grades I-III)

FIRST AWARD. *Old Tales and New,* to Minnesota School of the Air and KUOM (U. of Minnesota) Minneapolis.
FIRST AWARD. *This Way to Storyland,* to WNYE (N. Y. C. Board of Education) New York.

CLASS 13—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN INTERMEDIATE GRADES
(approximately grades IV-VI)

FIRST AWARD. *Americans to Remember,* to WNYE (N. Y. C. Board of Education) New York.
HONORABLE MENTION. *The Magic Book,* to KMBC and KFRM in cooperation with Kansas City Public Schools.
HONORABLE MENTION. *Working Together,* to Dept. of Education of the Western Provinces and the CBC, broadcast over CBU Vancouver.

CLASS 14—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN JUNIOR and/or SENIOR HIGH SCHOOL
(approximately grades VII-XII)

FIRST AWARD. *Radio Almanac,* to Wisconsin School of the Air, U. of Wisconsin, broadcast over WHA Madison and Wisconsin State FM Network.
HONORABLE MENTION. *Say It in Spanish,* to WNYE (N. Y. C. Board of Education), New York.
HONORABLE MENTION. *A Name to Remember,* to Broadcasting Service, U. of Michigan broadcast over WUOM Ann Arbor and distributed by tape to stations in Michigan.

Group III. Local Organizations and Local Stations (less than 5 kw)

CLASS 1—RELIGIOUS

NO AWARDS

CLASS 2—AGRICULTURAL

NO AWARDS

CLASS 3—WOMEN'S

NO FIRST AWARD

HONORABLE MENTION. *Let's Go Shopping,* to Extension Service, New Mexico A and M College, N. M., broadcast over KOBE Las Cruces, N. M.

CLASS 4—CULTURAL: ART, SCIENCE, LITERATURE and MUSIC
(but not straight music)

FIRST AWARD. *Radio Guild Laboratory Theatre,* to the Radio Guild, U. of Michigan, broadcast over WUOM Ann Arbor.
SPECIAL CITATION. *WNYC Thirteenth Annual American Music Festival,* to WNYC (Municipal Broadcasting System) New York.

CLASS 5—DEALING WITH PERSONAL and SOCIAL PROBLEMS

FIRST AWARD. *Polio Primer,* to Radio House, U. of Texas, broadcast over KTBC Austin.
HONORABLE MENTION. *The People Speak,* to KOAT Albuquerque, N. M.

CLASS 6—PRESENTING PUBLIC ISSUES
(forums, etc.)

NO FIRST AWARD

HONORABLE MENTION. *Spadework for Democracy,* to Radio House, the U. of Texas, broadcast over KVET Austin.
HONORABLE MENTION. *Campus Press Conference,* to WNYC (Municipal Broadcasting System) New York.

CLASS 7—NEWS INTERPRETATION
(not straight reporting)

NO AWARDS

CLASS 8—FURTHERING INTERNATIONAL UNDERSTANDING

NO FIRST AWARD

HONORABLE MENTION. *Background for Peace and War,* to KSVC Richfield, Utah.

CLASS 9—SPECIAL ONE-TIME BROADCASTS

NO AWARDS

CLASS 10—CHILDREN'S
(for out-of-school listening)

NO FIRST AWARD

HONORABLE MENTION. *Candy Cane Lane,* to KUSD (U. of South Dakota) Vermillion.

CLASS 11—TEEN-AGERS'
(for out-of-school listening)

NO FIRST AWARD

HONORABLE MENTION. *Youth Talks It Over,* to WNYC (Municipal Broadcasting System) New York.
HONORABLE MENTION. *Voice of the Campus,* to Indiana U., broadcast over WTTS and WFIU Bloomington, Ind.

CLASS 12—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN PRIMARY GRADES
(approximately grades I-III)

FIRST AWARD. *Fun With Speech,* to South Dakota School of the Air and KUSD (U. of South Dakota) Vermillion.

CLASS 13—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN INTERMEDIATE GRADES
(approximately grades IV-VI)

NO AWARDS

CLASS 14—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN JUNIOR and/or SENIOR HIGH SCHOOL
(approximately grades VII-XII)

NO AWARDS

B•T CITED FOR VOTE DRIVE SUPPORT

American Heritage Foundation, creating a special award, pays tribute to this publication for its role in the foundation's successful effort to get out the vote.

SPECIAL award has been granted BROADCASTING • TELECASTING by the American Heritage Foundation for the radio-TV news magazine's "outstanding leadership and performance" in support of the foundation's 1952 National Non-Partisan Register and Vote campaign.

C. M. Vandeburg, foundation executive director, said the special award to B•T was unanimous after the Foundation's Awards Committee, under the chairmanship of Charles E. Wilson, formerly of General Electric, examined reports and documentary evidence submitted by more than 15,000 entries.

Earlier Awards

NARTB and the Advertising Council led a list of 23 national organizations which won top awards in the "Register and Vote" competition. These awards were announced earlier this year [B•T, March 9].

According to the foundation, some 53 national organizations worked together on the campaign from June to November 1952. The campaign had as its objective the increasing of registration and voting at the polls. The foundation claims 11,727,549 more people voted in the national elections last fall—more than 75 million registering and more than 61 million voting.

The award to B•T is in recognition of "outstanding achievement in behalf of better citizenship," according to the foundation.

On the board of trustees, American Heritage Foundation, are Winthrop W. Aldrich, William D. Askren, Barney Balaban, Chester I. Barnard, Don Belding, James G. Blaine, Harold W. Brightman, Thomas D'A. Brophy, Leo Burnett, Norman Chandler, Tom C. Clark, Henry Corbett and John Cowles.

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THE AMERICAN HERITAGE FOUNDATION

25 WEST FORTY-FIFTH STREET, NEW YORK 36, N.Y. JUDSON 6-4844

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Executive Director and Consultant	*Dir., Public Relations*	*Dir., Radio-Television*	*Dir., Publications*

April 3, 1953

Mr. Sol Taishoff, Editor & Publisher
BROADCASTING-TELECASTING
870 National Press Building
Washington 4, D. C.

Dear Mr. Taishoff:

The American Heritage Foundation is proud to salute you for winning a special award in the 1952 National Non-Partisan Register and Vote Competition sponsored by the Foundation.

After examining the reports and documentary evidence submitted by more than 15,000 entries, the Foundation's Awards Committee, under the chairmanship of Charles E. Wilson, formerly of the General Electric Company, unanimously decided to grant a special award to "Broadcasting-Telecasting" for outstanding leadership and performance in support of the National Non-Partisan Register and Vote Campaign.

In recognition of your outstanding achievement in behalf of better citizenship the Foundation will forward the award within the next few weeks. A masterpiece of Americana by the celebrated illuminator, Arthur Szyk, the award was especially designed and produced for you by the Lithographers National Association. Suitable for public display, the award looks particularly handsome when properly matted and framed.

Looking forward to working with you on other projects designed to strengthen our free society, I am

Yours sincerely,

C. M. Vandeburg
Executive Director

Radio-TV Stations Get NBFU Awards

KANS Wichita and WBZ-TV Boston were named Thursday as winners of the 1952 Gold Medal Awards of the National Board of Fire Underwriters. Each station will receive $500, medal's cash equivalent.

NBFU also announced honor award citations in radio for WNAX Yankton, S. D.; KMLB Monroe, La.; WSJS Winston-Salem, N. C., and WJPD Ishpeming, Mich.; and in television for KRLD-TV Dallas, WAAM (TV) Baltimore, and WFMY (TV) Greensboro, N. C.

In the newspaper field, the board announced that the daily Memphis *Commercial Appeal* and the weekly Oxford (B.) *Press* have been selected as Gold Medal Award winners.

NBFU presents the awards annually to the radio and press for outstanding public service in fire prevention and fire safety. Presentation takes place at civic functions in the recipients' communities.

In designating 1952 winners at a radio and press reception in New York Thursday, NBFU cited KANS for expanding its effective "red check mark" campaign to include business and radio and for the work of its news director, George Gow, both in that campaign and in preparing recorded spot announcements warning against Christmas fire hazards.

WBZ-TV, the first TV station to receive an NBFU award, was praised for "clever and original cartoons illustrating fire prevention in spot and station identification announcements; for scheduling fire safety films at top viewing periods and for integrating material into locally-originated live programs carefully chosen to reach the widest possible audience."

IN PUBLIC SERVICE

Delaware Stations Aid Cancer Drive

FOUR Wilmington, Del., radio stations will solicit funds for the Delaware Cancer Crusade. Plans, worked out by Gordon K. MacIntosh, general manager WTUX Wilmington and radio chairman of the crusade, provide for one station to emphasize the crusade for each of the next four weeks. During its week, the station will use its personalities and programs. Cooperating outlets, in addition to WTUX, are WAMS, WILM and WDEL. WDOV Dover, Del., and WJWL Georgetown, Del., also are cooperating. WDEL-TV Wilmington broadcast a question and answer program on cancer last week.

San Diego Blood Marathon

SIXTEEN-hour blood marathon on KFMB-TV San Diego March 26 broke all records for a community bloodmobile operation in San Diego County, according to the station. Staged in cooperation with the American Red Cross and San Diego Blood Bank, the marathon brought out 765 registrants and 498 pints of blood, exceeding by 214 pints the previous record, KFMB-TV said. The station went on the air two and a half hours earlier than usual.

WTVJ (TV) Assists Students

THE WTVJ (TV) Miami, Fla., news department is assisting Dade County public schools' political science teachers. Students watch highlights of the station's film coverage of the Florida state legislature over WTVJ's nightly newsreel. Ralph Renick, WTVJ's news director, and Jack Emley, news cameraman, cover the sessions at Tallahassee and air-express films to Miami. Dade County School

Cancer Spots Monitored

DAY and night radio and TV monitoring service being maintained for the American Cancer Society by Eastern Paralyzed Veterans Assn. was hailed by Mefford R. Runyon, ACS executive vice president, as "a fine demonstration of mutual cooperation between two voluntary health and welfare agencies." EPVA broadcast monitoring service, which is currently checking "fight cancer" messages on radio and TV, was organized by Harry A. Schweikert, organization's executive secretary, as part of its program of rehabilitating paraplegics. ACS, now engaged in its 1953 educational and fund raising campaign, has been promised strong support by all elements of the broadcasting industry—advertisers, agencies, talent, writers and producers—as well as radio and TV stations and networks.

Board estimates more than 2,000 students will take advantage of WTVJ's film coverage, the station said.

WISN Airs Issues

WISN Milwaukee aired announcements on issues to be voted on election day, April 7. Program Director Leslie F. Biebl prepared one-minute spots on the issues. They were aired on a saturation plan.

YOU GET INTO MORE MIDWEST HOMES with

Lee STATIONS

kglo

MASON CITY, IOWA

1300 KC — 5000 Watts

Full Time, CBS

Affiliated with WTAD, Quincy, Illinois

WTAD

QUINCY, ILLINOIS

930 KC . . . 5000 Watts, day

. . . 1000 Watts, night, CBS

Affiliated with KGLO, Mason City, Iowa

For availabilities, write:

Walter J. Rothschild,
National Sales Manager,
Lee Stations

Represented by Weed & Company

State of Georgia Radio & Television 1950 Census of Housing

(Also see story in *Facts & Figures* section)

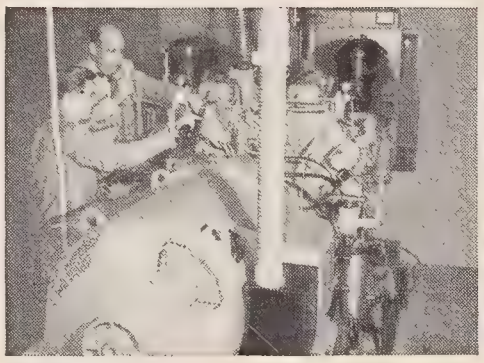
Area	Total Population	RADIO: Dwellings Reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
The State	3,444,578	876,710	793,315	90.5	4.2
SMA					
Atlanta	671,797	182,915	174,655	95.5	14.0
Augusta	162,013	42,060	37,835	90.0	0.8
Columbus	170,541	41,130	37,410	91.0	0.4
Macon	135,043	36,630	33,400	91.2	0.6
Savannah	151,481	42,425	39,360	92.8	0.4
URBANIZED AREAS					
Atlanta	507,887	141,240	134,895	95.5	14.4
Augusta	87,733	24,110	21,980	91.2	1.0
Columbus	118,485	32,365	30,370	93.8	0.3
Macon	93,499	26,610	24,390	91.7	0.6
Savannah	128,196	36,660	34,050	92.9	0.4
URBAN PLACES (10,000 or more)					
Albany	31,155	8,720	7,760	89.0	0.6
Americus	11,389	3,425	3,065	89.5	0.6
Athens	28,180	7,285	6,770	92.9	1.8
Atlanta	331,314	91,580	86,425	94.4	11.7
Augusta	71,508	19,770	17,800	90.0	1.0
Brunswick	17,954	4,820	4,385	91.0	0.5
College Park	14,535	4,155	4,015	96.6	14.8
Columbus	79,611	22,085	20,905	94.7	0.3
Dalton	15,968	4,545	4,325	95.2	2.4
Decatur	21,635	6,280	6,180	98.4	14.9
Dublin	10,232	3,035	2,710	89.3	0.7
East Point	21,080	6,235	5,990	96.1	17.1
Gainesville	11,936	3,335	3,120	93.6	6.7
Griffin	13,982	4,015	3,675	91.5	6.9
La Grange	25,025	6,630	5,935	89.5	0.3
Macon	70,252	20,385	18,490	90.7	0.6
Marietta	20,687	5,700	5,515	96.8	12.2
Midway-Hardwick (uninc.)	14,774	870	840	96.6	. . .
Moultrie	11,639	3,305	2,990	90.5	0.6
Rome	29,615	8,645	8,305	96.1	0.9
Savannah	119,638	34,390	31,980	93.0	0.4
Thomasville	14,424	4,095	3,605	88.0	0.5
Valdosta	20,046	5,425	4,875	89.9	0.5
Waycross	18,899	5,200	4,645	89.3	0.8
COUNTIES					
Appling	14,003	3,085	2,670	86.5	1.0
Atkinson	7,362	1,770	1,510	85.3	0.3
Bacon	8,940	2,150	1,890	87.9	0.5
Baker	5,952	1,295	1,045	80.7	0.4
Baldwin	29,706	4,505	3,975	88.2	0.8
Banks	6,935	1,710	1,545	90.4	0.9
Barrow	13,115	3,685	3,425	92.9	5.0
Bartow	27,370	6,935	6,405	92.4	4.1
Ben Hill	14,879	3,940	3,600	91.4	0.5
Berrien	13,966	3,335	3,000	90.0	0.6
Bibb	114,079	31,550	28,895	91.6	0.6
Bleckley	9,218	2,340	2,015	86.1	0.9
Brantley	6,387	1,515	1,275	84.2	1.0
Brooks	18,169	4,235	3,610	85.2	0.7
Bryan	5,965	1,450	1,235	85.2	1.0
Bulloch	24,740	5,810	5,160	88.8	0.5
Burke	23,458	5,980	4,280	71.6	0.7
Butts	9,079	2,235	2,025	90.6	4.0
Calhoun	8,578	2,240	1,740	77.7	0.5
Camden	7,322	1,820	1,550	85.2	1.7
Candler	8,063	1,935	1,680	86.8	0.6
Carroll	34,112	9,005	8,360	92.8	4.7
Catoosa	15,146	3,865	3,605	93.3	1.3
Charlton	4,821	1,125	960	85.3	2.7
Chatham	151,481	42,425	39,360	92.8	0.4
Chattahoochee	12,149	1,165	1,055	90.6	0.4
Chattooga	21,197	5,340	5,040	94.4	1.0
Cherokee	20,750	5,340	5,080	95.1	7.1
Clarke	36,550	9,440	8,715	92.3	2.0
Clay	5,844	1,425	1,120	78.6	0.4
Clayton	22,872	5,750	5,505	95.7	14.1
Clinch	6,007	1,520	1,240	81.6	0.7
Cobb	61,830	16,245	15,530	95.6	11.3
Coffee	23,961	5,585	4,920	88.1	0.3
Colquitt	33,999	8,400	7,590	90.4	2.3
Columbia	9,525	2,235	1,930	86.4	0.7
Cook	12,201	3,035	2,735	90.1	0.3
Coweta	27,786	7,320	6,650	90.8	3.8
Crawford	6,080	1,400	1,145	81.8	1.1
Crisp	17,663	4,600	3,995	86.8	0.3
Dade	7,364	1,250	1,585	90.6	0.6
Dawson	3,712	850	755	88.8	1.8
Decatur	23,620	6,000	5,160	86.0	0.4
DeKalb	136,395	37,650	36,795	97.7	17.6
Dodge	17,865	4,445	3,795	85.4	0.3
Dooly	14,159	3,400	2,890	85.0	0.6
Daugherty	43,617	11,470	10,030	87.4	0.4
Douglas	12,173	3,110	2,895	93.1	6.8
Early	17,413	4,065	3,260	80.2	0.5
Echols	2,494	610	520	85.2	1.6
Effingham	9,133	2,295	1,970	85.8	0.4
Elbert	18,585	4,590	4,200	91.5	4.8
Emanuel	19,789	5,050	4,300	85.1	0.8
Evans	6,653	1,465	1,315	89.8	1.0
Fanning	15,192	3,600	3,140	87.2	0.6
Fayette	7,978	1,946	1,765	91.0	6.2
Floyd	62,899	16,190	15,505	95.8	1.3
Forsyth	11,005	2,765	2,555	92.4	6.2
Franklin	14,446	3,555	3,265	91.8	1.8
Fulton	473,572	129,020	122,330	94.8	13.4
Gilmer	9,963	2,350	2,130	90.6	1.1
Glascock	3,579	875	785	89.7	0.6
Glynn	29,046	7,725	7,030	91.0	0.8
Gordon	18,922	4,880	4,555	93.3	0.9
Grady	18,928	4,600	4,060	88.3	0.1
Greene	12,843	3,240	2,795	86.3	0.9
Gwinnett	32,320	8,410	7,945	94.5	7.7
Habersham	16,553	4,240	3,935	92.8	1.7
Hall	40,113	10,370	9,725	93.8	5.0
Hancock	11,052	2,360	1,870	79.2	0.2
Haralson	14,663	3,690	3,430	93.0	4.8
Harris	11,265	2,675	2,195	82.1	0.6
Hart	14,495	3,515	3,245	92.3	1.3
Heard	6,975	1,650	1,450	87.9	1.2
Henry	15,857	3,745	3,350	89.5	4.3
Houston	20,964	5,080	4,505	88.7	0.7
Irwin	11,973	2,540	2,235	88.0	0.8
Jackson	18,997	4,920	4,465	90.8	1.6
Jasper	7,473	1,955	1,660	84.9	0.5
Jeff Davis	9,299	2,140	1,850	86.4	0.5
Jefferson	18,855	4,485	3,885	86.6	0.6
Jenkins	10,264	2,350	1,930	82.1	1.1
Johnson	9,893	2,515	2,140	85.1	0.2
Jones	7,538	1,835	1,595	86.9	0.0
Lamar	10,242	2,625	2,325	88.6	4.2
Lanier	5,151	1,210	1,015	83.9	0.8
Laurens	33,123	8,230	7,090	86.1	0.7
Lee	6,674	1,575	1,215	77.1	0.9
Liberty	8,444	1,980	1,625	82.1	0.0
Lincoln	6,462	1,410	1,225	86.9	1.1
Long	3,598	835	665	79.6	0.0
Lowndes	35,211	9,110	7,995	87.8	0.6
Lumpkin	6,574	1,445	1,250	86.5	0.7
McDuffie	11,443	2,935	2,610	88.9	0.3
McIntosh	6,008	1,620	1,430	88.3	1.5
Macon	14,213	3,410	2,790	81.8	0.9
Madison	12,238	2,990	2,675	89.5	1.0
Marion	6,521	1,510	1,210	80.1	1.0
Meriwether	21,055	5,100	4,230	82.9	2.3
Miller	9,023	2,315	1,955	84.4	2.4
Mitchell	22,528	5,305	4,445	83.8	0.3
Monroe	10,523	2,530	2,185	86.4	2.8
Montgomery	7,901	1,745	1,515	86.8	1.4
Morgan	11,899	3,070	2,490	81.1	2.0
Murray	10,676	2,465	2,220	90.1	0.6
Muscogee	118,028	30,290	28,590	94.4	0.3
Newton	20,185	5,295	4,885	92.3	6.2
Oconee	7,009	1,710	1,565	91.5	1.8
Oglethorpe	9,958	2,305	1,995	86.6	1.8
Paulding	11,752	2,945	2,755	93.5	3.9
Peach	11,705	2,930	2,400	81.9	0.0
Pickens	8,855	2,210	2,040	92.3	4.8
Pierce	11,112	2,580	2,120	82.2	0.4
Pike	8,459	2,040	1,775	87.0	1.2
Polk	30,976	7,585	6,995	92.2	3.0
Pulaski	8,808	2,115	1,740	82.3	0.5
Putnam	7,731	1,870	1,480	79.1	1.1
Quitman	3,015	620	510	82.3	1.6
Rabun	7,424	1,730	1,540	89.0	0.6
Randolph	13,804	3,410	2,660	78.0	0.7
Richmond	108,876	28,095	25,600	91.1	0.9
Rockdale	8,464	2,090	1,945	93.1	8.6
Schley	4,036	970	855	88.1	0.0
Screven	18,000	4,205	3,405	81.0	0.2
Seminole	7,904	1,920	1,660	86.5	3.7
Spalding	31,045	8,425	7,805	92.6	6.2
Stephens	16,647	4,195	3,965	94.5	1.1
Stewart	9,194	2,160	1,615	74.8	0.5
Sumter	24,208	6,290	5,425	86.2	0.6
Talbot	7,687	1,735	1,410	81.3	2.3
Taliaferro	4,515	1,125	880	78.2	0.0
Tattnall	15,939	3,445	3,015	87.5	0.7
Taylor	9,113	1,705	1,320	77.4	1.4
Telfair	13,221	3,130	2,750	87.9	0.6
Terrell	14,314	3,475	2,725	78.4	0.1
Thomas	33,932	8,715	7,610	87.3	0.5
Tift	22,645	5,835	5,140	88.1	0.3
Toombs	17,382	3,975	3,590	90.3	0.4
Towns	4,803	1,165	1,020	87.6	1.7
Treuttlen	6,522	1,525	1,375	90.2	0.3
Troup	49,841	12,960	11,475	88.5	0.7
Turner	10,479	2,605	2,275	87.3	1.2
Twiggs	8,308	1,865	1,515	81.2	1.1
Union	7,318	1,750	1,520	86.9	2.0
Upson	25,078	6,435	5,880	91.4	2.3
Walker	38,198	10,225	9,460	92.5	1.0
Walton	20,230	5,080	4,600	90.6	3.7
Ware	30,289	7,850	7,030	89.6	0.8
Warren	8,779	2,085	1,765	84.7	1.4
Washington	21,012	5,180	4,340	83.8	0.8
Wayne	14,248	3,345	2,860	85.5	0.4
Webster	4,081	935	735	78.6	1.6
Wheeler	6,712	1,550	1,355	87.4	0.7
White	5,951	1,445	1,310	90.7	2.1
Whitfield	34,432	8,990	8,535	94.9	1.6

Area	Total Population	RADIO: Dwellings reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
Wilcox	10,167	2,450	2,075	84.7	0.2
Wilkes	12,388	3,045	2,485	81.6	0.3
Wilkinson	9,781	2,490	2,130	85.5	1.0
Worth	19,357	4,490	3,790	84.4	0.4

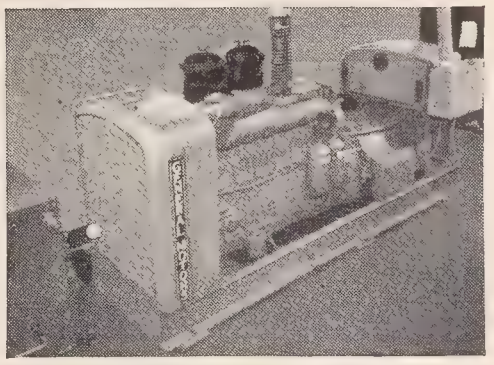
Radio & Television 1950 Census of Housing State of Illinois

Area	Total Population	RADIO: Dwellings reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
The State	8,712,176	2,537,050	2,472,320	97.4	18.8
S.M.A.					
Chicago	5,495,364	1,576,365	1,544,675	98.0	29.8
Davenport-Rock Island-Moline	234,256	67,675	66,605	98.4	4.3
Decatur	98,853	30,235	29,495	97.6	0.9
Peoria	250,512	73,155	71,540	97.8	0.8
Rockford	152,385	42,380	41,635	98.2	0.9
Springfield	131,484	40,000	39,115	97.8	1.0
URBANIZED AREAS					
Chicago	4,920,816	1,422,675	1,394,310	98.0	30.5
Decatur	73,713	22,855	22,300	97.6	0.9
Peoria	154,539	45,860	44,910	97.9	0.9
Rockford	122,226	33,850	33,230	98.2	0.9
Springfield	97,371	30,165	29,510	97.8	0.9
URBAN PLACES					
Alton	32,550	9,805	9,515	97.0	14.4
Aurora	50,576	15,140	14,915	98.5	20.4
Belleville	32,721	10,330	10,095	07.7	14.5
Berwyn	51,280	15,900	15,750	99.1	35.7
Bloomington	34,163	10,575	10,390	98.3	0.5
Blue Island	17,622	4,955	4,905	99.0	30.5
Brookfield	15,472	4,345	4,305	99.1	37.3
Cairo	12,123	3,850	3,400	88.3	1.3
Calumet City	15,799	4,635	4,515	97.4	35.3
Canton	11,927	4,050	3,960	97.8	0.6
Carbondale	10,921	2,990	2,880	96.3	1.2
Centralia	13,863	4,640	4,470	96.3	3.2
Champaign	39,563	9,810	9,670	98.6	0.6
Chicago	3,620,962	1,062,920	1,040,015	97.8	29.8
Chicago Heights	24,551	6,875	6,670	97.0	28.4
Cicero	67,544	20,305	20,030	98.6	36.5
Collinsville	11,862	3,595	3,520	97.9	13.8
Danville	37,864	12,140	11,845	97.6	0.7
Decatur	66,269	20,835	20,330	97.6	1.0
De Kalb	11,708	3,100	3,030	97.7	4.2
Des Plaines	14,994	4,135	4,085	98.8	37.5
Dixon	11,523	3,705	3,660	98.8	1.6
Downers Grove	11,886	3,400	3,365	99.0	29.3
East Moline	13,913	3,285	3,225	98.2	5.2
East St. Louis	82,295	25,240	23,700	93.9	13.1
Elgin	44,223	11,715	11,540	98.5	23.8
Elmhurst	21,273	5,975	5,905	98.8	29.9
Elmwood Park	18,801	5,170	5,150	99.6	47.3
Evanston	73,641	19,955	19,760	99.0	25.3
Evergreen Park	10,531	2,630	2,625	99.8	44.7
Forest Park	14,969	4,550	4,530	99.6	33.8
Freeport	22,467	6,985	6,875	98.4	0.8
Galesburg	31,425	9,960	9,760	98.0	2.7
Granite City	29,465	8,655	8,340	96.4	17.0
Harrisburg	10,999	3,635	3,460	95.2	0.6
Harvey	20,683	5,925	5,805	98.0	31.6
Highland Park	16,808	4,595	4,560	99.2	34.6
Jacksonville	20,387	5,100	4,915	96.4	1.1
Joliet	51,601	14,980	14,680	98.0	15.0
Kankakee	25,856	7,800	7,610	97.6	5.8
Kewanee	16,821	5,335	5,215	97.8	2.9
La Grange	12,002	3,335	3,330	99.9	27.2
La Salle	12,083	3,490	3,425	98.1	1.9
Lincoln	14,362	3,455	3,360	97.3	1.2
Macomb	10,592	3,120	3,045	97.6	1.6
Marion	10,459	3,580	3,425	95.8	0.8
Mattoon	17,547	5,730	5,605	97.8	1.1
Maywood	27,473	7,790	7,700	98.8	34.5
Melrose Park	13,366	3,600	3,560	98.9	36.4
Moline	37,397	11,615	11,435	98.5	4.0
Monmouth	10,193	3,135	3,030	96.7	1.9
Mount Vernon	15,600	5,120	4,900	95.7	2.5
Oak Park	63,529	19,770	19,605	99.2	29.5
Ottawa	16,957	5,035	4,970	98.7	0.5
Park Ridge	16,602	4,680	4,665	99.7	35.2
Pekin	21,858	6,785	6,640	97.9	0.7
Peoria	111,856	33,325	32,605	97.8	0.8
Quincy	41,450	13,050	12,710	97.4	0.5
River Forest	10,823	2,865	2,860	99.8	42.9
Rockford	92,927	25,850	25,400	98.3	0.9
Rock Island	48,710	14,705	14,410	98.0	4.4
Skokie	14,832	4,195	4,180	99.6	40.7
Springfield	81,628	25,495	24,910	97.7	1.0
Sterling	12,817	3,970	3,905	98.4	1.8
Streator	16,469	4,790	4,700	98.1	0.8
Urbana	22,834	5,860	5,785	98.7	0.7
Waukegan	38,946	11,165	11,015	98.7	20.3
West Frankfort	11,384	3,825	3,655	95.6	1.6
Wheaton	11,638	2,915	2,875	98.6	19.6
Wilmette	18,162	4,845	4,810	99.3	32.9

GM DIESEL *Stand-by* GENERATOR SETS



WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.



WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12½ to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting. Immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION

GENERAL MOTORS • DETROIT 28, MICHIGAN

SINGLE ENGINES . . . 16 to 275 H.P. MULTIPLE UNITS . . . Up to 840 H.P.

It pays to Standardize on

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GM GENERAL MOTORS DIESEL POWER

Area	Total Population	RADIO: Dwellings reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
Winnetka	12,105	3,240	3,240	100.0	30.2
Wood River	10,190	3,110	3,065	98.6	16.8
COUNTIES					
Adams	64,690	19,515	18,910	96.9	0.7
Alexander	20,316	6,040	5,345	88.5	1.0
Bond	14,157	4,295	4,135	96.3	4.2
Boone	17,070	4,990	4,870	97.6	1.8
Brown	7,132	2,285	2,160	94.5	0.2
Bureau	37,711	11,410	11,100	97.3	1.3
Calhoun	6,898	1,950	1,830	93.8	4.6
Carroll	18,976	5,840	5,705	97.7	1.7
Cass	15,097	4,680	4,460	95.3	1.5
Champaign	106,100	26,555	26,090	98.2	0.6
Christian	38,816	11,885	11,480	96.6	1.1
Clark	17,362	5,680	5,300	93.3	0.5
Clay	17,445	5,435	5,190	95.5	1.2
Clinton	22,594	6,380	6,125	96.0	6.6
Coles	40,328	12,705	12,270	96.6	1.0
Cook	4,508,792	1,307,865	1,282,305	98.0	30.7
Crawford	21,137	6,805	6,505	95.6	0.9
Cumberland	10,496	3,355	3,190	95.1	1.5
De Kalb	40,781	11,405	11,200	98.2	6.2
De Witt	16,894	5,400	5,215	96.6	0.9
Douglas	16,706	5,280	5,005	94.8	1.9
Du Page	154,599	42,350	41,745	98.6	27.7
Edgar	23,407	7,335	7,020	95.7	0.3
Edwards	9,056	2,950	2,815	95.4	1.2
Effingham	21,675	6,230	5,935	95.3	0.5
Fayette	24,582	7,190	6,900	96.0	1.9
Ford	15,901	4,925	4,800	97.5	1.0
Franklin	48,685	16,100	15,200	94.4	1.2
Fulton	43,716	14,030	13,500	96.2	0.9
Gallatin	9,818	2,865	2,590	90.4	0.5
Greene	18,852	5,880	5,520	93.9	5.2
Grundy	19,217	5,780	5,625	97.3	8.1
Hamilton	12,256	3,880	3,585	92.4	1.0
Hancock	25,790	8,050	7,810	97.0	0.7
Hardin	7,530	2,180	2,000	91.7	0.7
Henderson	8,416	2,475	2,400	97.0	2.8
Henry	46,492	14,555	14,270	98.0	3.2
Iroquois	32,348	9,655	9,385	97.2	3.5
Jackson	38,124	11,290	10,550	93.4	0.8
Jasper	12,266	3,810	3,600	94.5	0.7
Jefferson	35,892	11,225	10,620	94.6	1.9
Jersey	15,264	4,165	3,915	94.0	8.8
Jo Daviess	21,459	6,225	5,975	96.0	1.0
Johnson	8,729	2,610	2,385	91.4	2.1
Kane	150,388	42,290	41,600	98.4	21.9
Kankakee	73,524	17,590	17,075	97.1	8.3
Kendall	12,115	3,505	3,440	98.1	13.9
Knox	54,366	16,865	16,395	97.2	2.5
Lake	179,097	45,925	45,230	98.5	23.7
La Salle	100,610	29,620	29,080	98.2	1.2
Lawrence	20,539	6,285	5,930	94.4	0.8
Lee	36,451	9,245	9,105	98.5	1.7
Livingston	37,809	10,885	10,600	97.4	1.4
Logan	30,671	7,925	7,720	97.4	0.8
McDonough	28,199	8,480	8,200	96.7	1.4
McHenry	50,656	14,780	14,630	99.0	16.0
McLean	76,577	22,445	22,070	98.3	1.0
Macon	98,853	30,235	29,495	97.6	0.9
Macoupin	44,210	14,145	13,490	95.3	5.4
Madison	182,307	53,325	51,535	96.6	14.9
Marion	41,700	13,255	12,600	95.1	1.9
Marshall	13,025	3,985	3,895	97.7	1.0
Mason	15,326	4,775	4,605	96.4	1.2
Massac	13,594	4,245	3,815	89.9	0.8
Menard	9,639	2,965	2,865	96.6	1.4
Mercer	17,374	5,225	5,115	97.9	3.4
Monroe	13,282	3,920	3,720	94.9	9.4
Montgomery	32,460	10,345	9,960	96.3	4.8
Morgan	35,568	9,745	9,385	96.3	1.3
Moultrie	13,171	3,905	3,725	95.4	0.5
Ogle	33,429	10,085	9,930	98.5	1.8
Peoria	174,347	50,820	49,760	97.9	0.9
Perry	21,684	6,760	6,415	94.9	1.9
Piatt	13,970	4,280	4,175	97.5	1.2
Pike	22,155	7,290	6,850	94.0	1.4
Pope	5,779	1,720	1,505	87.5	1.5
Pulaski	13,639	3,925	3,360	85.6	0.3
Putnam	4,746	1,395	1,330	95.3	1.1
Randolph	31,673	8,415	7,980	94.8	5.0
Richland	16,889	5,275	5,065	96.0	0.7
Rock Island	133,558	38,980	38,265	98.2	4.4
St. Clair	205,995	58,195	55,750	95.8	14.3
Saline	33,420	10,465	9,965	95.2	1.0
Sangamon	131,484	40,000	39,115	97.8	1.0
Schuyler	9,613	3,080	2,935	95.3	0.7
Scott	7,245	2,375	2,250	94.7	1.9
Shelby	24,434	7,695	7,405	96.2	1.0
Stark	8,721	2,675	2,640	98.7	1.7
Stephenson	41,595	12,745	12,505	98.1	0.9
Tazewell	76,165	22,335	21,780	97.5	0.8
Union	20,500	5,415	5,130	94.7	0.9
Vermilion	87,079	26,335	25,535	97.0	1.0
Wabash	14,651	4,520	4,355	96.3	0.8
Warren	21,981	6,535	6,395	97.9	1.6
Washington	14,460	4,530	4,230	93.4	4.6
Wayne	20,933	6,490	6,115	94.2	0.7
White	20,935	6,535	6,195	94.8	0.5
Whiteside	49,336	14,730	14,400	97.8	2.1
Will	134,336	36,840	36,170	98.2	18.1
Williamson	48,621	15,550	14,760	94.9	1.0
Winnebago	152,385	42,380	41,635	98.2	0.9
Woodford	21,335	6,250	6,065	97.0	0.7

State of Massachusetts
Radio & Television
1950 Census of Housing

Area	Total Population	RADIO: Dwellings reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
The State S.M.A.	4,690,514	1,288,620	1,270,120	98.6	21.5
Boston	Not Available	638,520	630,915	98.8	27.7
Brockton	"	37,410	36,915	98.7	22.3
Fall River	"	39,230	38,390	97.9	24.5
Lawrence	"	36,670	36,035	98.3	25.7
Lowell	"	35,510	34,775	97.9	25.6
New Bedford	"	40,730	40,040	98.3	11.8
Pittsfield	"	18,850	18,520	98.2	12.3
Springfield-Holyoke	"	112,075	110,995	99.0	2.2
Worcester	"	73,865	73,030	98.9	15.3
URBANIZED AREA					
Boston	2,233,448	604,430	597,210	98.8	27.7
Brockton	92,116	27,520	27,120	98.5	21.4
Fall River	118,120	34,120	33,360	97.8	23.9
Lawrence	112,309	32,820	32,260	98.3	25.5
Lowell	106,661	29,105	28,550	98.1	25.1
New Bedford	125,495	37,515	36,895	98.3	11.5
Springfield-Holyoke	356,908	98,615	97,645	99.0	2.1
Worcester	219,330	59,110	58,495	99.0	14.6
URBAN PLACES					
Adams-Renfrew (uninc)	11,633	3,460	3,360	97.1	6.0
Attleboro	23,809	6,960	6,915	99.4	26.0
Beverly	28,884	8,260	8,160	98.8	22.8
Boston	801,444	214,855	211,050	98.2	24.2
Brockton	62,860	18,915	18,590	98.3	20.8
Cambridge	120,740	32,305	31,890	98.7	23.1
Chelsea	38,912	10,465	10,305	98.5	31.8
Chicopee	49,211	12,525	12,415	99.1	1.8
Clinton (uninc)	12,287	3,495	3,445	98.6	18.9
Everett	45,982	12,245	12,155	99.3	34.7
Fall River	111,963	32,385	31,640	97.7	23.6
Fitchburg	42,691	12,325	12,170	98.7	24.3
Gardner	19,581	5,495	5,400	98.3	10.7
Gloucester	25,167	7,335	7,240	98.7	27.0
Greenfield (uninc)	15,075	4,680	4,600	98.3	1.1
Haverhill	47,280	14,370	14,100	98.1	24.2
Holyoke	54,661	15,835	15,635	98.7	1.4
Lawrence	80,536	23,620	23,170	98.1	23.9
Leominster	24,075	6,925	6,830	98.6	28.3
Lowell	97,249	26,675	26,155	98.1	24.5
Lynn	99,738	28,955	28,700	99.1	29.8
Malden	59,804	16,700	16,510	98.9	33.2
Marlborough	15,756	4,410	4,345	98.5	30.5
Medford	66,113	17,530	17,430	99.4	32.5
Melrose	26,988	7,525	7,480	99.4	28.8
Milford (uninc)	14,396	4,125	4,055	98.3	22.5
New Bedford	109,189	32,850	32,285	98.3	11.0
Newburyport	14,111	4,190	4,090	97.6	22.4
Newton	81,994	21,320	21,175	99.3	32.0
North Adams	21,567	6,305	6,190	98.2	10.2
Northampton	29,063	6,470	6,415	99.1	1.1
Peabody	22,645	6,390	6,280	98.3	27.2
Pittsfield	53,348	15,220	14,945	98.2	12.6
Plymouth (uninc)	10,540	3,010	2,935	97.5	12.3
Quincy	83,835	23,685	23,570	99.5	29.6
Revere	36,763	9,835	9,695	98.6	41.9
Salem	41,880	11,685	11,545	98.8	27.3
Somerville	102,351	27,725	27,465	99.1	28.5
Southbridge (uninc)	16,748	5,030	4,950	98.4	5.1
Springfield	162,399	46,280	45,875	99.1	2.3
Taunton	40.109	10,540	10,385	98.5	21.9
Waltham	47,187	11,975	11,875	99.2	30.2
Webster (uninc)	12,160	3,720	3,630	97.6	8.8
Westfield	20,962	6,025	5,940	98.6	2.6
Woburn	20,492	5,225	5,155	98.7	32.0
Worcester	203,486	54,575	53,995	98.9	13.8
COUNTIES					
Barnstable	46,805	14,205	13,815	97.3	5.9
Berkshire	132,966	37,760	36,945	97.8	10.0
Bristol	381,569	109,075	107,150	98.2	19.5
Dukes	5,633	1,725	1,675	97.1	8.2
Essex	522,384	150,630	148,490	98.6	26.2
Franklin	52,747	15,540	15,155	97.5	1.5
Hampden	367,971	102,750	101,620	98.9	2.3
Hampshire	87,594	21,485	21,230	98.8	1.2
Middlesex	1,064,569	283,520	280,190	98.8	28.4
Nantucket	3,484	1,070	1,055	98.6	0.1
Norfolk	392,308	105,890	105,205	99.4	28.7
Plymouth	189,468	54,600	53,530	98.0	20.2
Suffolk	896,615	240,416	236,290	98.3	25.6
Worcester	546,401	149,955	147,770	98.5	16.2

State of New York
Radio & Television
1950 Census of Housing

Area	Total Population	RADIO: Dwellings reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
The State S.M.A.	14,830,192	4,254,980	4,184,340	98.3	24.8
Albany-Schenectady-Troy	Not Available	151,445	149,520	98.7	21.6
Binghamton	"	52,700	51,855	98.4	4.7
Buffalo	"	304,055	300,730	98.9	23.4
New York-Northeastern New Jersey	"	3,711,755	3,655,305	98.5	33.2
New York portion	"	2,764,220	2,720,930	98.4	31.0
New Jersey portion	"	947,535	934,375	98.6	39.7
Rochester	"	141,480	139,670	98.7	15.9
Syracuse	"	95,380	94,320	98.9	16.2
Utica-Rome	"	79,585	77,990	98.0	11.0
URBANIZED AREA					
Albany-Troy	291,897	86,085	85,035	98.8	20.2
Binghamton	144,011	41,740	41,235	98.8	4.7
Buffalo	798,043	223,905	221,745	99.0	24.5
New York-Northeastern New Jersey	12,296,117	3,556,325	3,502,945	98.5	33.3

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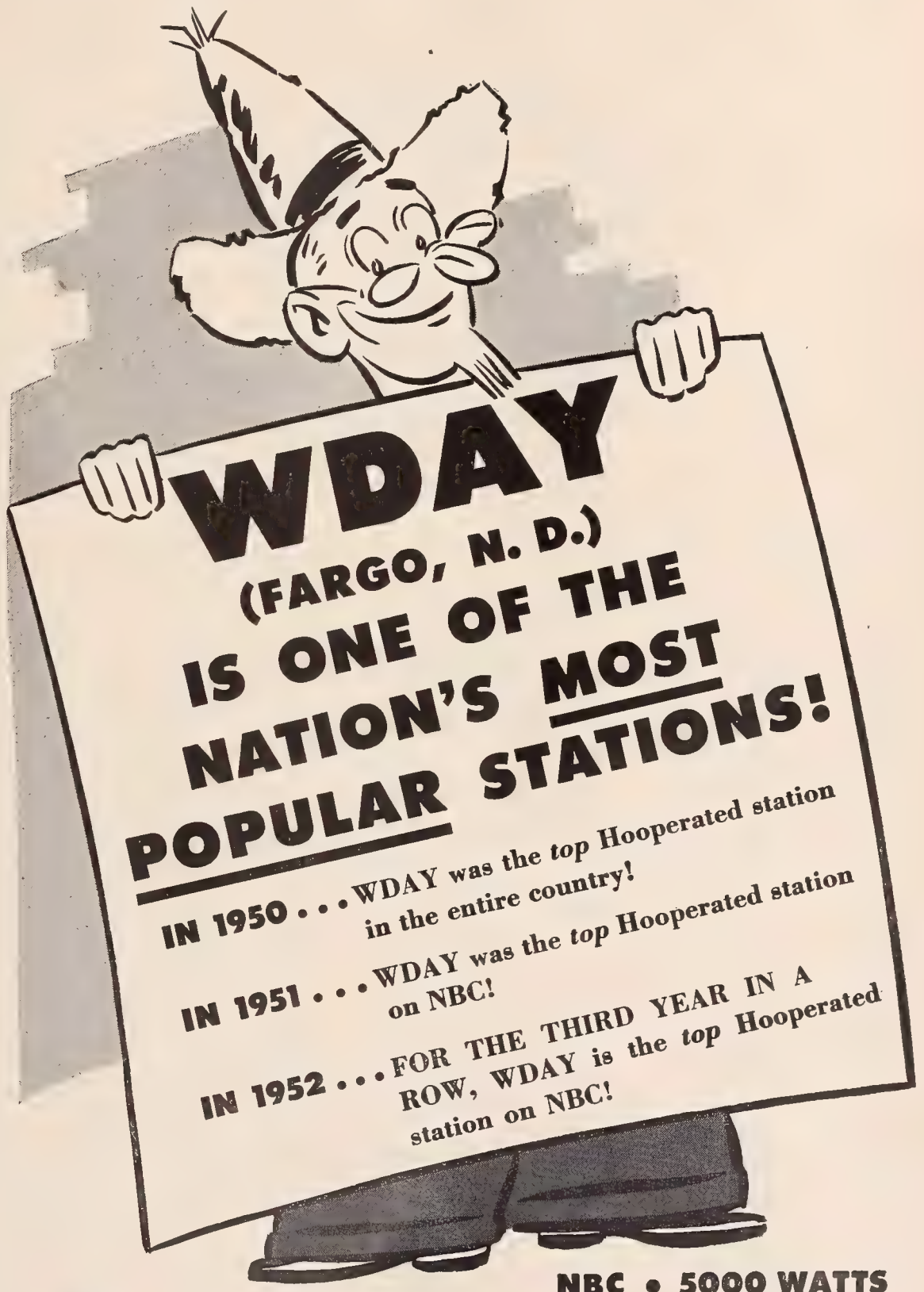


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Area	Total Population	RADIO Dwellings Reporting	RADIO With Radio 1950 Number	RADIO With Radio 1950 Per Cent	Per Cent TV
Niagara Falls	97,620	27,395	27,180	99.2	21.9
Rochester	409,149	119,350	117,820	98.7	15.9
Schenectady	123,273	37,575	37,215	99.0	24.1
Syracuse	265,286	74,700	73,945	99.0	16.0
Utica	117,424	34,260	33,655	98.2	12.6
URBAN PLACES					
Albany	134,995	41,090	40.440	98.4	18.5
Amsterdam	32,240	9,795	9,645	98.5	16.5
Auburn	36,722	11,260	10,090	89.6	6.0
Batavia	17,799	5,165	5,130	99.3	12.4
Beacon	14,012	3,590	3,530	98.3	9.9
Binghamton	80,674	23,230	22,885	98.5	4.4
Buffalo	580,132	163,775	161,985	98.9	23.1
Cohoes	21,272	6,255	6,205	99.2	24.0
Corning	17,684	5,360	5,290	98.7	1.2
Cortland	18,152	5,430	5,355	98.6	3.9
Dunkirk	18,007	5,380	5,240	97.4	16.1
Elmira	49,716	14,435	14,215	98.5	1.0
Endicott	20,050	5,880	5,830	99.1	4.3
Floral Park	14,582	4,370	4,340	99.3	39.5
Freeport	24,680	7,025	6,970	99.2	39.6
Fulton	13,922	4,250	4,215	99.2	14.6
Garden City	14,486	3,970	3,960	99.7	45.9
Geneva	17,144	4,820	4,760	98.8	3.8
Glen Cove	15,130	3,900	3,855	98.8	35.0
Glens Falls	19,610	5,785	5,480	94.7	12.7
Gloversville	23,634	7,660	7,530	98.3	11.4
Hempstead	29,135	8,360	8,245	98.6	40.5
Hornell	15,049	4,650	4,615	99.2	0.6
Hudson	11,629	3,390	3,290	97.1	15.0
Ithaca	29,257	7,035	6,930	98.5	0.9
Jamestown	43,354	14,095	13,885	98.5	2.8
Johnson City	19,249	5,660	5,565	98.3	4.9
Johnstown	10,923	3,480	3,450	99.1	10.3
Kenmore	20,066	5,975	5,965	99.8	23.3
Kings Park (uninc)	10,960	635	625	98.4	50.4
Kingston	28,817	8,610	8,465	98.3	3.0
Lackawanna	27,658	6,530	6,440	98.6	21.0
Lockport	25,133	7,470	7,405	99.1	12.6
Long Beach	15,586	4,675	4,620	98.8	51.2
Lynnbrook	17,314	5,075	5,040	99.3	40.0
Mamaroneck	15,016	4,290	4,235	98.7	35.2
Massena	13,137	3,610	3,575	99.0	0.3
Middletown	22,586	6,130	6,040	98.5	15.9
Mineola	14,831	4,105	4,025	98.1	41.1
Mount Vernon	71,899	20,760	20,435	98.4	34.6
Newark	10,295	2,300	2,280	99.1	8.5
Newburgh	31,956	10,080	9,925	98.5	14.9
New Rochelle	59,725	16,155	16,000	99.0	36.6
New York City	7,891,957	2,311,540	2,273,360	98.3	29.6
Niagara Falls	90,872	25,690	25,505	99.3	21.7
North Tonawanda	24,731	7,015	6,915	98.6	24.8
Ogdensburg	16,166	3,960	3,910	98.7	0.5
Olean	22,884	6,625	6,525	98.5	1.3
Oneida	11,325	3,475	3,420	98.4	12.1
Oneonta	13,564	4,125	4,040	97.9	1.1
Ossining	16,098	3,970	3,940	99.2	31.7
Oswego	22,647	6,070	6,020	99.2	11.0
Peekskill	17,731	4,910	4,825	98.3	31.9
Plattsburgh	17,738	4,625	4,570	98.8	0.4
Port Chester	23,970	6,600	6,535	99.0	41.8
Poughkeepsie	41,023	12,165	11,895	97.8	11.2
Rensselaer	10,856	3,185	3,140	98.6	24.4
Rochester	332,488	97,855	96,425	98.5	14.6
Rockville Centre	22,362	6,280	6,270	99.8	44.7
Rome	41,682	10,320	10,175	98.6	11.6
Rye	11,721	3,170	3,160	99.7	39.0
Saratoga Springs	15,473	4,430	4,315	97.4	17.8
Scarsdale	13,156	3,360	3,335	99.3	37.8
Schenectady	91,785	28,110	27,795	98.9	22.7
Syracuse	220,583	62,150	61,435	98.8	15.2
Tonawanda	14,617	4,300	4,275	99.4	23.5
Troy	72,311	20,245	20,050	99.0	20.1
Utica	101,531	29,705	29,105	98.0	12.7
Valley Stream	26,854	7,735	7,650	98.9	47.1
Watertown	34,350	10,325	10,195	98.7	0.7
Watervliet	15,197	4,330	4,285	99.0	19.6
White Plains	43,466	11,830	11,735	99.2	30.0
Yonkers	152,798	44,560	44,055	98.9	33.3
COUNTIES					
Albany	239,386	71,095	70,100	98.6	20.3
Allegany	43,784	12,220	11,890	97.3	1.3
Bronx	1,451,277	417,610	413,030	98.9	31.5
Broome	184,698	52,700	51,855	98.4	4.7
Cattaraugus	77,901	21,945	21,450	97.7	4.7
Cayuga	70,136	19,855	19,430	97.9	7.0
Chautauqua	135,189	40,995	40,180	98.0	7.1
Chemung	86,827	25,185	24,710	98.1	1.0
Chenango	39,138	11,255	10,960	97.4	3.2
Clinton	53,622	13,075	12,660	96.8	1.3
Columbia	43,182	12,825	12,450	97.1	14.4
Cortland	37,158	10,510	10,270	97.7	4.3
Delaware	44,420	12,680	12,295	97.0	1.3
Dutchess	136,781	33,765	32,950	97.6	10.3
Erie	899,238	250,425	247,720	98.9	24.2
Essex	35,086	9,615	9,320	96.9	1.4
Franklin	44,830	11,850	11,450	96.6	0.6
Fulton	51,021	15,980	15,575	97.5	12.2
Genessee	47,584	13,480	13,250	98.3	12.0
Greene	28,745	8,345	8,085	96.9	8.1
Hamilton	4,105	1,340	1,275	95.1	4.5
Herkimer	61,407	18,155	17,715	97.6	7.4
Jefferson	85,521	24,845	24,390	98.2	1.2
Kings	2,738,175	784,595	773,080	98.5	34.4
Lewis	22,521	6,025	5,735	95.2	2.6
Livingston	40,257	10,625	10,385	97.7	10.3
Madison	46,214	12,790	12,565	98.2	10.0
Monroe	487,632	141,480	139,670	98.7	15.9
Montgomery	59,594	17,885	17,580	98.3	14.6
Nassau	672,765	187,235	185,840	99.3	45.9
New York	1,960,101	603,365	585,675	97.1	15.1
Niagara	189,992	53,630	53,010	98.8	19.3
Oneida	222,855	61,430	60,275	98.1	12.0
Onondaga	341,719	95,380	94,320	98.9	16.2
Ontario	60,172	16,495	16,195	98.2	7.0
Orange	152,255	42,925	41,885	97.6	14.8
Orleans	29,832	8,915	8,780	98.5	9.4
Oswego	77,181	21,350	20,970	98.2	11.4
Otsego	50,763	14,970	14,520	97.0	2.8
Putnam	20,307	5,555	5,395	97.1	21.0
Queens	1,550	455,080	451,375	99.2	37.7
Rensselaer	132,607	37,255	36,745	98.6	20.8
Richmond	191,555	50,890	50,200	98.6	38.5
Rockland	89,276	21,565	21,170	98.2	33.0



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Area	Total Population	RADIO: Dwellings reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
St. Lawrence	98,897	25,205	24,460	97.0	0.5
Saratoga	74,869	21,385	20,870	97.6	18.9
Schenectady	142,497	43,095	42,675	99.0	24.2
Schoharie	22,703	6,465	6,235	96.4	9.6
Schuyler	14,182	4,070	3,905	95.9	2.1
Seneca	29,253	7,315	7,130	97.5	5.1
Steuben	91,439	25,870	25,165	97.3	1.4
Suffolk	276,129	70,380	69,000	98.0	28.3
Sullivan	40,731	11,985	11,590	96.7	6.8
Tioga	30,166	8,730	8,410	96.3	2.0
Tompkins	59,122	15,435	15,100	97.8	1.8
Ulster	92,621	27,355	26,615	97.3	4.7
Warren	39,205	11,395	10,735	94.2	10.9
Washington	47,144	13,045	12,630	96.8	9.4
Wayne	57,323	16,315	15,955	97.8	8.1
Westchester	625,816	173,500	171,560	98.9	34.2
Wyoming	32,822	8,935	8,780	98.3	10.1
Yates	17,615	5,310	5,145	96.9	4.6

State of Ohio
Radio & Television
1950 Census of Housing

Area	Total Population	RADIO: Dwellings reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
The State S.M.A.	7,946,627	2,288,765	2,230,155	97.4	17.4
Akron	410,032	118,350	116,555	98.5	21.7
Canton	283,194	80,190	78,275	97.6	13.1
Cincinnati	904,402	272,825	265,250	97.2	26.6
Cleveland	1,465,511	423,730	417,600	98.6	25.5
Columbus	503,410	143,140	139,675	97.6	24.5
Dayton	457,333	129,005	126,300	97.9	27.9
Hamilton-Middletown	147,203	40,735	39,605	97.2	26.5
Lima	88,183	25,645	25,180	98.2	1.8
Lorain-Elyria	148,162	40,700	39,755	97.7	20.6
Springfield	111,661	32,325	31,525	97.5	15.1
Toledo	395,551	114,950	112,925	98.2	24.7
Wheeling-Steubenville	354,092	99,405	96,015	96.6	4.0
Youngstown	528,498	145,140	141,720	97.6	6.0
URBANIZED AREAS					
Akron	366,765	106,235	104,710	98.6	21.6
Canton	173,917	50,940	49,930	98.0	12.4
Cincinnati	813,292	249,320	242,335	97.2	26.2
Cleveland	1,383,599	399,785	394,095	98.6	25.6
Columbus	437,707	123,955	121,030	97.6	24.2
Dayton	346,864	98,445	96,540	98.1	28.4
Hamilton	63,270	18,410	17,875	97.1	27.1
Springfield	82,284	24,295	23,660	97.4	13.6
Toledo	364,344	104,980	103,180	98.3	24.9
Youngstown	298,051	81,690	79,930	97.8	5.4
URBAN PLACES					
Akron	274,605	80,405	79,310	98.6	20.3
Alliance	26,161	7,870	7,725	98.2	12.6
Ashland	14,287	4,745	4,670	98.4	10.8
Ashtabula	23,696	6,915	6,795	98.3	1.8
Athens	11,660	2,690	2,645	98.3	3.9
Barberton	27,820	8,050	7,835	97.3	18.6
Bellaire	12,573	3,915	3,765	96.2	1.3
Bellefontaine	10,232	3,295	3,240	98.3	6.7
Berea	12,051	3,100	3,085	99.5	26.3
Bexley	12,378	3,515	3,515	100.0	31.2
Bowling Green	12,005	2,750	2,695	98.0	15.7
Bucyrus	10,327	3,420	3,380	98.8	2.4
Cambridge	14,739	4,765	4,640	97.4	0.7
Campbell	12,882	3,285	3,105	94.5	1.4
Canton	116,912	34,415	33,630	97.7	10.3
Chillicothe	20,133	6,475	6,365	98.3	10.0
Cincinnati	503,998	156,475	151,280	96.7	23.2
Cleveland	914,808	263,645	258,665	98.1	23.4
Cleveland Heights	59,141	17,655	17,610	99.7	26.5
Columbus	375,901	108,140	105,430	97.5	23.3
Conneaut	10,230	3,245	3,190	98.3	6.7
Coshocton	11,675	3,790	3,690	97.4	1.7
Cuyahoga Falls	29,195	8,670	8,625	99.5	31.8

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Pittsburgh 19, Pa.

Area	Total Population	RADIO: Dwellings Reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
Dayton	243,872	70,625	69,170	97.9	25.7
Defiance	11,265	3,425	3,350	97.8	5.4
Delaware	11,804	3,165	3,115	98.4	15.9
East Cleveland	40,047	13,025	12,945	99.4	22.0
East Liverpool	24,217	7,255	7,135	98.3	10.2
Elyria	30,307	8,865	8,740	98.6	23.3
Euclid	41,396	11,375	11,325	99.6	34.5
Findlay	23,845	7,855	7,725	98.3	5.8
Fostoria	14,351	4,380	4,255	97.1	13.3
Fremont	16,537	5,150	5,090	98.8	12.1
Garfield Heights	21,662	5,800	5,795	99.9	35.6
Girard	10,113	2,800	2,760	98.6	5.2
Hamilton	57,951	17,080	16,610	97.2	26.9
Ironton	16,333	4,940	4,730	95.7	4.0
Kent	12,418	2,880	2,825	98.1	26.3
Lakewood	68,071	22,290	22,125	99.3	21.4
Lancaster	24,180	7,565	7,390	97.7	20.6
Lima	50,246	15,225	15,020	98.7	1.3
Lorain	51,202	13,680	13,255	96.9	18.4
Mansfield	43,564	13,485	13,180	97.7	6.3
Maple Heights	15,586	4,135	4,135	100.0	42.4
Marietta	16,006	4,975	4,830	97.1	0.8
Marion	33,817	10,110	9,980	98.7	7.9
Martins Ferry	13,220	3,995	3,925	98.2	2.1
Massillon	29,594	8,755	8,570	97.9	14.1
Middletown	33,695	9,780	9,530	97.4	25.5
Mount Vernon	12,185	3,950	3,855	97.6	8.1
Newark	34,275	10,895	10,640	97.7	9.8
New Philadelphia	12,948	4,135	4,020	97.2	2.1
Niles	16,773	4,690	4,605	98.2	5.3
Norwood	35,001	11,150	11,080	99.4	28.7
Painesville	14,432	4,225	4,095	96.9	17.7
Parma	28,897	7,865	7,825	99.5	34.3
Piqua	17,447	5,630	5,540	98.4	15.5
Portsmouth	36,798	11,320	10,945	96.7	1.5
Rocky River	11,237	3,335	3,315	99.4	35.6
Salem	12,754	3,975	3,930	98.9	11.3
Sandusky	29,375	9,100	8,865	97.4	8.4
Shaker Heights	28,222	8,455	8,420	99.6	34.4
Sidney	11,491	3,530	3,495	99.0	11.5
South Euclid	15,432	4,490	4,475	99.7	34.2
Springfield	78,508	23,415	22,815	97.4	13.5
Steubenville	35,872	10,185	9,895	97.2	8.7
Struthers	11,941	3,250	3,145	96.8	3.2
Tiffin	18,952	5,490	5,425	98.8	6.3
Toledo	303,616	89,105	87,545	98.2	23.8
Troy	10,661	3,400	3,345	98.4	20.0
University Heights	11,566	3,040	3,040	100.0	45.6
Van Wert	10,364	3,350	3,295	98.4	0.6
Warren	49,856	14,530	14,335	98.7	7.2
Washington	10,560	3,320	3,215	96.8	15.4
Wooster	14,005	4,230	4,210	99.5	6.0
Xenia	12,877	3,940	3,795	96.3	22.5
Youngstown	168,330	44,965	43,925	97.7	4.3
Zanesville	40,517	12,400	12,010	96.9	2.3
COUNTIES					
Adams	20,499	6,075	5,600	92.2	3.5
Allen	88,183	25,645	25,180	98.2	1.8
Ashland	33,040	10,150	9,950	98.0	9.1
Ashtabula	78,695	23,240	22,685	97.6	4.3
Athens	45,839	11,805	11,240	95.2	2.3
Auglaize	30,637	9,145	8,940	97.8	2.0
Belmont	87,740	25,475	24,535	96.3	2.3
Brown	22,221	6,625	6,210	93.7	10.5
Butler	147,203	40,735	39,605	97.2	26.5
Carroll	19,039	5,195	5,080	97.8	3.5
Champaign	26,793	8,195	7,820	95.4	13.3
Clark	111,661	32,325	31,525	97.5	15.1
Clermont	42,182	11,910	11,360	95.4	21.6
Clinton	25,572	7,675	7,395	96.4	12.2
Columbiana	98,920	28,615	27,880	97.4	9.3
Coshocton	31,141	9,385	9,020	96.1	1.8
Crawford	38,738	11,915	11,700	98.2	3.7
Cuyahoga	1,389,532	402,115	396,375	98.6	25.6
Darke	41,799	12,520	12,055	96.3	13.0
Defiance	25,925	7,695	7,510	97.6	3.3
Delaware	30,278	8,200	8,090	98.7	18.1
Erie	52,565	15,525	15,145	97.6	9.0
Fairfield	52,130	15,450	15,005	97.1	18.0
Fayette	22,554	6,665	6,410	96.2	15.1
Franklin	503,410	143,140	139,675	97.6	24.5
Fulton	25,580	7,530	7,350	97.6	10.2
Gallia	24,910	6,175	5,670	91.8	1.3
Geauga	26,646	7,430	6,855	92.3	19.4
Greene	58,892	15,700	15,315	97.5	24.1
Guernsey	38,452	11,140	10,695	96.0	1.5
Hamilton	723,952	219,500	213,365	97.2	25.9
Hancock	44,280	13,950	13,720	98.4	6.4
Hardin	28,673	8,570	8,260	96.4	2.6
Harrison	19,054	5,645	5,415	95.9	4.2
Henry	22,423	6,695	6,470	96.6	9.5
Highland	28,188	8,530	8,120	95.2	5.7

Area	Total Population	RADIO: Dwellings Reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
Hocking	19,520	5,680	5,265	92.7	4.8
Holmes	18,760	4,675	3,470	74.2	2.1
Huron	39,353	11,595	11,335	97.8	8.4
Jackson	27,767	7,775	7,275	93.6	2.1
Jefferson	96,495	26,385	25,585	97.0	7.9
Knox	35,287	10,365	10,095	97.4	8.2
Lake	75,979	21,615	21,225	98.2	23.6
Laurence	49,115	13,310	12,535	94.2	3.3
Licking	70,645	21,330	20,845	97.7	10.9
Logan	31,329	9,615	9,445	98.2	5.7
Lorain	148,162	40,700	39,755	97.7	20.6
Luces	395,551	114,050	112,925	99.0	24.7
Madison	22,300	5,880	5,470	93.0	19.2
Mahoning	257,629	69,855	68,170	97.6	5.8
Marion	49,959	14,680	14,445	98.4	8.1
Medina	40,417	11,910	11,605	97.4	19.8
Meigs	23,227	6,660	6,370	95.6	1.4
Mercer	28,311	7,770	7,635	98.3	2.1
Miami	61,309	18,655	18,235	97.7	18.9
Monroe	15,362	4,455	4,140	92.9	0.7
Montgomery	398,441	113,305	110,985	98.0	28.4
Morgan	12,836	3,990	3,770	94.5	0.8
Morrow	17,168	4,950	4,820	97.4	7.3
Muskingum	74,535	21,820	21,105	96.7	2.5
Noble	11,750	3,300	3,085	93.5	1.4
Ottawa	29,469	8,785	8,595	97.8	15.0
Paulding	15,047	4,445	4,320	97.2	1.3
Perry	28,999	8,170	7,840	96.0	5.0
Pickaway	29,352	7,345	7,025	95.6	15.1
Pike	14,607	3,705	3,365	90.8	1.4
Portage	63,954	17,160	16,765	97.7	20.8
Preble	27,081	7,945	7,700	96.9	16.1
Putnam	25,248	6,930	6,740	97.3	2.8
Richland	91,305	26,175	25,575	97.7	5.8
Ross	54,424	14,745	14,115	95.7	7.4
Sandusky	46,114	13,845	13,570	98.0	11.7
Scioto	82,910	23,315	22,155	95.0	1.3
Seneca	52,978	15,260	14,905	97.7	8.0
Shelby	28,488	8,090	7,915	97.8	9.5
Stark	283,194	80,190	78,272	97.6	13.1
Summit	410,032	118,350	116,555	98.5	21.7
Trumbull	158,915	44,370	43,325	97.6	7.6
Tuscarawas	70,320	20,685	19,975	96.6	2.4
Union	20,687	6,035	5,860	97.1	15.6
Van Wert	26,971	8,365	8,185	97.8	0.7
Vinton	10,759	2,870	2,625	91.4	0.9
Warren	38,505	10,780	10,345	96.0	22.3
Washington	44,407	13,080	12,395	94.8	1.3
Wayne	58,716	16,025	15,180	94.7	11.7
Williams	26,202	8,270	8,100	97.9	2.4
Wood	59,605	16,615	16,240	97.7	16.8
Wyandot	19,785	5,825	5,695	97.8	5.2

State of Oregon
Radio & Television
1950 Census of Housing

Area	Total Population	RADIO: Dwellings reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
The State S.M.A.	1,521,341	472,600	458,445	97.0	0.5
Portland	704,829	226,220	221,510	97.9	0.5
URBANIZED AREA					
Portland	512,643	168,620	165,375	98.1	0.4
URBAN PLACES (10,000 or more)					
Albany	10,115	3,315	3,235	97.6	—
Astoria	12,331	4,380	4,190	95.7	2.0
Bend	11,409	3,665	3,600	98.2	—
Corvallis	16,207	4,090	4,045	98.9	0.5
Eugene	35,879	10,945	10,710	97.9	0.2
Klamath Falls	15,875	5,330	5,215	97.8	0.5
Medford	17,305	5,700	5,550	97.4	0.6
Pendleton	11,774	3,390	3,320	97.9	0.4
Portland	373,628	125,600	123,035	98.0	0.4
Salem	43,140	13,115	12,855	98.0	0.5
Springfield	10,807	3,235	3,185	98.5	0.2
COUNTIES					
Baker	16,175	5,105	4,915	96.3	0.7

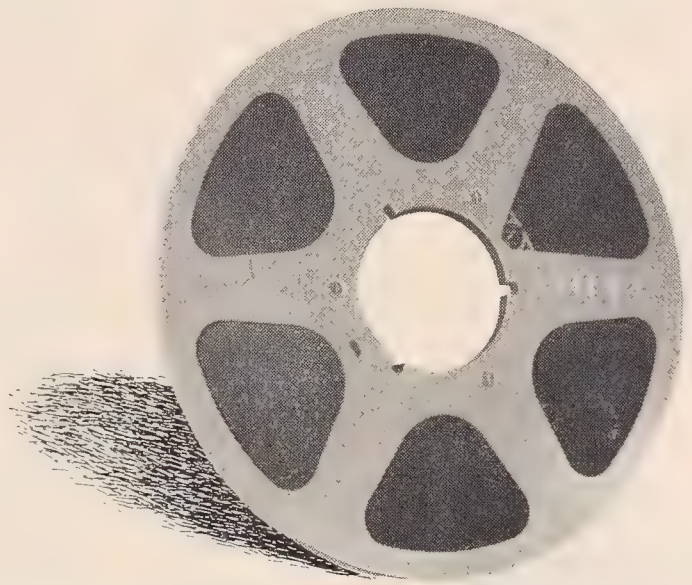
Area	Total Population	RADIO: Dwellings Reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
Benton	31,570	8,615	8,455	98.1	0.5
Clackamas	86,716	26,785	26,095	97.4	0.5
Clatsop	30,776	10,195	9,845	96.6	1.0
Columbia	22,967	7,020	6,765	96.4	1.3
Coos	42,265	13,265	12,690	95.7	0.4
Crook	8,991	2,520	2,405	95.4	0.4
Curry	6,048	2,030	1,930	95.1	0.2
Deschutes	21,812	6,740	6,605	98.0	0.3
Douglas	54,549	15,840	14,990	94.6	0.5
Gilliam	2,817	855	815	95.3	—
Grant	8,329	2,425	2,255	93.0	0.8
Harney	6,113	1,735	1,595	91.9	—
Hood River	12,740	3,945	3,815	96.7	0.5
Jackson	58,510	18,440	17,745	96.2	0.5
Jefferson	5,536	1,515	1,445	95.4	1.4
Josephine	26,542	8,465	7,920	93.6	0.4
Klamath	42,150	13,100	12,625	96.3	0.8
Lake	6,649	1,940	1,840	94.8	—
Lane	125,776	37,455	36,315	97.0	0.3
Lincoln	21,308	6,855	6,490	94.7	0.4
Linn	54,317	16,080	15,515	96.5	0.6
Malheur	23,223	6,325	6,095	96.4	0.6
Marion	101,401	28,995	28,295	97.6	0.4
Morrow	4,783	1,440	1,370	95.1	—
Multnomah	471,537	155,385	152,170	97.9	0.5
Polk	26,317	7,750	7,500	96.8	1.0
Sherman	2,271	730	710	97.3	2.1
Tillamook	18,606	5,725	5,520	96.4	0.7
Umatilla	41,703	12,345	11,930	96.6	0.3
Union	17,962	5,790	5,615	97.0	0.5
Wallowa	7,264	2,240	2,145	95.8	0.2
Wasco	15,553	4,950	4,720	95.4	0.5
Washington	61,269	18,950	18,610	98.2	0.7
Wheeler	3,313	955	880	92.1	0.5
Yamhill	33,484	10,095	9,815	97.2	0.5

State of Pennsylvania

1950 Census of Housing

Radio & Television

Area	Total Population	RADIO: Dwellings Reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
The State	10,498,012	2,881,380	2,813,495	97.6	16.7
S.M.A.					
Allentown-Bethlehem-Easton	437,824	120,840	119,055	98.5	15.5
Altoona	139,514	39,055	38,140	97.7	1.8
Erie	219,388	61,305	60,200	98.2	20.5
Harrisburg	292,241	82,780	81,210	98.1	3.7
Johnstown	291,354	75,310	72,720	96.6	6.4
Lancaster	234,717	64,345	60,280	93.7	19.3
Philadelphia	3,671,048	1,001,020	982,530	98.2	36.4
Pittsburgh	2,213,236	607,870	595,080	97.9	13.1
Reading	255,740	73,025	71,675	98.2	17.9
Scranton	257,396	71,125	69,755	98.1	1.4
Wilkes-Barre-Hazleton	392,241	106,510	104,455	98.1	1.5
York	202,737	58,520	57,385	98.1	10.6
URBANIZED AREA					
Allentown-Bethlehem	225,962	61,765	61,145	99.0	16.1
Altoona	86,614	25,115	24,700	98.3	2.0
Erie	151,710	41,860	41,150	98.3	24.0
Harrisburg	169,646	49,630	48,990	98.7	3.9
Johnstown	93,354	25,540	25,085	98.2	9.3
Lancaster	76,280	22,275	21,895	98.3	27.1
Philadelphia	2,922,470	811,045	797,310	98.3	37.0
Pittsburgh	1,532,953	428,935	421,210	98.2	14.3
Reading	154,931	45,985	45,385	98.7	17.4
Scranton	236,076	65,825	64,615	98.2	1.4
Wilkes-Barre-Hazleton	271,589	74,250	72,995	98.3	1.0
York	78,796	23,885	23,470	98.3	10.3
URBAN PLACES					
Aliquippa	26,132	6,530	6,370	97.5	9.0
Allentown	106,756	29,985	29,735	99.2	17.9
Altoona	77,177	22,540	22,145	98.2	1.9
Ambridge	16,429	4,610	4,505	97.7	5.6
Arnold	10,263	2,975	2,915	98.0	8.7
Beaver Falls	17,375	5,075	4,980	98.1	8.7
Bellevue	11,604	3,695	3,685	99.7	13.6
Berwick	14,010	4,075	4,000	98.2	0.7
Bethel	11,324	3,065	3,020	98.5	16.2
Bethlehem	66,340	17,810	17,565	98.6	9.7
Bloomsburg	10,633	3,330	3,270	98.2	0.5
Braddock	16,488	4,415	4,275	96.8	12.9
Bradford	17,354	5,340	5,240	98.1	0.4
Brentwood	12,535	3,755	3,715	98.9	20.8
Bristol	12,710	3,405	3,355	98.5	43.1
Butler	23,482	6,995	6,895	98.6	11.0
Cannonsburg	12,072	3,405	3,365	98.8	7.9
Carbondale	16,296	4,445	4,380	98.5	1.9
Carlisle	16,812	4,765	4,675	98.1	2.0
Carnegie	12,105	3,400	3,360	98.8	12.2
Chambersburg	17,212	5,160	5,080	98.4	4.5
Chester	66,039	17,325	16,810	97.0	31.5
Clairton	19,652	5,025	4,955	98.6	12.1
Coatesville	13,826	3,815	3,745	98.2	20.8
Columbia	11,993	3,280	3,230	98.5	25.9
Connellsville	13,293	3,910	3,825	97.8	7.2
Conshohocken	10,922	2,660	2,620	98.5	40.4
Caraopolis	10,498	2,970	2,955	99.5	12.1
Darby	13,154	3,540	3,525	99.6	44.4
Donora	12,186	3,360	3,280	97.6	6.9
Dormont	13,405	4,275	4,250	99.4	13.2
DuBois	11,497	3,430	3,360	98.0	2.0
Dunmore	20,305	5,425	5,330	98.2	2.1
Duquesne	17,620	4,855	4,740	97.6	10.2
Easton	35,632	10,180	10,020	98.4	9.7
Ellwood City	12,945	3,685	3,645	98.9	10.6
Erie	130,803	36,940	36,265	98.2	22.9



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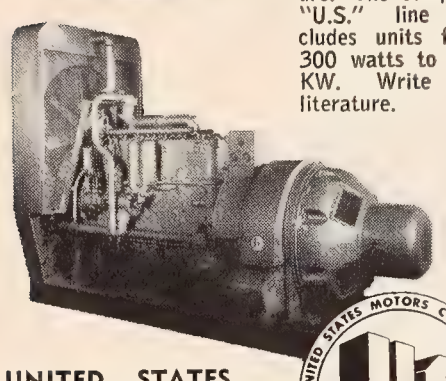
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FOR THE RECORD

Area	Total Population	RADIO Dwellings Reporting	RADIO With Radio 1950 Number	RADIO With Radio 1950 Per Cent	Per Cent TV
Farrell	13,644	3,570	3,460	96.9	2.9
Franklin	10,006	3,180	3,100	97.5	1.3
Greensburg	16,923	4,825	4,745	98.3	10.9
Hanover	14,048	4,335	4,260	98.3	9.4
Harrisburg	89,544	27,195	26,780	98.5	2.6
Hazleton	35,491	9,715	9,545	98.3	3.6
Homestead	10,046	2,820	2,755	97.7	13.3
Indiana	11,743	3,430	3,385	98.7	7.3
Jeannette	16,172	4,625	4,565	98.7	12.2
Johnstown	63,232	17,255	16,925	98.1	7.9
Kingston	21,096	6,095	6,035	99.0	0.8
Lancaster	63,774	18,705	18,360	98.2	27.0
Lansdowne	12,169	3,705	3,675	99.2	32.7
Latrobe	11,811	3,290	3,245	98.6	7.8
Lebanon	28,156	7,990	7,825	97.9	12.0
Lewistown	13,894	4,445	4,355	98.0	0.5
Lock Haven	11,381	3,325	3,275	98.5	0.5
McKeesport	51,502	14,690	14,250	97.0	15.1
McKees Rocks	16,241	4,675	4,420	94.5	12.9
Mahanoy City	10,934	3,125	3,060	97.9	0.8
Meadsville	18,972	5,885	5,770	98.0	1.4
Monessen	17,896	5,085	4,960	97.5	7.3
Mount Carmel	14,222	3,865	3,790	98.1	1.6
Munhall	16,437	4,645	4,595	98.9	16.3
Nanticoke	20,160	5,980	5,780	96.7	0.9
New Castle	48,834	13,925	13,680	98.2	5.2
New Kensington	25,146	7,245	7,140	98.6	14.0
Norristown	38,126	8,950	8,835	98.7	38.5
North Braddock	14,724	3,980	3,915	98.4	15.3
Oil City	19,581	5,720	5,600	97.9	1.1
Philadelphia	2,071,605	574,270	563,440	98.1	35.0
Phoenixville	12,932	3,335	3,270	98.1	40.3
Pittsburgh	676,806	188,915	184,805	97.8	14.0
Pittston	15,012	3,930	3,855	98.1	0.8
Plymouth	13,021	3,700	3,625	98.0	0.7
Pottstown	22,589	6,475	6,380	98.5	28.9
Pottsville	23,640	6,710	6,615	98.6	4.1
Reading	109,320	32,205	31,655	98.3	15.2
Scranton	125,536	35,860	35,235	98.3	1.2
Shamokin	16,879	4,960	4,900	98.8	1.0
Sharon	26,454	7,660	7,575	98.9	3.7
Shenandoah	15,704	4,490	4,340	96.7	1.7
State College	17,227	3,025	2,970	98.2	1.3
Steelton	12,574	3,230	3,155	97.7	2.6
Sunbury	15,570	4,890	4,850	99.2	0.3
Swissvale	16,488	4,590	4,565	99.5	16.9
Tamaqua	11,508	3,185	3,165	99.4	4.1
Turtle Creek	12,363	3,465	3,415	98.6	14.4
Uniontown	20,471	6,035	5,925	98.2	7.7
Warren	14,849	4,715	4,680	99.3	0.7
Washington	26,280	7,640	7,520	98.4	8.3
Waynesboro	10,334	3,275	3,190	97.4	4.1
West Chester	15,168	3,825	3,720	97.3	26.4
West Mifflin	17,985	4,690	4,645	99.0	19.6
Wilkes-Barre	76,826	21,010	20,710	98.6	1.1
Wilkinsburg	31,418	9,710	9,630	99.2	14.5
Williamsport	45,047	13,700	13,505	98.6	0.4
Yeadon	11,068	2,995	2,995	100.0	50.5
York	59,953	18,315	17,945	98.0	8.7
COUNTIES					
Adams	44,197	11,910	11,550	97.0	4.7
Allegheny	1,515,237	417,655	409,885	98.1	14.8
Armstrong	80,842	22,365	21,610	96.6	5.5
Beaver	175,192	47,405	46,455	98.0	11.0
Bedford	40,775	10,950	10,370	94.7	1.1
Berks	255,740	73,025	71,675	98.2	17.9
Blair	139,514	39,055	38,140	97.7	1.8
Bradford	51,722	14,600	13,985	95.8	1.4
Bucks	144,620	39,900	39,145	98.1	34.6
Butler	97,320	25,795	25,145	97.5	11.3
Cambria	209,541	53,380	51,855	97.1	7.0
Cameron	7,023	2,010	1,900	94.5	0.2
Carbon	57,558	15,665	15,340	97.9	5.9
Centre	65,922	15,880	15,310	96.4	1.0
Chester	159,141	39,555	38,400	97.1	26.5
Clarion	38,344	10,325	9,960	96.5	5.2
Clearfield	85,957	22,940	21,970	95.8	2.0
Clinton	36,532	10,055	9,755	97.0	0.8
Columbia	53,460	15,355	14,960	97.4	1.0
Crawford	78,948	22,365	21,690	97.0	1.9
Cumberland	94,457	26,535	25,985	97.9	3.4
Dauphin	197,784	56,245	55,225	98.2	3.8
Delaware	414,234	112,570	111,160	98.7	41.1
Elk	34,503	9,320	9,080	97.4	0.5
Erie	219,388	61,305	60,200	98.2	20.5
Fayette	189,899	50,665	48,845	96.4	6.5
Forest	4,944	1,410	1,320	93.6	2.1
Franklin	75,927	20,875	19,915	95.4	3.3
Fulton	10,387	2,665	2,455	92.1	1.1
Greene	45,394	11,930	11,295	94.7	3.2
Huntingdon	40,872	10,985	10,485	95.4	0.8
Indiana	77,106	20,625	19,805	96.0	4.5
Jefferson	49,147	13,660	13,260	97.0	1.9
Juniata	15,243	4,255	3,970	93.3	0.7
Lackawanna	257,396	71,125	69,755	98.1	1.4
Lancaster	234,717	64,345	60,280	93.7	19.3
Lawrence	105,120	29,000	28,325	97.7	6.4
Lebanon	81,683	22,275	21,680	97.3	11.6
Lehigh	198,207	54,580	54,055	99.0	18.4
Luzerne	392,241	106,510	104,455	98.1	1.5
Lycoming	101,249	29,525	28,910	97.9	0.4
McKean	56,607	16,605	16,180	97.4	0.6
Mercer	111,954	30,915	30,225	97.8	4.3
Mifflin	43,691	12,420	11,700	94.2	0.7
Monroe	33,773	9,495	9,215	97.1	7.2
Montgomery	353,068	92,220	91,100	98.8	37.4
Montour	16,001	3,665	3,565	97.3	1.1
Northampton	185,243	50,490	49,570	98.2	12.7
Northumberland	117,115	32,680	31,935	97.7	0.9
Perry	24,782	6,880	6,560	95.3	2.2
Philadelphia	2,071,605	574,270	563,440	98.1	35.0
Pike	8,425	2,685	2,600	96.8	6.2
Potter	16,810	4,905	4,650	94.8	1.0
Schuylkill	200,577	54,670	53,295	97.5	3.4
Snyder	22,912	6,040	5,725	94.8	1.1
Somerset	81,813	21,930	20,865	95.1	5.0
Sullivan	6,745	1,800	1,695	94.2	2.2
Susquehanna	31,970	8,805	8,375	95.1	1.9
Tioga	35,474	9,890	9,585	96.9	0.4
Union	23,150	5,625	5,385	95.7	1.1
Venango	65,328	17,765	17,150	96.5	2.1
Warren	42,698	11,625	11,325	97.4	1.2
Washington	209,628	57,895	56,015	96.8	7.9
Wayne	28,478	7,830	7,565	96.6	1.5
Westmoreland	313,179	84,915	82,725	97.4	9.7
Wyoming	16,766	4,755	4,545	95.6	0.4
York	202,737	58,520	57,385	98.1	10.6

New Grantees' Commencement Target Dates

* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
Barnet Breznor, Alexandria, La. (62)	4/2/53 Unknown	....
Minnesota-Iowa Television Co., Austin, Minn. (6)	3/26/53	....
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark

Location & Channel	Date Granted & Target for Start	Network Representative
WHFB-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	.....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	.....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	..... Blair
Rudman TV Co., Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	.....
Cecil W. Roberts, Bloomington, Ill. (15)	3/4/53 Fall 1953	.....
E. Anthony & Son, Boston, Mass. (50)	3/26/53	.....
TV Montana, Butte, Mont. (6)	2/26/53 Unknown	.....
Sparton Bcstg. Co., Cadillac, Mich. (13)	4/8/53	.....
WTAO-TV Cambridge Mass. (56)	3/11/53 Unknown	.....
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	..... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 Summer 1953	.....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	.....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	..... Grant
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	.....
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
TV Columbus, Columbus, Ga. (28)	3/11/53 Unknown	.....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	.....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	.....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53 Unknown	.....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	.....
Rib Mountain Radio Inc., Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	.....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	..... Hollingbery
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	..... Everett-McKinney
KTVF (TV) Eugene, Ore. (20)	2/11/53 Unknown	.....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	.....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 10/1/53	..... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	..... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/15/53	..... Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	.....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	..... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 5/1/54	..... Holman
WNCT (TV) Greenville, N. C. (9)	3/11/53 9/1/53	..... Pearson
Grenco Inc., Green-Wood, S. C. (21)	4/8/53	.....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	.....
KHMO-TV Hannibal, Mo. (7)	2/18/53 Unknown	.....
Turner-Farrar Assn., Harrisburg, Ill. (22)	3/11/53 Unknown	.....
WSVA-TV Harrisonburg, Va. (3)	3/11/53 May-June	NBC Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53 Midsummer '53	.....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	.....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53 Late 1953	ABC .....
Empire Coil Co., Indianapolis, Ind. (67)	3/26/53	.....
Marion Radio Corp., Indianapolis, Ind. (26)	3/26/53	.....
Television Services of Knoxville, Knoxville, Tenn. (26)	3/26/53	.....
Las Vegas TV, Las Vegas, Nev. (8)	3/19/53 Unknown	.....
WMRF-TV Lewiston, Pa. (38)	4/2/53 Unknown	.....
KTRE-TV Lufkin, Tex. (9)	3/11/53 11/1/53	..... Taylor
WETV (TV) Macon, Ga. (47)	2/12/53 8/1/53	....
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53 9/27/53	CBS, DuM Katz
WMRI-TV Marion, Ind. (29)	3/11/53 Unknown	.....
WMEV-TV Marion, Va. (50)	4/2/53 Unknown	..... Donald Cooke
KRIO-TV McAllen, Tex. (20)	2/18/53 September	.....
Southern Oregon Bcstg Co., Medford, Ore. (5)	3/4/53 Unknown	.....
KTYL-TV Mesa, Ariz. (12)	2/18/53 4/26/53	..... Avery-Knodel
KMID-TV Midland, Tex. (2)	2/11/53 Unknown	.....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	.....
KGVO-TV Missoula, Mont. (13)	3/11/53 Spring 1954	..... Gill & Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 Unknown	.....
WCOV-TV Montgomery, Ala. (20)	9/18/52 4/6/53	CBS Taylor
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53 Fall 1953	.....
WLBC-TV Muncie, Ind. (49)	10/30/52 4/15/53	CBS, DuM Walker-N.Y.; Holman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53 Unknown	.....
Home News Pub. Co., New Brunswick, N. J. (47)	4/2/53 Unknown	.....
WKST-TV New Castle, Pa. (45)	9/4/52 3/20/53	..... Meeker
WJMR-TV New Orleans, La. (61)	2/18/53 5/18/53	..... Bolling
WMRY-TV New Orleans, La. (26)	4/2/53 Fall 1953	..... Gill-Perna
Community TV Corp., New Orleans, La. (32)	4/2/53 Unknown	.....
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	.....
WACH (TV) Newport News, Va. (33)	2/5/53 June	.....
WMGT (TV) North Adams, Mass. (74)	2/18/53 Unknown	.....

SPOKEN WITH THE VOICE OF

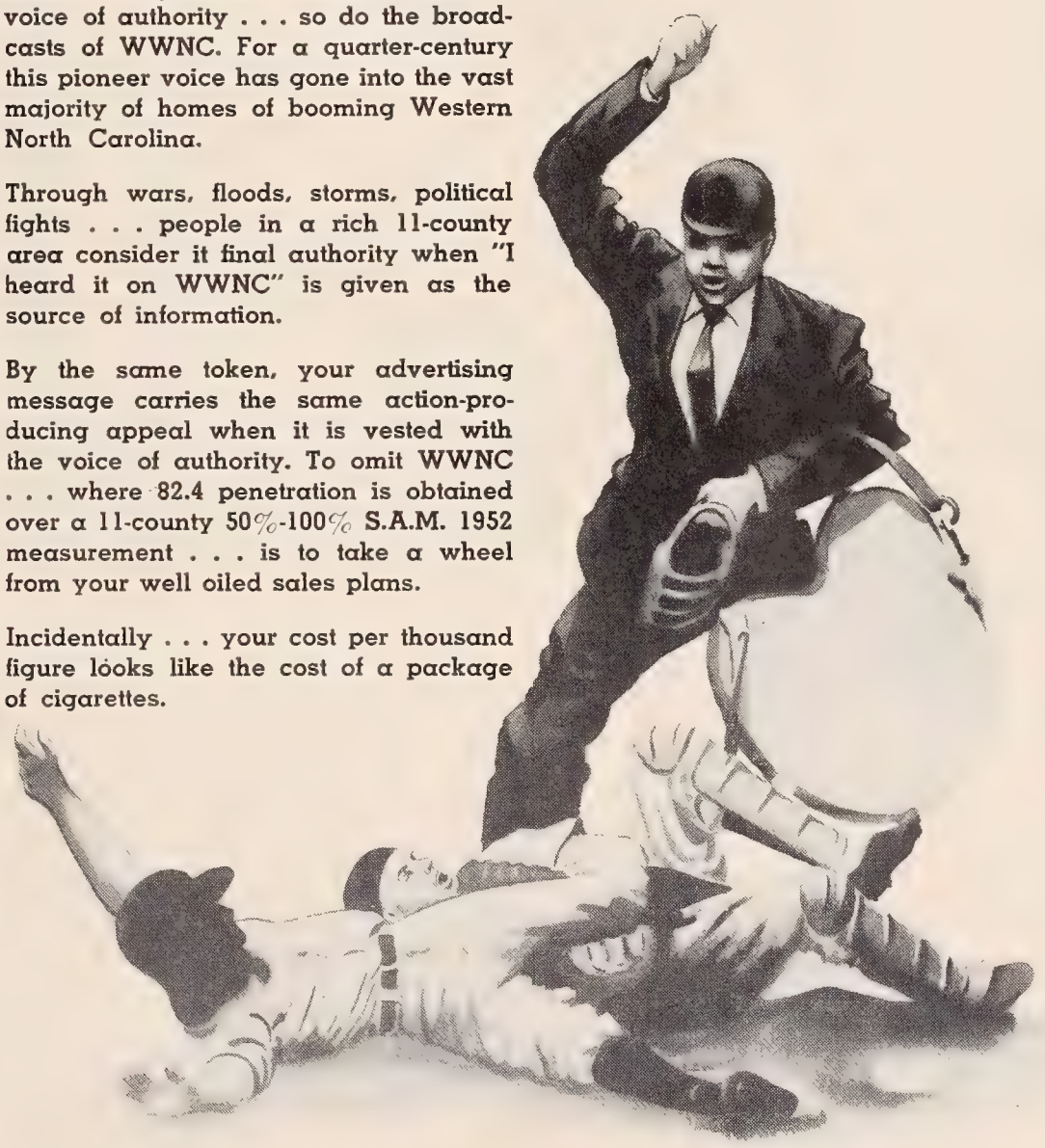
Authority!

Just as the Umpires' decisions echo the voice of authority . . . so do the broadcasts of WWNC. For a quarter-century this pioneer voice has gone into the vast majority of homes of booming Western North Carolina.

Through wars, floods, storms, political fights . . . people in a rich 11-county area consider it final authority when "I heard it on WWNC" is given as the source of information.

By the same token, your advertising message carries the same action-producing appeal when it is vested with the voice of authority. To omit WWNC . . . where 82.4 penetration is obtained over a 11-county 50%-100% S.A.M. 1952 measurement . . . is to take a wheel from your well oiled sales plans.

Incidentally . . . your cost per thousand figure looks like the cost of a package of cigarettes.



5000 WATTS WWNC DAY AND NIGHT

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C.

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

Location & Channel	Date Granted & Target for Start	Network Representative
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
J. D. Manly, Panama City, Fla. (7)	3/11/53 Unknown	....
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	..... Petry
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/52 August	..... Headley-Reed
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS .....
KWIK-TV Pocatello, Idaho (10)	2/26/53 Spring 1954	..... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Everett-McKinney-N.Y.; Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	....
WNAO-TV Raleigh, N. C. (28)	10/16/52 5/28/53	CBS Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52 4/15/53	NBC Headley-Reed
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	....
Genesee Valley TV Corp., Rochester, N. Y. (27)	4/2/53 Unknown	....
WROM-TV Rome, Ga. (9)	2/11/53 7/15/53	..... Weed
WKNX-TV Saginaw, Mich. (57)	10/2/52 4/1/53	..... Gill & Perna
Utah Bcstg. & Television Corp., Salt Lake City, Utah (2)	3/26/53	....
Alamo Television Co., San Antonio, Tex. (35)	3/26/53	....
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 June	CBS Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	..... Pearson
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 Unknown	....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	CBS .....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	....
L. A. Harvey, San Francisco (20)	3/11/53 Unknown	....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53 Unknown	....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	..... Hollingbery
WGBI-TV Scranton, Pa. (22)	8/14/52 6/7/53	CBS Blair-TV
KDRO-TV Sedalia, Mo. (6)	2/26/53 Unknown	....
Sherman TV Co., Sherman, Tex. (46)	3/4/53 Late Summer, '53	....
WICS (TV) Springfield, Ill. (46)	2/26/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 May	..... Taylor
KCOK-TV Tulare, Calif. (27)	4/2/53 Unknown	....
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	....
Southern Ida. Bcstg. & TV Co., Twin Falls, Ida. (11)	3/19/53 Unknown	....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Late Summer '53	..... Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	....
KEDD (TV) Wichita, Kan. (16)	2/18/53 5/15/53	....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM .....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/1/53	..... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
J. Steventon, Yuba City, Calif. (52)	3/11/53 Unknown	....

ACTIONS OF THE FCC

April 2 through April 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc—megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc — kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Station Authorizations as of March 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,405	573	101
CPs on air	19	33	†63
Total on air	2,424	607	†164
CPs not on air	133	21	255
Total authorized	2,557	628	419
Applications in hearing	92	1	64
New station requests	250	7	639
Facilities change requests	177	41	19
Total applications pending	973	112	740
Licenses deleted in March	0	4	0
CPs deleted in March	3	1	0

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

AM and FM Summary through April 7

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,425	2,408	154	247	94
FM	607	573	54	7	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	112	213	325
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	135	19	154

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	770	337	606	494	1,097 [1]
Educational	42		28	15	43
Total	812	337	634	509	1,140 [2]

[1] One applicant did not specify channel.
[2] Includes 339 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and Group B city priority lists.

New TV Stations . . .

Decisions

Alexandria, La.—Barnet Brezner, granted uhf Ch. 62 (758-764 mc); ERP 21.5 kw visual, 11.5 kw aural; antenna height above average terrain 640 ft., above ground 620 ft. Estimated construction cost $178,584, first year operating cost $137,540, revenue $180,000. Post office address 2833 Lee St., Alexandria. La. Studio location Fourth and Marsh Streets. Transmitter location 4.5 mi. NE of Alexandria. Geographic coordinates 31° 21′ 18″ N. Lat., 92° 23′ 09″ W. Long. Transmitter and antenna RCA. Legal counsel John P. Hearne, Hollywood. Consulting engineer Harry R. Lubcke, Hollywood. Sole owner of applicant is **Barnet Brezner**, Alexandria (La.) general contractor, and 50% owner of Red River Construction Co. (general contractors), Shreveport, La. City priority status: Gr. A-2, No. 131. (BPCT-1469). Granted April 2.

New Orleans, La. — CKG Television Co. (WMRY), granted uhf Ch. 26 (542-548 mc); ERP 100 kw visual, 54 kw aural; antenna height above average terrain 330 ft., above ground 356 ft. Estimated construction cost $283,684, first year operating cost $245,000, revenue $250,000. Post office address 505 Melrose Bldg., Houston, Tex. Studio location 2107 Dryades St. Transmitter location on Whitney Road, ¼ mi. south of Hamilton St. at transmitter site of WMRY (AM). Geographic coordinates 29° 54′ 30″ N. Lat., 90° 02′ 26″ W. Long. Transmitter and antenna GE. Legal counsel A. L. Stein, Washington. Consulting engineer L. J. N. duTreil & Assoc., New Orleans, La. Principals incdlude President **Lester Kamin** (11%), sole owner of Kamin Adv. Agency, Houston, Tex., 25% owner of WMRY New Orleans and 25% owner of KCIJ Shreveport, La.; Vice President **Pat Coon** (11%), partner in Dallas (Tex.) law firm of Clark, Coon, Holt & Fisher, and 25% owner of both WMRY and KCIJ, and Secretary-Treasurer **Billy B. Goldberg** (11%), Houston (Tex.) attorney, and 25% owner of both WMRY and KCIJ. There are 17 other Shreveport stockholders. (BPCT-1474). Granted April 2. City priority status: Gr. B-4, No. 184.

New Orleans, La.—Community Television Corp., granted uhf Ch. 32 (578-584 mc). ERP 85 kw visual, 48 kw aural; antenna height above average terrain 470 ft., above ground 494 ft. Estimated construction cost $285,894, first year operating cost $240,000, revenue $204,000. Post office address: 505 Baronne St., New Orleans. Studio and transmitter location: 327-353 South Rampart St. Geographical coordinates: 29° 57′ 07.4″ N. Lat., 90° 04′ 29.3″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel D. F. Prince, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Jules J. Paglin** (12¾%); Vice President **Stanley W. Ray Jr.** (9¼%) and Treasurer **Milton Adler** (2½%). Messrs. Paglin and Ray own 50% each of WBOK New Orleans, 42½% each of KAOK Lake Charles, La., and are applicants for new AM station in Baton Rouge, La. City priority status: B-4, No. 184. (BPCT-1387). Granted April 2.

Cadillac, Mich—Sparton Bcstg. Co. Granted vhf Ch. 13 (210-216 mc); ERP 290 kw visual, 145 kw aural; antenna height above average terrain 1440 ft., above ground 1,080 ft. Estimated construction cost $469,014, first year operating cost $265,440, revenue $290,000. Post office address 2301 E. Michigan Ave., Jackson, Mich. Studio location 415 N. Mitchell St., Cadillac. Transmitter location R. R. No. 1. Geographic coordinates 44° 08′ 14″ N. Lat., 85° 20′ 51″ W. Long. Transmitter and antenna FTL. Legal counsel Henderson, Quail, Schneider & Pierce, Cleveland. Consulting engineer Scharfeld, Jones & Baron, Washington. Owner is **Sparks-Withington Co.**, Jackson, Mich. Officers include President **John J. Smith**, Secretary-Treasurer **Harold M. Johnston**, and Vice President **Leland T. Matthews**, who hold same offices with Sparks-Withington, manufacturer of TV cabinets, auto parts. City priority status: Gr. A-2, No. 510. (BPCT-1597). Granted April 8.

New Brunswick, N. J.—Home News Publishing Co., granted uhf Ch. 47 (668-674 mc), ERP 87 kw visual, 49 kw aural; antenna height above average terrain 430 ft. Estimated construction cost $212,200, first year operating cost $180,000, revenue $200,000. Studio location 137 Church St., New Brunswick. Transmitter location W. side State Highway # 25, ¼ mi. North of Raritan River. Geographic coordinates 40° 29′ 42″ N. Lat., 72° 24′ 50″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer McIntosh & Inglis, Washington. Applicant is licensee of WDHN (FM) New Brunswick. Principals include President **Elmer B. Boyd** (58%), president and 89% owner of Colonial Homesites, New Brunswick (real estate development), and vice president of Flako Products Corp., New Brunswick (food products manufacturing); Treasurer **Hugh N. Boyd** (18%); **Kathleen Boyd Martin** (15%), and **Ruth Boyd Talbot** (9%). Applicant publishes *New Brunswick Home News, Metuchen Recorder* and *Linden* (N. J.) *Observer*. Address: 127 Church St., New Brunswick, N. J. City priority status: Group B-1, No. 138. (BPCT 597). Granted April 2.

Rochester, N. Y.—Genesee Valley Television Co., granted uhf Ch. 27 (548-554 mc); ERP 265 kw visual, 135 kw aural; antenna height above average terrain 440 ft., above ground 494 ft. Estimated construction cost $415,000, first year operating cost $300,000, revenue $300,000. Post office address % Schine Chain Theatres, 40 N. Main St., Gloversville, N. Y. Studio location to be determined. Transmitter location: Pinnacle Hill, Brighton, N. Y. Geographic coordinates 43° 08′ 07″ N. Lat., 77° 35′ 02″ W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer A. D. Ring & Co., Washington. Grantee is owned 50% by Schine Chain Theatres and 50% by

owners of WRNY Rochester, former competitor for Ch. 27. Officers include: Chairman of Board **J. Myer Schine**; President **Stanley J. Bachman** (25%), part owner WRNY; Vice President **Louis W. Schine**; Treasurer **Bernard S. Bachman** (25%), part owner WRNY; Secretary **Howard M. Antevil**; and Directors **William Graham** and **William J. Miller**. City priority status: Gr. B-4, No. 191. (BPCT-1378). Granted April 2.

Providence, R. I.—New England Television Co. of Rhode Island, granted uhf Ch. 16 (482-488 mc); ERP 210 kw visual, 115 kw aural; antenna height above average terrain 520 ft., above ground 453 ft. Estimated construction cost $291,800, first year operating cost $275,000 revenue $280,000. Post office address 514 Industrial Trust Bldg., Providence 3, R. I. Studio location to be determined. Transmitter location on Pine Street, near intersection of Pine St. and Homestead Ave. Geographic coordinates 41° 52′ 27″ N. Lat., 71° 17′ 56″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Abraham Belilove, Providence. Consulting engineer J. Gordon Keyworth, Williamstown, Mass. Principals include President **George Gerber** (2/7), retail jeweler; Vice President **Samuel Hamin** (2/7), jewelry mfr.; Vice President **John Dunne** (1/7), automobile distributor, and **Alfred DeMaris** (1/7), bus transportation. City priority Group B-5, No. 206. (BPCT-1597). Granted April 8.

Greenwood, S. C.—Grenco Inc. (WCRS), granted uhf Ch. 21 (512-518 mc); ERP 93 kw visual, 50 kw aural; antenna height above average terrain 440 ft., above ground 374 ft. Estimated construction cost $168,448, first year operating cost $74,800, revenue $96,000. Post office address P. O. Box 868, Greenwood. Studio and transmitter location William St. Geographic coordinates 34° 12′ 5.198″ N. Lat., 82° 10′ 3.339″ W. Long. Transmitter and antenna RCA. Consulting engineer Palmer A. Greer, Fairforest, S. C. Principals include President and Treasurer **Douglas Featherstone** (86.96%) and Secretary **C. A. Mays** (13.04%). City priority group A-2, No. 384. (BPCT-1536). Granted April 8.

Call Letters Assigned

KHSL-TV Chico, Calif.—Golden Empire Bcstg. Co. (KHSL), vhf Ch. 12.

KFSD-TV San Diego, Calif.—Airfan Radio Corp. (KFSD), vhf Ch. 10.

KVEC-TV San Luis Obispo, Calif.—Valley Electric Co. (KVEC), vhf Ch. 6.

KAGR-TV Yuba City, Calif.—John Steventon, uhf Ch. 52.

WINK-TV Fort Myers, Fla.—Fort Myers Bcstg. Co. (WINK), vhf Ch. 11.

WMAZ-TV Warner Robins (Macon), Ga.—Southeastern Bcstg. Co. (WMAZ Macon), vhf Ch. 13.

KFXD-TV Nampa, Ida.—Frank E. Hurt & Son Inc. (KFXD), vhf Ch. 6.

KLIX-TV Twin Falls, Ida.—Southern Idaho Bcstg. & TV Co. (KLIX), vhf Ch. 11.

WIND-TV Chicago—Johnson-Kennedy Radio Corp. (WIND), uhf Ch. 20.

WRAY-TV Princeton, Ind.—Princeton Bcstg. Co. (WRAY), uhf Ch. 52.

WMRI-TV Marion, Ind.—Chronicle Pub. Co. (WMRI-FM), uhf Ch. 29.

WBOC-TV Salisbury, Md.—Peninsula Bcstg. Co. (WBOC), uhf Ch. 16.

WTAO-TV Cambridge, Mass. — Middlesex Bcstg. Corp. (WTAO), uhf Ch. 56.

WCBI-TV Columbus, Miss.—Birney Imes Jr. (WCBI), uhf Ch. 28.

KGVO-TV Missoula, Mont. — Mosby's Inc. (KGVO), vhf Ch. 13.

KLAS-TV Las Vegas, Nev.—Las Vegas TV Inc. (KLAS), vhf Ch. 8.

WOCN (TV) Atlantic City, N. J.—Matta Enterprises, uhf Ch. 52.

KGGM-TV Albuquerque, N. M.—New Mexico Bcstg. Co. (KGGM), vhf Ch. 13.

WHEC-TV Rochester, N. Y. — WHEC Inc., share-time on vhf Ch. 10. Effective date of grant has been postponed pending hearing stemming from protest from WSAY Rochester.

WVET-TV Rochester, N. Y.—Veterans Bcstg. Co. (WVET), share-time on vhf Ch. 10. Effective date of grant has been postponed pending hearing stemming from protest from WSAY Rochester.

WNCT (TV) Greenville, N. C. — Carolina Bcstg. System Inc. (WGTC), vhf Ch. 9.

WHKP-TV Hendersonville, N. C. — Radio Hendersonville Inc. (WHKP), uhf Ch. 27.

WPAQ-TV Mt. Airy, N. C.—Ralph D. Epperson (WPAQ), uhf Ch. 55.

KFYR-TV Bismarck, N. D.—Meyer Bcstg. Co. (KFYR), vhf Ch. 5.

WCHA-TV Chambersburg, Pa. — Chambersburg Bcstg. Co. (WCHA), uhf Ch. 46.

KTRE-TV Lufkin, Tex.—Forest Capital Bcstg. Co. (KTRE), vhf Ch. 9.

WSVA-TV Harrisonburg, Va. — Shenandoah Valley Bcstg. Corp. (WSVA), vhf Ch. 3.

WKNA-TV Charleston, W. Va.—Joe L. Smith Jr. Inc. (WKNA), uhf Ch. 49.

Applications

Stamford, Conn. — Stamford-Norwalk Television Corp., uhf Ch. 27 (548-554 mc); ERP 19.487 kw visual, 11.034 kw aural; antenna height above average terrain 240.57 ft., above ground 374.44 ft. Estimated construction cost $156,937, first year operating cost $150,000, revenue $75,000. Post office address Washington Loan & Trust Bldg., Washington. Studio and transmitter location 1 Bank St., Stamford. Geographic coordinates 41° 03′ 10.1″ N. Lat., 73° 32′ 27.1″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Wendell Lund, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President **Prentiss M. Brown** (42.5%), attorney and chairman of board, Detroit Edison Co.; Vice President **Vincent M. Gaughan** (15%), attorney and secretary-treasurer and one-third owner of WBES-TV Buffalo; and Wendell Lund (42.5%), Washington attorney. City priority status: Gr. B-1, No. 37. Filed April 7.

Cedar Rapids, Iowa—Cedar Rapids Television Corp., uhf Ch. 20 (506-512 mc); ERP 184 kw visual, 92 kw aural; antenna height above average terrain 505 ft., above ground 490 ft. Estimated construction cost $245,495, first year operating cost $150,000, revenue $150,000. Post office address % George Becker, 270 Park Ave., New York. Studio location to be determined at Cedar Rapids. Transmitter location State Rt. 150, 3 mi. N of city limits. Geographic coordinates 42° 2′ 18″ N. Lat., 91° 40′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer McIntosh & Inglis, Washington. Principals include President **William Zeckendorf** (68%), president-chairman and principal owner of Webb & Knapp Inc., New York real estate and construction firm and former director of ABC; Vice President **Robert P. McDeVitt,** partner in Pendray & Co., New York advertising and public relations firm; Secretary-Treasurer **George Becker** (28%), New York attorney; **Norman E. Blankman** (2%), New York realtor; and **Herbert C. Rosenthal** (2%), 60% owner Graphics Institute, New York. Minority local ownership proposed. Same group also filed for LaCrosse, Wis. City priority status: Gr. A-2, No. 49. Filed April 3.

Honolulu, Hawaii—American Bcstg. Stations, vhf Ch. 4 (66-72 mc); ERP 58.1 kw visual, 29.05 kw aural; antenna height above average terrain



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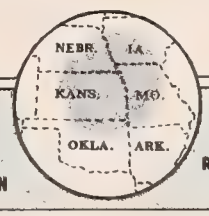
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CBS RADIO TOPEKA, KANSAS

1741 ft., above ground 183 ft. Estimated construction cost $368,873, first year operating cost $375,000, revenue $400,000. Post office address Barr Bldg., Washington. Studio location 1080 Ala Moana, Honolulu. Transmitter location 0.4 mi. N of Tantalus Dr. atop Mt. Tantalus. Geographic coordinates 21° 20′ 22″ N. Lat., 157° 48′ 56″ W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Helen S. Mark** (59.6%), 5% partner in KJBS San Francisco, treasurer and 50% owner of Comar Co., Washington (D. C.) radio talent and production agency; Vice President **William B. Dolph,** owner of William B. Dolph Productions, Washington radio production and talent agency, 15% partner in KJBS San Francisco; Treasurer **W. L. Shaffer,** Burlington, Kan., oil producer; Secretary **H. J. Jett** (0.2%); and **H. Russell Bishop,** Washington; **F. E. McMillin,** Tulsa, and the **National Metropolitan Bank of Washington,** acting as trustees for **Mary Virginia Mark** (40%). Filed April 7.

Baton Rouge. La.—Southern TV Co. of Baton Rouge, vhf Ch. 2 (54-60 mc); ERP 55.3 kw visual, 27.7 kw aural; antenna height above average terrain 512 ft., above ground 551 ft. Estimated construction cost $388,939, first year operating cost $275,000, revenue $325,000. Post office address 318 Louisiana Ave., Baton Rouge. Studio and transmitter location at intersection of Hammond Hwy. and Bypass 61, Baton Rouge. Geographic coordinates 30° 27′ 07″ N. Lat., 91° 05′ 40″ W. Long. Transmitter and antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals, all local residents, include: President **Jack P. F. Gremillion** (20%), lawyer and formerly interested in WAFB Baton Rouge; Vice President **J. St. Clair Favrot Jr.** (20%), attorney; Secretary **Michael S. Safer** (20), industrialist; Treasurer **Otis M. Pollard** (20%), realtor and contractor; and **C. Kemp Tricou** (20%), furniture dealer. City priority status: Gr. A-2, No. 19. Filed April 7.

Lancaster, Pa.—Harold C. Burke, uhf Ch. 21 (512-518 mc); ERP 18.4 kw visual, 11.1 kw aural; antenna height above average terrain 608 ft., above ground 505 ft. Estimated construction cost $189,669, first year operating cost $190,000, revenue $235,000. Post office address 306 Southway, Baltimore. Studio-transmitter location on public highway 3.6 mi N 284° E from NW corner Lancaster city limits. Geographic coordinates 40° 03′ 41″ N. Lat., 76° 23′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Mr. Burke, until 1952 vice president of WBAL-AM-TV Baltimore, now is television consultant and phonograph record manufacturer and distributor. City priority status: Gr. B-2, No. 150. Accepted April 6.

Philadelphia, Pa. — Patrick Joseph Stanton (WJMJ), uhf Ch. 17 (488-494 mc); ERP 209 kw visual, 104.5 kw aural; antenna height above average terrain 705 ft., above ground 686 ft. Estimated construction cost $436,432, first year operating cost $364,000, revenue $468,000. Post office address 2043 Locust St., Philadelphia. Studio location to be determined. Transmitter location Waverly Rd., Hillcrest, Pa. Geographic coordinates 40° 05′ 30″ N. Lat., 75° 10′ 36″ W. Long. Transmitter and antenna RCA. Legal counsel George Sutton, Washington. Consulting engineer Kear & Kennedy, Washington. Mr. Stanton is owner and operator of WJMJ Philadelphia. City priority status: Gr. B-2, No. 160. Filed April 6.

LaCrosse, Wis.—LaCrosse Television Corp., uhf Ch. 38 (614-620 mc); ERP 183 kw visual, 92 kw aural; antenna height above average terrain 355 ft., above ground 165 ft. Estimated construction cost $245,495, first year operating cost $150,000, revenue $150,000. Post office address % George Becker, 270 Park Ave., New York. Studio location to be determined at LaCrosse. Transmitter location N of intersection of U. S. 61 and State 35. Geographic coordinates 43° 45′ 21″ N. Lat., 91° 12′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer McIntosh & Inglis, Washington. Principals include President **William Zeckendorf** (68%), president-chairman and principal owner of Webb & Knapp Inc., New York real estate and construction firm, and former director of ABC; Vice President **Robert P. McDevitt,** partner in Pendray & Co., New York advertising and public relations firm; Secretary-Treasurer **George Becker** (28%), New York attorney; **Norman E. Blankman** (2%), New York realtor; and **Herbert C. Rosenthal** (2%). 60% owner Graphics Institute, New York. Minority local ownership. Same group also filed for Cedar Rapids, Iowa. City priority status: Gr. A-2, No. 86. Filed April 3.

Applications Amended

Waterloo, Ind.—Tri-State TV Inc. Amended application for uhf Ch. 15 to add minority stockholders Leopold Francl (10%), grocer, and Elmer Krussell (5%). Transmitter coordinates corrected to 41° 25′ 38.883″ N. Lat., 85° 00′ 57.292″ W. Long. (BPCT-1615). Filed April 2.

Allentown, Pa.—Queen City TV Co. Requests amendment of application for uhf Ch. 39 to change ERP from 284 kw visual and 142 kw aural to 288 kw visual and 144 kw aural; increase antenna height above average terrain from 185 ft. to 714 ft. and relocate studio and transmitter sites respectively from State Hwy. 329, 0.8 mi. from Allentown city limits to 1106-34 Benton St., Allentown, and 403 Savercool Ave., Mountain Hill Heights. New transmitter coordinates: 40° 35′ 53″ N. Lat., 75° 25′ 11″ W. Long. Estimated construction cost revised upward to $771,099; first year operating cost to $600,000, and revenue to $650,000. (BPCT-1001). Filed April 6.

Providence, R. I.—Cherry & Webb Bcstg. Co. Requests amendment of application for vhf Ch. 12 to boost ERP from 50 kw visual and 23 kw aural to 316 kw visual and 158 kw aural. (BPCT-223). Filed April 2.

Canton, Ohio—Stark Bcstg. Corp. Applicant for uhf Ch. 29 seeks name change to Stark Telecasting Corp. (BPCT-949). Filed April 2.

Applications Dismissed

Fresno County, Calif.—Robert M. Schuler et al. (KYNO). At request of attorney, dismissed application for uhf Ch. 47. KYNO has option on 35% interest in proposed station of Ch. 47 competitor J. E. O'Neill. (BPCT-1576). By letter April 1.

Cedar Rapids, Iowa—Davenport Bcstg. Co. (KSTT Davenport). At request of company, dismissed application for vhf Ch. 2. (BPCT-495). By letter April 1.

Baton Rouge, La.—Baton Rouge Bcstg. Co. (WJBO). At request of attorney, dismissed application for vhf Ch. 2 in favor of new application from Louisiana Bcstg. Corp. in which WJBO has 99.4% interest [B•T, April 6]. Air Waves Inc. (WLCS), competitor for Ch. 2, has withdrawn its application and been awarded option for half interest in new company. (BPCT-995). By letter April 1.

Baton Rouge, La.—Air Waves Inc. (WLCS) At request of attorney, dismissed application for uhf Ch. 2. Station has option for equal interest in competitive application of Louisiana TV Bcstg. Corp. [B•T, April 6]. Dismissed April 1.

Great Falls, Mont.—Television Montana. At request of applicant, dismissed application for vhf Ch. 3. By letter April 1.

Abilene, Tex.—Citizens Bcstg. Co. Dismissed application for vhf Ch. 9 at request of attorney. (BPCT-900). Announced April 8.

Existing TV Stations . . .

Decisions

WLWA (TV) Atlanta, Ga.—Granted modification of license to change corporate name from Broadcasting Inc. to Crosley Bcstg. of Atlanta Inc. No change of basic Crosley ownership involved. (BMLCT-16). Granted March 30; announced April 7.

WEHT (TV) Henderson, Ky.—Ohio Valley TV Co. Granted modification of CP to change ERP from 26 kw visual and 13 kw aural to 16 kw visual and 8.7 kw aural; change transmitter and studio location; antenna height above average terrain 590 ft. Granted April 3; announced April 7.

KFAZ (TV) Monroe, La.—Delta TV Inc. Granted modification of CP to change ERP from 77 kw visual and 44 kw aural to 20 kw visual and 10 kw aural; install new transmitters and antenna; antenna height above average terrain 322 ft. Granted April 1; announced April 7.

WNAO-TV Raleigh, N. C.—Sir Walter TV Co. Granted modification of permit to change ERP from 280 kw visual and 145 kw aural to 17.5 kw visual and 8.8 kw aural. Granted April 3; announced April 7.

WHP-TV Harrisburg, Pa.—WHP Inc. Granted special temporary authority to commercial operation on commercial basis on uhf Ch. 55 for period March 28 to Sept. 28. Granted March 27; announced April 7.

KFDA-TV Amarillo, Tex.—Amarillo Bcstg. Co. Granted special temporary authorization to operate on commercial basis on vhf Ch. 10 for period April 1 to Sept. 9. Granted March 30; announced April 7.

KUHT (TV) Houston, Tex.—U. of Houston and Houston Independent School District. Granted modification of permit for noncommercial educational TV station to change ERP from 30 kw visual and 15 kw aural to 48 kw visual and 24 kw aural; antenna height above average terrain 310 ft. (BMPET-9). Granted March 30; announced April 7.

KTNT-TV Tacoma, Wash.—Tribune Pub. Co. Granted modification of permit to change ERP from 29.5 kw visual and 15 kw aural to 125 kw visual and 63 kw aural; antenna height above average terrain 450 ft. (BMPCT-1033). Granted March 30; announced April 7.

Applications

WBUF-TV Buffalo, N. Y.—WBUF-TV Inc. Requests modification of CP for uhf Ch. 17 to change ERP from 165 kw visual and 83 kw aural to 96 kw visual and 48 kw aural and relocate transmitter and studio from 267 Main St. and "to be determined," Buffalo, respectively, both to 178 Barton St., Buffalo. Also seeks to install new transmitters and antenna system and make other equipment changes. Antenna height above average terrain 422 ft. (BMPCT-1059). Filed April 8.

WBKZ-TV Battle Creek, Mich.—Booth Radio & TV Stations Inc. Requests mod. of CP for uhf Ch. 64 to change ERP from 123 kw visual and 64.4 kw aural to 118 kw visual and 63.1 kw aural, and other engineering changes. (BMPCT-982). Filed April 7.

WTPA (TV) Harrisburg, Pa. — Harrisburg Bcstrs. Inc. Request modification of CP for uhf Ch. 71 to decrease ERP from 220 kw visual and 110 kw aural to 174 kw visual and 94 kw aural; install new transmitters, antenna system and other equipment, and change antenna height above average terrain from 990 ft. to 987.5 ft. (BMPCT-1057). Filed April 7.

KNUZ-TV Houston, Tex.—KNUZ TV Co. Request mod. of CP for uhf Ch. 39 to change ERP from 100 kw visual and 60 kw aural to 90 kw visual and 50 kw aural; move transmitter and studio from 4702 Austin to Cullen Blvd. at Blodgett Ave., Houston; install new transmitters and change antenna type; increase antenna height above average terrain from 520 ft. to 676 ft. (BMPCT-1046). Filed April 2.

WMTV (TV) Madison, Wis.—Bartell TV Corp. Requests mod. of CP for uhf Ch. 33 to change ERP from 16.5 kw visual and 9.3 kw aural to 17 kw visual and 8.6 kw aural; move studio and transmitter sites from 2047 Winnebago St. and W. Beltline Rd., Madison, respectively, to single location on Rt. 3 near Madison. Also seeks to install new transmitters, make other equipment changes and boost antenna height above average terrain from 434 ft. to 696 ft. (BMPCT-1054). Filed April 2.

New AM Stations . . .

Decisions

Ocala, Fla.—Andrew B. Letson. Granted new AM station, 500 w daytime on 900 kc. Estimated construction cost $16,000, first year operating cost $36,000, revenue $43,000. Mr. Letson is chief owner and general manager of WCNH Quincy, Fla. (BP-8574). Granted April 1.

El Dorado, Kan.—O. A. Tedrick. Granted new AM station on 1360 kc with 500 w daytime. Estimated construction cost $15,725, first year operating cost $37,200, revenue $62,000. Mr. Tedrick is an attorney and part owner of KWOC Poplar Bluff, Mo. (BP-8608). Granted April 1.

Henderson, Nev.—Moritz Zenoff. Granted new AM station on 1400 kc with 250 w full time. Estimated construction cost $16,500, first year operating cost $46,450, revenue $60,000. Mr. Zenoff publishes two weekly newspapers. (BP-8687). Granted April 1.

Jackson, Ohio—Luther M. Jones. Granted new AM station on 1280 kc with 1 kw daytime. Estimated construction cost $23,000, first year operating cost $36,000, revenue $48,000. Mr. Jones is a retired businessman. Granted April 1.

Waynesboro, Pa.—Richard Field Lewis Jr. Granted new AM station on 1380 kc, 1 kw daytime. Subject to condition program tests will not be authorized until WHYL Carlyle, Pa., has commenced program tests on some other frequency; nor will license be issued until WHYL is licensed on another frequency. Mr. Lewis is licensee of WINC Winchester, Va. (BP-8690). Granted April 8.

Chehalis, Wash.—Mid-State Bcstg. Co. Granted permit for new AM station, 1420 kc, 1 kw daytime. Estimated construction cost $18,220, first year operating cost $60,000, revenue $70,000. Principals in applicant include President Glenn E. McCormick (49.6%), president of KSLM Salem, Ore. (50%), Ore. (23.3%); Vice President Paul McElwain (50%), vice president of KSLM (50%) and president of KORE (38.3%); John Kendall, president of KWWB, Walla Walla, Wash., has 0.4 of qualifying stock owned and voted by Mr. McCormick.

Call Letters Assigned

WITY Danville, Ill.—Vermillion Bcstg. Corp. 980 kc, 1 kw unlimited, directional.

KFAD Fairfield, Iowa—Fairfield Bcstg. & TV Corp. 1570 kc, 250 w daytime.

WARB Covington, La.—A. R. Blossman Inc. 730 kc, 250 w daytime.

KASL Newcastle, Wyo.—Newcastle Bcstg. Co. 1240 kc. 250 w unlimited.

KNWS Waterloo, Iowa—Northwestern Schools-Bible College, College of Liberal Arts, Theological Seminary. Call KBOK formerly assigned. 1090 kc, 1 kw day.

Applications

Bethel, Alaska—Rev. Earl R. Shay, 930 kc, 105 w, unlimited. Estimated construction cost $1,000 (equipment on hand). Proposes noncommercial station to operate 14-30 hrs. weekly. Applicant is missionary-pastor of Moravian Church. Address: Box 1671, Bethel. Filed April 6.

Shreveport, La.—S. A. Chesley tr/as Shreveport Bcstg. Co., 1480 kc, 1 kw daytime. Estimated construction cost $17,000, first year operating cost $48,000, first year revenue $72,000. Mr. Chesley is former national sales manager of KTBS Shreveport. Filed March 31.

Washington, Kan.—Charles W. Bullimore. Resubmitted application for new AM station, 1270 kc, 500 w daytime. Applicant owns electric appliance store. Filed March 20.

Sheboygan, Wis.—Lake Shore Bcstg. Co. Resubmitted application for new AM station, 800 kc, 250 w daytime. Estimated construction cost $11,955, first year operating cost $48,000, revenue $48,000. Principals in applicant include President David A. Bensman (60%), Secretary-Treasurer Rose Bensman (wife) (30%) and two 5% stockholders. Mr. and Mrs. Bensman are co-owners of a radio-record store and record manufacturer. (BP-8808). Filed March 16.

Application Amended

Frankfort, Ind.—Charles Vandever, Stephen P. Bellinger and Roland J. DeMaree d/b as Radio Frankfort. Requests amendment of application for 250 w daytime station on 1570 kc to remove Mr. DeMaree from partnership and add Joel W. Townsend, Ben H. Townsend, Morris E. Kemper, T. Keith Coleman and Jack H. Wiedmann. (BP-8645). Filed March 23.

Application Dismissed

Knoxville, Tenn.—Marvin I. Thompson. At request of applicant, dismissed bid for new AM station, 1 kw daytime on 800 kc. (BP-8644). Dismissed March 31.

Existing AM Stations . . .

Decisions

KPOL Los Angeles—Coast Radio Bcstg. Corp. Granted increase in power from 5 kw to 10 kw, operating daytime on 1540 kc. Granted April 1.

KEAR San Mateo, Calif.—Bay Radio Inc. Granted increase in power from 1 kw to 10 kw, operating full time on 1550 kc, directional day and night. (BP-8514). Granted April 1.

KDON Santa Cruz, Calif.—Charles Blackwood Grant. Granted move of main studio to Salinas, Calif., operating with present assignment of 5 kw fulltime on 1460 kc, directional. KDON will continue to maintain studios at Santa Cruz and Long Beach. (BML-1528). Granted April 1.

WKDO Chattahoochee, Fla.—Tiger River Corp. Granted permit to replace expired CP for new AM station, 1380 kc, 500 w daytime (BP-8805). Granted April 1.

WKMF Flint, Mich.—WKMH Inc. Granted authority to remain silent for additional period of 30 days from April 4. Assigned 1 kw full time on 1470 kc. Granted April 3; announced April 7.

KWIL Albany, Ore.—Central Willamette Bcstg. Co. Granted change from 250 w full time on 1240 kc to 1 kw full time on 790 kc, directional day and night. (BP-8539). Granted April 1.

WBUT Butler, Pa.—Eagle Printing Co. Granted change from 1580 kc to 1050 kc, operating with present power 500 w daytime, directional. (BP-8586). Granted April 1.

WRNO Orangeburg, S. C.—WRNO Inc. Granted change from 1450 kc, 250 w unlimited to 1150 kc, 500 w-night, 5 kw-day, directional day and night, full time. Granted April 8.

KVOU Uvalde, Tex.—Uvalde Bcstrs. Granted CP to change frequency from 1450 kc to 1400 kc. Assigned 250 w unlimited. (BP-8690). Granted April 8.

Station Deleted

WILB Williamsburg, Va.—Williamsburg Radio Co. Canceled permit (BP-7729) and deleted call letters of new AM station on 740 kc, 500 w daytime. Deleted April 2.

Applications

WHBS Huntsville, Ala.—Huntsville Times Co. Requests CP to modify daytime directional antenna pattern (1550 kc). Filed April 7.

KXXL Monterey, Calif.—S. A. Cisler. Requests change from 500 w daytime to 1 kw unlimited, and for approval of transmitter and antenna location; directional day and night (560 kc). Filed April 7.

WGBA Columbus, Ga.—Georgia-Alabama Bcstg. Corp. Requests frequency change from 1460 kc to 540 kc, power increase from 1 kw to 50 kw and change transmitter location and install new transmitter and directional antenna. Filed April. 1.

WACL Waycross, Ga.—Teletronics Inc. Requests CP to change directional antenna system on 570 kc. Filed April 7.

KLIL Esterville, Iowa—Esterville Bcstg. Co. Requests power increase from 100 w to 250 w, operating fulltime 1340 kc. Filed April 7.

WWPF Palatka, Fla.—J. E. Massey and L. C. McCall d/b as Palatka Bcstg. Co. request CP to change facilities from 800 kc, 500 w daytime to 1260 kc, 500 w unlimited. Also seeks to install

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The Chicago Tribune Television Station

directional antenna for nighttime and change antenna system. (BP-8740). Filed March 27.

WSTR Sturgis, Mich.—WSTR Inc. Application for change from 500 w daytime to 250 w unlimited amended also to request change of frequency from 1240 to 1230 kc. Filed April 1.

KIYI Shelby, Mont.—Tri-County Radio Corp. Application to change from 1230 kc to 1240 kc, operating with 250 w fulltime. Filed April 8.

KALM Alton, Mo.—Robert Neathery. Application to change transmitter site from Alton to Thayer, Mo., and to specify main studio location as West Plains, Mo., instead of Alton. Assigned 1290 kc, 1 kw daytime. Filed April 6.

KTXJ Jasper, Tex.—Joe H. Tonahill and Joe J. Fisher d/b as Jasper Bcstg. Co. Request CP to change facilities from 250 w unlimited on 1240 kc to 500 w daytime on 1350 kc. Also seeks to install new transmitter and change antenna system. Filed March 31.

WTKM Hartford, Wis.—The Kettle-Moraine Bcstg. Co. Application for reduction in power from 500 w to 250 w and for change of transmitter and studio location from Hartford to Fort Atkinson, Wis. (1540 kc). (BP-8825). Filed March 31.

New FM Stations . . .

Decision

Griffin, Ga.—Radio Station WKEU (WKEU). Granted CP for new Class B FM station on Ch. 271, ERP 1.75 kw; antenna height above average terrain 310 ft. Granted April 8.

Call Letters Assigned

WSTR-FM Sturgis, Mich.—WSTR Inc. (WSTR), Class A, Ch. 276 (103.1 mc), ERP 0.67 kw.

Application

Los Angeles, Calif.—A. A. Crawford. Requests new FM station on Class B Ch. 254 (98.7 mc), ERP 50 kw. Applicant is Beverly Hills music store owner. He buys equipment of KMGM (FM), now deleted, for $30,000. (BPH-1841). Filed March 31.

Existing FM Stations . . .

Decisions

WAKR-FM Akron, Ohio—Summit Radio Corp. Granted change of ERP from 29 kw to 4.4 kw, antenna from 295 ft. to 260 ft. Assigned Class B Ch. 248 (97.5 mc). (BMPH-4814). Granted April 8.

WKJF-FM Pittsburgh, Pa. — Agnes J. Reeves Greer. Granted change of ERP from 20 kw to 40 kw and antenna from 500 ft. to 470 ft. Assigned Class B Ch. 229 (93.7 mc). (BPH-1839). Granted April 8.

WNAO-FM Raleigh, N. C.—Sir Walter TV Co. Granted permit to change type of antenna, change ERP from 47 kw to 30 kw and change antenna height above average terrain from 460 ft. to 420 ft. Assigned Ch. 241 (96.1 mc). Granted March 31; announced April 7.

WHBS-FM Huntsville, Ala.—Huntsville Times Co. Granted change of ERP from 16 kw to 26 kw. Assigned Class B Ch. 236 (95.1 mc). (BPH-1838). Granted April 8.

WBBM-FM Chicago, Ill.—Columbia Bcstg. System. Granted change of ERP from 13 kw to 10.5 kw and antenna height from 590 ft. to 560 ft. Assigned Class B Ch. 246 (97.1 mc). (BPH-1840). Granted April 8.

Station Deleted

KMGM (FM) Los Angeles—Metro-Goldwyn-Mayer Studios Inc. Granted request to cancel permit and dismiss application for license. Deleted FM station assigned Class B Ch. 254 (98.7 mc), ERP 49 kw. Deleted March 30; announced April 7.

Ownership Changes . . .

Decisions

KPLN Camden, Ark.—Granted assignment of permit from Leo Howard tr/as Mid-South Bcstg. Co. to D. R. James Jr., 3% stockholder in KELD El Dorado, Ark, for consideration fo $19,600 and all expenses incurred since Oct. 1, 1952. Comrs. E. M. Webster and Frieda B. Hennock dissented. (BAP-178). Granted April 1.

KYNO Fresno, Calif.—Granted assignment of license from Robert Schuler, Sheldon Anderson, Lester Eugene Chenault and Bert Williamson d/b as Radio KYNO, The Voice of Fresno, to new partnership of same name and principals excepting Mr. Anderson, who sells his 15% holding to remaining three for $35,000. (BAL-1519). Granted March 30; announced April 7.

KCOK Tulare, Calif.—Granted assignment of license from Geneva Anderson and Rosalie C. Anderson, executors of estate of Herman Anderson, deceased, to Sheldon Anderson in compliance with decree of Superior Court of State of Calif., Tulare County, in accord with will of deceased. (BAL-1514). Granted April 1.

WFTL Ft. Lauderdale, Fla. — Gore Pub. Co. Granted voluntary assignment of license to **Tri-County Bcstg. Co.** Involves setting up new corporation including **Gore Pub. Co.** (78.57%) and **Noran E. Kersta** (21.43%). Involves purchase of 150 shares common stock by Mr. Kersta for consideration of $15,000. Mr. Kersta is presently owner of Noran E. Kersta Co., radio and TV consultants in Garden City, N. Y. Gore Pub. Co. holds CP for a new TV station on uhf Ch. 23, Ft. Lauderdale. (BAL-1515; BAPCT-38). Granted April 8.

WHWD Hollywood, Fla. — Circle Bcstg. Corp. Granted voluntary transfer of control (50.4%) to **Roy M. Greene.** Involves purchase of 126 shares of stock from Mrs. Ralph G. Tanner, Ralph G. Tanner Jr., and Clyde H. Whaley for consideration of $15,000. (BTC-1460). Granted April 8.

KWSK Pratt, Kan.—Clem Morgan and **Robert E. Schmidt,** a partnership, doing business as the **Pratt Bcstg. Co.** Granted voluntary assignment to one partner, **Clem Morgan.** Consideration $2,813.27. Mr. Schmidt, the retiring partner, has acquired minority interest in licensee of KAYS Hays, Kan., where he will remain. (BAL-1518). Granted April 8.

WXOK Baton Rouge, La.—Granted assignment of license from co-partners Jules J. Paglin and Stanley W. Ray Jr. d/b as Capital City Bcstg. Co. to WXOK Inc., new corporation of same owners. (BAL-1522). Granted April 3; announced April 7.

WSSO Starkville, Miss.—Granted involuntary assignment of license from Grady Imes, James P. Hartness, C. C. Hollinshead and Joe Phillips d/b as Starkville Bcstg. Co. to same group but with Ruth Hartness as executrix of estate of James Hartness, deceased. (BAL-1524). Granted April 1; announced April 7.

KBIM Roswell, N. M.—Theodore Rozzell and **William Paul Brown,** d/b as Radio Station KBIM. Granted voluntary assignment of CP to Messrs. **Rozzell, Brown** and **Vernon Newton Hughes,** d/b as Radio Station KBIM. Mr. Hughes will receive 5% interest, no monetary consideration. He has been chief engineer at KICA Clovis, N. M. (BAP-194). Granted April 8.

WCIN Cincinnati, Ohio—Granted assignment of permit from New York Technical Institute of Cincinnati Inc. to Robert W. Rounsaville for amount expended thus far, $15,646.95. Mr. Rounsaville owns WBAC Cleveland, Tenn.; WBEJ Elizabethton-Johnson City, Tenn.; WQXI Atlanta, Ga.; WLOU Louisville. (BAP-189). Granted April 1.

WAZL-TV Hazleton, Pa.—Granted assignment of permit from Hazleton Bcstg. Co. to Hazleton TV Corp. Separates TV from AM. No change of principals. Granted April 3; announced April 7.

WKOK-AM-FM Sunbury, Pa.—Granted involuntary acquisition of control of Sunbury Bcstg. Corp., licensee, by Basse A. Beck, individually and as administrator of estate of his father, George W. Beck, deceased, through transfer of 25 sh. (25%) from deceased. Basse Beck already owns 37.5%. (BTC-1465). Granted April 1; announced April 7.

WBIR-AM-FM Knoxville, Tenn.—Granted consent to relinquishment of control of radio station WBIR Inc., licensee, by Gilmore N. Nunn. Mr. Nunn, 52% owner, sells 22% interest and J. Lindsay Nunn sells entire 23% holding to Radio Cincinnati Inc. and Mr. and Mrs. Robert Ashe. Price: $65,325. Taft-family owned Radio Cincinnati, licensee of WKRC-AM-FM-TV Cincinnati and owner WTUN (TV) Columbus, increases holding from 20% to 30%. Ashes, new to radio, acquire 30%. Filed in early March [B•T, March 16]. (BTC-1462). Granted April 8.

KTHT Houston, Tex.—Roy Hofheinz. Granted voluntary assignment of license to **Texas Radio Corp.** Involves change from individual to corporation for tax purposes. (790 kc). (BAL-1516). Granted April 8.

KJAM Vernal, Utah—James C. Wallentine, tr/as **Uintah Bcstg. Co.** Granted voluntary assignment of license to **Uintah Bcstg. & TV Co.** Consideration 40,175 shares $1.00 par stock. Assignee includes Mr. Wallentine (82.35%), and others, including **Howard D. Johnson,** president of KNAK Salt Lake; **Leland Elwin Walker,** manager KJAM, and **G. Stanley Brewer,** principal owner of KOPP Ogden, Utah. (BAL-1517). Granted April 8.

Applications

Little Rock, Ark.—Wrather, Hill & Alvarez. Requests amendment to change name to Little Rock TV Corp. Maria Helen Alvarez would withdraw as principal with her interest to be transferred to six local minority stockholders. Corporation officers would be: President J. D. Wrather Jr. (50%); Vice President and Treasurer John B. Hill (25%); and Secretary A. C. Gannaway Sr. (5%). (BPCT-1054). Filed March 25.

KECA-TV Los Angeles, Calif.—American Bcstg. Co. Requests name change of licensee to American Bcstg.-Paramount Theatres Inc. (BPCT-1424). Filed April 2.

WOOW New Bern, N. C.—Craven Bcstg. Co., co-partnership of Luke H. Wetherington, L. T. Grantham and David Hardison, requests voluntary assignment of CP to Craven Bcstg. Co., a new corporation. Under the plan, Mr. Hardison would sell his one-third interest for $1,000 to the other principals, who are 50% stockholders in the corporation. Filed April 1.

KOGT Orange, Tex.—Sabine Bcstg. Corp. M. L. Jacobs, Albert Plettman and Hadassah Jacobs, last individually and as executrix of estate of Jacob Jacobs, request voluntary transfer of negative control to Edwin T. Lovelace Jr., executive vice president and general manager of station, for consideration of $3,000. Contract showed KOGT indebtedness of $36,350. Filed April 2.

Applications Dismissed

KGIB Bremerton, Wash.—Kitsap G. I. Bcstrs. Dismissed application for assignment of permit to Chester J. Stuart. (BAP-172). Announced April 2.

KIBL Beeville, Tex.—V. L. Rossi and John D. Rossi d/b as Bee Bcstg. Co. Dismissed application for assignment of license to V. L. Rossi. (BAL-1513). Announced April 2.

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Help Wanted

Managerial

Manager needed immediately for remote studio in town of eight thousand, 18 miles from 1000 watt station. Must be able to announce. Both one station markets. Salary plus above average commission. Present man making around $300 a month. Potential unlimited. KCRB, Chanute, Kansas. Phone 434.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Excellent opportunity for experienced aggressive man who can sell in competitive market. Unlimited prospects and earnings, good promotional backing. Pleasant salesmen have big earnings. Independent 1000 watt progressive station with good things to sell. One of America's most interesting cities, 60,000 population and home of a major college. Liberal draw, wonderful future. Send full information first letter. Box 326W, B•T.

Successful southwestern station in single station city 30,000 needs real salesman to head sales staff. Permanent. Excellent opportunity. Box 331W, B•T.

Immediate opening for experienced local salesman for outstanding 50,000 watt station. Compensation commensurate with ability. Send complete details. Box 333W, B•T.

Iowa 5 KW strong network station with excellent Hooperatings needs sound, durable, aggressive salesman. Write Box 334W, B•T.

Hawaii! Excellent opportunity experienced time salesman network station; steady, reliable, permanent. Air mail full details: P.O. Box 1479, Honolulu, Hawaii.

Salesman. Somewhere in the U.S. there is a young salesman who wants to return to eastern Pennsylvania and join a solid independent to build a real future. A go-getter with intelligence will earn real money. Contact Manager, WCOJ, Coatesville, Pa.

Salesman to sell radio and television time on local level for 5,000 watt CBS affiliate. Straight salary with raises based on ability. Year or two's small station experience preferred. Write Personnel Director, WSBT, South Bend, Indiana.

Salesman wanted—Young man who is interested in earning $6000 and up. WXOK, Baton Rouge offers a real opportunity to sell in one of the ten fastest growing markets in America. The station has a successful programming format and is highly saleable. We will pay $325 per month guarantee and 15% commission when you exceed the guarantee plus an annual bonus based on performance. You start with $1000 monthly of billing. We want an aggressive, capable, young man with a proven sales record. Give complete details first letter including past employment record and snapshot. Write "The OK Group," 505 Baronne Street, New Orleans 12, Louisiana.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer-salesman, Florida. Your sales chance. Salary plus commission. Box 111W, B•T.

Announcer-engineer, emphasis on announcing. Starting salary $75.00. Box 297W, B•T.

Announcer-salesman in sportsman paradise. Salary plus commission, housing, air mail photo, disc. Box 307W, B•T.

Want versatile, all-round thoroughly experienced radioman for good musical programs, special events, interviews, good ad lib, etc. Progressive 1000 watt independent in fine major college city of 60,000 in central Kentucky. Pleasant living and working conditions. Send complete information and photo. Box 325W, B•T.

Help Wanted—(Cont'd.)

Salesman-announcer. Good salary plus immediate commission on all new business. Short announcing shift. Upper midwest. Box 327W, B•T.

5,000 watt regional NBC affiliate in deep south desires to procure the services of a young but experienced announcer who is capable of development and the assumption of responsibilities in the future. Send complete information with application including audition disc, picture, educational background, previous experience in radio. Also, salary requirements. Box 328W, B•T.

Experienced, versatile announcer. Texas network affiliate in 17th year. Send audition, photo. Outline background, salary requirements. This may be opportunity you're seeking. Replies acknowledged, auditions returned. Box 332W, B•T.

Michigan indie small city needs licensed announcer. No experience necessary. 44-hour week. $60 start. Box 335W, B•T.

Announcer with first or restricted operator's license. Emphasis on announcing and programming. Independent station in southern Ohio. Box 336W, B•T.

Michigan indie needs two announcer/engineers. No experience necessary. $60 to start. Box 352W, B•T.

Experienced announcer, morning shift Penna. local. Intelligent DJ and all-round announcing. $70 and up. Only replies with auditions considered. Box 370W, B•T.

Help wanted—Experienced announcer and newsman to develop labor beat in growing city of 25,000. Can offer good salary and talent. Contact Box 244, Chillicothe, Ohio, or phone 3-2244.

Desire experienced announcer who can handle general shifts. KFRO, Longview, Texas.

Wanted: Combination man, announcer and engineer with a first class license. Good pay. Contact Radio Station WCDT, Winchester, Tennessee.

Announcer-engineer or straight announcer, must be good. Contact Paul Reid, WCEH, Hawkinsville, Georgia.

5000 watt NBC station losing good announcer to Army and need replacement by May 1st. Send disc, picture, references and letter giving full details. Specify marital and draft status. Address Ray Beals, KVGB, Great Bend, Kansas.

5 kilowatt station northern New England needs two staff announcers to replace personnel transferred to station TV operation. Pay commensurate with ability, good opportunity to grow with expanding operation. Experience desirable but not essential. Full details 1st letter to Program Manager, WABI, Bangor, Maine.

Immediate opening for experienced news man or experienced staff announcer with news experience desiring fulltime news job. Ability to write and report local news and handle special events. Pleasant working conditions, progressive midwestern town. $65.00 per week. Send photo, disc and letter setting forth experience and references. Write Manager, WCSI, Columbus, Indiana.

Hillbilly DJ for morning show, must be sober and willing to work. Good pay and good hours, apply at once to WDKD, Kingstree, S. C.

Experienced newscaster, personality disc-man. Permanent. Base plus talent. Five-day week, liberal company benefits. Send audition, resume including references WENY, Elmira, N. Y.

Combination announcer - engineer wanted for 1 KW independent station. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Combination-man—Ability pays off. Car and interview necessary. Contact WHOK, Lancaster, Ohio.

Help Wanted—(Cont'd.)

Young, single man for new fulltime station. Willing worker; pleasant voice. Experience unnecessary if really wishes to learn. Reply WISP, Kinston, N. C.

Announcer-engineer, first class ticket. Immediate opening. Personal interview required. WKAN, Kankakee, Illinois.

Announcer-DJ. Capable of reading news, commercials and running record shows. Must have station experience. Send complete information and disc. WNXT, Portsmouth, Ohio.

Versatile, sincere announcer. Permanent. Rush tape, resume, photo. WSMI, Litchfield, Illinois.

Staff announcer. Previous announcing and control room operating experience necessary. Send full details, references and audition tape or disc to Merritt Milligan, Radio Station WTAD, Quincy, Illinois.

Wanted: Announcer, all-round man that sells on the air. Write WTTN, Watertown, Wisconsin. Good starting salary.

Technical

Wanted. First class engineer-announcer. Box 810S, B•T.

Wanted, chief engineer 5000 watt midwest directional, AM operation with TV application. Send full particulars including experience and minimum salary expected to Box 133W, B•T.

Wanted: Chief engineer, construction and maintenance. Box 246W, B•T.

Midwest 5000 watt station desires first class experienced combo man. Good pay, good working conditions. New equipment. Box 258W, B•T.

Regional Minnesota station wants first class operator-announcer. Good salary. Box 275W, B•T.

Virginia kw needs engineer. State minimum salary expected. Box 295W, B•T.

Wanted: First class engineer with FM affiliate. Has TV grant. Box 324W, B•T.

Requesting bids to install all equipment small kilowatt. Box 329W, B•T.

Chief engineer for 100 KW VHF TV station. RCA equipment. Construction soon. Man we want probably experienced number two man existing TV station. Write in confidence giving complete details, present salary and expected salary. Box 330W, B•T.

Michigan indie small city needs licensed announcer. No experience necessary. 44-hour week. $60 start. Box 335W, B•T.

Michigan indie needs two announcer/engineers. No experience necessary. $60 to start. Box 352W, B•T.

Urgently need first engineer Indiana station by April 20th. Phone collect if available. Box 355W, B•T.

Immediate opening for first phone transmitter operator. No experience necessary. Box 362W, B•T.

Wanted: 1st phone transmitter engineer. Excellent working conditions and benefits. Car necessary. KAYL, Storm Lake, Iowa.

Have permanent opening transmitter engineer with good future for advancement. No announcing required. KGHF Pueblo, Colorado.

Chief engineer immediate opening. 40-hour week nights and Sundays off. Permanent regular staff. State salary, complete information first letter. KRLN, Canon City, Colorado.

Wanted: First phone transmitter operator, no announcing required, good pay and hours for steady man. 1000 watt ABC affiliate. Apply at once, KSDN, Aberdeen, South Dakota.

Regional daytimer, southeastern Iowa, has opening for chief engineer. Send full data, desired earnings, references, etc. KXGI, Fort Madison, Iowa.

First class operator. Transmitter work, union. Experience not necessary. Permanent. 40 hour 1½ overtime. WAOV, Vincennes, Indiana.

Help Wanted—(Cont'd.)

Transmitter engineer or combo. No experience necessary. 1 KW regional, WDBC, Escanaba, Michigan.

Engineer-announcer with experience. Salary open and commensurate with ability. This is permanent job regardless of FCC action. Want reliable man who would like to settle down. Send references. WEBJ, Brewton, Alabama.

Wanted three, first class, engineers. Prefer experienced men now working in midwest. Car required. Contact Wayne Lovely, WEEK, Peoria, Illinois.

Want experienced engineer-announcer. WFRX, West Frankfort, Illinois.

Midwest-ABC affiliate. Transmitter operator some remotes and recordings. Car necessary. Give full details, first letter. WGEM Quincy, Illinois.

Chief-combo for new fulltime Mutual remote control operation. Announcing important; engineering paramount. Right salary for right man. Reply WISP, Kinston, N. C.

Opening for engineer in AM and television—WKZO-TV, Kalamazoo.

Wanted, engineer with 1st phone and car. Promotion possible for experienced, aggressive man. Metropolitan Washington, D. C. area. WPIK, Alexandria, Virginia.

First class engineer, opportunity in television. $71.50 per 50-hour week. WSON, Henderson, Kentucky.

Immediate opening for transmitter operator. No experience necessary. WWIN, Baltimore, Maryland.

Production-Programming, Etc.

Young, experienced husband-wife team. Man for 6 A.M.-12 Noon announcing shift, Woman to run copy department. Good opportunity at 250 Mutual in East. No car. Send salary requirements, full data. Box 354W, B•T.

PD for rural Penna. market. Must be versatile announcer with small station experience. Tell all and send audition first reply. Confidential. Box 369W, B•T.

Traffic: Young woman with stenographic experience. Available by May 25th. Give complete details, experience and photo in first letter. Radio KIT, Box 1222, Yakima, Washington.

Young lady — Experienced continuity writer. 1,000-watt NBC affiliate has immediate opening offering exceptional opportunity. TV anticipated. Send sample copy and photo to WFDF, Flint, Michigan.

Good continuity writer wanted by Radio Station WRAP. Send application to 300 Portlock Building, Norfolk, Virginia.

Secretary—Female—overseas to engineering director large international radio organization. Single, U. S. citizen, technical station experience. Forward resume, age, education, experience. Personnel Director, Box 753, General Post Office, New York 1, New York.

Situations Wanted

Managerial

Mature manager. Record guarantees results. Strong on sales. 5000 or 250. West preferred. Box 293W, B•T.

Commercial manager. Radio-TV sales rep. Top-flight salesman, now employed UHF station as regional sales manager seeks connection that will fully utilize abilities. Twenty years experience. Radio career includes successful selling of 50,000 watt, leading independent, Mutual station in medium market. Past earnings $7000 to $9000. East preferred. Married. Confidential. Box 309W, B•T.

Four years as general manager of present station desires advancement. Station highly successful. Work only on theory—income must be more than outgo. Family, college graduate, young, ambitious. Box 361W, B•T.

Announcers

Baseball play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 764S, B•T.

Announcer, intelligent, ambitious, draft-exempt. Single. Prefer small town. References, resume, disc. Box 265W, B•T.

Situations Wanted—(Cont'd.)

Announcer, newscaster, network top news writer, production background. Skilled interviewer, special events, TV news techniques, youth plus university degrees plus experience should net exciting offers. Box 288W, B•T.

Experienced all phases announcer, desires change. Strong news, commercials. References tape. Box 311W, B•T.

Top staff man, five years experience. DJ, special events. Midwest location. $75 minimum. Box 312W, B•T.

Experienced announcer seeking summer position. Operate board. Now employed in metropolitan New York station. Box 319W, B•T.

Manhattan announcer? DJ, seeks steady and permanent position. Will be available May 1. Reply Box 321W, B•T.

Versatile DJ-comedy team, impersonations, characterizations, flubs and ad-libs. Experienced together. Can double in staff. West Coast preferred. Will consider other good offers. Box 322W, B•T.

Desire heavy news and play-by-play position. Two years experience all phases of announcing, some sales and copy. University of Minnesota graduate. First phone. Excellent voice. Veteran. Box 323W, B•T.

Announcer, 20, A.F. veteran. Wants to climb ladder, some light experience, tapes on request. Box 340W, B•T.

Baseball play-by-play, football, basketball, 5 years experience. Excellent voice, highest recommendations. Baseball a must. Desire sports minded station. Consider all offers. Box 341W, B•T.

No. 2 top sportscaster for top position. Good references, three years mike experience. Fine athletic background. Box 349W, B•T.

Deep, mature voice. Topnotch delivery. Ace newscaster. Versatile, experienced. Personable. Box 350W, B•T.

Experienced staff announcer prefers position in east. Knowledge of sports plus music is wide and varied. Radio and TV. Box 363W, B•T.

Summer announcing. Available June, August. Experienced. Operate board. Pay no object. Marshall D. Berger, 8 Summit Court, Flushing, N. Y.

Announcer. SRT graduate. Have knowledge of all phases of announcing and control board. Family man. Disc, photo available. Tony Fiandaca, 2725 W. Monroe St., Chicago 12, Illinois.

Disc jockey-announcer-time - salesman has lost his sight but not his faculties. Blind eight years but still fully capable of making money for a station if given an opportunity to prove it. Have conducted record shows that were sell-outs. Duke University, age 31. Give me a break and we'll both make some money. Edgar Gooch, 226 West 50th Street, New York 19, New York.

Announcer, five years experience, news, staff, DJ. Prefer midwest. Dan Holocher, 410 N. Central Ave., Campbell, Ky., phone 74G.

Featured Rhythm and Blues DJ, 4½ hours daily, 8 years experience, all phases promotional, sales, public relations, one of nation's top ten August 1952, seeking opportunity to grow. Contact A. M. Ray, 767 N. 40th Street, Philadelphia, Penna.

Experienced announcer, control board operator. Sober, married and serious. Tape and resume upon request. Grayson Varner, 495 Washington Avenue, Brooklyn 38, New York.

Technical

First phone operator, boardman, combo. Thoroughly trained. Veteran. Married. Background, commercial photography, amateur radio. Central, southern California. Box 308W, B•T.

Radio telephone first class, 18 years experience, desires position as transmitter operator. Box 346W, B•T.

Chief engineer willing to assume some announcing and continuity duties. Permanence and compatibility absolutely essential. South only. Box 339W, B•T.

Recent licensed first phone man wants to break into broadcasting field. Prefers work in Virginia or nearby state. Can start work immediately, contact now. Box 365W, B•T.

Experienced engineer, 1st phone, 2nd telegraph, C. R. E. I. undergraduate, seeks responsible situation. Prefer western U. S. Burrows, 1904 Dodge, Omaha, Neb. Phone WE 4120.

Situations Wanted—(Cont'd.)

Production, Programming, Others

Program director — Thoroughly experienced all phases radio, production, writing, announcing. Agency radio and TV. Excellent background. Success story. Available June. Box 241W, B•T.

Triple value for eastern newsroom. Married, veteran, college graduate, with three years radio journalism experience plus TV news work, plus civic interest. Available in June to be asset to locally active station and fair-sized community. Box 305W, B•T.

Seeking permanent change. Experienced DJ-staff. 26, single, vet. Now working metropolitan area. Tape-photo. Box 320W, B•T.

Looking for a morning show with spark! Top DJ in competitive medium market ready to move up. Three years experience, college, 26. Excellent personal and sponsor references. Complete story by return mail. Available May 15th. $85. Box 338W, B•T.

Farm Specialist—but also top announcer—Experience in all phases of radio. News is my specialty. Five years 50,000 watt station. Family man, veteran. Available on short notice. Box 343W, B•T.

Radio-Television pitch man, write, sing, DJ, news. Presently cowboy entertainer on radio-TV programs, personal appearances. College grad, 27, draft free. Tape and picture ready. Box 345W, B•T.

Woman-announcer-writer. Strong on commercials, news and music. Can double as secretary. Shorthand, typing. Write for samples, disc, photo. Box 347W, B•T.

Available immediately, four years, sales, commercial copywriter, accent on woman's show, interviews, ad libbing. Will consider all answers. Box 348W, B•T.

News Director of active independent wants bigger market; authoritative delivery; special events; commentary; outstanding local coverage. Box 351W, B•T.

Program production, news and sports. Abundance of ideas that sell. Box 364W, B•T.

Announcer - program director - writer - producer wants job in larger city. College degree, good commercial background, top references. Married. Prefers east or midwest. Box 367W, B•T.

Continuity writing—traffic—broadcasting. Excellent references. Beverly Kutil, Lane, South Dakota.

6 years experience with Conlan Surveys, editing, auditing, analyzing radio listening from A to Z. Know general listening and coverage of most stations in U. S. A. Developed a 6th sense about radio-TV surveys, program and time values for time buying. 6 other years in various offices, know office machines, bookeeping, and shorthand. Have ideal background to be secretary in Radio-TV station, radio dept. of adv. agency, or national rep offices. Can be very helpful as Gal Friday in building program audiences, time buying, analyzing sales figures, station data for promotion. Willing to move to any desirable city. For additional information please write Freda Simmerman, 811 East Armour, Kansas City, Mo.

Television

Managerial

Salesmanager for TV station. Was formerly salesmanager for 15 years with AM station and 3 years TV operation, increased billing from $100,000. per year to over $1,000,000 per year. Presently employed as sales director with AM station. Best references. Box 337W, B•T.

Sales Manager—four years experience in television sales-regional, national and local. Presently local sales manager in one of top ten city markets. Desires position as sales manager or manager. College graduate. Married, family. Box 342W, B•T.

Mr. Investor. Can I help you? Are you having trouble getting the proper returns from your television investment, do you have management and/or sales problems? My background consists of commission experience thru being an applicant in hearings: Radio station organization: Station construction: Station managership and subsequent experience as sales manager of one of the country's largest television stations. Your stiffest character requirements can be met. I am married and desire to work in the middle or far west. I have learned to control conditions and not be controlled by them. For the solution to your problem write Box 366W, B•T.

Program manager, director available for TV operation. Fifteen years background. Theatre management, ownership, radio-TV announcing, production, programming. South or southwest preferred. Young, progressive minded, excellent character. Box 368W, B•T.

Situations Wanted—(Cont'd.)

Salesmen

TV SALESMAN, 7 years in TV, 4 years in spot sales. Agency contacts. Box 344W, B•T.

Technical

Double threat program - production manager means twice the know-how at half the cost. Fourteen years radio, metropolitan and large independent experience; also programming for medium and small markets. Known in the business. Now thoroughly trained in all branches TV: production, direction, cameras, film procurement and projection. Can train and administer. Looking for permanent, attractive spot at salary you can afford. Box 353W, B•T.

Production-Programming, etc.

TV production-management: M.A. in Radio Journalism. Experience in sound, continuity, publicity, promotion, TV production supervision, stage management, directing, little theatre. 6½ years same station. Box 306W, B•T.

For Sale

Stations

Southern California 250 watt station in community of 12,000. Collins equipment. Box 262W, B•T.

Southern network. 5000 watts. Metropolitan market. $100,000 cash. Box 268W, B•T.

Southern. 250 W. independent. No competition. Volume $85,000. Only 25% down. Box 317W, B•T.

Complete 1 kw FM station. Studio equipment. Trilon tower and antenna. WXNJ, Inc., Plainfield, N. J.

Equipment, etc.

For sale RCA heavy duty FM Pylon 4-section antenna. Type 14D, Gain 6, tuned to 105.1 MC. Will support 6-bay TV antenna. Approximately 500 ft., 1⅝ inches. Rigid transmission line and assorted group elbows, gas stops, etc. Box 256W, B•T.

RCA 3 kw FM transmitter, excellent condition—used two years for Functional Music operation. Will give many many years of trouble free, low cost operation. Has been properly maintained by experienced personnel. Also GE station monitor. Available. Transmitter $2,900. Monitor $250. FOB. Box 315W, B•T.

Two RCA model 70C-1 turntables with RCA reproducer group, excellent condition $375.00 each. Four Western Electric 357-B tubes, guaranteed brand new, original crates $75.00 each, all four —$275.00. Box 316W, B•T.

Collins type 731-A FM transmitter with GE frequency and modulation monitor. Excellent condition. Best offer. Box 318W, B•T.

RCA Channel 13 Diplexer, complete set Channel 13 crystals and ovens for RCA TT5A transmitter. Western Electric 25B audio console. WHIO-TV, Dayton, Ohio.

150' Blaw-Knox self-supporting tower; now standing. WLOG, Logan, West Virginia.

For sale: Gates recording equipment complete all necessary filters. 1-MO-2716 reproducer with playback arm, 1-VU-meter panel, 1-RA-10 recording amplifier, 1-CB-8 R turntable with recorder cabinet, 2 Duotone recording cutters. Cost $2,000.00 when new—used about 500 hours. First $1,000.00 offer takes the works. WMSL, Decatur, Alabama.

3 practically new, complete GE Orthicon camera chains. Immediate delivery. Send for schedule A, for complete description. C.E.C., 500 Pacific St., Brooklyn, N. Y.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Co., 1600 Broadway, New York 19, N. Y.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

New #10 bare copper wire for ground systems. Tower Construction Co., Box 1828, Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Financially sound party wishes to buy small market station in north central states. Give details, confidential. Box 310W, B•T.

Equipment, etc.

Professional wax recorder. Prefer RCA type 73-B or equivalent. Must be in first-class condition without modifications. Give full details on type of filter, head, and other associate equipment, along with best price. Box 313W, B•T.

Want several used FM transmitters. Send complete information, location and price of same. Box 314W, B•T.

Wanted to Buy. Used equipment. 1,000 watt transmitter, console antenna coupling unit, frequency monitor, modulation monitor and limiter. State price, age, condition and availability. Must meet FCC requirements. Address replies to Box 244, Chillicothe, Ohio.

Wanted: Phase monitor, 1150 KC; (2) co-ax ⅜" x 400' with fittings; 6 insulators, Lapp 10014 or similar; and phasing unit with couplers for two towers. Write or wire Industrial Electric & Steel, Ltd., P. O. Box 834, Honolulu, Hawaii.

Want old inexpensive 250 to 1000 watt AM transmitter to be worked over for conelard use. Chief Engineer, KOWH, Omaha, Nebraska.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many sucessful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, California.

Help Wanted

Salesmen

OPENING FOR

Top Salesman

Earnings up to $25,000 year. Must have excellent sales record in local radio and willing to travel. Handling expanding service for local radio sales. **Real sales producers assured profitable future with top organization of radio industry.** Box 359W, B•T.

SALESMAN

For top rated fulltime independent metropolitan market.
Must have excellent sales records.
$100.00 Salary plus commission.
Send all particulars to
P. O. Box 829, Annapolis, Maryland

Announcers

DJ-SHOWMAN

Top independent wants top personality. Should have plenty of ideas and a good selling voice for ET's. Your ability is the limit. Rush audition to Jack Black, WNOR, Norfolk, Va.

Situations Wanted

MANAGER .....**26 years in radio**

PROGRAM DIRECTOR ....**16 years in radio**

We believe RADIO is HERE TO STAY! If you feel that way, let us combine our efforts for you. Give us a chance to tell our story.

ALL INQUIRES WELCOME. Box 358W, B•T

Situations Wanted—(Cont'd.)

Managerial

RESPECTED, experienced, young executive desires to actively manage 1 or more stations. Prefer to purchase interest and settle permanently. Finest references. Excellent background management, sales, promotion. Will meet with qualified party my own expense. Box 356W, B•T.

Television

Available

Experienced TV Executive

Wants to return to network or local station operation on top level commensurate with following background:

1. Program Director & Production Head—top TV independent
2. Sales manager of nationally known TV film syndication company
3. AAAA Ad Agency—radio and TV director—writer
4. Columbia Broadcasting System—writer—director

I will be at NARTB Convention or reply Box 271W, B•T

Production-Programming, Etc.

Are YOU looking for someone who is "ON THE BALL." Perhaps I'm your man.

Young: Age 31.
Intelligent: I.Q. 132—Weshel Bellvue Oral Test.
Education: Geo. Wash. Univ.—Adv. Art, Pub. Relations, Advertising, Retailing, Newspaper Adv.
Creative: Idea man and layout artist for Navy during last war, Network Radio-TV sta. later.
Sales Minded: Leader in sales vol. for D.C.'s largest furniture store.
Experienced: Layout, designing, sales, lecturing, govt. contact, radio-TV appearances, radio-TV promotion, publicity, ad agency work and surveys.

Native Washingtonian but willing to relocate. Resume on request. Box 285W, B•T

TOP TV EXECUTIVE

Interested and ready to move-up. Present position as program head of major TV operation rounds out 23 years including.

1. **General Manager Radio Station.**
2. **General Manager Syndicated Transcription house.**
3. **Network production and complete management, sales, programming and engineering.**

BOX 357W, B•T

Situations Wanted—(Cont'd.)

Low Budget—High Ratings

TV Program Director

Available Immediately

■ **TV programs can be good without costing a young fortune! I know because I have produced low budget shows that have exceptionally high local ratings.**

■ **My background includes 10 years of radio and TV (the last 4 in TV with a major market station in the midwest); 10 years with mid-west metropolitan newspapers.**

■ **I'm married, age 38, one child. The best of references.**

Box 360W, B•T.

Miscellaneous

For the best in Complete Erection of Tower ■ Antenna ■ Lights ■ Co-Ax Cable

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J. M. HAMILTON & COMPANY

Painting ■ Erection

Maintenance

YEARS OF EXPERIENCE

Box 2432, Tel 4-2115, Gastonia, N. C.

GET READY NOW FOR THIS SUMMER'S WORK

Employment Service

WANT A GOOD EXECUTIVE?

Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

TV STUDIO PERSONNEL

Summer replacements available immediately. Top men screened for your station, meeting your qualifications. All men experienced with RCA cameras and projection room operations. More than 1000 workshop men already employed by TV stations throughout the nation. *Wire or phone collect your personnel needs.*

TELEVISION WORKSHOP of N. Y.
1780 Broadway, N. Y., 19 Plaza 7-3721

FOR THE RECORD

Opinions and Orders . . .

Salinas Bcstg. Corp. (KSBW) and Monterey Radio-TV Co. (KMBY), grantees for share-time on vhf Ch. 8, Salinas-Monterey, Calif.—FCC by memorandum opinion and order postponed effective date of grants made Feb. 18, pending final determination of protest filed March 23 by Salinas-Monterey TV Co., permittee of uhf Ch. 28 KICU (TV) Salinas [B•T, March 30]. Pursuant to Sec. 309(c) of Communications Act, FCC designated for hearing, at time and place and upon issues to be determined, said share-time station applications. Order adopted April 7; announced April 8.

WDIA Memphis, Tenn.—FCC by memorandum opinion and order dismissed protest filed March 13 by WAPI Birmingham, Ala., directed against action of Feb. 18 granting CP (BP-8343) to WDIA to change from 730 kc 250 w daytime to 1070 kc 50 kw-day, 5 kw-night, fulltime, directional day and night. Further ordered that CP granted WDIA be modified so that it is subject to: "The acceptance of any interference received as the result of a grant of the facilities presently proposed in the application of The Television Corp., licensee of WAPI Birmingham, Ala. (BP-8679)." Comr. Frieda B. Hennock dissented. Adopted April 1; announced April 2.

Hearing Cases . . .

Arthur Westlund, applicant for 1340 kc, 250 w fulltime at Walnut Creek, Calif. (Docket 10215; BP-8321)—FCC denied petition requesting deletion of issue on overlap and multiple ownership. Order adopted April 2; announced April 3.

Fort Wayne, Ind. New TV, uhf Ch. 69. Anthony Wayne Bcstg. (Docket 10424; BPCT-1040) and Radio Fort Wayne Inc. (WANE) (Docket 10425; BPCT-1400) — FCC announced memorandum opinion and order granting petition by Anthony Wayne to extent that hearing issues be enlarged to include in Issue 3 "(d) The engineering proposals of the applicants." Denied motion by Radio Fort Wayne to dismiss petition. Order adopted April 2; announced April 3.

Spokane, Wash. New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422; BPCT-920) and Television Spokane Inc. (Docket 10423; BPCT-1087)—FCC granted petition by Wasmer for deletion and modification of certain issues in TV comparative hearing. Amended order designating applications for hearing. Order adopted April 2; announced April 3.

Amendment of Part 2 of Rules relating to remote pickup stations (Docket 10211)—FCC announced report and order finalizing proposal to amend Part 2 of its rules so as to delete effective Feb. 1, 1954, the provisions permitting remote pickup broadcast stations to operate on frequencies in the 2000-3500 kc band and to add new footnote to Sec. 2.104(a) permitting immediate use of frequencies in the 25.85-26.1 mc band on condition that harmful interference is not caused to broadcast service. By separate order, FCC modified licenses of remote pickup base and mobile stations affected to delete as of Feb. 1, 1954, frequencies in the 2000-3500 kc band (Docket 10210). Orders adopted April 8.

Hearing Calendar . . .

Hearings in Progress

Portland, Ore.—New TV, vhf Ch. 8. Further hearing. Examiner Elizabeth C. Smith. Contestants: Westinghouse Radio Stations Inc. (KEX) (Docket 9138), Portland TV Inc. (Docket 10245), Cascade TV Co. (Docket 10324) and North Pacific TV Inc. (Docket 10319).

Wichita, Kan.—New TV, vhf Ch. 10. Further hearing. Examiner Hugh B. Hutchison. Contestants: Mid-Continent TV Inc. (Docket 10262) and KAKE Bcstg. Co. (KAKE) (Docket 10263).

Fort Wayne, Ind.—New TV, uhf Ch. 69. Hearing to begin. Examiner Annie Neal Huntting. Contestants: Radio Fort Wayne Inc. (WANE) (Docket 10425) and Anthony Wayne Bcstg. (Docket 10424).

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa) (Docket 10253), Orange TV Bcstg. Co. (Docket 10255) and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa) (Docket 10330).

April 15

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd, d/b as Cal Tel Co. (Docket 10341) and Maria Helen Alvarez (Docket 10340).

April 20

San Juan, P. R.—New TV, vhf Ch. 4. Hearing to begin. Contestants: American Colonial Bcstg. Corp. (WKVM) (Docket 10437) and Jose Ramon Quinones (WAPA) (Docket 10436). Examiner Benito Gaguine.

Chattanooga, Tenn.—New TV, vhf Ch. 3. Contestants: WDOD Bcstg. Corp. (WDOD) (Docket 10438) and Mountain City TV Inc. (WAPO) (Docket 1039). Examiner J. D. Bond.

Portsmouth, Ohio—New TV, uhf Ch. 30. Contestants: Woodruff Inc. (Edward Lamb) (Docket 10441) and Brush-Moore Newspapers Inc. (WPAY) (Docket 10440). Examiner Gifford Irion. There is petition pending by Brush-Moore to dismiss its bid.

April 22

KDIA Auburn, Calif.—License renewal. Hearing set for Auburn. Examiner not designated. (Docket 10405).

Muskegon, Mich.—New TV, uhf Ch. 35. Sec. 309(c) protest proceeding. Versluis Radio & TV Inc., permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co., operator WGRD Battle Creek. Examiner not designated. (Docket 10442).

Sacramento, Calif.—New TV, vhf Ch. 3. Further hearing. Examiner Thomas H. Donohue. Contestants: KCRA Inc. (KCRA) (Docket 10294) and Sacramento Bcstrs. Inc. (KXOA) (Docket 9012).

April 27

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc. (Docket 10246). Columbia Empire Telecasters Inc. (KPOJ is 40% owner) (Docket 10247) and Northwest TV and Bcstg. Co. (Docket 10317).

May 4

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423).

May 11

Portland, Ore.—New TV, vhf Ch. 6. Hearing to begin. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 9137) and Pioneer Bcstrs. Inc. (KGW) (Docket 9136).

May 18

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Scharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

Continued Without Date

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC Port Arthur) (Docket 10285) and Smith Radio Co., Port Arthur (Docket 10352). Jefferson Amusement Co., Beaumont, seeks to be included as party.

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion, Docket 10089. Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) (Docket 10272) and Stark Telecasting Corp. (WCMW) (Docket 10273). Additional uhf channel to be sought after June 2.

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 6. Further hearing. Examiner Herbert Scharfman. Contestants: Ridson Inc. (WDSM Superior) (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292). Merger has been proposed and Lakehead seeks dismissal [B•T, March 30]. Head of the Lakes Bcstg. Co., Duluth Ch. 3 applicant, seeks amendment to Ch. 6.

Killeen, Tex.—New AM, 1050 kc, 250 w daytime. Examiner not designated. Contestants: Highlite Bcstg. Co. (Docket 10123) and KHFT Bcstg. Co. (Docket 10421).

Lancaster, Pa.—New TV, vhf Ch. 8. Examiner J. D. Bond. Contestants: WGAL-TV (now on Ch. 8 conditionally) (Docket 10366) and Peoples Bcstg. Co. (WLAN) (Docket 10365).

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) (Docket 9013) and Sacramento Telecasters Inc. (Docket 10298).

Sacramento, Calif.—New TV, uhf Ch. 36. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Wichita, Kan.—New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH) (Docket 10259), Taylor Radio & TV Corp. (KANS) (Docket 10260) and Wichita TV Corp. (Docket 10261).

Theatre Television—Allocation of frequencies of exclusive theatre TV circuits. Before Commission *en banc*. (Docket 9552).

New Petitions . . .

April 1

Leroy Bremmer and Dorothy Bremmer d/b as Atlantic City Bcstg. Co., Atlantic City, N. J. (Docket 10119; BP-8090); Herbert Michels, Albert Spiro and John J. Farina d/b as Garden State Bcstg. Co., Atlantic City, N. J. (Docket 10120; BP-8112); Press-Union Pub. Co., Atlantic City, N. J. (Docket 10121; BP-8143), and Max M. Leon Inc. (WDAS), Philadelphia (Docket 10320; BP-8508)—Proposed findings filed by Chief of FCC Broadcast Bureau. WDAS filed supplemental findings, addressing brief to Penn Jersey Bcstg. Co. (Docket 10118; BP-8062) as well as others named. Garden State filed supplemental proposed findings. Press-Union amended its proposed findings.

Harrisburg, Pa. New TV, uhf Ch. 27. Kendrick Bcstg. Co. (WHGB) (Docket 10278; BPCT-937) and Rossmoyne Corp. (WCMB Lemoyne) (Docket 10279; BPCT-966)—Proposed findings respecting engineering evidence submitted by Chief of FCC Broadcast Bureau.

Canton, Ohio—New TV, uhf Ch. 29. Brush-Moore Newspapers Inc. (WHBC) (Docket 10272; BPCT-264) and Stark Bcstg. Corp. (WCMW) (Docket 10273; BPCT-949)—Petition by Brush-Moore to continue without date hearing set April 15, or until 30 days after FCC acts on joint petition requesting addition of another uhf channel to Canton, such petition to be filed on or about June 2, end of one-year ban on requests to amend TV allocation table.

Salinas-Monterey, Calif. New TV grants, share-time vhf Ch. 8. Salinas Bcstg. Corp. (KSBW Salinas) (BPCT-1222) and Monterey Radio-TV Co. (KMBY Monterey) (BPCT-1225)—Salinas Bcstg. files motion to strike protest of Ch. 8 grants filed by KICU (TV) Salinas-Monterey [B•T, April 6, March 30].

April 2

Appalachian Bcstg. Co. (WCYB), Bristol, Va. (BPCT-850) and Tri-Cities TV Corp. (formerly Radiophone Bcstg. Station WOPI Inc.) (WOPI), Bristol, Tenn. (BPCT-1250), both seeking new TV station, vhf Ch. 5—Reply filed by WOPI to affidavit of Robert H. Smith in behalf of WCYB, which was in response to WOPI opposition to WCYB's original petition for conditional grant. WOPI charges newest affidavit is only recapitulation of "half-truths" and "errors of fact" submitted earlier.

Wichita, Kan. New TV, vhf Ch. 3. Radio Station KFH Co. (Docket 10259; BPCT-698), Taylor Radio & TV Corp. (KANS) (Docket 10260; BPCT-946) and Wichita TV Corp. (Docket 10261; BPCT-961)—Motion by Taylor for additional seven days to file petition for review of examiner's ruling which denied petitioner's request for leave to amend.

Sacramento, Calif. New TV, uhf Ch. 46. John H. Poole tr/as John Poole Bcstg. Co. (Docket 10342; BPCT-1007) and Jack O. Gross (Docket 10343; BPCT-1077)—Chief of FCC Broadcast Bureau files reply to joint petition of March 16 by parties to hearing asking dismissal of the Gross application and simultaneous grant of Poole bid. Reply finds Poole application qualified. On April 3, Poole filed response urging prompt favorable action on joint petition.

April 3

Chattanooga, Tenn. New TV, vhf Ch. 3 WDOD Bcstg. Corp. (WDOD) (Docket 10438; BPCT-676) and Mountain City TV Inc. (Docket 10439; BPCT-882)—WDOD Bcstg. files partial opposition to petition of Mountain City requesting deletion of certain hearing issues [B•T, April 6]. WDOD also requests amendment of its bid to show alternative non-network program proposal.

Duluth, Minn.-Superior, Wis. New TV, vhf Ch. 6. Ridson Inc. (WDSM Superior) (Docket 10291; BPCT-728) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292; BPCT-921)—Chief of FCC Broadcast Bureau asks additional time until April 30 to reply to petition of Ridson for expedited hearing and petition of Lakehead for dismissal [B•T, April 6, March 30] in view of pending protests to grant of a TV station to Ridson, filed by local labor groups and others.

Mercer Bcstg. Co., Trenton, N. J. (WTOA-FM Trenton) (BP-8714) and Delaware Valley Bcstg. Corp., Morrisville, Pa. (BP-8799), both seeking new AM station, 1490 kc, 250 w fulltime—Mercer requests dismissal of Delaware bid on grounds it is defective.

April 6

KBIG Avalon, Calif. Application for license to cover construction permit for new station, 740 kc, 10 kw daytime, directional (BL-4897)—Partial response filed by KBIG to request by CBS of Calif. Inc. for order to show cause to KBIG to change directional array. CBS alleges interference to KCBS San Francisco. KBIG "avers that its pattern is in adjustment" and that modifications proposed by CBS "would not be in the public interest." KBIG said it would continue to study the proposals and asks FCC either to deny the show cause request on the ground it is incomplete or to defer action for additional 30 days during which KBIG will "pursue work on a supplemental response."

KVOL Lafayette, La.—Requests reconsideration and grant of FCC decision of March 6 denying application for modification of permit to change power daytime from 1 kw to 5 kw on 1330 kc, nondirectional (Docket 9739; BMP-5098).

In matter of new policy to govern assignment of operational fixed stations in 72-76 mc band so as to prevent harmful interference to TV Chs. 4 and 5 (Docket 10315)—Additional statement filed by Central Committee on Radio Facilities of the American Petroleum Institute. Deadline for filing is April 13.

KTXC Big Spring, Tex., renewal of license (Docket 9918; BR-2332), and KFST Fort Stockton, Tex., revocation of construction permit (Docket 9919)—Opposition filed by KTXC to petition of Chief of FCC Broadcast Bureau which requested 30-day postponement of final decision to consider new evidence possibly bearing on qualifications of Big State Bcstg. Corp. to retain license of KTXC [B•T, April 6].

Flint, Mich. New TV, vhf Ch. 12. WJR, The Goodwill Station Inc. (WJR Detroit) (Docket 10268; BPCT-967), Trebit Corp. (WFDF) (Docket 10269; BPCT-968) and W. S. Butterfield Theatres Inc. (Docket 10270; BPCT-953)—Replies to proposed findings filed by WJR, Trebit and Butterfield. Chief of FCC Broadcast Bureau expected to field by April 13.

April 7

Lewiston, Me. New TV, vhf Ch. 8. Mt. Washington TV Inc., Poland Springs, Me. (main studio), and Mt. Washington (transmitter) (BPCT-1530); Twin Cities Bcstg. Co. (WCOU) (BPCT-1245), and Lewiston-Auburn Bcstg. Co. (WLAM) (BPCT-736)—Mt. Washington TV Inc. petitions for prompt hearing, pointing out snow atop Mt. Washington nine months of year may long delay construction should grant be issued. Hearing date within 60 days is asked.

Spokane. Wash. New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422; BPCT-920) and TV Spokane Inc. (Docket 10423; BPCT-1087)—Wasmer requests enlargement of issues, including comparison of engineering and coverage proposals.

Provo, Utah—New TV, vhf Ch. 11. KOVO Bcstg. Co. (KOVO) (BPCT-1463) and Central Utah Bcstg. Co. (KCSU) (BPCT-1642)—Petition by KOVO requesting conditional grant of its application pursuant to Sec. 1.385(e) of rules and "if necessary, the Commission set an immediate hearing to determine whether the application of Central Utah Bcstg. Co. was filed in good faith or, in the alternative, whether the conditional grant prayed for should be made."

Routine Roundup . . .

April 2 Applications

ACCEPTED FOR FILING

Install New Transmitters

KFSA-TV Ft. Smith, Ark., Southwestern Pub. Co.—Mod. CP (BPCT-1154), as amended which authorized new TV, to install new trans.; ant. height above average terrain 270 ft.

Change Name

WJED Tuscaloosa, Ala., Wilhelmina Q. Doss—Mod. license to change name to Wilhelmina Q. (Doss) Echols (BML-1539).

Modification of CP

KWRF Warren, Ark., Pines Bcstg. Co.—Mod. CP (BP-8604), which authorized new AM, for approval of ant., trans. and studio location (BMP-6167).

License Renewals

Following stations request renewal of license: **WREB Holyoke, Mass.,** Valley Bcstg. Corp., (BR-2536); **KGEZ Kalispell, Mont.,** Donald C. Treloar (BR-126); **WFPM Ft. Valley, Ga.,** Peach Belt Bcstg. Co. (BP-8816); **KSAC Manhattan Kan.,** Kansas State College of Agriculture and Applied Science (BR-506); **KBON Omaha, Neb.,** Inland Bcstg. Co. (BR-1185); **KNEB McAlester, Okla.,** Pittsburg County Bcstg. Co. (BR-2465); **KBIX Muskogee, Okla.,** Oklahoma Press Pub. Co. (BR-881); **KTOW Oklahoma City,** Sooner Bcstg. Co. (BR-1896); **KSIW Woodward, Okla.,** Woodward Bcstg. Co. (BR-1646); **KWBC Ft. Worth, Tex.,** Worth Bcstg. Co. (BR-1351); **WKTV (TV) Utica, N. Y.,** Copper City Bcstg. Corp. (BRCT-52); **WCBS-TV New York,** CBS Inc. (BRT-3); **WPIX (TV) New York,** WPIX Inc. (BRCT-98); **WHAM-TV Rochester, N. Y.,** Stromberg-Carlson Co. (BRCT-89).

APPLICATION RETURNED

Assignment of License

KOCS Ontario, Calif., The Daily Report Co.—Voluntary assignment of license to Mrs. Jerene Appleby Harnish, Carlton R. Appleby, Walter Axley, Ernest Atkinson, Andrew B. Appleby and Ralph Fairchild a partnership d/b as The Daily Report Co.

April 6 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license: **WJRD Tuscaloosa, Ala.,** Wilhelmina Q. Doss (BR-899); **KWHK Hutchinson, Kan.,** KWHK Bcstg. Co. (BR-1369); **KMAN Manhattan, Kan.,** Manhattan Bcstg. Co. (BR-2507); **WIBW Topeka, Kan.,** Topeka Bcstg. Assn. (BR-573); **KFH Wichita, Kan.,** Radio Station KFH Co. (BR-508); **KWBB Wichita, Kan.,** Wichita Beacon Bcstg. Co. (BR-2657); **WCEN Mt. Pleasant, Mich.,** Paul A. Brandt (BR-2354); **KHAS Hastings, Neb.,** Nebraska Bcstg. Co. (BR-1094); **KGFW Kearney, Neb.,** Central Nebraska Bcstg Corp. (BR-703); **KFOR Lincoln, Neb.,** Cornbelt Bcstg. Corp. (BR-677); **KOWH Omaha, Neb.,** Mid-Continent Bcstg. Co. (BR-685); **KRHD Duncan, Okla.,** G. G. Downing and John C. Halliburton d/b as Duncan Bcstg. Co. (BR-1793); **KHBG Okmulgee, Okla.,** Okmulgee Bcstg. Corp. (BR-944); **WAVL Apollo, Pa.,** Tri-Borough Bcstg. Co. (BR-1821); **WXGI Richmond, Va.,** Radio Virginia Inc. (BR 1829).

April 7 Decisions

BY BROADCAST BUREAU

Granted License

KSOK Arkansas City, Kan., The KSOK Bcstg. Co. Inc.—Granted license covering change in power, hours of operation, make changes in transmitting equipment, and installation of new trans. for N operation; 1280 kc, 100w-1kw-LS, unl. (BL-4961).

WAPI Birmingham, Ala., The Television Corp.—Granted license to use old main trans. as alternate main trans., N use only, at present location of main trans., to be operated on 1070 kc, 5kw (BL-4928).

WNEB Worcester, Mass., New England Bcstg. Co.—Granted license covering change in ant., trans. and studio locations (BL-4939).

WSSV Petersburg, Va., Southside Virginia Bcstg. Corp.—Granted license to use old main trans. as auxiliary trans., at present location of main trans., to be operated on 1240 kc, 250 w (BL-4937).

WKAQ San Juan, P. R., El Mundo Bcstg. Corp.—Granted license covering change in auxiliary trans. location and installation of new auxiliary trans. (BL-4945).

WDOB Canton, Miss., Madison County Bcstg. Co.—Granted license for AM station; 1370 kc, 500 w-D (BL-4940).

WMOZ Mobile, Ala., Gadsden Radio Co.—Granted license for AM broadcast station; 960 kc, 1 kw-D (BL-4949).

WAGG Franklin, Tenn., Williamson County Bcstg. Co. Inc.—Granted license for AM broadcast station; 950 kc, 1 kw-D (BL-4946).

WMBR Jacksonville, Fla., The Washington Post Co.—Granted license covering changes in frequency control equipment for auxiliary trans. (BL-4887).

Modification of CP

WFAH Alliance, Ohio, The Review Pub. Co.—Granted mod. CP to change type trans. and side mount FM ant. on center tower; conditions (BMP-6128).

WISP Kinston, N. C., Edwin J. Schuffman—Granted mod. CP for approval of ant., trans. location, and specify studio location; conditions (BMP-6150).

WJLS Beckley, W. Va., Joe L. Smith Inc.—Granted mod CP to use presently licensed 1 kw trans. as main trans. for N use and change type 5 kw-D trans. (BMP-6140).

WLWT (TV) Cincinnati, Ohio, Crosley Bcstg. Corp.—Granted mod. CP to change type trans, amplifiers and type ant.; 680 ft. (BMPCT-1029).

Extension of Completion Date

WSBT-TV South Bend, Ind., South Bend Tribune—Granted mod. CP for extension of completion date to 10-28-53 (BMPCT-1048).

WPTV Ashland, Ky., Polan Industries—Granted mod. CP for extension of completion date to 10-13-53 (BMPCT-1049).

WNOW-TV York, Pa., The Helm Coal Co.—Granted mod. CP for extension of completion date to 9-11-53 (BMPCT-997).

WSJL Bridgeport, Conn., Hary L. Liftig—Granted mod. CP for extension of completion date to 9-15-53 (BMPCT-1045).

KLYN Amarillo, Tex., Plains Empire Bcstg. Co.—Granted mod. CP for extension of completion date to 4-15-53; condition (BMP-6166).

South Central
$150,000

A well established, full time facility located in one of the best markets in the rich South Central area. Excellent plant and equipment set-up. Ample working capital included by purchase of 100% of stock for $150,000. Financing available.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Granted CP

WINK Fort Myers, Fla., Fort Myers Bcstg. Co.—Granted CP to erect new ant. and mount TV ant. on top (increase height) (change trans. location, coordinates only); condition (BP-8773).

KFSD San Diego, Calif., Airfan Radio Corp.—Granted CP to install TV ant. in place of top section of existing AM tower; condition (BP-8535).

WLCS Baton Rouge, La., Air Waves Inc.—Granted CP to install old trans. as auxiliary trans., at present location of main trans., to be operated on 910 kc, 250 w (BP-8763).

Extension of Completion Date

WAUG-FM Augusta, Ga., Garden City Bcstg. Co.—Granted mod. CP for extension of completion date to 8-1-53 (BMPH-4819).

KDNT Denton, Tex., Harwell V. Shepard—Granted mod. CP for extension of completion date to 5-30-53; conditions (BMP-6164).

Following granted mod. CPs for extension of completion dates as shown:

KIKI Honolulu, Hawaii, to 10-1-53, condition (BMP-6162); WCIN Cincinnati, Ohio, to 7-1-53, conditions (BMP-6143); WJJL Niagara Falls, N. Y., to 10-30-53 (BMP-6161); KWG Stockton, Calif., to 6-18-53, condition (BMP-6159).

April 7 Applications

ACCEPTED FOR FILING

License for CP

KRGI Grand Island, Neb., Grand Island Bcstg. Co.—License for CP (BP-8264), which authorized new AM (BL-4963).

WFTC Kinston, N. C., Kinston Bcstg. Co.—License for CP (BP-7752), as mod., which authorized change in existing facilities (BL-4964).

License Renewals

Following stations request renewal of license:

KCRB Chanute, Kan., Cecil W. Roberts (BR-2742); KOLT Scottsbluff, Neb., Hilliard Co. (BR-771); KADA Ada, Okla., KADA Bcstg. Inc. (BR-834); KVSO Ardmore, Okla., John F. Easley (BR-860); KWSH Wewoka, Okla., Tri-Cities Bcstg. Co. (BR-2041).

APPLICATION RETURNED

License Renewal

KOLT Scottsbluff, Neb., Hilliard Co. RETURNED application for renewal of license. (BR-771).

April 8 Decisions

BY COMMISSION EN BANC

Request Information

KGMO Radio-Television Inc., Cape Girardeau, Mo.—Is being requested to furnish additional information in connection with application for new TV on Ch. 18 (BCT-1505).

License Renewals

Following stations granted renewal of licenses for regular period:

KGLN Glenwood Springs, Colo.; KVRH Salida, Colo.; KLVC Leadville, Colo.; KSWI Council Bluffs, Iowa; KAAA Red Wing, Minn.; KALL Salt Lake City; KARK Little Rock, Ark.; KCJB Minot, N. D.; KDET Center, Tex.; KDHL Faribault, Minn.; KDSH Boise, Ida.; KFNF Shenandoah, Iowa; KFRD Rosenberg, Tex.; KFSA Fort Smith, Ark.; KFTV Paris, Tex.; KFVS Cape Girardeau, Mo.; KFXJ Grand Junction, Colo.; KGAL Lebanon, Ore.; KGHI Little Rock, Ark.; KGKL San Angelo, Tex.; KGLC Miami, Okla.; KGWA Enid, Okla.; KHBC Honolulu, T. H.; KHJ Hollywood, Calif.; KICA Clovis, N. Mex.; KIMP Mt. Pleasant, Tex.; KITE San Antonio, Tex.; KJBC Midland, Tex.; KJR Seattle, Wash.; KMA Shenandoah, Iowa; KMBC Kansas City, Mo.; KNEA Jonesboro, Ark.; KNEB Scottsbluff, Neb.; KOIN Portland, Ore.; KOLJ Quanah, Tex.; KOLO Reno, Nev.; KRIO McAllen, Tex.; KROF Abbeville, La.; KRRV Sherman, Tex.; KSAL Salina, Kan.; KSDN Aberdeen, S. D.; KSEI Pocatello, Ida.; KSEL Lubbock, Tex.; KSYL Alexandria, La.; KTKN Ketchikan, Alaska; KTLW Texas City, Tex.; KTMS Santa Barbara, Calif.; KVEC San Luis Obispo, Calif.; KWAT Watertown, S. D.; KWSC Pullman, Wash.; KXJK Forrest City, Ark.; KXOC Chico, Calif.; WAAA Winston-Salem, N. C.; WAAF Chicago; WAPO Chattanooga, Tenn.; WARE Ware, Mass.; WAVE Louisville, Ky.; WBBB Burlington, N. C.; WBEN Buffalo, N. Y.; WBRC Birmingham, Ala.; WBRM Marion, N. C.; WCAE Pittsburgh, Pa.; WCAN Milwaukee, Wis.; WCAP Lowell, Mass.,; WCNR Bloomsburg, Pa.; WCNX Middletown, Conn.; WCOP Boston, Mass.; WCSH Portland, Me.; WDAE Tampa, Fla.; WDBJ Roanoke, Va.; WDEL Wilmington, Del.; WEBR Buffalo, N. Y.; WELC Welch, W. Va.; WELI New Haven, Conn.; WEOL Elyria, Ohio; WETO Gadsden, Ala.; WFDF Flint, Mich.; WFLA Tampa, Fla.; WFMD Frederick, Md.; WFNS Burlington, N. C.; WGBI Scranton, Pa.; WGGH Marion, Ill.; WGL Fort Wayne, Ind.; WGTA Summerville, Ga.; WHAK Rogers City, Mich.; WHAY New Britain, Conn.; WIBX Utica, N. Y.; WICA Ashtabula, Ohio; WILK Wilkes-Barre, Pa.; WIMA Lima, Ohio; WISN Milwaukee, Wis.; WJAR Providence, R. I.; WJAX Jacksonville, Fla.; WJBO Baton Rouge, La.; WJHL Johnson City, Tenn.; WKCT Bowling Green, Ky.; WKLY Hartwell, Ga.; WKNA Charleston, W. Va.; WKPA New Kensington, Pa.; WKY Oklahoma City, Okla.; WKVA Lewistown, Pa.; WMMN Fairmont, W. Va.; WMOK Metropolis, Ill.; WMTR Morristown, N. J.; WONE Dayton, Ohio; WPFB Middletown, Ohio; WRAY Princeton, Ind.; WRC Washington, D. C.; WRCS Ahoskie, N. C.; WRFC Athens, Ga.; WSBT South Bend, Ind.; WSNW Seneca Township, S. C.; WTAW College Station, Tex.; WTRY Troy, N. Y.; WTTM Trenton, N. J.; WTYC Rock Hill, S. C.; WZOB Fort Payne, Ala.

Designated for Hearing

KTKN Ketchikan, Alaska, Alaska Bcstg. Co.—Designated for hearing application (BP-8463) to increase power on 930 kc from 1 kw unl. to 1 kw-N, 5 kw-LS, unl., and made KABI Ketchikan party to proceeding.

Franklin County Bcstg. Co., Washington, Mo.—Designated for consolidated hearing applications of Franklin County (BP-8241) and Edwardsville (BP-8663) seeking new AM stations on 1260 kc with 500 w-D operation at Washington and 1 kw-D at Edwardsville.

Advised of Hearing

Lebanon-Springfield Bcstg. Co., Lebanon, Ky.—Is being advised that application (BP-8519) for new AM station to operate on 1470 kc, with 500 w-D indicates necessity of hearing because of daytime interference to WLCK Campbellsville, Ky.

ACTIONS ON MOTIONS

Taylor Radio & Television Corp., Wichita, Kan.—Granted petition for extension of time to April 9, 1953, to file petition for review of examiner's ruling denying said petitioner's request to amend application for CP for new TV station (Docket 10260; BPCT-946).

Denver Television Co., Denver, Colo.—Granted petition for withdrawal of motion to strike notice of exceptions of Aladdin Radio & Television Inc. to order of examiner in proceeding re applications for CPs for new TV stations (Docket 9041; BPCT-426) (Docket 10240; BPCT-951).

By Hearing Examiner William G. Butts

Kendrick Bcstg. Co., Harrisburg, Pa., Chief, Broadcast Bureau — Granted petitions for corrections in various respects to transcript in proceeding re applications of Kendrick Bcstg. Co. (Docket 10278; BPCT-937) and that of Rossmoyne Corp. (Docket 10279; BPCT-966) for CPs for new TV stations in Harrisburg, Pa.

By Hearing Examiner Annie Neal Huntting

Radio Fort Wayne Inc., Fort Wayne, Ind.—Granted petition to amend application for CP for new TV station (Docket 10424; BPCT-1040) in order to submit new geographical coordinates for location of ant. tower proposed in application.

By Hearing Examiner J. D. Bond

WDOD Bcstg. Corp., Mountain City Television Inc., Chattanooga, Tenn.—Granted petition of WDOD Bcstg. Corp. to amend application for CP for new TV station (Docket 10438; BPCT-676) to show additional television programs which have been added to contemplated network morning schedule and other incidental changes in staff and program classifications; and granted petition of Mountain City Television Inc. to amend application for CP for new TV station to show an alternative proposed weekly program schedule based on non-network operation and other incidental changes in program analyses and operating revenues and costs (Docket 10430; BPCT-882).

By Hearing Examiner James D. Cunningham

KMYR Bcstg. Co., Denver, Colo.—Denied petition to reopen record of hearing in proceeding re application (Docket 9043, BPCT-488) and that of Metropolitan Television Co. (Docket 10238, BPCT-941) both of Denver, Colo., for CPs for new TV stations.

April 8 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

WDSU-TV New Orleans, La., WDSU Bcstg. Corp. (BRCT-19); **WNBF-TV Binghamton, N. Y.**, Clark Associates Inc. (BRCT-29); **WNBT (TV) New York**, National Bcstg. Co. (BRCT-1); **WKY-TV Oklahoma City**, WKY Radiophone Co. (BRCT-34).

Upcoming Events

April 14-15: House Commerce Committee will see color TV demonstrations by RCA at Princeton, N. J., and by CBS and NTSC at New York.

April 15: Engineering seminar sponsored by RCA, Statler Hotel, Washington.

April 15-17: Radio-Television Mfrs. Assn. conference, board meeting, joint session with Canadian RTMA, Ambassador Hotel, Los Angeles.

April 16: Educational TV executive hearing, Senate Commerce Committee and FCC, Rm. G-16, Capitol.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 21-23: Advertising exposition sponsored by Alpha Delta Sigma and BBDO, Morris Hall, New York U. School of Commerce.

April 22: AP Broadcasters regional meeting (Virginia, Maryland-District of Columbia, West Virginia, Pennsylvania-Delaware AP groups), state and joint sessions, National Press Club Auditorium, Washington, D. C.

April 23: Oral argument on Denver TV Ch. 4 before FCC *en banc*, 10 a.m.

April 23-24: NARTB, TV Code Review Board, San Marcos Hotel, Phoenix.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28: Transportation and communication luncheon, 41st National Chamber of Commerce meeting (April 27-28-29), Washington, D. C.

April 28-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 28-May 2: National Television News Seminar, co-sponsored by Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 1-3: Fourth District of Adv. Federation of America convention, Floridan Hotel, Tampa, Fla.

May 2: Southwest Journalism Forum, Dallas, Texas.

May 9: Middle Atlantic District, Catholic Broadcasters Assn., meeting in the Hotel Denis, Atlantic City.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

May 22: Annual convention, Nebraska Broadcasters Assn., Clarke Hotel, Hastings.

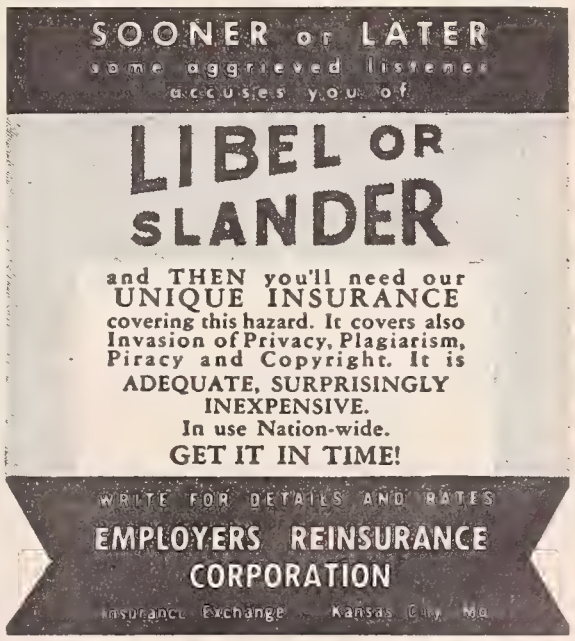
May 26: Alfred Sloan Foundation Highway Safety Awards, Hotel Plaza, New York.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting, Rice Hotel, Houston.

June 9-10: All-Advertising-Trades exposition sponsored by Advertising Trades Institute, Hotel Biltmore, New York.

HOWARD E. STARK
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NARTB's 31st

SCAN the agenda for the NARTB convention in Los Angeles April 28-May 1 and you'll be hard put to find a single burning issue.

No talk about rate cuts, no rump movements, no dissatisfaction with management, no labor crises—not even a good old-fashioned embroglio with the FCC.

But any notion that the 31st annual convocation of the nation's radio and television broadcasters will be a dull, listless session is just as quickly dispelled by the same agenda. It is loaded—but not with negative block-busters. It is a "how to" agenda in all facets of broadcast operations.

Nothing could be healthier. It speaks eloquently for NARTB's management. It demonstrates resourceful planning and hard work by the convention committee headed by Clair McCullough and the NARTB staff. It is as much of a "must" convention as any in NARTB's hitherto tumultuous history.

Broadcasting is bigger business than ever. Television has added the new dimension. It behooves every station operator to be on hand to get it at first hand.

Dangerous Nonsense

THE FCC's legal staff, still dominated by the left-wing of the old New Deal, is about to throw at an unsuspecting broadcasting fraternity a solar-plexis punch that could bring economic ruin to hundreds of television applicants.

It is using the back door in an effort to give the newcomer preference over the established broadcaster in comparative bids for television stations. It is using the same techniques devised in other days to give any applicant preference over newspapers—a precept that still governs the thinking of the hold-over lawyers.

The under-cover thrust came in the exceptions filed by the FCC's Broadcast Bureau to the initial decision proposing to grant the vhf application of KLZ Denver over that of Denver Television Co., a newcomer. The Broadcast Bureau doesn't protest the final conclusion—that KLZ should be granted—but it proposes by legal dicta to have the FCC sanction the newcomer-preference thesis.

That the FCC itself has been taken in—so far—is evident from an order it issued April 3 in setting the KLZ-Denver TV case for oral argument on April 23. In its public notice the FCC said that "prompt implementation of its hearing procedures is required for the purpose of establishing policy guides in the disposition of comparative television proceedings."

Thus, if the Broadcast Bureau contentions prevail, these would become those "policy guides" in all future decisions. It is important that this is the first hearing case to come up for decision since lifting the freeze.

The anomalous situation here is that the KLZ application unquestionably will be granted. Obviously KLZ cannot protest the dicta in the ruling, since it would be at war with itself.

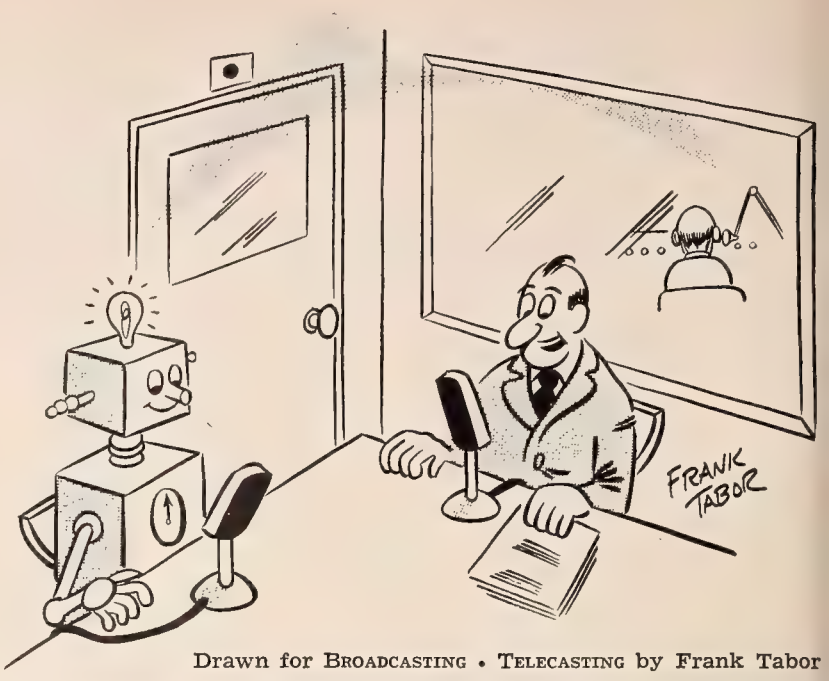
The Broadcast Bureau, after agreeing with the examiner's preference of KLZ, then holds that the examiner erroneously refused to consider "the question of the diversification of media of mass communication and diversity of ownership of broadcast interests" arising from Aladdin's (KLZ's) ownership of an AM and FM station in Denver, as well as the radio interests of officers and directors of KLZ. It goes into the "general question" of diversification by citing the newspaper history, concluding that other factors being equal the non-newspaper applicant has been favored.

Then the Broadcast Bureau pontificates:

Since the Commission has decided that diversification of control of media is desirable, the marked difference between the two applicants on this score cannot be ignored. Thus, a grant to Aladdin would concentrate in it three powerful media in the community for the communication of fact and opinion. On the other hand, a grant to Denver would bring a qualified newcomer into the broadcasting field. Not only would Denver constitute a new source of communicating fact and opinion, but it would broaden the base for diversified programming.

There the precedent would be established. It is a departure from usual FCC procedures. When broad questions of policy have been approached in the past, it has been customary to hold general hearings on pre-announced issues.

That should be the procedure here, if indeed there's any question at all about diversification. That the licensed broadcaster should have a strike against him is contrary to past principles.



Drawn for BROADCASTING • TELECASTING by Frank Tabor

". . . and now, another interview on Science Marches On. *Our guest in the studio today . . ."*

The question of diversification can't be decided by dicta. Each case must stand on its own. The Broadcast Bureau's project is mischievous nonsense. It shows open hostility to existing stations. It is a complete reversal of normal processes. Broadcasters deserve and have earned the first opportunity to advance the television art.

Thus the April 23 oral argument isn't a localized Denver case. It involves the future of the licensed broadcaster.

One for All

EVENTS of recent weeks suggest that a tragic number of radio broadcasters are bent on financial suicide by the slow, painful and certain method of indiscriminate price-cutting. At this point the process of self-destruction seems as demented and as inexorable as the legendary march of the lemmings to the sea.

A month ago, General Mills offered to place saturation spot campaigns on stations that would grant volume discounts lower than those on their rate cards. Enough stations agreed to arouse what should have been a wholly expected reaction among other advertisers. Whitehall Pharmacal asked for—and from some stations got—an extra 10% discount on a summer-long spot schedule. After that the William Esty Co. circularized station representatives to find how many of their stations would grant similar discounts to Esty clients, and at least one other agency, Couchman of Dallas, followed suit on behalf of one of its clients, Fant Milling Co., which competes with General Mills products.

Certainly no broadcasters should be surprised by this chain of events. It would be utterly stupid of one customer not to demand the same terms accorded another. In a sense, the Esty and Couchman actions constitute a service to radio, for they emphasize a growing problem that needs emphasis.

This is not a problem of reducing published rates. It is a problem of ignoring published rates. If the problem is not satisfactorily settled, there will be little to distinguish radio's business practices from those of the wandering rug merchant.

We do not presume to know whether, in today's market, any rate charged by any radio station is either too high or too low. That is a matter for determination by each station individually. We do believe, however, that whatever pricing structure is adopted and announced by any station should be the pricing structure under which it does business, and it should apply equally to every account.

Rates are not inflexible. They may be changed when circumstances warrant. If those stations that are taking the General Mills plan believe it good business to do so, they have an obligation to revise their rate cards to accommodate the new discounts. To deal with General Mills off the card is to invite suspicion and distrust from all other sponsors. When sponsors become distrustful of prices on a number of stations, they can hardly be counted on to retain confidence in the radio medium as a whole.



Talk about swaying!

But this is nothing compared with the swaying power of the mighty WLW Stations. The WLW Stations' reputation for swaying people and smashing sales records is tops in both AM and TV.

And here's why!

Because the WLW Stations have the talent.

Because the WLW Stations have radio and television's *only Client Service department.*

Because the WLW Stations cover a market area bigger and richer than the N. Y. market.

Which all goes to show you that the WLW operation is no small "lean-to"—but rather a giant advertising force that makes sales sway its advertisers' way!

Yes, when it comes to swaying, Crosley knows which way the *sales* wind blows!

As your ad dollar is spent, so your sales are inclined!

CROSLEY broadcasting corporation

The Swing is to WHB in Kansas City

WHEN the newsie at the corner puts up the flaps of his cap . . . when crocuses push up through a patch of late winter snow . . . when you look with new and impersonal passion at someone who isn't your wife or your true-love . . . and at last forsythia butters the Plaza . . . then, brother, watch out! *It's spring!* You open a book and the print starts up like starlings out of the grass. You reach for a pencil and find you've a radish and four sprigs of wild verbena for a hand. When you put on your shoe, a wing gets in the way.

HAPPILY, along streets crowded with noon, you wander lonely and ecstatic, hearing over the dissonance of traffic the willow buds open. Your soul takes off its long underwear and catches cold and you sneeze and the miracle happens! Any old miracle! Your own private miracle!

BUT here in Kansas City there's another sure sign of spring: the arrival of the *Blues* baseball players, home from spring training in Florida. And suddenly it's April 15, Baseball Opening Day at Blues Stadium, home of the *N. Y. Yankees'* No. 1 farm team. Larry Ray of WHB is on the spot to do the play-by-play broadcast, as he'll do for 153 consecutive games thereafter . . . through the pleasant summer days and nights right up to Labor Day! With baseball, our new spring schedules start on WHB—fascinating Radio programs for which we've been planning all winter.

There are some highly-productive programs available for sponsorship . . . and a few desirable program adjacencies available for spots, next to baseball and elsewhere on WHB's fine schedules. Ask your John Blair man!

We hope you'll be with us this spring—as an advertiser alert to the best way of reaching the most people in The WHB*ig* Market at the least cost.

Via WHB, of course, of course!



Spring has Zing on WHB

WHB • KANSAS CITY'S OLDEST CALL LETTERS



1922-1953

10,000 WATTS IN KANSAS CITY

WHB

DON DAVIS
PRESIDENT

JOHN T. SCHILLING
GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

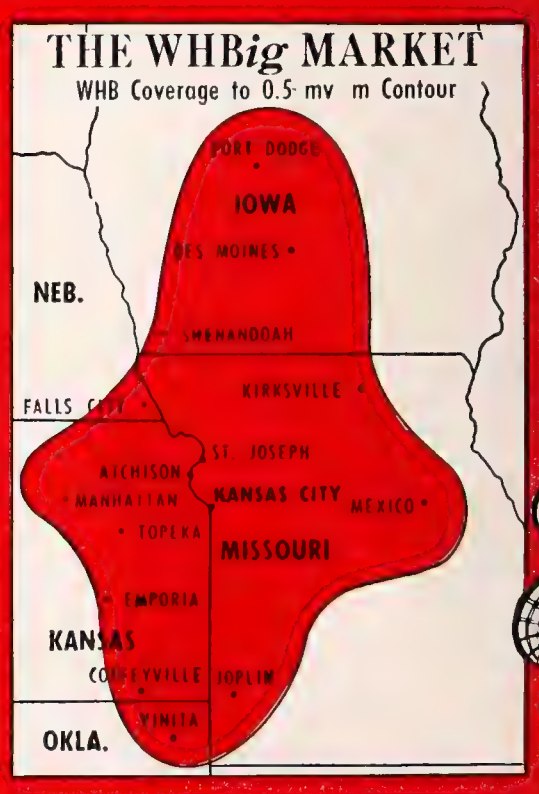
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To advertisers and agency executives



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Swing, the 100 page pocket-size magazine published by WHB six times a year. Articles on marketing, advertising and research . . . excerpts from John Crosby's Radio and Television Column . . . pictures, jokes, quizzes and cartoons. Sent free to time buyers, advertisers, agencies, advertising and sales executives. Ask for a copy on your letterhead.



APRIL 20, 1953

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BROADCASTING TELECASTING

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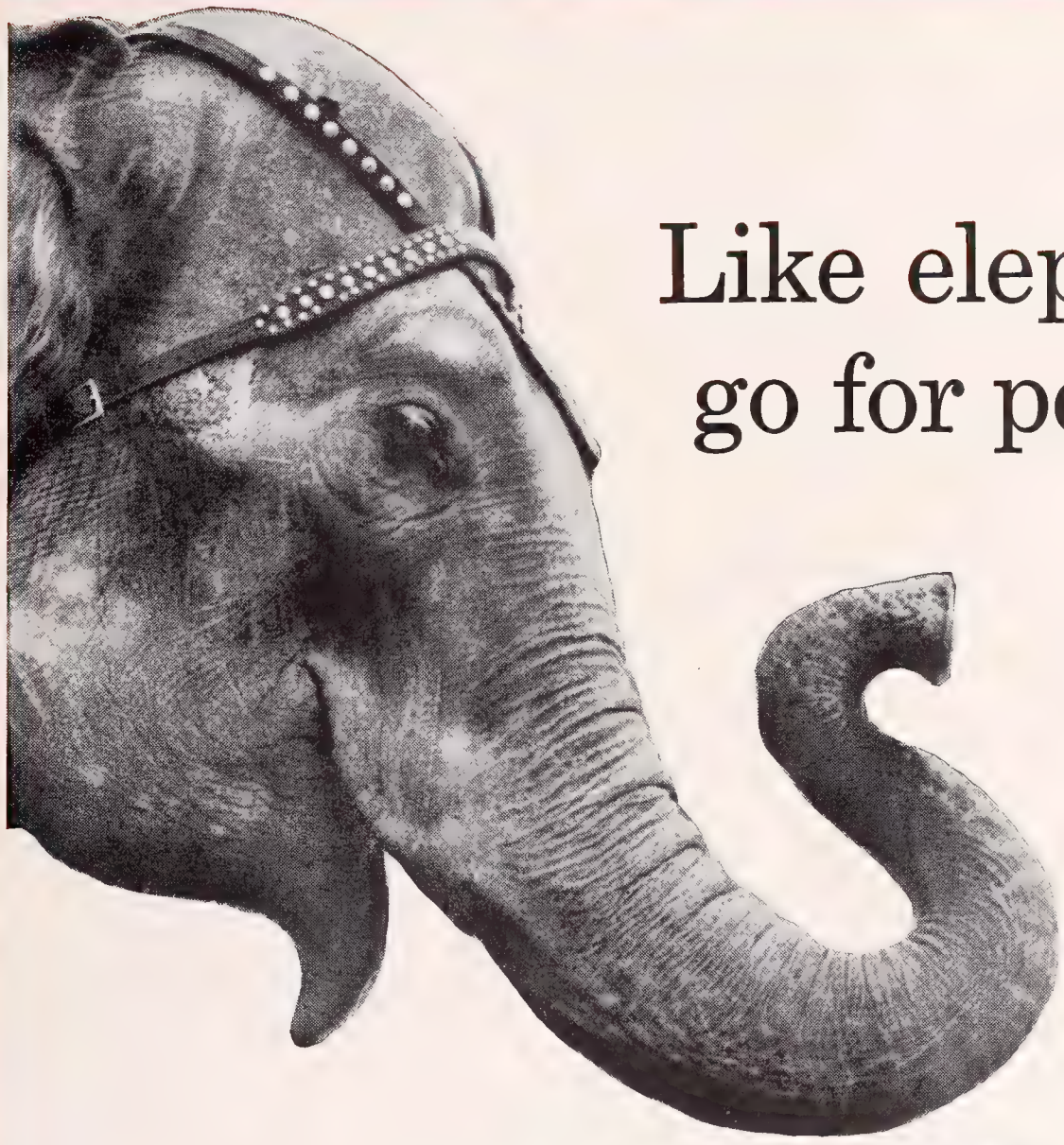
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Page 64

ATURE SECTION
ARTB Exhibitors
tarts on *Page 79*

22ND
year
HE NEWSWEEKLY
F RADIO AND TV



Like elephants go for peanuts



Baltimore merchants go for WITH like elephants go for peanuts. At low, *low* rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means *low cost results!* And that's why WITH *carries the advertising of twice as many local folks as any other station in town!*

So take a tip from these smart advertisers. Put WITH on *your* schedule. Get the whole story from your Forjoe man today!

IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

WLS

personalities build LISTENER LOYALTY



WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

Mr. HAROLD SAFFORD

We're somewhat proud—and we think justifiably so—of Harold Safford and his service to Midwest Radio . . .

He's been an important part of the WLS staff for 27 years. For 19 of those years he's been program director—a job for which he's eminently fitted both by training and experience.

He knows news—he has been managing editor of a metropolitan daily. He knows music—he conducted his own orchestra for several years. He knows announcing—he was master of ceremonies on the original "Show Boat" program on WLS and an announcer in the early days of the WLS National Barn Dance.

And he still keeps close contact with listeners with his "Around Radio" program that answers listeners' questions; informs them of new programs to come and opens the door to their criticism, suggestions and comments. Through this direct line to WLS listeners we learn their reactions and requirements . . . incorporating this knowledge into our program structure.

It's this combination of experience, knowledge and contact that enables WLS to build programs to fit listeners needs and interests and assures a continuing listener loyalty to WLS—a "priceless ingredient" to our advertisers and ourselves.

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

WLS The PRAIRIE FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE

890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

WHK

IS

CLEVELAND

You can't cover it --without it!

Represented by Headley-Reed Company

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

it's big -

it's prosperous -

$1,533,373,000

effective yearly net buying income

the

WDEL-TV

Channel 12 • Wilmington, Del.

market

Delaware, with the highest per capita income of any state, is the heart of this market which reaches out to include also parts of New Jersey, Maryland and Pennsylvania.

$907,435,000 in retail sales
230,641,000 for food
49,495,000 for general merchandise
53,164,000 for furnishings and general household appliances
170,890,000 for automobiles
26,525,000 for drug items

WDEL-TV sells this big-income, big-spending market. When you buy WDEL-TV—whether through the NBC network, spot campaigns or local programs—you're buying an audience that *buys*.

A Steinman Station

WDEL
AM TV FM
Wilmington, Del.

Represented by

MEEKER New York • Chicago • Los Angeles • San Francisco

closed circuit®

LAST WEEK saw virtual snowstorm of endorsements decend upon White House in support of appointment of Rosel H. Hyde as FCC chairman. With no announcement from White House, question was raised whether educational television advocates, through President's brother, Dr. Milton S. Eisenhower, had engineered holdover of Democrat Paul A. Walker as chairman until his term expires June 30.

★ ★ ★

WHEN FCC lifts lid on compatible color (maybe by end of year) look for wild scramble (1) on part of manufacturers to be first on market with color TV receivers and (2) by networks to be first with color TV transmission on commercial basis. Big rub expected to be cost of color TV sets, with no indication yet what price will be. If price is in neighborhood of $600-$700, no great rush by public is expected. But if it's half that figure, then there could be boom. Informed sources speculate now price will be on high rather than low side.

★ ★ ★

ANOTHER EXAMPLE of ubiquity of Wisconsin GOP Sen. McCarthy demonstrated last Monday. Without notice he called FCC Chmn. Paul A. Walker and Eugene H. Merrill (now ex-commissioner) before his Government Operations Committee. If they had been present at FCC it would have been possible for Democratic majority to hold quick session and make educational vhf Ch. 10 grant in Milwaukee to vocational school applicant there. Implicit in this unusual event was report that if FCC had acted prior to swearing in of new Comr. John C. Doerfer (Wisconsin Republican) which occurred last Wednesday steps would have been taken to cite for contempt.

★ ★ ★

McCARTHY COMMITTEE which has crack investigator assigned to FCC, isn't confining its activities to Wisconsin. Reports were current last week that he's preparing to subpoena AM-TV station owner who formerly figured prominently in news, in connection with past political and other affiliations.

★ ★ ★

IT MAY WELL BE mid-May before FCC again considers Bartley plan to expedite hearings in one station TV markets. With staff raising objection that such procedure might slow down uhf development, Commission last week again futilely debated variations of Bartley plan. Because several Commissioners will attend NARTB Convention and Comr. E. M. Webster will be in Europe on official mission, May 13 consideration now is foreseen. Alternative proposal pending is for two parallel processing lines to be considered concurrently, one to handle markets with inadequate service and other to handle "white areas" having no service whatever.

★ ★ ★

HAVING LOST out before FCC in its effort to thwart new rules on remote control operation of AM stations, IBEW reportedly has carried its case to Congress. Indications last week that FCC may be blasted for not giving union oral argument, but FCC holds it had no legal right to argument. Literally hundreds of written comments were filed, pro and con.

★ ★ ★

NOW THAT remote control operation of radio transmitters has passed muster, attention shortly will be given to same relief in low-power small-market TV. Nearly all new TV equipment is automatic and time lost because of transmitter failures is practically nil—comparable to AM operation. Hence, one such station shortly will ask FCC for authority to operate transmitter remotely.

★ ★ ★

ACCORDING TO FCC analysis, just 18 complaints have been received from listeners over retirement of Drew Pearson, Washington commentator, from ABC Sunday night broadcast. Protest against beer and wine commercials, advertising blurbs, and horror crime programs far exceeded this figure.

★ ★ ★

LOOK FOR Senate Commerce Committee to hold hearings next month on bill (S 1396) by Sen. Edwin C. Johnson (D-Colo.) to permit baseball clubs to reinstitute radio and TV "blackout" rule [B•T, March 23]. Baseball's Rule 1 (d) was deleted in 1949 when Justice Dept. indicated it violated antitrust laws. Generally, rule prohibited broadcast of major league ball game within 75-mile radius of city where minor league "home" team might be playing—except with home team's permission.

★ ★ ★

WORK UNDERWAY on omnibus bill containing all deleted provisions of McFarland Bill, dropped by Senate-House conferees last year. Contemplated is one bill dealing with (1) Sec. 315 and political libel, (2) redefinition of subscription-type broadcasting, (3) ban on newspaper discrimination by FCC, (4) requirement that successful applicant purchase equipment from unsuccessful applicant, (5) giving to FCC authority to suspend licenses and impose fines for violations, and (6) prohibition for one year against practicing before FCC by Commissioners who resign before expiration of terms.

★ ★ ★

GEORGE KERN, previously with Geyer Inc. and before that with Benton & Bowles, N. Y., will join Lennen & Newell as head of radio-TV media department, as part of expansion taking place under Nick Keesley, vice president in charge of radio-TV. Bill Smith will continue as chief time buyer.

★ ★ ★

MANUFACTURERS wrestling with high power uhf are confronted with another problem aside from coverage characteristics. They must produce transmitters adaptable for color in uhf. This requires wider band transmission. With new incentive given color, laboratories are redoubling efforts.

IN THIS ISSUE

LEAD STORY

Impressed by demonstration of compatible color system, Congressmen are putting the heat on FCC to authorize new color standards. *Page 31.*

ADVERTISERS & AGENCIES

Seven big advertisers are buying network TV. *Page 33.*

Though late by previous timetables, agencies are beginning to work up summer replacement schedules. *Page 34.*

FILMS

New 3-D techniques in theatrical exhibition of movies may mean pre-3-D films will be released to TV. *Page 44.*

PROGRAM SERVICES

TV networks now pay ASCAP three times combined payments of radio networks. This fact is at core of network-ASCAP negotiations toward renewal of blanket licenses expiring at end of year. *Page 48.*

TRADE ASSOCIATIONS

New radio association formed to guarantee on-the-rate-card business. *Page 50.*

Advance registration for NARTB convention reaches 1,300. *Page 52.*

Inter-American Assn. of Broadcasters acts to protect broadcasters' rights and improve business ethics. *Page 54.*

Annual meeting of American Assn. of Advertising Agencies starts next Thursday. *Page 56.*

STATIONS

Station Representatives Assn. hopes to correct widespread misuse of NCS and SAMS reports of nationwide surveys of station audiences. *Page 58.*

Here's what happened to coverage when WHAS-TV Louisville boosted its power to the 315 kw maximum. *Page 62.*

GOVERNMENT

Creation of new vhf TV channel "4½" between Chs. 4 and 5 proposed to FCC as means of adding new stations in about two dozen of the most crowded TV areas. *Page 64.*

Pressure is building up to extend the period of reservation for non-commercial, educational TV. *Page 66.*

FEATURES

A preview of equipment and service exhibits at the NARTB convention begins on *Page 81.*

UPCOMING

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, N. Y.

April 23-24: NARTB TV Code Review Board, San Marcos Hotel, Phoenix.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 28-May 1: NARTB Convention, Biltmore Hotel, L. A.

(For other Upcomings, see page 133)

KPRC BIGGEST In HOUSTON

KPRC and its 5,000 watts do a *bigger coverage* job than Station "B" at 50,000 watts

Proof

BIGGEST IN COVERAGE

Daytime

	Primary Radio Families (50-100%)	Weekly Station Circulation (10-100%)
KPRC	**391,300**	**410,570**
Station B	382,130	372,050
Station C	313,580	270,430

Night-time

	Primary Radio Families (50-100%)	Weekly Station Circulation (10-100%)
KPRC	**381,560**	**364,320**
Station B	357,980	331,400
Station C	301,380	242,220

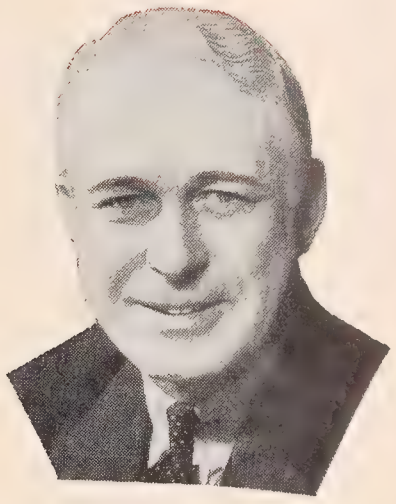
Nielsen Coverage Service, 1952
While KPRC gained radio family coverage since 1949, its principal competition (Station "B") dropped 5% daytime, 6% at night.

FIRST in the South's First Market

and BEST!

In HOUSTON

KPRC and its 5,000 watts do a *better listener* job than Station "B"



Proof

Consistently FIRST for 27 years!

Firmly established in Houston's radio scene as the station consistently TOPS in performance, KPRC sets Houston's radio and TV standards. With more live programming than any other Houston radio station . . . with the finest news service and the largest news staff in Houston . . . with the most extensive audience promotion . . . KPRC continues to better its service.

BIGGER AUDIENCES (Nielsen) and HIGHER RATINGS (Pulse) validate KPRC as Houston's BEST COST-PER-THOUSAND BUY!

BEST IN RATINGS

KPRC is FIRST in more daytime quarter-hours than BOTH the second and third stations **combined** and leads BOTH in night-time half-hours (Jan.-Feb. 1953 Pulse).

	Daytime ¼ Hours 8:00 A.M. to 6:00 P.M.	Night-time ½ Hours Monday thru Sunday
KPRC	**26**	**37**
Network Station B	10	35
Network Station C	4	7

KPRC HOUSTON

NBC and TQN on the Gulf Coast

JACK HARRIS, Vice President and General Manager

Nationally Represented by *EDWARD PETRY & CO.*

Every Sale

Is a Big Sale!

KFMB-AM-TV Purchased for $3,150,000

San Diego transaction handled by Blackburn-Hamilton Company, station brokerage firm. New owners will be J. D. Wrather, Jr., and Helen M. Alvarez.

...When handled by Blackburn-Hamilton Company. Whether in the millions or thousands — each transaction receives the careful experienced handling that results in a completely satisfactory sale. Three well located offices staffed by thoroughly experienced personnel provide an exclusive and valuable national service to the broadcasting industry.

Sherman, Texas Station Sells for $25,000.

Negotiations have just been completed by the Blackburn-Hamilton Company, radio station brokers, for the sale of KTAN, Sherman, Texas. Station is being purchased from Charles Cain by Col. Howard L. Burris.

Negotiations

The experience of handling hundreds of transactions is particularly valuable to both buyer and seller during final negotiations in guiding a sale to a mutually agreeable conclusion. In the matter of tax problems, legal and transfer papers, the Blackburn-Hamilton Company cooperates fully with tax counsel and attorneys for both the Buyer and Seller.

Appraisals

Blackburn-Hamilton Company has made in-the-field appraisals of hundreds of radio and television properties, analyzing all key factors in the operation and market, for purposes such as sales, tax matters, estate settlement, insurance, financing, enlarging corporations. Our appraisals have formed the basis for important testimony in official proceedings.

Financing

Of vital service to the industry is the handling of sound financing requirements. Through the facilities of Blackburn-Hamilton Company, millions of dollars worth of financing has been produced for radio and television properties throughout the United States. Contact our nearest office for a confidential discussion.

BLACKBURN-HAMILTON COMPANY

Radio—Television—Newspaper Brokers

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Building
Sterling 3-4341

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755

SAN FRANCISCO
Lester M. Smith
235 Montgomery Street
Exbrook 2-5672

at deadline

Color Promptly as Possible Sarnoff Tells Johnson

CALL for RCA to "keep up steam" to get color TV before public and pledge by Brig. Gen. David Sarnoff that nothing will keep RCA from making color TV available to public "as promptly as possible" was revealed last week with release of correspondence between Sen. Edwin C. Johnson (D-Colo.), considered responsible for current congressional color TV interest, and Gen. Sarnoff (see story page 31).

In April 9 letter to Gen. Sarnoff, Colorado senator advised that he had gotten very favorable report from Nicholas Zapple, communications specialist on Senate Commerce Committee staff. Sen. Johnson continued:

I am convinced that under your leadership and driving force, compatible color television will become a reality in spite of all obstacles. Many will throw rocks at you because of your determination and strong militant effort to give color television to the people now. Do not let them dismay you. Your cause is just and in the public interest. The people deserve the best. I have and will continue to render every assistance at my command so that this great advancement in the art of communications becomes available to the people.

Your efforts in devising a compatible television system will long be remembered as a magnificent achievement of science. For reasons best known to themselves there may be those who may desire to drag their feet at this point. Please do not allow them to slow you down. You are on the right track. Please keep up the steam.

Gen. Sarnoff answered two days later:

That you have chosen this moment to reaffirm your support for a compatible system of color television is a timely and helpful act on your part. I am certain it will help to speed the day when color television can be made available to the American public. All who have followed your active interest in this subject know that this has been and continues to be your objective—an objective which the RCA, the NBC, and I, fully share and are striving to achieve.

You may feel assured that we will not be dismayed, that we will not slow down, and that no rocks thrown at us by anyone who may wish to delay color television can shatter our determination and purpose to make it available to the public as promptly as possible.

House Group Okays $7.1 Million for FCC

TOTAL of $7.1 million for FCC recommended by House Appropriations Committee Friday—same as total set by Budget Director Joseph M. Dodge earlier this year [B•T, April 6]. But, House committee upped to $935,000 funds for TV processing—$200,000 more than asked for in budget submitted by President Truman and as revised by Eisenhower administration. House also increased to $809,000 funds for Safety & Special Radio Services processing—increase of $120,000 over Truman budget and of $210,000 over Eisenhower revision for this activity. President Truman originally asked for $8.3 million for FCC. The $7.1 million approved by House committee is $600,000 more than 1953 fiscal appropriation under which Commission is now operating.

Committee called on FCC to use specified funds for TV and Safety & Special Radio Services processing to reduce application backlogs in those services. It also urged Commission to divert any additional funds available for that purpose.

Commission had asked Budget Bureau for funds to use 324 people on broadcast matters, of which 143 were for TV new application processing. President Truman's budget cut this to 276.5 people, with 120 for TV. As revised by new Budget Bureau, total for broadcast activities was cut to 256.5, but number for TV was left at 120. As result of House committee specification of $935,000 for TV, number of employes working on TV processing will be increased, and other broadcast services decreased, but overall 256.5 persons for broadcast activities probably will be maintained.

WHAS-TV LANDS RACES

WHAS-TV Louisville quietly closed deal for telecasts of seven stakes races from Churchill Downs and film showing of 19 feature races while CBS-TV was seeking sponsor for Kentucky Derby [B•T, April 13]. Falls City Brewing Co., Louisville, contracted for group of outstanding races during spring meeting. Live telecasts include renowned Derby trial April 28, Kentucky Oaks, derby for fillies (May 1), Debutante Stakes for two-year-old fillies and Bashford Manor Stakes. Brewery also contracted for filming of daily feature race (including Derby) and delayed showing within hour after posttime.

Easing of Censorship Order Foreseen by ASNE Group

ABANDONMENT of Truman executive order of 1951, in which government news sources were subjected to censorship, is being considered by Eisenhower Administration, American Society of Newspaper Editors was told Saturday at closing day of Washington convention (early story page 54).

James S. Pope, *Louisville Courier-Journal* and *Times,* reported as chairman of Committee on Freedom of Information that Attorney General Brownell is working toward less secrecy and will be glad to meet with ASNE in working out method of protecting freedom of information while safeguarding matters of national security. Mr. Pope lauded work of 27 state and two regional committees in efforts to prevent information dictatorships.

Paul Block Jr., *Toledo Blade,* chairman of atomic information subcommittee, reported that curtain of secrecy around atomic energy program is obstructing scientific progress and civil defense.

Elected as directors Friday for three-year terms were Mr. Pope; Felix McKnight, *Dallas Morning News;* Turner Catledge, *New York Times;* Walker Stone, Scripps-Howard Newspapers. J. Donald Ferguson, *Milwaukee Journal,* elected to fill remaining year of term of Wright Bryan, *Atlanta Journal,* retiring ASNE president who becomes director ex officio.

• BUSINESS BRIEFLY

WILLYS ON CBS RADIO • Willys-Overland Motors Inc., Toledo, signs for weekly broadcasts of recorded music from major American and European music festivals over CBS Radio (Sun., 2:30-4 p.m. EDT) for 23 weeks, starting May 3 [B•T, April 13]. Agency: Ewell & Thurber Assoc., N. Y.

HIRES BUYS • Charles E. Hires Co., Philadelphia, preparing television spot announcement campaign starting April 27 and May 4 in nine bottling plant areas through N. W. Ayer & Son.

FLORISTS PROMOTE • Florist Telegraph Delivery Assn. to promote Mother's Day by two-day radio set announcement campaign May 7-8 in 30 markets. Agency: Grant Adv., N. Y.

SPRING CAMPAIGN • Drackett Co. (Drano and Windex), Cincinnati, planning annual radio spring campaign using women's participation programs in 30 markets. Agency: Young & Rubicam.

DOG POWDER CAMPAIGN • Eastco (Scratch-X dog powder), N. Y., through Ruthrauff & Ryan, N. Y., expected to start spot radio-TV campaign in seven markets May 10.

MAGAZINE ON CBS RADIO • *Coronet* magazine, through Grey Adv., N. Y., in last week of May will use CBS Radio stations only, to promote June issue, which will carry article on Arthur Godfrey.

PALM BEACH ADDS • Palm Beach Co., Cincinnati (men's suits), which previously signed to sponsor 5-6 p.m. EDT portion of DuMont's two-hour telecast of Palm Beach golf championship from Meadow Brook Club, Westbury, L. I., May 17, has extended contract to include 4-5 p.m. time period. Agency: Ruthrauff & Ryan, N. Y.

NBC Realignments In Madden's Wake

REALIGNMENT of operations formerly supervised by Edward D. Madden, NBC vice president and assistant to president, being announced today (Monday) by President Frank White, coincident with his announcement of Mr. Madden's resignation, effective May 1 ,(early story page 69).

Information department, under Kathryn Cole, will report to Syd Eiges, NBC vice president in charge of press, as will also Cornelius Sullivan, public relations representative in charge of arrangements for company functions. Continuity acceptance department, headed by Stockton Helfrich, will report to Thomas Ervin, vice president and general attorney. Mr. Madden supervised these operations as head of NBC's public relations.

Ziv Claims Record

ZIV TV Programs Inc. claimed Friday to have set "a new record for the industry" with sales of three series in 80 or more markets each (*Cisco Kid* in 85; *Favorite Story* in 81; *Boston Blackie* in 80).

IN SAN ANTONIO TELEVISION... ANY WAY YOU FIGGER IT - KEYL'S THE FUSTEST WITH THE MOSTEST!



MOST DAYTIME AUDIENCE*

KEYL has highest ratings in 170 out of 179 dayti quarter hours.

MOST NIGHTTIME AUDIENC

KEYL nighttime average audience is highest nights out of 7 every week.

MOST LOCAL ADVERTISERS

Advertisers who KNOW this market

MOST NATIONAL ADVERTISE

Ask any Katz Representative.

MOST NETWORKS

KEYL has ABC - CBS - Dumont.

MOST TELECAST HOURS

Serving San Antonio with 55% more Televis broadcasting

MOST PROGRAMS

First to sign on 7 days a week; last to sign o days a week.

MOST PROMOTIONS & MERCHANDISING

Newspaper, direct mail, point-of-purchase, window displays, taxiposters.

*Feb. Pulse

San Antonio's

KEYL

Channel 5

ABC
CBS
DUMONT

A STORER STATION

You can check these facts for yourself too . . . just call any Katz Representative, or TWX SA 100.

Represented by Katz ★ Natl. Sales Reps.
Tom Harker, V.P., Natl. Sales Director
488 Madison Avenue, New York City

at deadline

Wheeling Merger, New TV Bid, Other FCC Activity

MERGER of competing vhf Ch. 7 applicants at Wheeling, W. Va., and new TV bid for Cincinnati uhf Ch. 54 reported filed by FCC Friday. Merger proposal:

Wheeling, W. Va.—WKWK-TV Corp. (News Pub. Co. and John B. Reynolds) drops bid for vhf Ch. 7, clearing Tri-City Bcstg. Co. (WFTR Bellaire, Ohio) application. Tri-City agrees to sell News Pub. Co. 34% for $30,154. News Pub. will sell Mr. Reynolds 4% for $3,547.

New TV application:

Cincinnati, Ohio—Rounsaville-Clark TV Co. (Robert W. Rounsaville and George M. Clark, equal partners) requests uhf Ch. 54 with effective radiated power of 89 kw visual and 50.5 kw aural; antenna height above average terrain 344 ft. Mr. Rounsaville, who recently bought WCIN Cincinnati [B•T, April 13], dismissed individual application for Ch. 54 in late March.

Granted power changes and STAs:

WAKR-TV Akron, Ohio—Granted boost in ERP from 145 kw visual and 73 kw aural to 180 kw visual and 91 kw aural. Uhf Ch. 49.

WLEV-TV Easton, Pa.—Issued special temporary authority for commercial operation on uhf Ch. 51, effective April 13-June 29.

WCOS-TV Columbia, S. C.—Issued STA for commercial operation on uhf Ch. 25, effective April 13-Sept. 15.

KQTV (TV)—Ft. Dodge, Iowa—Granted change of ERP from 23 kw visual and 12.5 kw aural to 18 kw visual and 9.6 kw aural. Uhf Ch. 21.

WBKZ-TV Battle Creek, Mich. — Granted change of ERP from 123 kw visual and 66.4 kw aural to 110 kw visual and 62 kw aural. Uhf Ch. 64.

WFTV (TV) Duluth, Minn.—Granted change of ERP from 17 kw visual and 9.6 kw aural to 14.5 kw visual and 7.8 kw aural. Uhf Ch. 38.

WEBC Request Opposed

Request of WEBC Duluth for amendment of its vhf Ch. 3 TV application to request vhf Ch. 6 is opposed in answer filed Friday by Acting Chief of FCC Broadcast Bureau. He contends WEBC's amendment would constitute "new" application and is too late to be consolidated in Ch. 6 hearing with bid of Ridson Inc. (WDSM) Superior. Ridson has asked expedited grant of Ch. 6 in "merger" plan with competitor Lakehead Telecasters Inc. (WREX Duluth). Latter asks dismissal [B•T, April 6, March 30].

Tampa Proposed Findings Filed

Decision in vhf TV Ch. 8 Tampa-St. Petersburg hearing is step closer with filing Friday of proposed findings by contestants in proceeding: WTSP St. Petersburg, WFLA Tampa and Tampa Bay Area Telecasting Corp.

Urges Dismissal of Steubenville Bid

WSTV Steubenville, Ohio, TV applicant since 1948 and seeking vhf Ch. 9 at Wheeling-Steubenville, asked FCC Friday to dismiss as defective newly-filed competing bid of John R. Osborne for Ch. 9 at Steubenville. Storer Broadcasting Co. gave up its Ch. 9 bid there fortnight ago upon purchase of WBRC-AM-TV Birmingham [B•T, March 30].

FM Application Filed

WLIL Lenoir, Tenn., filed for new FM station on Ch. 245 (96.9 mc) with ERP 9 kw. Five FM authorizations were deleted by FCC earlier in week (story page 68).

WSB-TV AIDS CRACKERS

DRIVE to sell tickets for Atlanta Crackers baseball games, waged by WSB-TV Atlanta, newspapers and Junior Chamber of Commerce, resulted in sale of 20,000 books of four tickets each, or 80,000 tickets netting $100,000. Southern Assn. baseball starts on WSB-TV for the first time since 1951, with commentary by Spurgeon Chandler, former Yankee pitcher and now WSB-TV sports director. All Sunday, Monday and Wednesday home games will be telecast.

Subscription TV Urged As Answer for Educators

PROPOSAL that educators seek modification of non-commercial, educational TV channel reservations to permit subscription telecasting was made by Erik Isgrig, director of advertising, Zenith Radio Corp. (which wants FCC to approve its Phonevision subscription system), in speech to have been given yesterday (Sunday). Mr. Isgrig was scheduled to tell Ohio State U. Institute for Education by Radio-Television that unless subscription TV is authorized for them, most educational stations may become financial liabilities.

At Friday session of Institute (see earlier story page 78), Mrs. Fred Risser, Madison, Wis., vice president of Wisconsin Assn. for Better Radio & TV, told how organized listener groups could keep educational reservations on ice until money is available for occupancy. She described formation of Wisconsin Citizen's Committee for Educational Television, of which she is secretary, composed of 16 statewide and 115 local organizations. Purpose of this committee is to arouse public opinion in support of reservations.

Cooperation between commercial broadcasters and educators was urged by Catherine Fox, director of special broadcast services for WLW Cincinnati, as solution to educational TV. William Hodapp, director of Teleprograms Inc. and producer of *American Inventory* on NBC, said commercial broadcasters had proved sympathetic to public affairs telecasting and that educators would do well to enlist professional television assistance.

FCC Chairman Paul A. Walker was to address Saturday night dinner session on role of federal regulation of broadcasting in American democracy. In text issued Friday, FCC Chairman dug up 1946 *Blue Book* on public interest responsibilities of broadcast licensees, reviewed progress in Commission policy and cited effects on industry and programming. He termed network regulations as one of most important milestones in fostering competition.

FAST TV HEARING

VIRTUAL record for comparative TV hearing is being set in Fort Wayne, Ind., uhf Ch. 69 case between contestants WANE there and Anthony Wayne Broadcasting, first proceeding under new hearing rules designed to expedite hearings. Case began Monday and was completed Friday except for added engineering issues. Only half-day session will be required to complete, it is estimated. Many Washington attorneys observed proceeding, indicated hope other new cases can be shortened under revised rules. Previous shortest TV case was Portland, Ore., uhf Ch. 21 which took 11 days [B•T, March 16]. Longest thus far is Wichita vhf Ch. 3, some 59 days and virtually completed.

PEOPLE

WILLIAM E. ROBINSON election as member of Board of Directors of Radio Corporation of America was announced today by Brig. Gen. David Sarnoff, chairman of Board. Mr. Robinson is executive vice president and member of board of *Herald Tribune*. From 1936 until 1945 he had been advertising director of the *Herald Tribune*. Mr. Robinson is one of President Eisenhower's regular golf partners.

ARTHUR MENADIER, BBDO, N. Y., to Doherty, Clifford, Steers & Shenfield, N. Y., as vice president and account supervisor.

JOHN K. WEST elected member of board of directors of NBC. He is vice president in charge of West Coast Operations. Prior to 1950 he was vice president in charge of public relations of RCA Victor Division.

ARCH B. RAGAN, radio-TV director of Burke, Dowling & Adams Adv., Atlanta, appointed manager of Atlanta office of Paul H. Raymer Co., radio and TV station representatives.

STEWART RIORDAN, former public relations director, CBS-WBBM-AM-TV Chicago, to sales department of ABC Central Division radio net-

MALCOLM B. THOMPSON, producer with U. S. Army photo center and formerly commercial artist, to Transfilm Inc., N. Y., as production supervisor.

REV. CLAYTON T. GRISWOLD, REV. W. BURTON MARTIN and **REV. GARRIDO ALDAMA,** affiliated with Broadcasting and Film Commission of National Council of Churches of Christ in USA, will attend international meeting on religious broadcasting and television in Bosey, Switzerland, Friday through Sunday.

BOB BALDRICA named publicity director for WXYZ-AM-TV, ABC owned stations in Detroit, James G. Riddell, president of WXYZ Inc., announced Friday. Mr. Baldrica, recently returned from military service, was for two years in charge of public information for 10th Infantry Div., Fort Riley, Kan.

JAMES R. ENGLISH, A. C. Nielsen Co., to Young & Rubicam research department, N. Y., in charge of radio-TV research.

NARTB TV Operation Article

SUPPLEMENT to NARTB Engineering Handbook containing 12-page article on maintenance of TV equipment published by NARTB Engineering Dept. Article was prepared by Neal McNaughten, NARTB engineering manager, on basis of operational experiences of stations. Catalog of SMPTE test films was included.

Educational Meet May 4

ONE-DAY national meeting on educational TV set May 4 in Washington, it was announced by co-sponsors, National Citizens Committee for Educational TV and Joint Committee on Educational TV. Equipment and fund raising slated topics. FCC members invited.



SPORTS

The news flashes, crisp commentary and intimate background of Bob Turner's 10 year old Sportscast are tuned in by an amazingly-vast audience.

The fertility of this 16-county primary field of WHAM-land has long been proved to spot advertisers who want top results at a low per thousand listener cost. They like the acceptance of their sales messages and the steady rise in sales volume.

WHAM now can sell you this "Best Buy" program reaching nearly half a million radio families and tapping a $2 billion market.

WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.

index

BROADCASTING ✱ TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
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*Reg, U.S. Patent Office

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NOW YOU CAN COVER ALMOST

ALL OF ARKANSAS

WITH ONE ULTRA-MODERN STATION—

THE NEW 50,000-WATT

KTHS!

(CBS SOON!)



- the *only* 50,000-watt Class 1-B clear channel station in the State
- the only Arkansas station with 28 years of continuous broadcasting experience —
- formerly located at Hot Springs with 10,000 watts on 1090 KC. —
- now broadcasting from Little Rock, with 50,000 watts on 1090 KC.
- now offers primary daytime coverage of 1,002,758 people, of whom more than 100,000 do not receive primary daytime service from any other station
- secondary coverage (between .5 and .1 contours) adds another 2,369,675 people!
- superb new equipment — superb new programming planned for every segment of Arkansas' population
- same ownership and operation as KWKH, Shreveport, whose KNOW-HOW has made KWKH one of the South's great stations
- **EFFECTIVE JUNE 15th, KTHS JOINS THE CBS RADIO NETWORK**
- ask your Branham Man! Several truly unusual "charter opportunities", now open, may not be available again for years

Represented by The Branham Co.
Henry B. Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

THE NEW 50,000-WATT (CBS SOON!)

KTHS

BROADCASTING FROM LITTLE ROCK, ARKANSAS

Wherever you Go there's Radio



● Roller derbies? Say! You're in a year-round RADIO derby when WGR starts delivering your advertising throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area!

For example: Arthur Godfrey, Jack Benny, Edgar Bergen, Amos 'n' Andy, Bing Crosby . . . all of Columbia's headliners draw SRO audiences in WGR's rich market.

CBS Radio Network

WGR 55

BROADCASTING CORPORATION

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

IN REVIEW

ABC PLAYHOUSE

ABC radio, Thursdays, 9-9:30 p.m. EST.
Executive Producer: Leonard Blair
Host for Series: Cesar Romero
First Program: "The Hunted," starring Robert Cummings
Based on original magazine story by Maurice Budin Jr.
Adapted by Milton Geiger
Producer for first program only: Desilu Playhouse
Director for Desilu: Warren Lewis.

IN LARGE newspaper display ads, ABC invited listeners to tune in on last Thursday's premiere of the *ABC Playhouse,* which was described as "an extraordinary new radio series that brings you an entirely new show each week . . . new stories . . . new stars . . . new excitement . . . in fact, a whole new approach to radio entertainment."

What was this "whole new approach to radio entertainment," this wonderful thing that was heretofore missing from the airwaves? Guess what. A murder mystery.

Without the excessive advance promotion, "The Hunted," inaugural drama on the new series, might have been taken as a fair-to-middling mystery drama. But to anyone who read the ads, or even heard the introductory remarks of Cesar Romero, host of the program, who described the drama as "an experience in prevision," what followed was a distinct letdown.

It's Cooler Inside

Summarizing mystery plots is neither easy nor particularly profitable, so we'll just say that this one is told in the first person by a man who goes into a movie at noon of a hot day mainly to cool off. In the lobby, while waiting for the new show to start, he sees a man with a paunch and a white scarf, apparently asleep, but who wakens suddenly when a frightened girl comes in.

Our hero, persuading the girl he is a friend, flees with her, while the paunchy man pursues, with enough footsteps to keep three sound effects men fully occupied. A series of mishaps, acceptable as possible only under the peculiar logic of mystery stories, finds him accused of murder.

Further flight lands him in the garden of an estate where a second murder has been committed. Here he meets the paunchy man, who swiftly confesses to all crimes, including that of making the girl believe she was a kleptomaniac so that the thefts could be blamed on her—honest, that's how it was—and the scene fades out with the paunchy man strangling the hero with his white scarf.

What Hapened?

Music up and out and the hero awakens in the theatre lobby as the usher tells him the feature is about to begin. Across the lobby the paunchy man sits sleeping. Enter the girl. She and the hero go into the show, the "paunchy man with a white scarf loosely draped around his neck" close behind them. End of drama.

Robert Cummings, as the hero-narrator, read his lines correctly, but did nothing to distinguish either himself or the part. The rest of the cast were also adequate, which is perhaps all that could be expected under the circumstances. Desilu Productions, which produces the transcribed program, will still be best known for *I Love Lucy.*

Perhaps *ABC Playhouse* will improve with the second broadcast, which Mr. Romero announced as a comedy, *My Husband, Mr. Forsythe,* in which he will play the title role.

Until then, let's just say that the highly touted *ABC Playhouse* got off to an inauspicious start.

JANE FROMAN SHOW

CBS-TV, Tuesdays & Thursdays, 7:45-8 p.m. EST.
Sponsors: General Electric Co. through BBDO (Thursdays); Revlon Products through Wm. H. Weintraub & Co. (Tuesdays).
Creator: Irving Mansfield.
Producer-Director: Bryon Paul.
Choreographer: Peter Birch.
Music: Hank Sylvern.
Star: Jane Froman.
Continuity: Howard Teichman.
Special Material: Jimmy Shirl, Irvin Graham, Ervin Drake.

MUSICAL programs, relying heavily on the ability of a single vocalist, can be easy to look at as well as pleasant to hear if production people involved know their television. The temptation just to let a competent singer sing is one that will probably always entice a director. But in TV it is not enough. Activity is as essential to a singer's show as it is to any other type of TV program. The *Jane Froman Show* is a treat for the viewer interested in seeing a smooth production and hearing music played and sung as it was written.

Miss Froman, whose distinctive voice is immediately recognizable to legitimate theatre and radio audiences, is a TV natural. She has the warmth and personal charm that television demands of a performer. And her director has not succumbed to the temptation of letting her voice carry the show. She is as enjoyable to watch as she is to hear. There's more music than chatter on the *Jane Froman Show*. Since Miss Froman has such an effortless and natural way with a song there can be no complaint on that score.

Solid Support

Supporting elements in general are up to the level of the star's performance. There is a small dance group that lends a revue touch to the program. Guest stars are used intermittently.

If successful TV fare can be judged by a program's ability to attract sponsors, add a feather to the *Jane Froman Show* cap. The program was telecast initially Oct. 18, 1952, as a sustainer. After the first performance, it was switched to Tuesday night and shortly thereafter to its present twice-weekly schedule. General Electric Co. and Revlon Products alternate in presenting the telecast. When variety in a show such as this has direction, good orchestration, continuity that keeps things moving in between songs and, of course, Jane Froman, the outcome is good TV entertainment.

* * *

BOOKS

RFD BY GEORGE B., by George B. German. Record Printing Co., Sioux City, Iowa. 110 pp. $1.

SELECTIONS of material gathered from interviewed during 11 years of travel with a tape recorder in the rural districts of Minnesota, North and South Dakota, Nebraska and Iowa as WNAX Yankton's "Inquiring Farm Reporter" are offered in this book of original stories, anecdotes and poems. Mr. Means originally taped the interviews for his daily *RFD With George B.* on WNAX at 12:50 p.m., Monday-through-Friday.

Obviously OUTSTANDING . . .



One WMBD spot Sold a $3,500 truck!



Robert Thornell (above) Peoria Branch Manager of International Motor Trucks, used WMBD spots exclusively in a radio campaign to close out his 1952 trucks.

Fielding Byars, Purchasing Agent for a local lithographing firm, needed a truck . . . heard just ONE International spot on WMBD.

Result: One Quick Sale!

Mr. Thornell says he knows of more than one sale resulting from the campaign, but this particular truck was sold by just ONE SPOT ANNOUNCEMENT. He writes that "the campaign was very successful, and . . . you have shown what can be accomplished with your medium and we are backing our statement with another radio schedule on WMBD immediately."

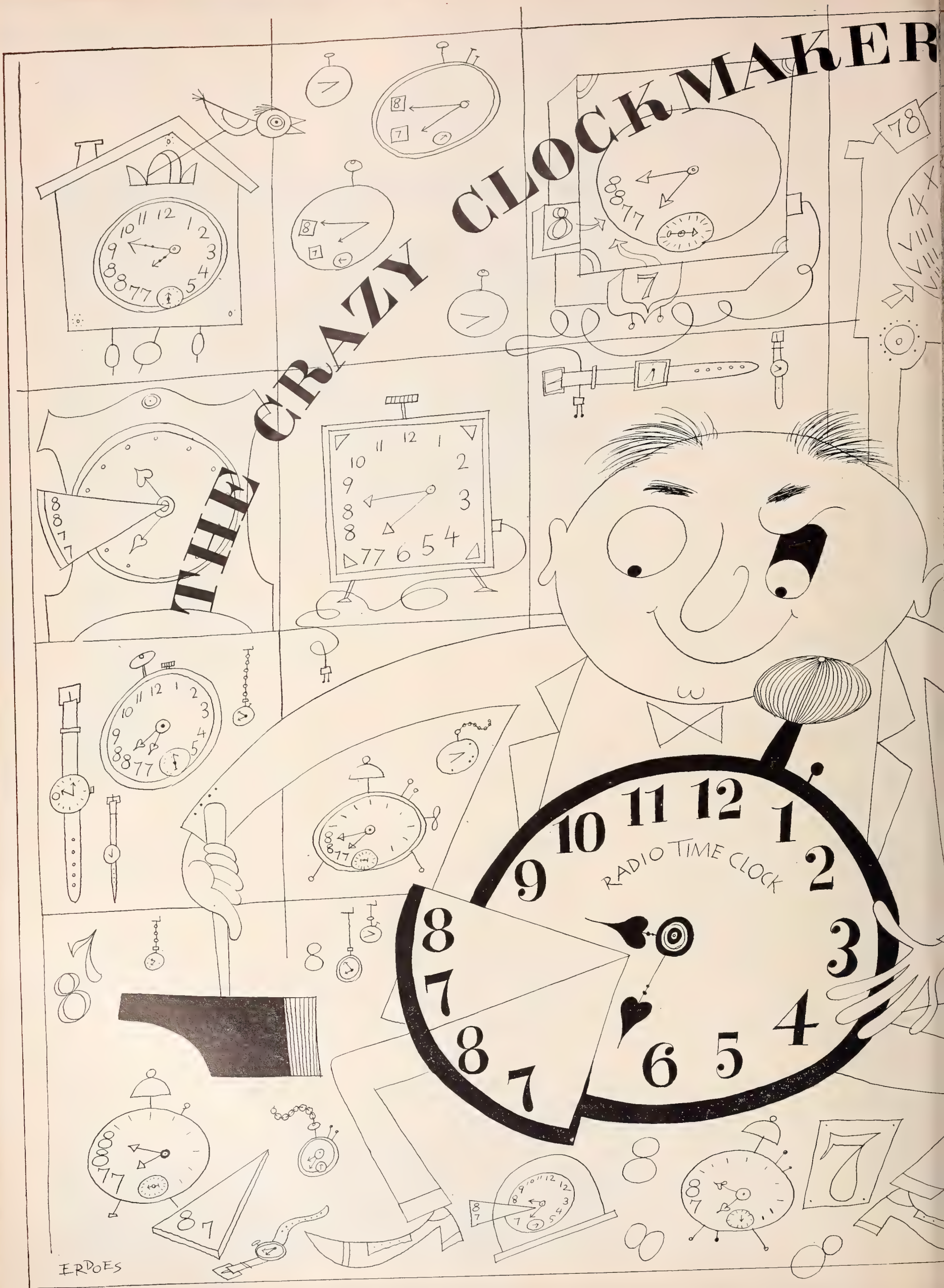
To SELL the Heart of Illinois, BUY WMBD!

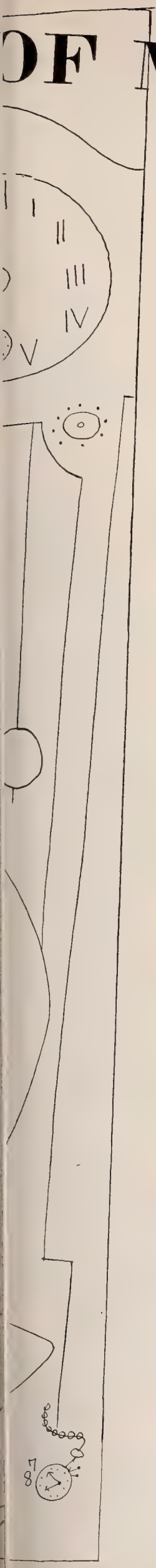
See Free & Peters



AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

THE CRAZY CLOCKMAKER





OF MADISON AVENUE

or, how to make time

Hear about that Madison Avenue clock-maker who blew his brains out the other day?

Used to do a lot of business with agency people, and from listening to their gripes, got an idea that figured to make a mint: a clock that would have *two* 7 to 8 am periods every day. Would be a cinch to sell to radio stations, advertisers and agencies. (E-v-e-r-y-b-o-d-y-'-s looking for more 7 to 8 am radio time.) Then he came across that Katz report on radio listening in 18 TV markets—and grabbed the gun.

It's early morning—evenings and week-ends, too

The special analysis Pulse made for us double-checks the high opinion advertisers have of that 7 to 8 am radio hour. (Reach the whole family . . . get the men before they've gone to work.) But it also shows that there are a lot of evening and week-end hours that are as good as — and better than — that early morning radio time:

> ITEM: *Every day of the week, there are more* men *listening (during the average quarter-hour) between 7 and 11* pm *than between 7 and 8 am. (That's 112 good quarter-hours.)*
>
> ITEM: *On the average, there are a third more* total *listeners from 6 to 10 pm than in the entire daytime span from 7 am to 6 pm. (That's an eye-opener, too.)*

How did we learn these facts? Because we finally figured out what audience composition and sets-in-use data were trying to say.

It takes both to count listeners

You see, "sets-in-use" is based on *all radio homes*. "Audience composition" is based only on *listening homes*. (The distinction is important.) You've got to combine the two to get the total number of listeners at any given period. For example:

> *Audience composition figures show 68 men (per 100 listening homes) at 6 am, and only 38 men at 5 pm.*
>
> *Think you get more men at 6 am?*
>
> *No! Sets-in-use at 5 o'clock are more than double the 6 am figure (22.4 vs. 9.2). When you combine sets-in-use with audience composition, you uncover the fact that there are actually 35% more men listeners in the 5 pm period.*

If you can't join 'em—beat 'em

If you're getting tired of waiting to join the advertisers in those few, highly-sought-after early morning periods, this Katz report will show you how to beat 'em—get even better time. For the study identifies the evening radio hours and the week-end radio hours which win more listeners than the 7 to 8 am time.

The full report is available on request from The Katz Agency, Inc. Send for your copy now, while the supply lasts, to find the time for more profitable Spot Radio advertising.

THE KATZ AGENCY, INC.

National Advertising Representatives

488 Madison Avenue, New York 22, N. Y.

NEW YORK • CHICAGO • LOS ANGELES • ATLANTA
SAN FRANCISCO • DALLAS • KANSAS CITY • DETROIT

another Hooper
in Chattanooga—
another smashing
record of morning
leadership for...

WDEF

now 5000 WATTS
DAY and NIGHT
ON NBC

WDEF
CHATTANOOGA, TENNESSEE

CARTER M. PARHAM, Pres. • KEN PENNIKEN, Gen'l Mgr.

REPRESENTED BY BRANHAM



Clyde Rapp

on all accounts

WHEN Clyde Rapp took over at Foote, Cone & Belding last month in Chicago as supervisor of the Armour & Co. account, he had behind him more than 20 years of experience in uses of the various media both from the advertiser's and the agency's viewpoints.

That Mr. Rapp's lengthy career has had and will have more than passing acquaintance with the broadcast media is evident in the account he takes over as well as the job he left. Mr. Rapp, in assuming the Armour account for FC&B, will oversee use of all media, including Armour participation on Clint Youle's WNBQ (TV) *Weatherman* show, Dave Garroway's early morning *Today* (NBC-TV) and local radio-TV shows.

A look at Mr. Rapp's past accomplishments in the advertising trade might indicate something of what may be expected at FC&B, to which he comes after 3½ years as advertising manager and sales promotion director of the Theo. Hamm Brewing Co., St. Paul.

With Campbell-Mithun Inc., Minneapolis, as agency for Hamm, Mr. Rapp saw the brewing firm outgrow a $12 million expansion program and begin construction on a $4 million plant addition. Radio and TV are the basis of each market-by-market advertising program which Hamm has inaugurated.

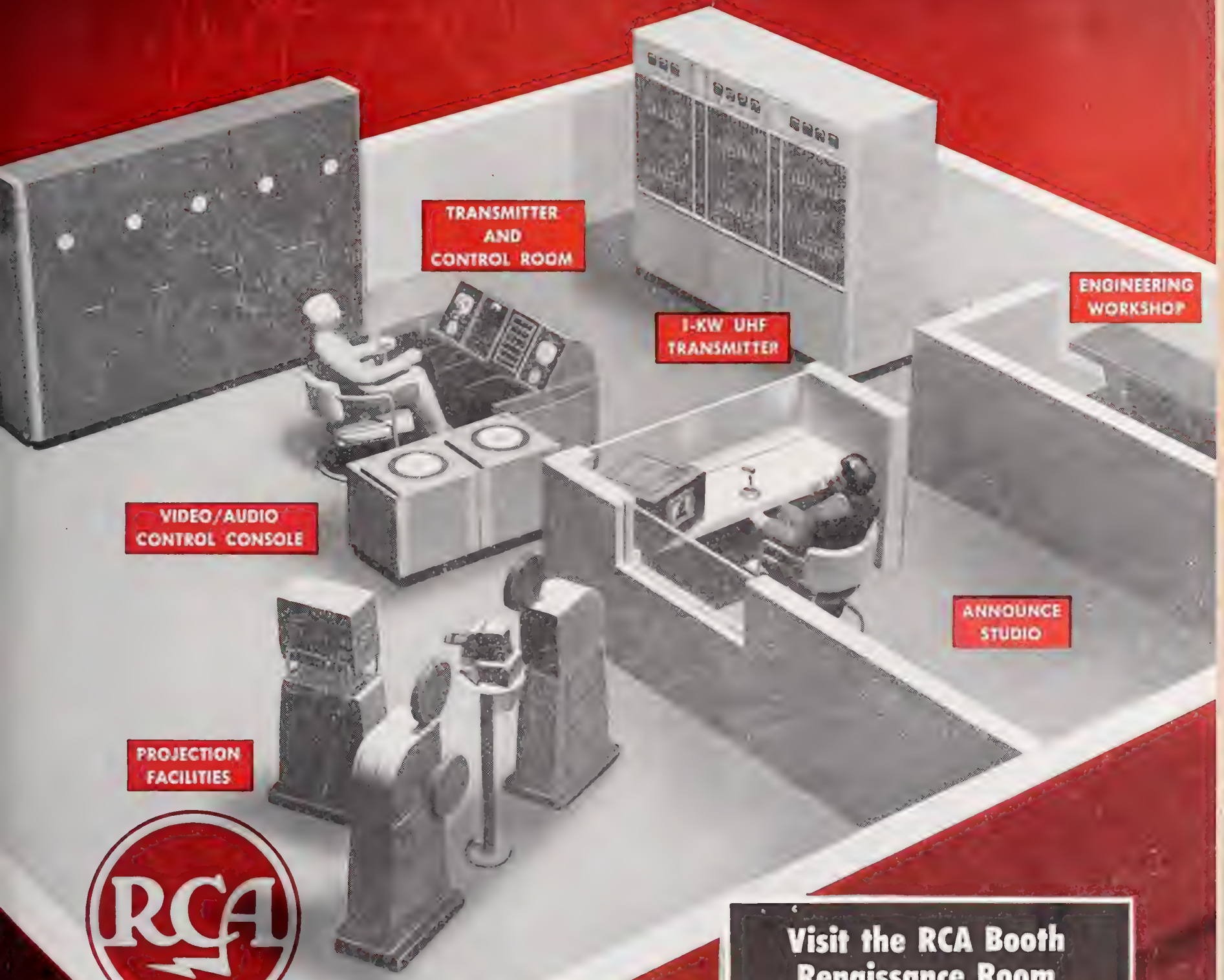
The Hamm's advertising program presents news and sports on radio and TV, and sometimes drama on TV, in 32 local markets and regionally with a participation on Edward R. Murrow's CBS Radio newscast.

At Hamm's, Mr. Rapp administered a combination radio-television budget of about a million dollars, divided almost equally, with "a slight edge to TV." The brewery's distribution area includes about 30 states, not including New England and parts of the East.

Under Mr. Rapp's tenure, Hamm's recently signed for co-sponsorship of the Chicago White Sox and Cubs daytime games exclusively on WGN-TV, after a highly successful season there in 1952, when the same feature on that station in participation with Liggett & Myers Tobacco Co., saw the brewery's sales rise 400% in that city. Fall business also remained high when Hamm's used a live sports show on WGN-TV and professional football highlights on WENR-TV.

Mr. Rapp joined Procter & Gamble in 1930. Later, with J. Walter Thompson Co., both in Chicago and New York, he was an account executive for Seven-Up Bottling Co., Swift & Co. and Libby, McNeill & Libby, and, among others, Kraft Foods and the Parker Pen Co.

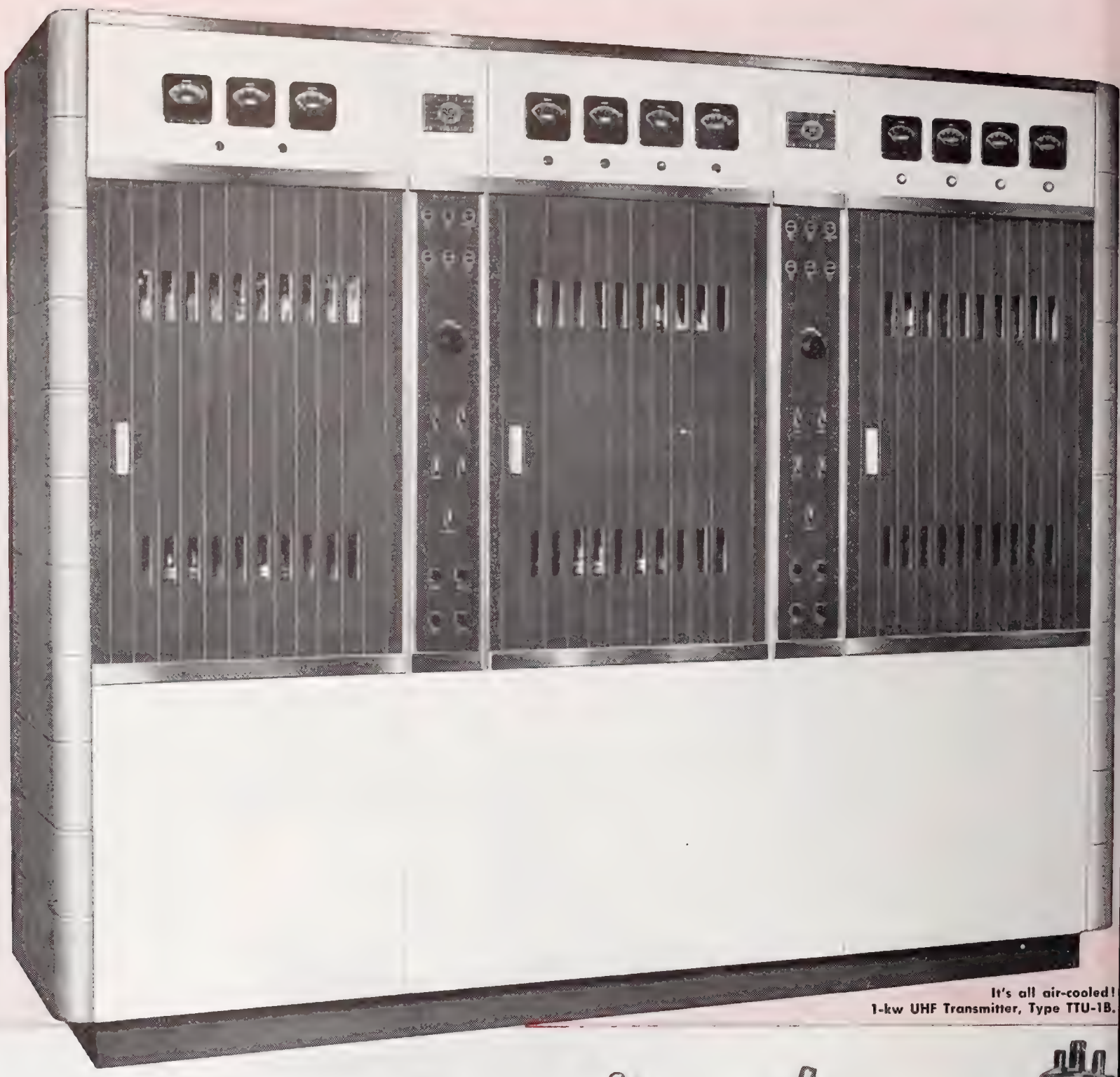
See RCA's UHF-TV Exhibit at the NARTB



RCA

Visit the RCA Booth
Renaissance Room
Hotel Biltmore

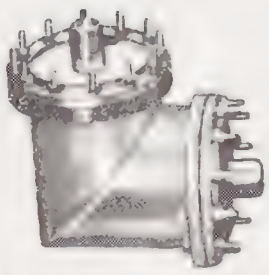
See RCA's "Package"



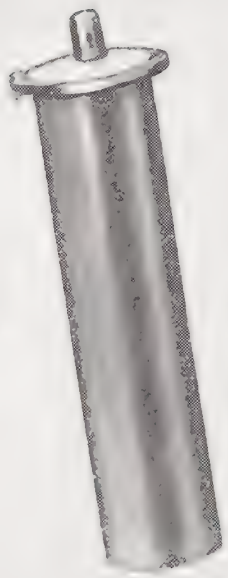
It's all air-cooled!
1-kw UHF Transmitter, Type TTU-1B.



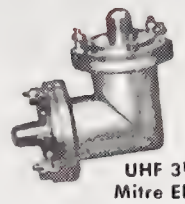
UHF
Spring Hanger



UHF 6⅛"
Mitre Elbow



UHF 6⅛"
Transmission Line



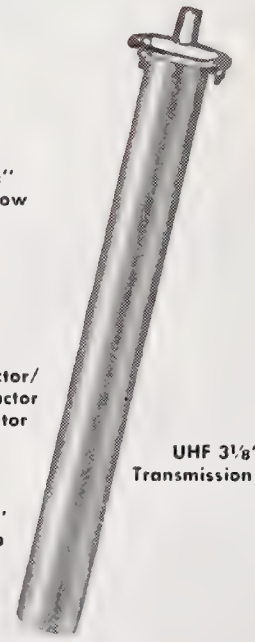
UHF 3⅛"
Mitre Elbow



UHF Connector/
Inner Conductor
and Insulator



UHF 3⅛"
Gas Stop



UHF 3⅛"
Transmission Line



UHF Load
and Wattmeter

for UHF

at the NARTB

RENAISSANCE ROOM — HOTEL BILTMORE

For the convenience of the broadcasters and station consultants at the NARTB, RCA has shipped a complete 1-kw UHF station across the continent.

The set-up includes everything a station needs to put a UHF signal on the air: a 1-kw UHF transmitter, a UHF Pylon antenna, complete control-room equipment, film projection facilities, cameras, microphones, turntables, and all technical accessories.

Take advantage of this unusual opportunity to see the type of layout now operating in the nation's leading UHF stations—like KPTV, WFPG-TV, WSBT-TV, WSBA-TV, WBRE-TV, WKBN-TV, WJTV, WKST-TV, WFMJ-TV, WROV-TV, WKNB-TV, and WHP-TV. And make sure you see all the other RCA equipment—like the RCA 10-kw transmitter for VHF, RCA's Tape Recorder, RCA's Audio equipment, RCA's new 5-kw AM transmitter, to mention just a few.

Come in and operate the equipment yourself. Plan and work out TV layouts with RCA's miniature models. Talk over your plans with your RCA Broadcast Sales Representative—and ask all the questions you want.

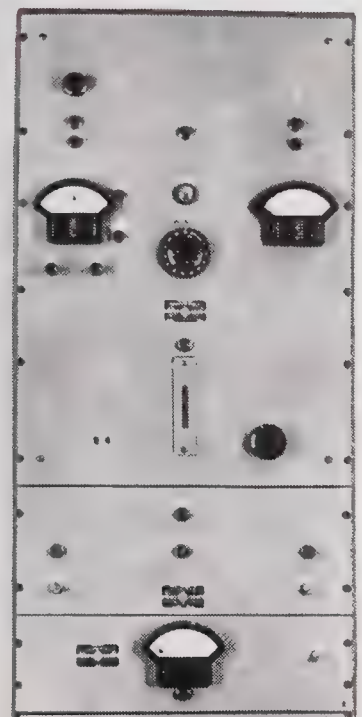
The place: The Renaissance Room, Biltmore Hotel, Los Angeles.



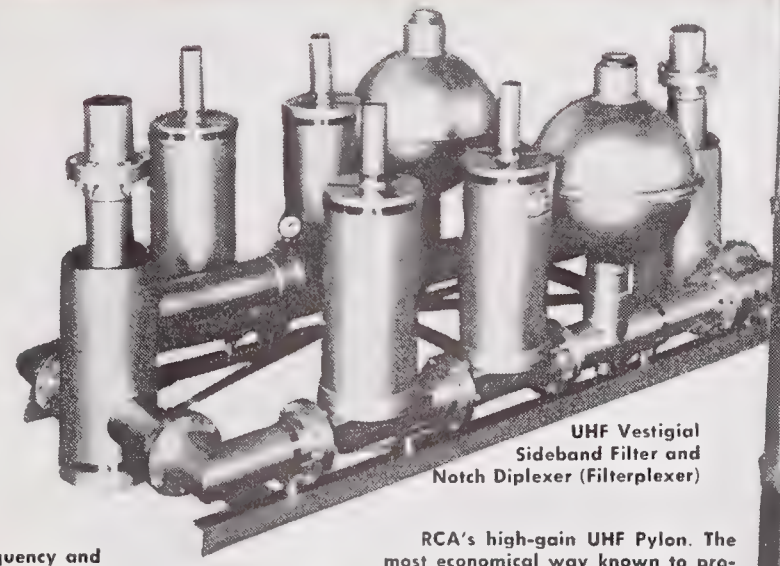
RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

EVERY TECHNICAL ACCESSORY FOR A UHF TRANSMITTER PLANT



UHF Frequency and Modulation Monitors



UHF Vestigial Sideband Filter and Notch Diplexer (Filterplexer)

RCA's high-gain UHF Pylon. The most economical way known to produce high ERP.

SEE NEXT PAGE

Put the 3rd dimension into UHF/VHF station planning—



—with RCA *exact scale* MODELS

- You see the station as it actually will look
- You can work out layouts faithfully and accurately—plan with confidence
- You work with exact replicas of RCA's newest UHF and VHF equipment

For UHF and VHF transmitter rooms

40 pages of paper cut-outs covering 7 different RCA UHF and VHF transmitters—25/20kw power amplifiers—50kw power amplifiers—input and monitoring equipments—transmitter consoles—power equipment, etc.

For studio and control rooms

22 pages of paper cut-outs on RCA Studio Cameras—16mm TV film projectors—a 35mm film projector—film cameras—program and audio-video consoles—transcription turntables—studio and film equipment racks, etc.



For copies of these indispensable UHF and VHF station-planning aids, call your RCA Broadcast Sales Representative. Or write on your broadcast station letterhead to Section 15-6, RCA Engineering Products, Camden, N. J.

Price $2.00 each

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

OPEN MIKE

ABC's in Demand

EDITOR:

We were glad to see that Mr. Gillingham's excellent "ABC's of Radio and Television" will be represented in booklet form. It will be most useful for advertisers, agencies, stations and students, alike. This booklet is another example of BROADCASTING • TELECASTING's always excellent service to the broadcasting industry.

May we have a dozen copies as soon as they are ready. Please bill us.

Peter W. Swanson, Jr.
Horton-Noyes Co.
Providence, R. I.

EDITOR:

The article "ABC's of Radio & Television" which you ran in the March 30 issue of your publication certainly deserves a word of praise from everybody within the industry. I would like to be among those who offer a pat on the back for a job well done in its over-all aspects.

However, I would also like to register a complaint because of the complete absence of mention made of WEW, the second station on the air in America, and the first station West of the Mississippi. . .

Geo. A. Volz
General Manager
WEW St. Louis, Mo.

Prevalence of PI

EDITOR:

Recently one of our clients received a mail order offer from a prominent midwestern advertising agency offering to provide them with a complete PI Radio Advertising Plan plus a confidential list of approximately 400 radio stations, large and small, throughout the country who will accept this per inquiry advertising.

Is it possible that there are as many as 400 radio stations that will accept this type of advertising? What is the attitude of the radio industry regarding it? Does it look upon it with favor or is it trying to discourage it?

Frank C. Murphy
Vice President & Media Director
Geare-Martson Advertising
Philadelphia

[EDITOR'S NOTE: Though the NARTB and most thoughtful broadcasters frown upon PI advertising, there are some (B•T does not know how many) stations which will accept it.]

Score an Error

EDITOR:

Your baseball article [B•T, April 6] contained some erroneous facts concerning the Milwaukee Braves' AM coverage. . . .

The fact is: WEMP—and *not* WTMJ, or even WTMJ-WEMP jointly—will originate the games. . . .

The truth of the matter is: Earl Gillespie, who heads the WEMP sports staff, will do the play-by-play, assisted by a WTMJ announcer for color. WEMP, and sports announcer Gillespie, aired the Milwaukee Brewers games for 13 years. They will feed the games to a three-state regional network of 10 or 15 stations. WTMJ is one of the supplemental stations. . . .

Sterling B. Beeson,
Vice President
Headley-Reed Co.
New York

to cash in on the $730,000,000 Charleston, W. Va. market

PICK YOUR "SPOT"

Here's WKNA's half-millivolt area alone:

TOTAL POPULATION 671,178
TOTAL FAMILIES 186,235
RETAIL SALES $407,643,000
FOOD SALES $ 86,621,000
GENERAL MERCHANDISE SALES $ 57,711,000
FURNITURE & HOUSEHOLD GOODS SALES $ 22,968,000
EFFECTIVE BUYING INCOME $730,771,000

Source—U.S. Census and BMB Survey, 1950

You're talking to $730,000,000 when you're on WKNA. And you're speaking with a power-packed voice that saturates the market completely and authoritatively. See how a spot of "personality" at an amazingly low cost, can produce amazingly high returns.



*coming soon . . .
WKNA-TV!

WKNA is also sold as part of West Virginia's

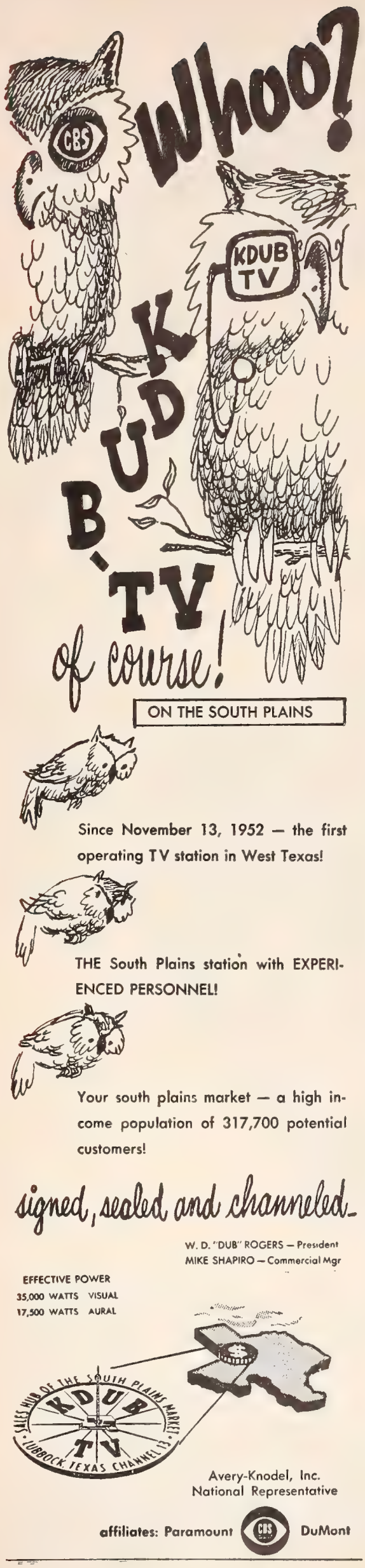
personality package

WKNA WKNA-FM
Charleston — 950 KC
5000 W Day • 1000 W Night
ABC Radio Network Affiliate

WJLS WJLS-FM
Beckley — 560 KC
1000 W Day • 500 W Night
CBS Radio Network Affiliate



Joe L. Smith, Jr., Incorporated • Represented Nationally by WEED & CO.



OPEN MIKE

One for the Book

EDITOR:

Your editorial regarding the attitude of the better agencies on under-the-counter deals should be part of the textbook of every representative and station manager.

The great majority of advertising agencies do not like special deals. They recognize in them the weakness of individual operators and they feel that this weakness reflects discredit upon a great industry.

Weakness and meekness are always in the pay of vitality—and your editorial will do much to vitalize the courage of agencies who prefer card rates because they then know that they are buying at fair and honest prices.

Lloyd George Venard
President
The O. L. Taylor Co.
New York

Educational TV

EDITOR:

B•T's editorial on "That June 2 Deadline" (April 6) should reassure Arkansas broadcasters that they are like the rest of the backward people in the state. Arkansas may well be unique for their instinct toward fair play . . .

The Arkansas Broadcasters Assn. can be neatly lumped with the women's clubs and parent-teacher associations mentioned in your editorial as resolving in favor of an extension of the June 2 deadline on reservation of channels for non-commercial, educational TV stations . . .

Arkansas radio men are skeptical of the educational outlet's ability to operate on the budgets under consideration and strongly believe that if operation should prove to be possible, the financial limitations would prevent the educational stations from presenting a schedule which would divert sizable audiences from commercial channels . . .

However, the zeal of educators for facilities gets sympathetic consideration from the state's broadcasters, in spite of the fact that educators here failed miserably to exploit their opportunities in radio. School men still fail to capitalize on radio coverage, even where broadcasters break their necks to provide free facilities and time. Radio men, like other good citizens in the state, are sold on the importance of improved education of youth and adults alike, on the chance that television might help build Arkansas in terms of knowledge and well being, radio men could not afford to approach the problem from a purely selfish standpoint.

Finally, there's a shrewd bit of reasoning behind the ABA's request for extending the deadline. An early deadline may rush educational groups into operations. An assurance of ample time for study may reveal to schoolmen that cooperation with commercial outlets is the more practical application of available funds for televised educational programs . . .

Ted Rand
President
KDRS Paragould, Ark.

Required Reading

EDITOR

. . . You are getting out an excellent magazine which we here regard as an important part of our "must" reading.

John E. Drewry, Dean
Henry W. Grady School of Journalism
U. of Georgia, Athens



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

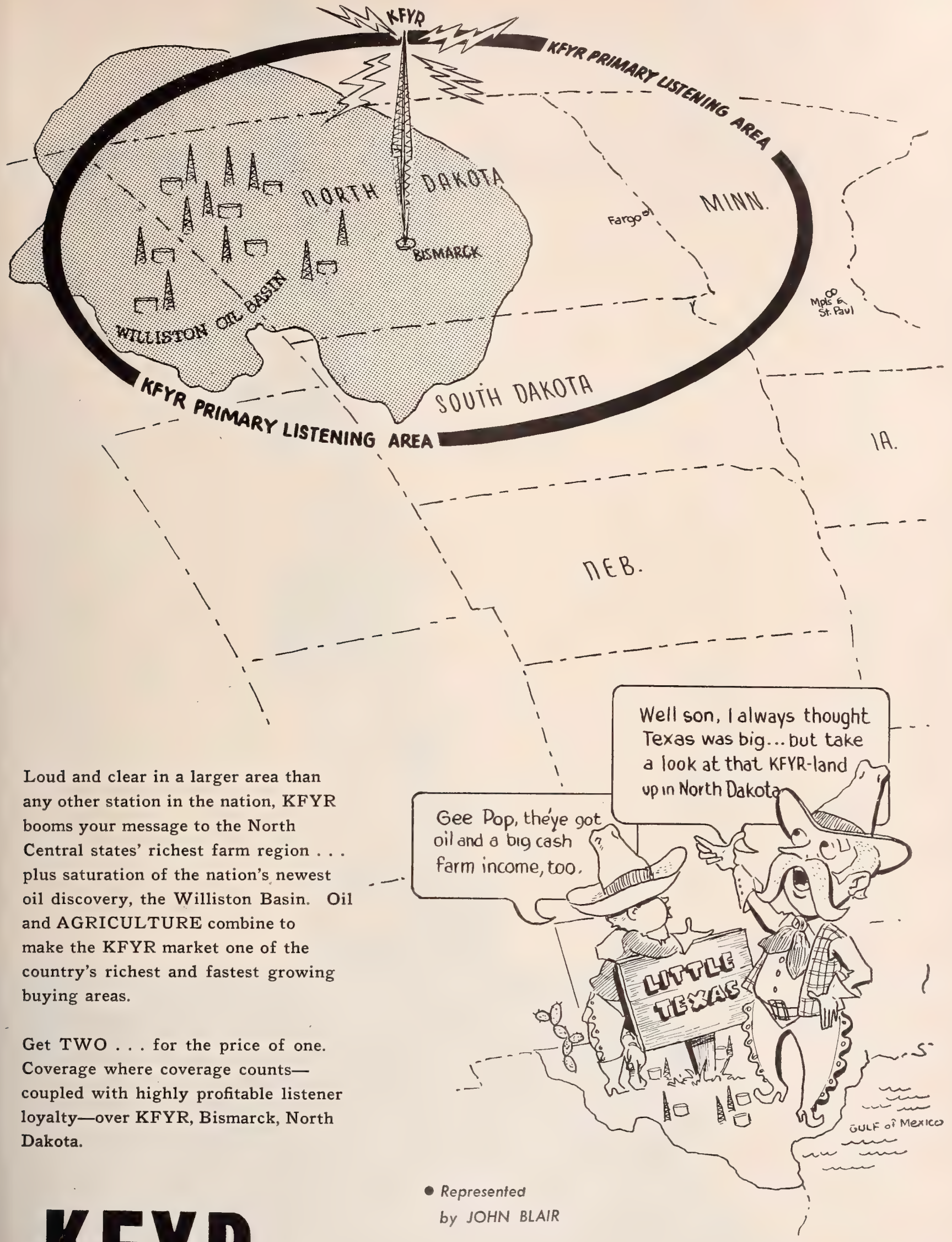
STOP
THE
SHOW!
AT LAST A PROGRAMMING SERVICE ESPECIALLY FOR DISC JOCKEYS

SHOW STOPPERS is a disc-script service which gives your d.j. additional voices without additional personnel. This disc-and-continuity-per-month gives him comedy sequences, production numbers. He gets dozens of character-voices from tough gunmen to Irish washwomen, society belles, to bronc bustin' cowboys—with intriguing sound effects.

In exact accordance with the script, these dozens of characters inject themselves into the show with many voices, many situations. You have a studio full of interesting, talkative, cooperative guests (and some not-so-cooperative). They annoy, they needle, they stir-up, they worry the d.j. They give any show a change of pace, character variety and comedy relief.

Rates start at $5.50 per month depending on market. Write for full information.

SHOW/STOPPERS
P. O. Box 210, Grand Central Station
New York 17, New York



Loud and clear in a larger area than any other station in the nation, KFYR booms your message to the North Central states' richest farm region . . . plus saturation of the nation's newest oil discovery, the Williston Basin. Oil and AGRICULTURE combine to make the KFYR market one of the country's richest and fastest growing buying areas.

Get TWO . . . for the price of one. Coverage where coverage counts—coupled with highly profitable listener loyalty—over KFYR, Bismarck, North Dakota.

• *Represented by JOHN BLAIR*

KFYR BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS

in TV news, too . . . topmost!



United Press Photo

FILMS AND SCRIPTS

UNITED PRESS MOVIETONE NEWS

UNITED PRESS

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

United Press was the first big service to supply radio news. And it's always been topmost. Today more than 1350 stations are its clients.

Now United Press is in the same top spot in television. The list on the right tells the story.

The reason for the landslide preference for U.P. is the same in both cases. United Press, and only United Press, does a full-scale news job, gives broadcasters anything they need and everything they need.

For example, for television:

United Press Movietone News — up to 900 feet of 16mm sound-tracked and silent films a day, with eight hours of up-to-the-minute scripts keyed to every strip.

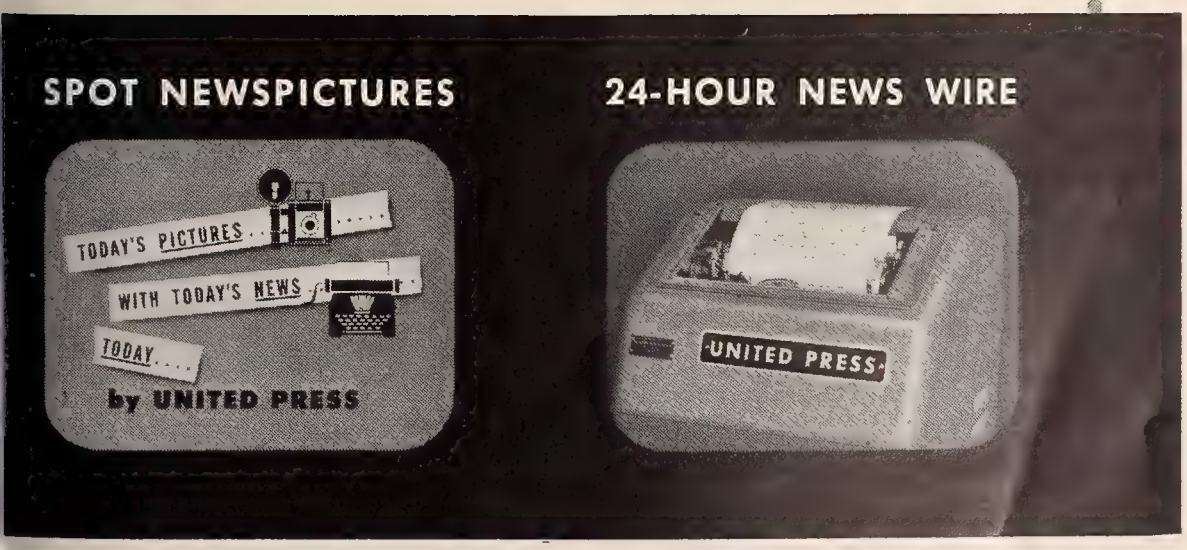
United Press Telephoto spot newspictures — an average of 60 a day with captions and scripts in broadcasting style for instant airing.

United Press 24-hour television news wire — 70,000 words of world, national and regional news, all written ready for announcing.

Added up, this is TV news unparalleled for scope and speed and volume. It's television's only complete news service.

Naturally United Press stands topmost with TV. It does most for TV.

UNITED PRESS TELEVISION CLIENTS ➡



Altoona	WFBG-TV
Atlanta	WAGA-TV
	WSB-TV
Austin	KTBC-TV
Baltimore	WAAM
Bethlehem	WLEV-TV
Binghamton	WNBF-TV
Birmingham	WAFM-TV
Bloomington	WTTV
Boston	WBZ-TV
	WNAC-TV
Bridgeport	WICC-TV
Buffalo	WBEN-TV
Charlotte	WBTV
Chicago	WBBM-TV
	WGN-TV
	WNBQ
Cincinnati	WCPO-TV
	WLWT
Cleveland	WEWS
	WNBK
	WXEL
Colorado Springs	KKTV
Columbus	WLWC
Dallas	KRLD-TV
	WFAA-TV
Davenport	WOC-TV
Dayton	WHIO-TV
	WLWD
Denver	KFEL-TV
	KBTV
Detroit	WJBK-TV
	WWJ-TV
Greensboro	WFMY-TV
Harrisburg	WHP-TV
Havana	CMQ-TV
	CMBF-TV
Holyoke	WHYN-TV
Honolulu	KONA-TV
Houston	KPRC-TV
Johnstown	WJAC-TV
Kansas City	WDAF-TV
Lancaster	WGAL-TV
Lawton	KSWO-TV
Lincoln	KOLN-TV
Little Rock	KRTV
Los Angeles	KHJ-TV
	KNBH
	KNXT
	KTLA
Lubbock	KCBD-TV
Memphis	WMCT
Mexico City	XEW-TV
Miami	WTVJ
Minneapolis	WCCO-TV
Mobile	WALA-TV
Montreal	CBFT
Nashville	WSM-TV
New Castle	WKST-TV
Newark	WATV
New Orleans	WDSU-TV
New York	WABC-TV
	WCBS-TV
	WOR-TV
	WNBT
	WPIX
Oklahoma City	WKY-TV
Omaha	KMTV
	WOW-TV
Peoria	WEEK-TV
Philadelphia	WFIL-TV
	WPTZ
Pittsburgh	WDTV
Reading	WEEU-TV
Richmond	WTVR
Roanoke	WROV-TV
Rochester	WHAM-TV
Rock Island	WHBF-TV
St. Paul	KSTP-TV
Salt Lake City	KSL-TV
	KDYL-TV
San Antonio	KEYL
San Diego	KFMB-TV
Schenectady	WRGB
Sao Paulo	TUPI
Seattle	KING-TV
Spokane	KXLY-TV
Syracuse	WHEN
Tacoma	KTNT-TV
Toronto	CBLT
Tulsa	KOTV
Utica	WKTV
Washington	WTOP-TV
	WNBW
	WTTG
Wilmington	WDEL-TV
Youngstown	WFMJ-TV

WTOC

can't do a job in . . .

Charleston, S. C., *but*

IT'S

FIRST

IN

SAVANNAH
GEORGIA'S SECOND CITY!

WTOC doesn't claim any audience in Charleston, S.C. Charleston stations have that market cornered. But in Savannah, and Metropolitan Savannah (Chatham Co.) where no outside radio station can do a thorough coverage job, WTOC delivers more listeners than anyone else.

----- Top weekly family audience, day and night, according to 1952 Standard Audit and Measurement Services report.

----- More than twice as many quarter-hour firsts as all other Savannah radio stations combined, according to December, 1952 Pulse*

WTOC
SAVANNAH

GEORGIA'S SECOND CITY
5000 WATTS 1290 KC CBS RADIO
MEMBER OF THE GEORGIA TRIO

Represented by THE KATZ AGENCY INC.
* Report covers hours between 6 AM and 6 PM.

our respects

to GUY DELLA-CIOPPA



GUY DELLA-CIOPPA looks like the actor he wanted to be. Autograph seekers are surprised to find he is CBS Radio vice president in charge of network programming on the West Coast.

His appointment in September, 1951, brought huzzahs from the talent side of the industry. As an ex-hoofer, actor and director, he was known to be particularly sympathetic to the creative point of view.

The business side of broadcasting also was pleased with Mr. della-Cioppa, because he is *not* one of those who believes the advertiser is a strangling influence.

"Thank God for the advertiser. He makes possible the best radio structure in the world," is his emphatic declaration. "I have been intimately acquainted with broadcasting as run by governments. There is no doubt that better, more varied radio fare comes from the American competitive system with greater return for performers, writers and other talent than any other nation offers. And I have yet to see talent suffer or a program find itself defeated in showmanship because of an advertiser's insistence."

Mr. della-Cioppa was born in Philadelphia on August 17, 1914, the son of a Quaker mother and an Episcopal clergyman father. His early schooling was in Quaker primary and secondary schools. He graduated from the U. of Pennsylvania in 1937 with a B.S. in economics.

His university days led him into radio, though indirectly. He was editor of the *Daily Pennsylvanian,* member of the Sphinx Society and Spoon Man of his class. But his great college interest was in Penn's Mask and Wig Club, the oldest such group in the country. Having written lyrics for its productions, sung and danced in several, he originally planned to make the theatre his career.

Apprentice at CBS

Through an apprentice training course CBS was then conducting for bright young men, he—one of six selected in the fall of 1937—spent the next 12 months working in almost every department of the network from sales and research to programming and special events.

He became a CBS staff writer and several months later was made an assistant director. By 1940 he was a full-fledged director. Shortly afterwards he joined Henry Souvaine Inc. to produce a network show for General Motors. He rejoined CBS in 1941 as a director.

At the request of the U. S. Embassy in London in 1943, Mr. della-Cioppa established an armed service radio network in Great Britain. The eight-station hookup was completed and turned over to Army Special Services on July 4 that year; he was then transferred to Psychological Warfare.

In 1944 he was made Chief of Field Operations Radio, Psychological Warfare Div., SHAEF, under Col. William S. Paley, whose wartime assignment was deputy chief of that division. Prior to the war he had seen the CBS board chairman, but had never spoken with him. Following the invasion of France, he became Col. Paley's assistant in Germany.

He returned to the U. S. in 1946 with the Bronze Star and Cross of Lorraine. Some months later he became peace-time assistant to the chairman of the board of directors of CBS Inc., and secretary of the program board, positions he held for the next two years.

Prior to this association, Mr. della-Cioppa thought about radio only in terms of individual shows with six or eight actors and two or three writers.

"Through Mr. Paley, I began thinking in terms of broadcasting as an industry," he declares. "I became aware of clients, talent, financing, government and community relationships, radio's influence on the public, plus the medium's many ramifications and policies that must govern it."

He maintains that working as assistant to the top man can be either the greatest asset or liability. "It gave me a bird's-eye perspective of the entire industry and greatly equipped me for my future radio assignments by forcing me to think bigger," he says.

Sent to the West Coast in the summer of 1948, Mr. della-Cioppa participated in a reorganization and revitalization of the Hollywood program department as associate director of network programs.

When Harry S. Ackerman, network programs director, became vice president in charge of network programs, CBS Hollywood, Mr. della-Cioppa was named director.

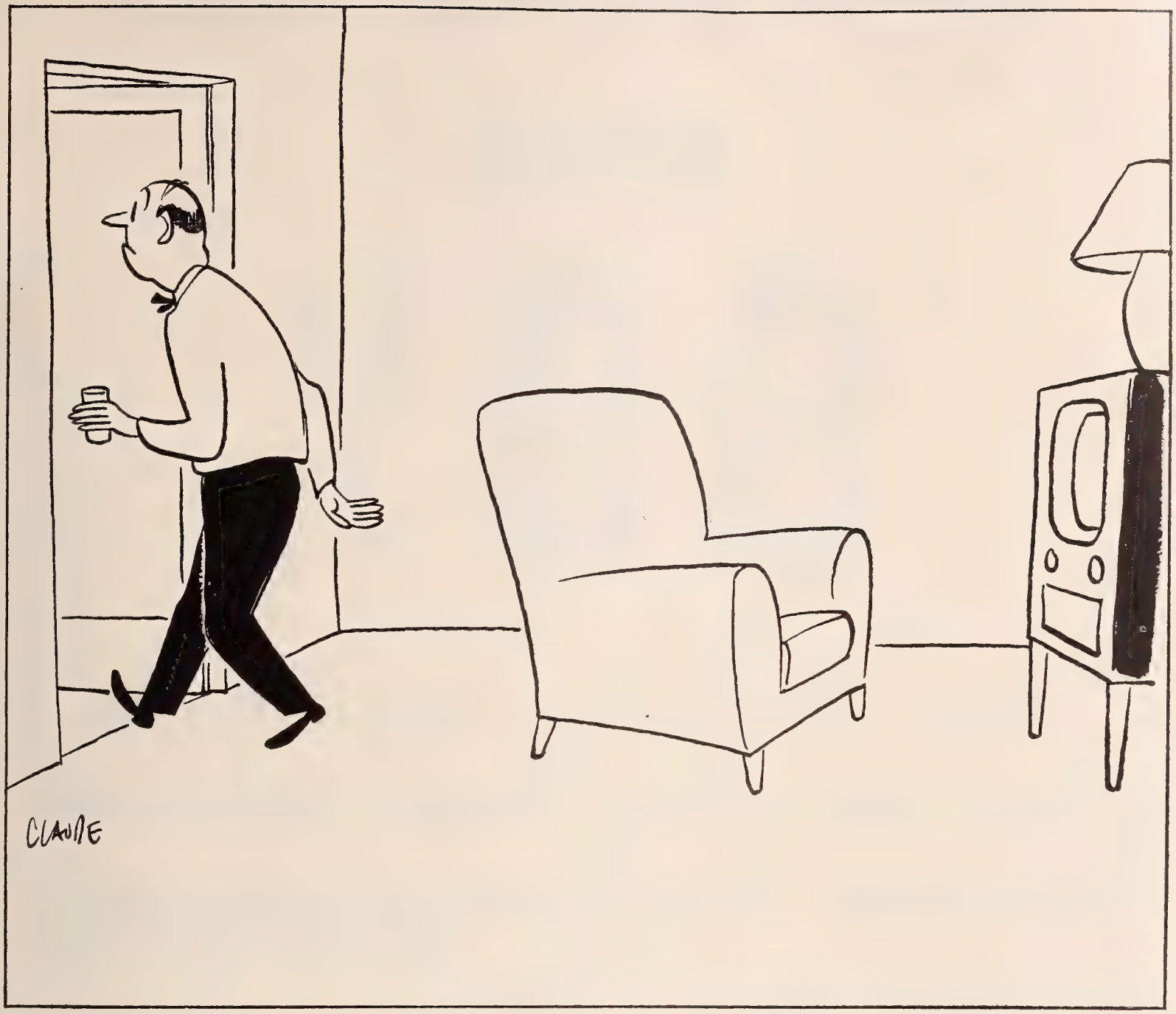
Radio-TV operations were divided in September 1951, sending Mr. Ackerman to the video half as vice president. Mr. della-Cioppa was elected a vice president in radio and given his present assignment.

Generally mild-mannered and soft-spoken, he is vehement in his disgust with "faint hearts who say radio is dead or dying."

"Radio *is* going through a transition stage in programming and financial structure," he concedes, "but its future is strong and assured. The threat of TV is a challenge and a stimulant for radio programming, not the death-knell."

He married Flora Cooper in 1940, his clergyman father performing the ceremony. The Guy della-Cioppas—they have an 18-month-old daughter, Margaret—make their home in North Hollywood.

His hobbies are riding, gardening, painting and collecting art "with my limited resources." The collection so far consists of a Roualt, a Grandma Moses and "some magnificent della-Cioppas." He is a member of Hollywood Ad Club and Hollywood Executives Club.



Vanishing American

There's only one thing that can keep this new breed of vanishing Americans from vanishing when *your* commercials come on . . . creative ingenuity.

YOUNG & RUBICAM, INC.

ADVERTISING

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London

Now-WWL-New Orleans

delivers

69%

more Nighttime Audience than all other New Orleans Network Stations Combined!

Nighttime listening is UP on WWL, New Orleans. Way UP—UP by 19% according to latest Standard Audit and Measurement Service study. Add the total radio-homes-reached by all other New Orleans network stations and WWL leads at night by 69%! Daytime, too, WWL is the advertiser's best buy by far, reaching more southerners than *any other advertising medium.*

Get more for your money! More audience for your advertising on WWL, New Orleans, the South's Greatest Salesman—greater now than ever.

Standard Audit and Measurement Service, Inc.

Total weekly audience figures for the four New Orleans network affiliates. (Based on SAMS Study No. 1, Spring, 1952).

	Night	
WWL	783,996	(radio homes)
Station B	176,714	
Station C	146,354	
Station D	140,351	

WWL audience increase over last Broadcast Measurement Bureau report: Nighttime—19%.

WWL

NEW ORLEANS

50,000 Watts • Clear Channel • CBS Radio Affiliate

A Department of Loyola University

Represented Nationally by the Katz Agency

BROADCASTING TELECASTING

April 20, 1953 Vol. 44, No. 16

COLOR TV IMPRESSES CONGRESSIONAL VIEWERS

Wolverton believes process ready for public, looks to FCC to speed up authorization. RCA demonstration of NTSC system draws praise from observers.

PRESSURE on the FCC to move ahead with the authorization of the compatible National Television System Committee standards for color TV mounted last week following a two-day Congressional view of color developments in Princeton, N. J., and New York City.

As an alternative, there were indications that the House Commerce Committee would recommend that the Commission join with NTSC in its current field tests of the compatible color standards in order to cut down on hearing time.

During their 48-hour trip, members of the House committee saw:

1. RCA demonstrate the NTSC system of compatible color television, with the consensus of observers that this was the best color picture yet seen.

2. The field sequential system demonstrated by CBS. To those familiar with the CBS system, last week's pictures seemed to be at the same stage of development they were when the field sequential system was approved by the FCC in 1950.

3. A showing of the Lawrence tri-color picture tube by Chromatic Television Labs. on both the field sequential system and the NTSC system.

Comments of the House committee's chairman, Rep. Charles A. Wolverton (R-N. J.), constituted the only official statement by the committee. Gist of Rep. Wolverton's comments were (1) high praise for the RCA color pictures, (2) expression of satisfaction that color video was virtually around the corner, and (3) hope that the FCC would soon authorize the NTSC standards to let the public decide.

Rep. Wolverton called the pictures shown at the RCA demonstrations "amazing" and "astounding." He added: "Even if we didn't see anything else, I would say color is ready." He urged that the Commission start working with NTSC so that no time would be lost in authorizing the compatible standards. This would also avoid duplicating tests, he said.

Ready for Public

Satisfied that color television was ready for the public, Mr. Wolverton said that refinements and improvements could come along later. He used the analogy of early automobiles which were submitted to the test of public choice. Automobiles continually improved, he pointed out, but the public was willing to invest in the early models.

He praised the NTSC work as "one of the most interesting experiments in this country." He referred to the fact, he said, that competing manufacturers had pooled their knowledge and skills to bring color TV to the public.

Slightly conflicting, Rep. Wolverton at one time said that the committee might continue its hearings to get more information from manufacturers on the "industrial and commercial" aspects, and at another time said that the committee might make its final report to Congress in 10 days or a week.

He declared he was satisfied that there was never any conspiracy to withhold color television from the public. This was alleged by Sen. Edwin C. Johnson (D-Colo.) last month [B•T, March 16], and is generally believed to have sparked Congressional interest in polychrome TV.

Mr. Wolverton repeated that he had great hopes that there would be color television by Christmas [B•T, April 6].

Others of the 19-man House group were noncommittal, or spoke off the record.

The RCA demonstrations took place at the David Sarnoff Research Center in Princeton. A 20-minute program, originating in NBC's Colonial Theatre in New York was received in Princeton, 45 miles away on three color receivers and three black and white sets.

Two of the color receivers, all with single three-gun tri-color tubes, showed 9x12-in. pictures (16-in. envelopes). One color receiver showed a 12x16-in. picture (21-in. envelope). The black and white sets were standard 17-in. table models.

Shown on WNBT

The program, on WNBT's regular New York Ch. 4, was sandwiched in between regular black and white commercial programs.

Remarked by observers, who included trade and regular press reporters and committee staff members, were the natural colors, mainly in pastel tones. Flesh tones were life-like, there was no color breakup and in one sequence an illusion of depth was received that drew an acknowledgment from the audience. Also impressive was a low key lighting sequence with colors coming through properly.

The monochrome receivers showed no aberrations in accepting the color telecasts and reproducing them in black and white. But, beside the color pictures, the black and white pictures appeared drab and lifeless.

Also demonstrated was a live, remote pickup of a flower cart and colorfully attired models from the lawn in front of the laboratories. Although not as good as the studio presentation, the pictures were considered more than adequate.

RCA also announced that it was working on a focusing mask for the tri-color tube which would make more efficient use of the electrons, thus gain in brightness. Present RCA tri-color tube uses a shadow mask. Also announced was work on a projection-type color receiver to give an 18x24-in. picture. Receiver would use three tubes, it was explained, the output of which would be combined onto the screen through a system of dichroic mirrors. This was the method used by RCA for its receivers during the color tests before the FCC in the 1949-50 hearings.

Shown to the visitors was a laboratory model of a single-tube color camera. Pictures transmitted by the Vidicon-type tube were splotchy and ragged, but Dr. E. W. Engstrom, director of the Princeton laboratories, said RCA was sure it was on the right track. He said, however, that this development would not be practical for a year or so.

Three-Tube Cameras

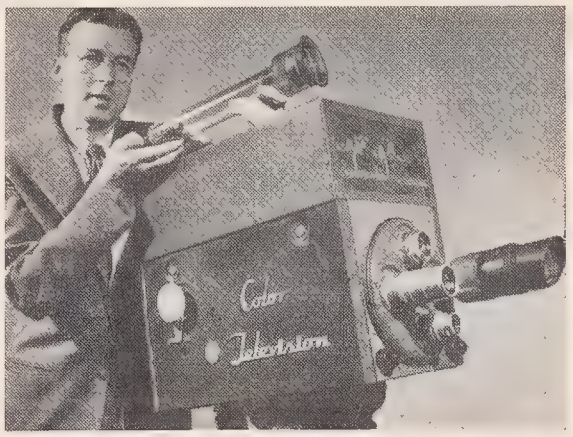
Cameras used in the demonstrations were of the three-tube variety. Three cameras were used at the studio, and a single camera for the outdoor pickup.

Ben Grauer, veteran NBC announcer, was the narrator for the RCA-NBC demonstration. Program comprised Dolores Gray, singer; George Burton and his love birds; Kukla, Fran and Ollie, and the Hit Parade dancers.

Rep. Joseph P. O'Hara (R-Minn.) said the colors seemed "extreme" and "exaggerated" to him—although all other observers remarked on the pastel quality. It was explained that color tones could be adjusted at the transmitter or at the receiver.

Rep. J. Percy Priest (D-Tenn.) said that the black and white pictures were the best he had ever seen. Dr. Engstrom mentioned that many comments received from black and white viewers made that point.

In addition to Dr. Engstrom, RCA-NBC executives present at the demonstrations were Brig. Gen. David Sarnoff, chairman; Frank M. Folsom, president; Dr. C. B. Jolliffe, technical



SINGLE-TUBE color camera is well advanced at RCA Labs. Shown holding single pickup tube is Dr. Paul K. Weimer, in charge of this development, which was demonstrated to visiting Congressmen last week.



SINGER Dolores Gray appears before the NBC-TV tri-tube color camera during demonstrations of compatible NTSC standards for the House Commerce Committee.

director, and Frank White, NBC president.

Visiting Congressmen were taken on a tour of the RCA research facilities, with emphasis mainly on transistor developments. Following the tour, the group was transported to New York's Colonial Theatre where studio equipment and stage settings were inspected.

The next morning, the Congressional delegation saw a brief closed circuit demonstration of the field sequential system, shown by CBS at the New York Athletic Club.

The CBS demonstration was shown on two laboratory receivers, using a 10-in. tube magnified to 12½-inches. Color was added by a mechanical spinning disc. The program originated at the CBS studio at 109th St. and Fifth Avenue.

Observers noticed that the CBS pictures were similar to those shown during the 1949-50 showings before the FCC in Washington. Still apparent were color breakup, fringing and unnatural skin tones. Primary colors, however, showed up bright and strong.

Shown at the CBS demonstration was a 22-in. Lawrence tube, operating on a Chromatic Television laboratory-built receiver. It had a green cast to the picture, but was satisfactory otherwise. Chromatic President Richard Hodgson explained later that this could have been corrected at the receiver.

From the New York Athletic Club, the visiting solons were taken to the uptown CBS studio to inspect studio equipment and stage settings.

In answer to a question there, CBS President Frank Stanton said that it would cost about $4,000 to convert a black and white camera to the field-squential system of color TV. Monochrome cameras, he said, cost about $14,000. Also present at the CBS demonstrations were William S. Paley, chairman, and J. L. Van Volkenburg, CBS-TV president.

The CBS program was narrated by Betty Ann Grove. In a circus setting, the program consisted of comedian Red Buttons, the Beatrice Kraft dancers, the Honeydreamers vocalist group, and others.

A closed circuit demonstration of the tricolor, single-gun Lawrence tube on NTSC standards was given to the Washington congressmen at the Paramount Bldg. in the Times Square sector of New York immediately after the CBS showing.

A series of slides, said to be the official NTSC test pictures, was run off for the visiting Congressmen on the 22-in. tube. Mr. Hodgson emphasized that the tube will work with any color system. Mr. Hodgson also questioned whether the NTSC system was actually ready now for the public.

It was here that Rep. Wolverton insisted that the public should be given a choice of systems and of apparatus, and that color TV should not be held up for further refinements. He also used the early automobile analogy.

Mr. Hodgson emphasized that the NTSC field tests were "terribly important".

In answer to a query, Mr. Hodgson said that the Lawrence tube could be substituted for the present black and white tube in present-day receivers, and with slight circuit modification could receive field-sequential color or regular black and white. He said major circuit changes necessary to receive NTSC-standard color signals make it economically unfeasible to convert present monochrome sets for that system.

The Lawrence tube showed good color quality and seemed to have greater brightness than the RCA pictures shown in Princeton. Mr. Hodgson said the brightness was about 24 foot lamberts, with 18 kv.

In a new development, Dr. Ernest O. Lawrence, Nobel prize winner and noted physicist, and inventor of the Lawrence tricolor tube, showed a simplified version of the single gun tube. This was accomplished, he explained, by reducing the color switching rate from 3.58 million times a second to 15,000 times a second. This means, he said, less components and less critical parts, thus reducing the cost of the tube. Pictures shown on the tube with the 15,000 switching rate seemed on a par with the tube using the higher switching rate.

Mr. Hodgson also said that Chromatic Television was working on a 28-in. rectangular tube for demonstration soon. He also said the 22-in. round tube used at last week's demonstration would soon be replaced by a rectangular tube of the same size.

The brightness claims of the Lawrence tube were tested by turning up the demonstration room lights to normal lighting levels. The picture suffered no apparent washout.

Asked about the cost of the Lawrence tube, Mr. Hodgson said he thought it would be about $30-35 more than the comparable black and white tube. He also said that the three-gun tricolor tube, used by RCA, was about 50% more expensive than the single-gun color tube.

He emphasized that the Lawrence tube was 100% developed and ready for commercial production. He said Chromatic would manufacture some of the tubes, but that other manufacturers would be licensed for bulk production.



MEMBERS of the House Commerce Committee witnessing demonstrations of compatible NTSC standards for color TV at RCA Labs. in Princeton, N. J., pose with their host, Brig. Gen. David Sarnoff. They are (l to r): Reps. John W. Heselton (R-Mass.), William L. Springer (R-Ill.), Joseph P. O'Hara (R-Minn.), Joseph L. Carrigg (R-Pa.), J. Percy Priest (D-Tenn.), Homer Thornberry (D-Tex.), Herbert B. Warburton (R-Del.), Charles A. Wolverton (R-N.J.), chairman of the committee, John Bell Williams (D-Miss.), Gen. Sarnoff, J. Arthur Younger (R-Calif.), Carl Hinshaw (R-Calif.), Steven B. Derounian (R-N.Y.), Dwight L. Rogers (D-Fla.), partially hidden, Oren Harris (D-Ark.), Arthur G. Klein (D-N.Y.), William T. Cranahan (D-Pa.) and James I. Dolliver (R-Iowa).

FOUR SPONSORS BUY HALF-HOURS ON NETWORK TV, THREE OTHERS PLAN

Between now and next fall, seven major advertisers will buy new 30-minute TV shows, a B•T check reveals.

SEVEN major advertisers will invest in new half hour television shows between now and the fall, B•T learned in a check of industry activity last week.

The sponsors are: Chrysler, General Electric, Sheaffer Pen, Johnson's Wax, Brown & Williamson Tobacco Co., Crosley and Quaker Oats.

Chrysler Corp., which has appointed BBDO, New York, to handle a television program for the four Chrysler cars — Chrysler, DeSoto, Dodge, and Plymouth—as well as for other products of the corporation, is expected to announce its new program in the near future. It was understood the firm plans to sponsor the new comedy series on ABC-TV featuring George Jessel, with exact time and starting date still undetermined.

General Electric Corp. will sponsor the Ray Milland show effective in September on CBS-TV (Thurs., 8-8:30 p.m.). The program is a filmed situation comedy. GE, for the fall, also is considering using its Fred Waring program time for several appearances of Bing Crosby and the *GE Theatre* (filmed dramatic series), both shows to occupy the time spot with Mr. Waring on a rotating basis yet to be worked out. Maxon Inc., New York, is the agency.

Johnson's Wax, already a heavy TV advertiser, is said to be looking for another half-hour in prime network time (Needham, Lewis & Brorby); and Brown & Williamson Tobacco Co. for its Viceroy cigarettes, current spot advertiser, is considering a half-hour TV network show (Ted Bates Inc.).

Crosley Div. of Avco Mfg. Corp. will co-sponsor with American Tobacco Co. (Lucky Strike) the *Hit Parade* next fall on NBC-TV (Sat., 10:30-11 p.m.). Benton & Bowles and BBDO, both New York, are the agencies involved. This signifies an additional budget outlay for Crosley, which will retain its Monday alternate sponsorship with Speidel, 8-8:30 p.m. on NBC-TV. Whether the Monday show will continue to be *What's My Name?* is still in doubt. Star of the latter program, Paul Winchell, signed with Procter & Gamble a fortnight ago for a Sunday, 7-7:30 p.m. show of his own on NBC-TV, starting next fall.

W. A. Sheaffer Pen Co. (Snorkel pen) meanwhile signed as a participating sponsor for the *Jackie Gleason Show* effective June 20 for 26 weeks (CBS-TV, Sat., 8-9 p.m.), marking a "sellout" for the program. Russel M. Seeds Co., Chicago, is the agency.

Quaker Oats, through Needham, Louis & Brorby, Chicago, is understood to be looking for a half-hour TV program appealing principally to children and women.

Baseball Season Opens With Additional Broadcast Signings

First week of national baseball finds more contracts signed by advertisers. Among name advertisers: Chesterfield, brewers Falstaff, Miller, Griesedieck and Pfeiffer, Richfield Oil, Ford and CBS-Columbia dealers.

FIRST week of the major and minor league baseball seasons found radio and TV spanning the nation with play-by-play service that has attracted advertisers of many types. With addition of contracts signed last week, telecasting of baseball reached a new high in size of audience served and money involved in rights and facilities [B•T, April 13, 6].

Falstaff Brewing Corp. last week signed a contract to telecast up to 50 home games of the St. Louis Browns on WTVI (TV) Belleville, Ill., uhf Ch. 54 station across the river from St. Louis. Agency is Dancer-Fitzgerald-Sample, New York.

Alvin Griesedieck Jr., Falstaff advertising director, said "It is hoped that KSD-TV St. Louis will be able to clear time for some of the Browns games. However, there is nothing definite at this date." No Browns away games will be telecast when the Cardinals are playing at home. Last year KSD-TV carried nine games.

The telecasts for Falstaff will be handled simultaneously with the radio broadcasts. Falstaff last week signed for a schedule of 64 Browns night games, home and away, on KMOX St. Louis. Griesedieck Bros. Brewery Co. for the ninth year had radio rights to all Cards games on WIL, which will feed a network. KXOK is carrying the complete schedule of Browns games.

Telecasting of 74 Philadelphia games on a divided schedule involving all Philadelphia TV stations represents an increase from the 58 games carried a year ago.

One of the larger nationwide sponsors, Chesterfield cigarettes, is bringing over 900 games during the season, including telecasts on WBZ-TV and WNAC-TV Boston; WJAR-TV Providence; WPIX (TV) New York; WPTZ (TV), WCAU-TV and WFIL-TV Philadelphia; WDEL-TV Wilmington, Del.; WGAL-TV Lancaster, Pa.; WFPG-TV Atlantic City and WGN-TV Chicago. Extensive radio coverage is included in the Chesterfield schedule.

On the West Coast, Chesterfield is telecasting all home games of the Los Angeles Angels and Hollywood Stars on KHJ-TV Los Angeles, with 26 Saturday home games of the San Francisco Seals and Oakland Oaks on KPIX-TV and KGO-TV San Francisco.

Miller Brewing Co., which was a major factor in bringing the Boston Braves team to Milwaukee, has bought radio rights for all Braves' games for five years. Games will be heard on WEMP, WTMJ and a network of stations in the area. Miller's contract includes purchase of at least $25,000 worth of tickets for Braves' games each year, a total of $125,000 over the five-year period. Other promotion is planned. Mathisson & Assoc., Milwaukee, is Miller's agency.

WAFM-TV Birmingham will cover Tuesday and Friday home games of the Birmingham Barons of the Southern Assn., starting Tuesday, with Ford Dealers of Northern Alabama sponsoring the play-by-play and CBS-Columbia TV Dealers of Northern Alabama underwriting a half-hour pre-game warmup.

Rights to the telecasts were granted after a pre-season campaign by the Baron Booster Club, which was supported by TV dealers throughout the area and capped each week by a TV show, to show the club management that the TV coverage would not jeopardize gate receipts. Fred Sington, former Washington Senator player who led the campaign, will conduct the pre-game program and assist Owens Alexander, WAFM-TV production manager, in giving the play-by-play.

The entire home schedule of the Cleveland Indians 77 baseball games will be carried again on WXEL (TV) Cleveland by Pfeiffer Brewing Co. WERE Cleveland is carrying all



AMONG Wisconsin station executives at a meeting of Miller High Life-Milwaukee Braves network members, held by Mathisson & Assoc., agency for Miller, sponsor, were (l to r): Robert Rich, WDSM Superior; George Comte and Neal Bakke, WTMJ Milwaukee; Hugh Boice, WEMP Milwaukee; Ed Allen, WDOR Sturgeon Bay and WMOX Manitowoc, and Walter Schlaugat, WPRE Prairie du Chien. Miller purchased Braves' radio rights for five years.

New Permalube Spot Drive

STANDARD Oil Co. of Indiana has embarked on a 15-state spring advertising campaign, using radio and TV spots, to introduce the appearance of a motor oil, New Permalube, in the Midwest. Plans for the drive were announced last Friday simultaneous with a description of the new product.

Standard will use 32 radio outlets and seven TV stations in 28 key midwest cities. A total of 167 radio spots will be aired. The number of TV commercials scheduled was not disclosed. Radio-TV spots will be supplemented with advertisements in 1,214 weekly newspapers and 541 dailies. McCann-Erickson Inc. is the agency.

154 games, feeding a network of some 30 stations. Standard Brewing Co. is sponsor.

KING-TV Seattle will telecast 15 home games of the Seattle Rainiers. Besides the opener last Tuesday and the first night game Wednesday, the station will carry all Seattle home Wednesday night games plus Fourth of July, Labor Day and holiday double-headers. Richfield Oil Co. and Richfield Dealers are sponsoring the games. KOL Seattle is carrying the Rainier broadcast schedule.

WKNB-TV New Britain-Hartford, Conn., announced last week it was carrying all home day, weekend and many night games of the Red Sox directly from Fenway Park. An engineering outlay of $25,000 is required to complete connections. WKNB-TV operates on uhf Ch. 30.

WDXY (FM) Spartanburg, S. C., sister station of WORD, is carrying all Peaches games in the Tri-State League. Sponsor is Aug. W. Smith, department store; Cudd & Coan Insurance Co.; National Discount Co.; Wakefield Buick, and Greenwood Packing Co.

STATIONS URGED TO RESIST CUTS

ADVERTISING agencies are querying about preferential rate deals, with one firm cautioning broadcasters to keep a "stiff backbone" against such practices.

Piedmont Agency, Salisbury, N. C., B•T learned last week, joined the growing list of agencies querying station representatives on the Anacin list [B•T, April 13].

Its letter, signed by Robert S. Williamson, managing director, stated that "there has been right much said in the trade press about the 10% discount which some stations have allowed Whitehall Pharmacal for Anacin for firm contracts during the summer months.

"Please advise us which, if any, of your stations accepted this offer. If there are any on your list which accepted this business, advise how this agency should deduct our 10% for the same periods of time used for our client, the Stanback Co. This in accordance with Section 5 (a) of the AAAA-NAB contract."

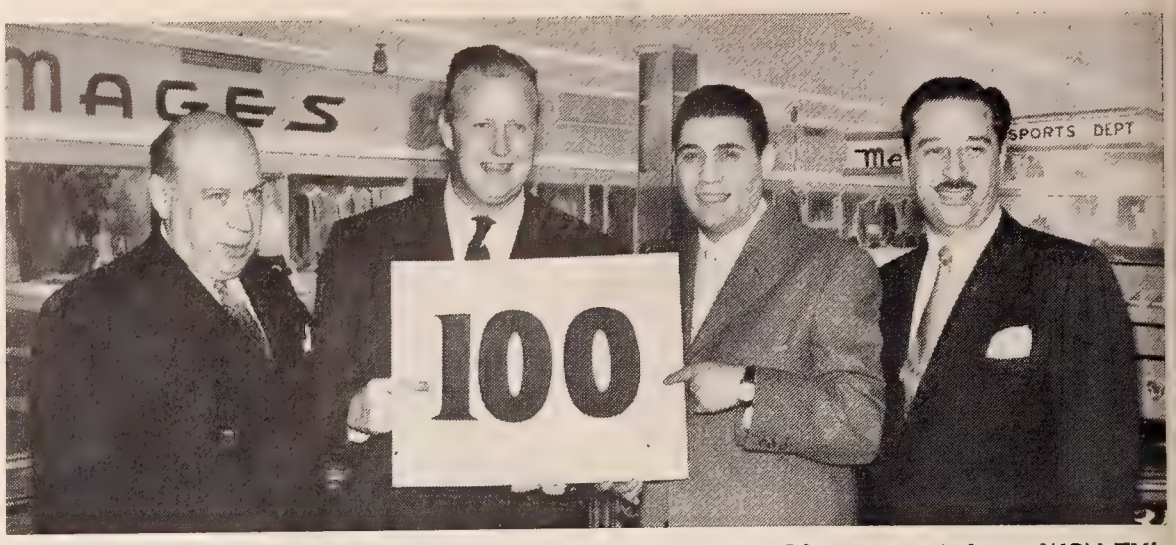
Earlier Wyatt & Schuebel and William Esty & Co., both New York, and Couchman Adv., of Dallas, had sent similar queries to the stations and their representatives.

Albert Couchman, head of Couchman Adv., notified B•T that the "final score on our query to radio stations re breakdown of rates for General Mills shows all but one small station either were not offered deal or refused it, and all quite positive they will never break rate card structure for any deal."

Mr. Couchman, whose agency places advertising for Fant Mills on major stations in every market in New Mexico, Oklahoma, Arkansas and Louisiana, using substantial program schedules which have been continuous for a long time—in some cases over 15 years—said he hoped the survey among stations would help them to "continue with a stiff backbone" against bargain basement offers.

R. E. Morgan of Seattle Dies

REGINALD E. MORGAN, 71, prominent in Seattle advertising for almost 50 years, died April 3. At his death, he was a partner in Pearson, Morgan & Pascoe, Seattle agency. He had formerly conducted his own agency, R. E. Morgan, Advertising, and was at one time vice-president and advertising manager of Frederick & Nelson, Seattle department store.



MAGES Stores for Sports, which recently concluded a three-month Sunday schedule of soccer telecasts, has switched to feature films on WGN-TV Chicago with purchase of a second movie series. Morrie Mages (2d r) points to number of consecutive weekly feature films which the firm has renewed for another 52 weeks, Thursday 11 p.m. Stores also bought new Monday 10 p.m. period on WGN-TV's *Movie Time* series for 26 weeks. L to r: Ted Weber, WGN-TV sales manager; Jack Brickhouse, who handles film commercials, Mr. Mages, and Arthur Holland, Malcolm-Howard Advertising Agency. Mages picks up Monday segment April 27 after relinquishing the Sunday period.

AGENCIES SPEED UP NETWORK PLANS ON SUMMER RADIO-TV REPLACEMENTS

As the hot weather season approaches, agencies report progress in summer programming among all networks. Some replacement shows of last summer will be broadcast again.

AGENCY moves on summer replacements in radio and television—although starting later and proceeding slower than in previous years —began to take on speed last week.

Some of the summer programs already decided upon will be repeats of last year's hot weather fare. For example, American Tobacco Co. (Lucky Strike cigarettes) replaces its *Robert Montgomery Presents* on NBC-TV (Monday, 9:30-10:30 p.m.) once again with *Lucky Strike Summer Theatre* for eight weeks, starting July 6. And American Cigarette & Cigar Co. and the Simoniz Co., alternate sponsors of *Big Story,* will, as last year, share summer sponsorship of *Doorway to Danger* on NBC-TV (Friday, 9-9:30 p.m. EST).

The summer rundown on NBC-TV: *Saturday Night Revue,* starring Hoagy Carmichael and featuring top young comedy talent, takes over from *Your Show of Shows* (Saturday, 9-10:30 p.m. EST) for 13 weeks starting June 6; *Hit Parade,* sponsored by American Tobacco (see story page 00), will have a summer replacement, as yet undecided, for 13 weeks; *Cavalcade of America* continues in its same period (alternate Wednesday, 8:30-9 p.m. EST) for duPont.

The fate of *Circle Theatre,* for Armstrong Cork Co., and Groucho Marx for De Soto-Plymouth, both previously continuing on NBC-TV during the summer, is still unresolved. The Marx show last summer used repeats of the year's best programs.

On CBS-TV, Chesterfields will replace Perry Como for eight weeks, starting June 29, with Ray Anthony and his band, featuring Helen O'Connel and Bob Eberle, vocalists. American Tobacco will continue the Horace Heidt program through the summer but will replace *Private Secretary* with a dramatic film series.

General Electric also will sponsor a dramatic film series replacing Fred Waring for 13 weeks and will replace the *Jane Froman Show* for eight weeks with a live musical program featuring Mel Torme and Teresa Brewer, vocalists. The *Burns and Allen Show* for Goodrich will remain on the air during the summer. Oldsmobile and Pall Mall are expected to go through the summer with *Doug Edwards and the News,* while Westinghouse once again will substitute *Westinghouse Summer Theatre* for *Studio One.*

At DuMont, Admiral Corp. will take a hiatus with Bishop Fulton J. Sheen's *Life Is Worth Living* and the network will substitute *The Music Show,* starting May 19, featuring Robert Trendler with orchestra and choir.

DuMont's *The Arthur Murray Show,* sponsored by Murray, will be a summer replacement for the alternate-week *Time to Smile* series, now starring Ken Murray and Alan Young and sponsored by Bristol Myers Co. The new series will take over Sunday, June 28, 9:30-10 p.m. EDT. Doherty, Clifford, Steers & Shenfield, New York, is the agency.

On CBS Radio, Guy Lombardo is expected to substitute for Jack Benny.

At MBS, the following shows will continue: S. C. Johnson & Son's six five-minute news shows per day; Wildroot's *Twenty Questions, The Shadow* and *Titus Moody;* Sterling Drug's *Ladies Fair;* Old Gold's and Quaker Oats' *Queen for a Day;* Kellogg's *Wild Bill Hickock;* Kraft's *Bobby Benson;* Motorola's *True Detective Mysteries;* Miles Labs.' Curt Massey; Johns-Manville's Bill Henry; Swift's *All Sweet Music Box;* Quaker Oats' *Sergeant Preston of the Yukon,* and A F of L's evening newscasts.

Magazine Gross Up 8.1%

MAGAZINE billings hit an all-time high of $132.9 million in the first quarter of 1953, Magazine Advertising Bureau reported last week, up to 8.1% over the 1952 first-quarter gross of just under $123 million.



Make yours Martini ... or make it Manhattan ... either way the Italian Influence helps fashion your preference.

For the Martini, the world's most popular cocktail, bears a famous Italian name. And Italian vermouth is the invariable ingredient of the Manhattan.

In more ways than we know, modern American tastes are being determined by the Italian Influence. It's apparent in the foods we eat, the way we dress, the cars we drive, the films we see. The interior decoration of our homes and offices reflects it. We see it in the industrial design of the machines we use. The newer, smarter trends are Italian in origin.

In New York, with an Italian-American population of more than two million, W O V interprets the Italian Influence for better living to the most important single market segment in the area. Never was the prosperity of the Italian-American market greater than now; never was the W O V Influence on this market more important to the advertiser.

Let us show you how W O V and how the Italian Influence can make sales for you in New York.

One of America's Important Stations
WOV
NEW YORK
5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

General Mills Buys Big Crosley Radio-TV Package

BIGGEST contract in Crosley Broadcasting Corp. history has been signed with General Mills Inc. for multiple-product advertising on Crosley's entire Ohio radio and television facilities, according to R. E. Dunville, Crosley president.

The contract calls for 52 weeks of radio and television spots on WLW WLWA (FM) WLWT (TV) Cincinnati, WLWF (FM) WLWC (TV) Columbus and WLWB (FM) WLWD (TV) Dayton.

Negotiations were made with L. H. Crites, General Mills advertising director, through Dancer-Fitzgerald-Sample Adv., represented by James Neal, vice president.

Talent at the Crosley stations in the three cities will be used in the GM Commercials, with filming by Olympus Film Productions Inc., a Crosley subsidiary. Radio spots will be produced with the same talent. Included in the package are "fullest use" of Crosley's client service department and its merchandising plans, Mr. Dunville said.

Negotiations had been in progress nearly a month while GM considered product breakdown and use of the Crosley stations for the greatest possible concentration and merchandising penetration, Mr. Dunville said.

Mr. Crites called the plan a departure from GM's regular pattern of letting its agencies create its commercials. Mr. Dunville said Crosley executives feel the plan will allow the advertiser to balance products against seasons and potential sales depth.

Harry Mason Smith, Crosley vice president for sales, said his firm's Cincinnati and Chicago sales executives made the initial presentation for the package deal. Knox-Reeves Adv. also participated in negotiations. James Hill, Olympus director, will supervise creation of the spots, working with agency people for GM. Norman Cash, Crosley radio sales manager, and Harry Albrecht, Crosley sales office manager, established the facility-use pattern.



PARTICIPATING in signing of 52-week spots package with General Mills Inc. using all Crosley radio and TV stations in Ohio are (l to r): Seated, R. E. Dunville, Crosley president; L. H. Crites, GM advertising director, and James Neal, Dancer-Fitzgerald-Sample, vice president; standing, Norman Cash, Crosley radio sales manager; Ed Sherrick, D-F-S radio-TV timebuyer; Harry Mason Smith, vice president for sales; Harry Albrecht, Chicago sales office manager, and Andy Niedenthal, Cincinnati sales service director, all with the Crosley organization.

Indianapolis Auto Race Offered Locally by WIBC

LOCAL sponsorship of complete coverage of the Indianapolis 500-mile Memorial Day auto race will be offered this year for the first time, Gil Berry, general sales manager, WIBC Indianapolis, has announced.

The four and a half hour broadcast is made available on the Indianapolis Motor Speedway Network. Mr. Barry said 100 stations from coast-to-coast have signed for the program to date.

Quaker Oats Adds JWT

QUAKER OATS Co., Chicago, last Wednesday announced the addition of J. Walter Thompson Co. to the list of advertising agencies handling its various products.

JWT, the fifth to handle Quaker products, will be responsible for all advertising of Aunt Jemima pancakes and cake mixes. Arthur C. Farlow, agency vice president, will supervise the account, with G. M. Baxter and W. C. Taylor as account representatives.

Ad-Sales Meet Speaker

MEYER KESTNBAUM, president of Hart Schaffner & Marx, Chicago, and chairman of the Committee for Economic Development, non-profit organization made up of industry leaders, will address the banquet session of the first annual Advertising and Sales Conference at the U. of Notre Dame Thursday.

Among other speakers: F. K. Leisch, vice president, A. C. Nielsen Co., and Edward H. Weiss, president, Weiss & Geller Adv., both Chicago. About 400 Midwest advertising and merchandising leaders are expected to attend.

NEW BUSINESS

Spot

Ludwig Baumann-Spear's Giant Stores, N. Y., sponsoring radio spot campaign starting this week on all New York City stations. Agency: Kiesewetter, Baker, Hagedorn & Smith, N. Y.

Lindsay Ripe Olives Co., Lindsay, Calif., starts saturation spot announcement campaign on KFWB KNX KLAC KMPC KHJ KFI KECA Los Angeles and KBIG Avalon for 13 weeks from April 15. Agency: Mogge-Privett Inc., L. A.

Network

General Products Corp., L. A. (Looz dietary supplement), started *Let's Go Hollywood* on 41 Columbia Pacific Radio Network, Ariz. and Mountain stations, Sun., 10:15-10:30 p.m. PST, April 19. New contract cancels firms *Stewart Craig,* formerly heard in same time slot. Agency: Dean Simmons Adv., L. A.

Carter Products Inc., N. Y., has renewed *City Hospital* over CBS Radio, Sat., 1:30-1:55 p.m. EST. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Procter & Gamble Co., Cincinnati, has renewed *Perry Mason* over CBS Radio, Mon.-Fri., 2:15-2:30 p.m. EST. Agency: Benton & Bowles, N. Y.

S. C. Johnson & Sons Inc. (Johnson's Wax) on April 25 will assume co-sponsorship of *Saturday Night Fights* with present sponsor, Phillies Cigars, on ABC-TV, Sat., 9 p.m. Contract is for 26 weeks. Agency: Needham, Louis & Brorby, Chicago.

Simmons Co. and **International Silver Co.** to sponsor *My Favorite Husband* on CBS-TV commencing in fall. Agency for both firms: Young & Rubicam, N. Y.

Liggett & Myers Tobacco Co., N. Y. (Chesterfields), renews *Les Griffith and the News,* over ABC radio, Mon.-Fri., 7:55-8 p.m. EST for four weeks, effective today (Mon.). Agency: Cunningham & Walsh, N. Y.

Agency Appointments

The Woodmen Accident & Associated Cos., Lincoln, Neb., appoints Allen & Reynolds, Omaha.

Zeeman Clothing Co., L. A. (retail chain), appoints Factor-Breyer Inc., that city. Radio-TV is being used.

Hollywood Cinerama Corp., Hollywood, appoints McCann-Erickson, L. A., to handle advertising for Pacific Coast opening of "This Is Cinerama" film, April 29. Three weeks' radio-TV spot announcement campaign is budgeted at $28,000.

Hannah Laboratories Inc., Carmel, Calif. (emollient cream), appoints Abbott Kimball Co., S. F. **A. Leo Bowman** is account executive. Radio will be used.

Holly Sugar Co., Colorado Springs, appoints Mogge-Privett Inc., L. A. **Norton Mogge** is account executive.

Brock & Co., L. A. (jeweler), appoints Hixson & Jorgensen Inc., that city. **Georgena Melin** is account executive.

Marlboro Shirt Co., Baltimore, appoints The Joseph Katz Co., that city.

WICC-TV Bridgeport, Conn., appoints Ted Sommers Inc., same city.

Parker Herbex Corp., Stamford, Conn., appoints Ted Sommers Inc., Bridgeport, Conn.

Bilsons Baking Co., L. A., appoints Wally McClain & Assoc., that city. TV will be used.



Coverage that Counts!



WJIM—TV
CHANNEL 6

Covers 5 Major Michigan Markets
FOR
NBC — CBS — ABC — DTN

Truly an Area Station!

H. R. Representatives



WSB-TV to carry Southern League baseball in Atlanta

Spud Chandler, former Yankee ace and now WSB-TV sports director, will handle the games. Thirty-nine home games will be telecast. Ford dealers are sponsoring them. Pre-game warm-ups have been bought by the Pure Oil Company. Commentator is Furman Bisher, sports editor of The Atlanta Constitution.

Affiliated with the Atlanta Journal-Constitution. Represented by Edw. Petry Co.

wsb-tv
ATLANTA, GEORGIA

START OF '53 SEES MORE ADVERTISERS ON AM NETWORKS

First two months of this year had 173 advertisers using radio network time compared to 157 advertisers those same months last year. But gross for the networks for the period declined 5.4%.

A TOTAL of 173 advertisers used time on the four nationwide radio networks during the first two months of this year, an increase of 10.2% above the 157 radio network sponsors for the same two months of 1952, according to the records of radio network advertising compiled by Publishers Information Bureau.

Gross time sales of the four radio networks for the two-month period declined slightly—5.4%—from the year before: $26,537,525 in January-February of this year to $28,062,498 last, PIB reported. For February alone, the gross was $12,659,810 this year to $13,560,948 in 1952 (when there were 29 days in the month to 28 in 1953).

Top 10 radio network clients (Table I) in-

TELESTATUS®

Weekly TV Set Summary—April 20, 1953—Telecasting Survey

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	167,569	.....
Amarillo	KGNC-TV, KFDA	20,317	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	270,000	.....
Atlantic City	WFPG-TV	.....	9,308
Austin	KTBC-TV	27,010	.....
Baltimore	WAAM, WBAL-TV, WMAR-TV	467,417	.....
Bangor	WABI-TV	16,000	.....
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	155,000	.....
Bloomington	WTTV	221,800	.....
Boston	WBZ-TV, WNAC-TV	1,029,151	.....
Bridgeport	WICC-TV	.....	.....
Buffalo	WBEN-TV	343,998	.....
Charlotte	WBTV	317,215	.....
Chicago	WBBM-TV, WBNK, WGN-TV, WNBQ	1,363,674	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	407,000	.....
Cleveland	WEWS, WNBK, WXEL	750,709	.....
Colorado Springs	KKTV	16,500	.....
Columbus	WNBS-TV, WLWC, WTVN	279,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	246,871	.....
Davenport	WOC-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	272,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	19,545	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	246,871	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	233,961	.....
Green Bay	WBAY-TV	.....	.....
Greensboro	WFMY-TV	161,030	.....
Harrisburg	WHP-TV	35,000	.....
Holyoke	WHYN-TV	.....	.....
Honolulu	KGMB-TV	17,597	.....
Houston	KPRC-TV	237,000	.....
Huntington-Charleston	WSAZ-TV	188,992	.....
Indianapolis	WFMB-TV	332,000	.....
Jackson	WJTV	.....	13,420
Jacksonville	WMBR-TV	109,000	.....
Johnstown	WJAC-TV	642,428	.....
Kalamazoo	WKZO-TV	282,511	.....
Kansas City	WDAF-TV	288,366	.....
Lancaster	WGAL-TV	216,701	.....
Lansing	WJIM-TV	174,350	.....
Lawton	KSWO-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Little Rock	KRTV	.....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,559,976	.....
Louisville	WAVE-TV, WHAS-TV	232,693	.....
Lubbock, Tex.	KDUB-TV	22,104	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	201,800	.....
Miami	WTVJ	178,500	.....
Milwaukee	WTMJ-TV	427,045	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	363,300	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Montgomery	WCOV-TV	.....	.....
Nashville	WSM-TV	111,309	.....
New Britain	WKNB-TV	.....	53,017
New Castle	WKST-TV	.....	27,763
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	174,485	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	167,133	.....
Oklahoma City	WKY-TV	193,700	.....
Omaha	KMTV, WOW-TV	181,433	.....
Peoria	WEEK-TV	.....	18,075
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,217,138	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	584,000	.....
Portland, Ore.	KPTV	.....	84,245
Providence	WJAR-TV	429,005	.....
Pueblo	KDZA-TV	13,000	.....
Reading	WHUM-TV, WEEU-TV	.....	84,748
Richmond	WTVR	164,742	.....
Roanoke	WROV-TV, WSLS-TV	50,100	19,000
Rochester	WHAM-TV	177,500	.....
Rock Island	WHBF-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
St. Louis	KSD-TV	502,000	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	137,068	.....
San Diego	KFMB-TV	173,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	558,200	.....
Schenectady-Albany-Troy	WRGB	265,900	.....
Seattle	KING-TV	254,100	.....
Sioux City	KVTV	37,097	.....
Sioux Falls	KELO-TV	15,500	.....
South Bend	WSBT-TV	.....	30,669
Spokane	KHQ-TV, KXLY-TV	28,442	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	.....	.....
Syracuse	WHEN, WSYR-TV	217,263	.....
Tacoma	KTNT-TV	243,000	.....
Tijuana (Mexico) San Diego	XETV	.....	.....
Toledo	WSPD-TV	224,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	142,360	.....
Utica-Rome	WKTV	91,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	443,680	.....
Wichita Falls	KWFT-TV, KFDX-TV	.....	.....
Wilkes-Barre	WBRE-TV	.....	52,000
Wilmington	WDEL-TV	134,034	.....
York	WSBA-TV	.....	35,000
Youngstown	WFMJ-TV, WKBN-TV	.....	31,300

Total Stations on Air 163*. Total Markets on Air 109*.
*** Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico.**

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U. S. however, is unduplicated estimate.

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
246,871
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company



TWENTY YEARS OF SHARED ACCOMPLISHMENT

THIS MONTH John Blair & Company is twenty years old. During these twenty years, the spot radio industry has grown from a depression-born infant to an astonishingly mature adult; to most major-market radio stations, national spot revenue is the primary key to economic health. To virtually all radio stations, national spot revenue is an increasingly important part of the total revenue picture, especially during the past few years, when spot income has surpassed network income.

During these past twenty years, the spot industry and radio stations have faced many problems and the many transitions which can be expected in a growth industry. As a major factor in spot, we, along with the stations we represent, have worked hard to meet these problems and transitions and make our contribution to the development of the industry.

Perhaps the most important problem which has confronted the spot industry during this period has been the threat of television. Competition loomed not only for advertising revenue, but for audience itself. Some industry figures predicted that radio would die.

The radio stations we represent, along with ourselves, were unwilling to accept any such verdict. We, and they, knew that radio and television were basically competitive. Therefore, we reasoned that the two media must be sold by independent sales staffs, each dedicated to its own medium. As a result, in 1948, John Blair & Company created Blair-TV, Inc., a separate corporation with its own sales staff and facilities, devoted entirely to television representation – actually, television's *first* exclusive national representative.

The radio stations we represent welcomed this decision, since it meant that John Blair & Company, as an exclusive radio representative, was free to devote its time exclusively to radio representation. As a matter of fact, John Blair & Company today, five years after the formation of Blair-TV, is a considerably larger company in all respects than it was before the television company was formed.

By the same token, the television stations with which we were associated at that time, and others which have joined the Blair-TV ranks since, welcomed the decision to provide television stations with an exclusive, specialized representation service. The merit of this decision, which was participated in by the stations our two companies represent, has been amply demonstrated by the success of the companies since the decision was made, and by the fact that most major factors in the industry have followed the same pattern in one form or another.

The early days of the spot radio industry were difficult. It was a new advertising medium, requiring a specialized advertising approach, and there were no specialists. The buyers of time were remote from stations, unfamiliar with them, pioneering in a new and unknown medium. So, working with our stations, we brought the station to the buyer. The stations made special audition recordings of key local programs. We provided portable audition equipment and sales effort, so that buyers would know what they were getting for their advertisers' money. At that time, it was a revolutionary procedure. Today it is routine.

Many years ago, we reasoned that salesmen must be supplied with adequate sales tools to do an effective selling job. Consequently, we set up a Sales Development Department, charged with the responsibility of supplying these tools. Again, our stations joined in the mutual effort to equip our salesmen properly, by supplying the basic information, and keeping us supplied, so that the Sales Development Department could fulfill its function. Today, our Sales Development Department, combined with our new Research Department, is larger than the entire New York office staff not so many years ago.

In 1951, conscious of the increasingly important part that research was playing in radio, we added a full-fledged Research Department to our organization. This department does not consist of clerks re-tabulating existing data, but is, instead, staffed with competent research-trained personnel equipped to undertake independent research, which they have done. In the past year, two important projects of benefit to all the industry—"Are You Looking or Listening?" and "The Value of Information Is Measured By Its Reliability," – have been published and distributed to the trade. Again, our stations participated extensively in these projects, in one case sharing the considerable cost of the project.

Yes, our stations and our organization have worked together on a multitude of problems affecting our industry. We have undertaken cooperative promotion efforts in behalf of national spot radio. They have encouraged us in our work with the Station Representatives' Association. We have worked as a team in the development of better local programming to make spot radio a better value for the advertiser.

Our contemplation of our own accomplishments during the past twenty years must be tempered by a realization of the importance of the contribution of the stations we represent to our success –not just that they have paid us our commissions, but that they have worked with us, suggested, advised, responded to suggestions and advice. Perhaps our happiest accomplishment is that we have been able to work in effective partnership with able radio station managements, to the mutual profit of stations and ourselves. And perhaps our happiest augury for the future is the continuation of this teamwork toward the benefit of the national spot industry.

John Blair

John Blair, Chairman

JOHN BLAIR & COMPANY
BLAIR-TV, INC.

JOHN BLAIR & COMPANY

OFFICES IN NEW YORK • CHICAGO • DETROIT • ST. LOUIS • DALLAS • SAN FRANCISCO • LOS ANGELES

Pulse Drops Suit

PULSE Inc. has dropped its suit against C. E. Hooper Inc., following Hooper's agreement not to give further circulation to statements contained in a letter written Oct. 7, 1952, describing what allegedly happened at a meeting in San Francisco of C. E. Hooper and group of advertising agency executives, who were quoted as agreeing that there should be only one broadcast audience rating service and that this should be the one provided by Hooper. Suit was filed in December in New York Supreme Court [B•T, Jan. 5].

clude eight who were also among the top 10 for February 1952. Procter & Gamble., in the top position both times, was the only advertiser to use more than $1 million worth of radio network time in either month. Gillette Co. and R. J. Reynolds Tobacco Co. were not on the list a year ago, when American Home Products and Philip Morris & Co. were included.

The stability of radio network advertising also is indicated by Table II, listing the top advertiser in each of the 25 classes of products and services advertised on the radio networks in February. Of this list, 16 of the leading advertisers are the same who headed their categories in February 1952.

Table III, recording total time purchases of each class for February and January-February, with the 1953 figures compared to those for the like periods of 1952, shows the same five classes leading the list each year, and in the same order. Foods ranked first, toiletries, second; drugs, third; smoking materials, fourth, and soaps and cleansers, fifth in point of network time purchases each February.

* * *

TABLE I

TOP TEN NETWORK ADVERTISERS IN FEBRUARY 1953

1	Procter & Gamble Co.	$1,117,446
2	General Foods Corp.	580,529
3	Miles Labs.	547,240
4	Sterling Drug	502,822
5	General Mills	501,825
6	Colgate-Palmolive-Peet Co.	407,581
7	Liggett & Myers Tobacco Co.	370,879
8	Gillette Co.	360,487
9	Lever Brothers Co.	349,671
10	R. J. Reynolds Tobacco Co.	333,746

'Oscar' Telecast Rates High In March Nielsen Report

SPECIAL telecast of the Academy Award ceremonies from Hollywood last month earned ratings of note, according to the second report for March of the National Nielsen-Ratings. Report covers the two weeks ending March 21.

The Oscar ceremonies reached 10,912 TV homes and earned a homes percentage of 53.9, putting the telecast in the third spot in both ratings. Otherwise the ratings continued in the same general trend, i. e., *I Love Lucy* topping the field by a comfortable margin.

The ratings:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	15,493
2	Colgate Comedy Hour (NBC)	11,602
3	Academy Award Ceremony (NBC)	10,912
4	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	10,603
5	Texaco Star Theater (NBC)	10,249
6	Philco TV Playhouse (NBC)	9,688
7	You Bet Your Life (NBC)	9,670
8	Dragnet (NBC)	9,523
9	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	9,448
10	All Star Revue (NBC)	9,274

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	71.3
2	Arthur Godfrey's Scouts (CBS)	55.9
3	Academy Award Ceremony (NBC)	53.9
4	Arthur Godfrey & Friends (CBS) (Liggett & Myers)	53.4
5	Colgate Comedy Hour (NBC)	53.1
6	Texaco Star Theatre (NBC)	52.1
7	Dragnet (NBC)	50.7
8	Philco TV Playhouse (NBC)	48.8
9	You Bet Your Life (NBC)	45.4
10	Red Buttons (CBS)	45.1

Copyright 1953 by A. C. Nielsen Company

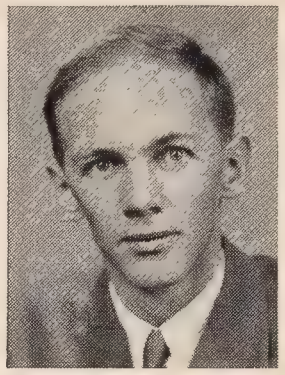
NCS Reports 35 Subscribers

NIELSEN Coverage Service reports subscriptions by 35 radio-TV stations in the past 30 days, A. C. Nielsen, president, has announced. The breakdown comprises affiliates of all networks and independents, including many high power outlets, he said.

ARB EXPANDS TV TO 35 U. S. CITIES

REGULAR audience reports in 35 TV cities are planned by American Research Bureau, Washington, James W. Seiler, director, said last week. The reports will employ ARB's regular diary technique to cover the entire broadcast week, supplying quarter-hour ratings, sets-in-use, audience composition and cumulative ratings, Mr. Seiler said.

Three new cities already added bring the present total to 16 markets, 14 reported monthly. They are Atlanta, Galveston-Houston and Salt Lake City, Mr. Seiler disclosed. He said the firm's record of more than 200 regular clients make possible the expansion and that "only moderate" price increases will be charged these clients who add the new reports.



Mr. Seiler

Not only will clients receive reports from the 35 cities, but also will receive individual city ratings on network programs on the same base and time period as ARB's present TV-National reports which Mr. Seiler says measure viewing within a 150-mile radius of all U. S. TV transmitters. Some, but not all, reports on the new cities will be published monthly, he said.

CBS, NBC Top Trendex

CBS-TV's *I Love Lucy* again headed the Trendex list of top 10 evening network sponsored programs on television for the week of April 1-7, issued last week by Trendex Inc., N. Y. Full list follows:

Rank	Programs	%
1	I Love Lucy (CBS)	63.5
2	Talent Scouts (CBS)	49.7
3	Godfrey's Friends (CBS)	46.5
4	Dragnet (NBC)	39.1
5	You Bet Your Life (NBC)	38.9
6	Red Buttons (CBS)	37.1
7	Star Theatre (Berle) (NBC)	35.2
8	Fireside Theatre (NBC)	33.0
9	This Is Your Life (NBC)	30.3
10	Strike It Rich (CBS)	30.1

NOTE: Ratings are based on the one live broadcast during the week April 1-7.

TABLE II

LEADING RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR FEBRUARY 1953

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 34,693
Apparel, Footwear & Accessories	Seeman Brothers	36,822
Automotive, Auto Access. & Equipment	Willys-Overland Motors	85,044
Beer, Wine & Liquor	Wine Corp. of America	66,350
Building Materials	Johns-Manville Corp.	64,984
Confectionery & Soft Drinks	William Wrigley Jr. Co.	129,308
Consumer Services	Electric Cos. Advertising Program	64,278
Drugs & Remedies	Miles Labs.	547,240
Food & Food Products	General Foods Corp.	573,475
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	93,649
Horticulture	Ferry Morse Seed Co.	5,537
Household Equipment, Appliances & Supplies	Philco Corp.	112,104
Household Furnishings	Owens-Corning Fiberglas Corp.	54,743
Industrial Materials	U. S. Steel Corp.	99,144
Insurance	Prudential Insurance Co. of America	66,325
Jewelry, Optical Goods & Cameras	Gruen Watch Co.	48,132
Office Equipment, Stationery & Writing Supplies	Hall Brothers	66,580
Publishing & Media	First Church of Christ Scientist	15,240
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	63,437
Retail Stores & Direct by Mail	Dr. Hiss Shoe Stores	1,236
Smoking Materials	Liggett & Myers Tobacco Co.	370,879
Soaps, Cleansers & Polishes	Procter & Gamble Co.	600,875
Toilet Goods & Toiletries	Procter & Gamble Co.	447,961
Transportation, Travel & Resorts	Assn. of American Railroads	63,196
Miscellaneous	American Federation of Labor	92,081

TABLE III

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR FEBRUARY 1953, COMPARED TO SAME PERIOD 1952

	Feb. 1953	Jan.-Feb. 1953	Feb. 1952	Jan.-Feb. 1952
Agriculture & Farming	$ 100,726	$ 208,043	$ 60,039	$ 120,026
Apparel, Footwear & Access.	73,479	156,184	23,405	46,810
Automotive, Auto. Access. & Equip.	396,532	994,639	275,547	682,155
Beer, Wine & Liquor	135,901	217,150	187,498	385,766
Bldg. Materials, Equip. & Fixtures	64,984	136,634	65,670	138,346
Confectionery & Soft Drinks	230,149	476,869	541,366	1,088,496
Consumer Services	193,784	406,923	173,445	400,195
Drugs & Remedies	1,696,375	3,478,668	1,766,049	3,658,742
Food & Food Products	2,947,201	6,211,360	2,283,238	6,691,416
Gasoline, Lubricants & Other Fuels	409,200	854,738	446,579	921,087
Horticulture	5,834	7,022	11,034	11,034
Household Equipment & Supplies	556,721	1,196,917	329,887	681,409
Household Furnishings	186,887	390,479	97,280	206,642
Industrial Materials	148,693	297,130	203,005	419,408
Insurance	147,156	305,014	295,484	585,412
Jewelry, Optical Goods & Cameras	78,907	157,807	91,680	183,060
Office Equip., Stationery & Writing Supplies	66,580	133,160	65,984	147,109
Political	.....	.....	704	704
Publishing & Media	15,240	31,302	72,737	133,887
Radios, TV Sets, Phonographs, Musical Instruments & Access.	179,082	461,106	121,017	227,793
Retail Stores & Direct by Mail	1,236	2,472	1,338	2,286
Smoking Materials	1,291,200	2,586,389	1,589,023	3,359,460
Soaps, Cleansers & Polishes	1,117,722	2,309,449	1,450,529	3,008,648
Toiletries & Toilet Goods	2,149,903	4,579,614	1,925,181	4,025,584
Transportation, Hotels & Resorts	63,196	126,392	91,312	182,624
Miscellaneous	403,162	812,564	389,917	754,399
TOTALS:	$12,659,810	$26,537,525	$13,560,948	$28,062,498

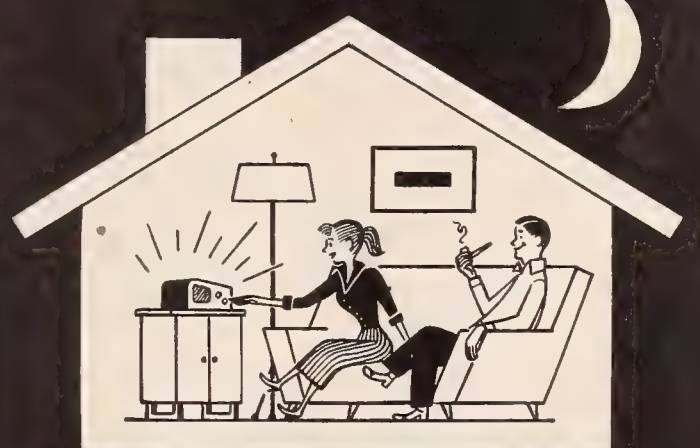
Source: Publishers Information Bureau

JUST RELEASED! In newest market research, A. C. Nielsen Company Says:

WKY Now Serves 340,060 Families in Daytime



WKY Now Serves 281,280 Families at Nighttime



Newest WKY station coverage data just released by A. C. Nielsen Company Marketing Research, Chicago

Depth of Coverage	No. of Counties	WEEKLY WKY CIRCULATION Daytime	Nighttime	Total Homes in Area	Radio Homes in Area
75-100%	30	262,190	226,870	296,200	290,940
50-100%	42	312,210	265,200	386,300	379,370
25-100%	61	337,990	281,280	495,900	486,060
10-100%	68	340,060	281,280	513,100	503,090

There are 665,620 Radio Homes in Oklahoma . . . Yes, only 2.2% less than All Oklahoma Homes have at least one set! All facts add up to this:

WKY IS THE DOMINANT RADIO ADVERTISING MEDIUM IN OKLAHOMA!

NIELSEN COVERAGE SERVICE

COPYRIGHT A. C. NIELSEN CO., JAN. 1953

WKY RADIO

930 ON YOUR DIAL NBC

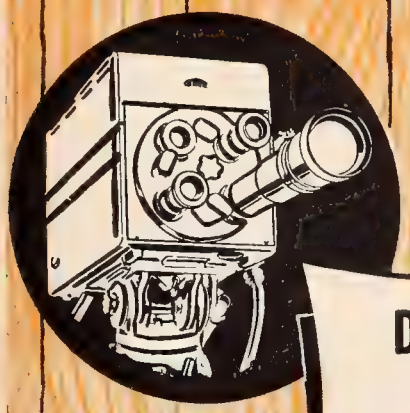
Affiliated with WKY-TV
THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN
Oklahoma City, Okla.
See The Katz Agency

Another

DU MONT

Station

TELEVISION BROADCASTING EQUIPMENT



ON SCHEDULE

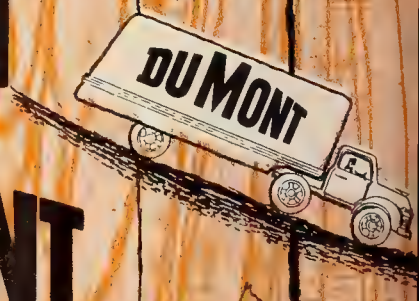
DESTINATION:

KCJB-TV

MINOT, N.D.

NORTH DAKOTA
BROADCASTING COMPANY, INC.





Television has come to Minot, North Dakota with the delivery of a Du Mont 500 watt Acorn Transmitter. KCJB-TV is now transmitting on Channel 13 in this area.

Du Mont is proud to have been selected as supplier of this equipment. KCJB-TV now joins the ranks of the television stations that know the meaning of "First with The Finest in Television".

RUSH

DU MONT

TELEVISION TRANSMITTER DIVISION
Allen B. Du Mont Laboratories, Inc.
1500 Main Avenue, Clifton, N. J.

TV VIEWING *became a habit...*

now it's

KCJB-TV

CHANNEL 13

IN MINOT N.D.



Here's a brand-new market awaiting your sales message. Here is virgin television territory — *already in the television-viewing habit.*

Prior to going on the air, North Dakota Broadcasting Co., Inc., operated a closed-circuit television system on a subscription basis. This formed the TV-viewing habit that sparked immediate public demand for this newest medium.

Now KCJB-TV is on the air — ready to carry your messages to this rich area on the banks of the Mouse River . . .



KCJB-TV

North Dakota Broadcasting Co., Inc.
Minot, North Dakota

Pres., Gen. Mgr. — John W. Boler
Vice Pres. in Charge of Sales — Wm. L. Hurley
Represented by Weed Television

HERE'S YOUR MARKET

Population 129,445

	Number	1952 Retail Sales
Food Stores	279	$17,481,000.00
Eating and Drinking Places	324	9,034,000.00
General Merchandise	53	8,704,000.00
Apparel Group	55	4,286,000.00
Automotive Group	89	16,203,000.00
Gasoline Service Stations	178	5,484,000.00
Lumber and Hardware	248	24,374,000.00
Drug Stores	42	2,576,000.00

Film Sales

NBC Film Div., New York, has sold *The Visitor* to **WTVU-TV** Scranton, Pa., and **WTVP (TV)** Decatur, Ill. The series now is running on NBC-TV under its original title, *The Doctor.*

Recent sales of other NBC film properties have boosted the total number of markets of the Douglas Fairbanks series to 60; *Dangerous Assignment,* 96; *Lilli Palmer Show,* 16; *Hopalong Cassidy,* 86, and *The Life of Riley,* 17.

* * *

United Television Programs announced last week the sale of four different half-hour program series, amounting to a $26,000 film package, to WBRC-TV Birmingham. The sale consists of 52 *Royal Playhouse,* 39 *Dick Tracy,* 13 *Hollywood Off-Beat* and 26 *Hank McCune* shows.

Distribution

Louis Weiss & Co., Los Angeles, has signed contracts to distribute a series of 52 quarter-hour TV programs, *The Adventures of Daniel Boone.*

* * *

Southland TV Film Distributors, Hollywood, has been formed by **Charles Weintraub,** president of Quality Films, that city, and **David** and **William Bresler,** owners of Bresler Ice Cream Co., Chicago, to distribute motion pictures to TV. The firm is headquartered at 1680 Vine St. with **William Bresler** in charge.

* * *

Larry De Soto, Hollywood TV film producer, has formed **Larry De Soto & Assoc.** at 177 S. Beverly Drive, Beverly Hills, to produce, distribute and package TV film series. Telephone is Crestview 5-4451.

Film People

Mickey Dubin has been named general sales manager of **Robert Lawrence Productions,** New York, in line with a program of "expanded services to clients." Mr. Dubin has been vice president of the Paul J. Fennell Co., Hollywood.

* * *

Bob Brahem, sales executive with United Artists Television Corp., New York, to **Screen Gems,** also New York, in sales capacity.

* * *

Jo Dine, public relations director, **Ziv Television Programs Inc.,** father of a son, John, born April 5.

SOARING TV COSTS CITED TO ASCAP

Television broadcasters, conferring with the music group on a new licensing agreement, have been told to show that costs have risen more proportionately than their revenue. Such an explanation is seen as painstaking and requiring much time.

TELEVISION broadcasters, who in recent months have had to answer questions from advertisers about the rising costs of television, now find themselves on the asking end of the same question in their negotiations with ASCAP for a renewal of the blanket licenses for the telecasting of ASCAP music which expire the end of this year [B•T, March 9].

Main question confronting the negotiators, who held their second meeting Wednesday, was said to be, "How much is too much money?" and there was little optimism that the final answer would be forthcoming until many more meetings have been held.

The group representing TV networks and stations which now have blanket licenses from ASCAP is stressing the fact that under the present "radio plus 10%" formula ASCAP's revenue from television has risen "fantastically" since 1949, when the original TV license contract was negotiated. The four TV networks are now paying ASCAP each year three times as much as the combined payments of the four nationwide radio networks, it was asserted.

Maintaining that such a condition is completely unreasonable, the broadcaster representatives are asking for a drastic reduction in the ASCAP blanket license fees.

To counter convincingly the ASCAP reply that fees would not have risen so sharply if the revenue of the TV broadcasters had not shot up just as fast, the TV negotiators will have to demonstrate that their costs of operation have increased even more rapidly. "We can do it," one of them said, "but it will take a lot of detailed explanations and that's going to take a lot of time."

At last Wednesday's meeting, the TV broadcasters were represented by Omar Elder, ABC; W. Spencer Harrison and Louis Stone, CBS-TV; Donald H. McGannon, DuMont; Joseph A. McDonald, Thomas Belviso, and Howard Monderer. Representing ASCAP were Herman Finkelstein, Jules Collins, Richard Murray, and George Hoffman.

Ziv Radio Programs Find New Sponsors in Unions

USE by labor unions of entertainment radio programs to foster public relations was noted last week by Alvin W. Unger, vice president in charge of sales for Frederic W. Ziv Co.

Mr. Unger said several labor unions have bought Ziv radio programs designed as entertainment rather than "straight public service." Unions are using the programs, he continued, to make "frank appeals for new members and also to present the history and philosophy of labor unionism."

The trend apparently started, Mr. Unger said, with sponsorship of *Freedom, U. S. A.,* starring Tyrone Power, by Local 815, International Brotherhood of Teamsters, New York, beginning in late March. Since then, he added, Ziv's *I Was a Communist for the FBI* has been purchased by the AFL combined unions in Minneapolis; the Vigo County Bldg. & Construction Trades Council (AFL), Terre Haute, Ind., and UAW-CIO Local 113, Muskegon, Mich.

AP RADIO MEMBERS GAIN 59 in '52

AP General Manager Starzel also credits an increase in "day-by-day news cooperation" by stations. Total radio membership for 1952 was 1,185.

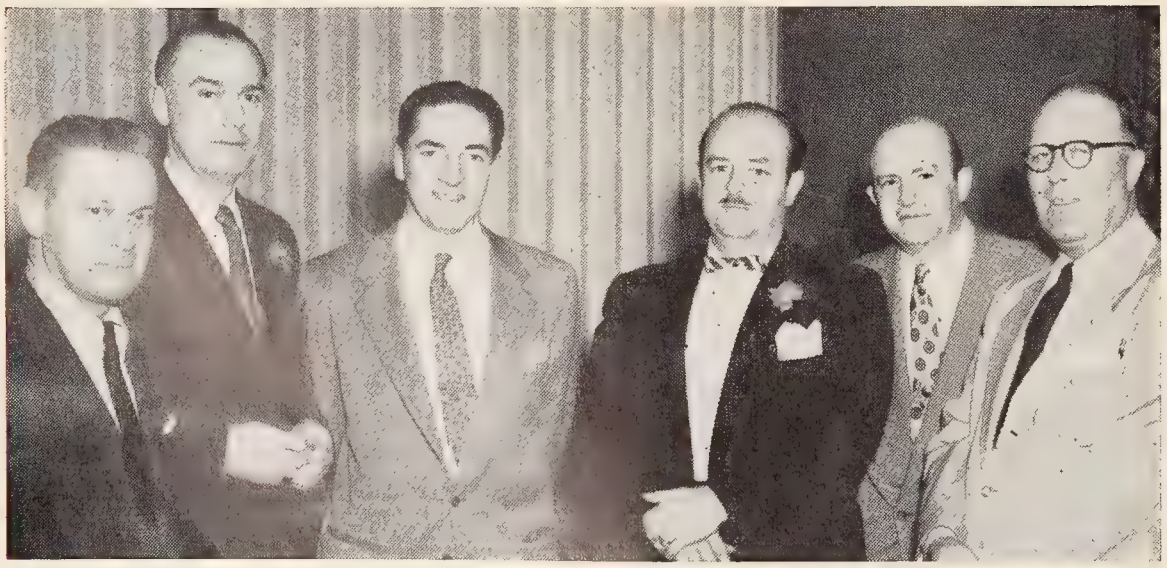
RADIO membership of AP rose to a total of 1,185 stations, a net gain of 59, during 1952, AP General Manager Frank J. Starzel said last week in his annual report, which also called attention to TV's "heavy impact" on sports and credited it directly with "heightened interest" in boxing.

"But progress was represented not alone by the increased number of associate member stations," he said. "It appeared also in the constructive approach by more and more stations toward day-by-day news cooperation."

580 Supply News

Some 580 radio members now supply news to AP on a regular or frequent basis, Mr. Starzel reported, adding that "many of that number are in 263 localities in which there are no newspaper members." KWIK Pocatello, he noted, was the "champion" with 816 stories contributed to the news report during the year.

The report underscored "the manner in which [station members] took group action on a plan to utilize to the fullest advantages of membership." The AP Radio Member Committee was formed in September as the nucleus of a larger committee, with expectations for "increasing benefits for all AP members through continuing study by the committee and the constant inter-



SPECIAL preview in Omaha of the *March of Time* TV film, "Omaha—Rail Metropolis on the Plains," is attended by, among others, representatives of the sponsoring Miller Brewing Co., *March of Time* and WOW-TV, which carries program locally. They are (l to r): William R. Brennan, *March of Time* sales representative; Frank Fogarty, WOW-TV general manager; George Gill, radio-TV director, Miller Brewing; Lyle DeMoss, station assistant general manager Charles E. Bentz, sales representative for Miller Brewing, and D. H. Clow, Omaha Beverage Co., which is a Miller Beer distributor.

ANOTHER FEATHER
in the Chief's bonnet...



BRAVES BASEBALL
on
WEMP

Five years ago, WEMP became a top-flight, full-time independent radio station with 24 hours of music, news and sports.

On WEMP, the disc-jockey personality, the real air salesman, came into his own with names like "Coffeehead" Larsen, Robb Thomas, Bill Bramhall, Tom Shanahan, Joe Dorsey and Chuck Phillips. A four-man round-the-clock news staff, headed by Don O'Connor, was set up to provide the latest local news, FIRST.

Ten years of Brewer baseball became the springboard for play-by-play coverage by Earl Gillespie of Marquette University Football, University of Wisconsin and Milwaukee Hawks basketball.

Milwaukee found MOST of the things it wanted MOST of the time on WEMP—and responded overwhelmingly. Advertisers, local and national, seeking larger, more constant ratings, found up to twice the audience of net stations on WEMP per dollar spent.

WEMP became the number one Milwaukee radio buy. All departments were expanded with greater emphasis placed on public service and community affairs. More powerful FM service and extensive TV preparations followed.

These efforts won recognition in 1952 when WEMP was named to broadcast all Green Bay Packers games with Earl Gillespie feeding a 38-station network.

Now, the Miller Brewing Company has selected WEMP's Earl Gillespie to broadcast all the Braves' baseball games, again feeding a state network.

As the past blends with the future, it's clear that in Milwaukee more people listen to . . . more advertisers buy . . .

WEMP
DIAL 1340
WEMP-FM
93.3 MG



MILWAUKEE

HEADLEY-REED
National Representatives

change of ideas between the entire membership and AP management."

The Presidential campaign dominated AP radio news "and was marked by several innovations," Mr. Starzel noted. He cited the quarter-hour *Political Microscope* telescript, transmitted weekly until after the election and supplemented with a five-minute nightly political roundup, plus use of the regular features, *In the Background* and *Behind the World News*, to present special political features.

Another highlight, he said, was publication of the AP Radio News Style Book, by Andrew C. Lang.

Most widely used scripts, a survey showed, are sports features, women's features, and farm features, in that order.

Domestic newspaper membership dropped from 1,733 to 1,725, though there was a net gain of two leased wire members. Newspaper membership breakdown showed 885 afternoon, 302 morning, and 428 Sunday leased wire newspapers; 36 afternoon and one morning pony members, and 73 tri-weeklies, semi-weeklies, and weeklies. Outside the U. S., the number of radio stations, newspapers and other publications taking AP news and newsphoto services totaled 3,138 at the end of the year.

Gleeson Gets Vice President Post With UBS Tape Network

WILLIAM L. GLEESON, president of the Broadcasting Corp. of America (KPRO Riverside, KREO Indio, KYOR Blythe, KROP Brawley, Calif.), under trusteeship in bankruptcy, and head of the Riverside advertising agency bearing his name, has been elected western division vice president of the Universal Broadcasting System, Boston, new tape network.

Richard Colton, UBS president, in announcing the appointment Thursday, said the new network plans to obtain about 500 affiliates over a two-year program. He said negotiations now are in process with about half that number of U. S. and Canadian stations, and that UBS expects to sign a large part of them at the NARTB convention.

UBS will establish West Coast studios and executive offices in Los Angeles, Mr. Colton said. Mr. Gleeson also will continue to maintain a Riverside office.

Mr. Colton said affiliate stations, under present plans, will be sent individual copies of the taped broadcasts, and added that UBS has a current backlog of programming for this summer assuring daily broadcasting for a total of about 15 hours a week. The programming will accent "all music, from symphony to hillbilly, and certain sports features," he said. He said affiliates are being encouraged to submit tapes of their own programs for possible use by UBS.

UBS headquarters at the NARTB convention will be at Suite 822 of the Clark Hotel, near by the Biltmore Hotel, Mr. Colton said.

H. A. Earnshaw Dies

FUNERAL SERVICES were held last Thursday in Glendale, Calif., for Harry Alfred Earnshaw, 74, retired Hollywood radio producer-writer, who died last Tuesday. As a partner in Earnshaw-Young Productions, Hollywood, he created *Chandu the Magician* and *Black and Blue* on the Don Lee Network in the 1930's Surviving are his wife, Vena, two sons, Harry and Fenton, both Hollywood radio-TV writers, and a daughter.

NEW GROUP FORMED TO COMBAT 'DEALS' AND ASSURE USE OF STANDARD RATES

Todd Storz and other members of KOWH intend to give impetus to an organization whose seal will tell the time chiselers, along with the legitimate buyers, that radio station members intend to abide by rate cards, without exception.

AMID growing reports of under-the-table deals in summer radio timebuying, a new association was formed last week to improve radio's business ethics and restore advertiser confidence in rate cards.

Member stations of the association will guarantee to do business only at published card rates and will submit copies of all contracts to the association for inspection which is intended to make sure they are respecting their guarantee.

The new organization is the American Radio Assn. It has been incorporated as a non-profit business in Omaha, Neb. The organizer is Todd Storz, general manager of KOWH Omaha.

Here's the way it will operate:

To be eligible for membership, radio stations must submit all rate quotations to the association and then provide the association with a copy of every contract it writes with a client. Station members will in turn be provided with a seal identifying them as members of the American Radio Assn. The seal may be displayed on rate cards, stationery, promotional material and advertisements.

Mr. Storz pointed out that advertisers and agencies will soon come to recognize the seal as the mark of a station that insisted on selling time only at published rates.

"It is not the purpose of this organization to 'convert' stations from bad to good habits," said Mr. Storz. "Rather than that, we want an association of stations already selling time only at their published rates.

"If the organization works as we hope it will, it will no longer be necessary for stations that become members to spend hours saying 'no' to advertisers and agencies asking for 'deals'. When they see that a station is a member of the association, they won't even ask for 'deals'."

The new association, which becomes operative May 1, has established a dues schedule for membership based on one-half of the station's daytime one-minute spot rate per month. The dues are intended only to defray the necessary overhead. In keeping with the non-profit nature of the organization, the books will be audited after one year of operation and the balance of funds on hand refunded on a proportionate basis to dues-paying stations.

The American Radio Assn.'s first officers and directors are all executives of KOWH Omaha. It is their plan, however, that an election of new officers and directors be held next November. At that election KOWH representatives will decline nominations and, in effect, turn the organizaion over to new leaders chosen by the membership.

"Our idea is simply to get the association organized," Mr. Storz told B•T last week. "By next November I hope several responsible people in the industry will have signified their interest in this association and that the members will elect them as officers and directors."

The founders hold the following offices: Mr. Storz, president and treasurer; Virgil Sharpe (KOWH program director), vice president and secretary. Messrs. Storz and Sharpe and G. William Armstrong (KOWH promotion manager) composes the board of directors.

In telling B•T last week of his plans, Mr. Storz emphasized that the association would have nothing whatever to do with fixing rates. Member stations will retain absolute independence and authority to make their own rates and change them at will.

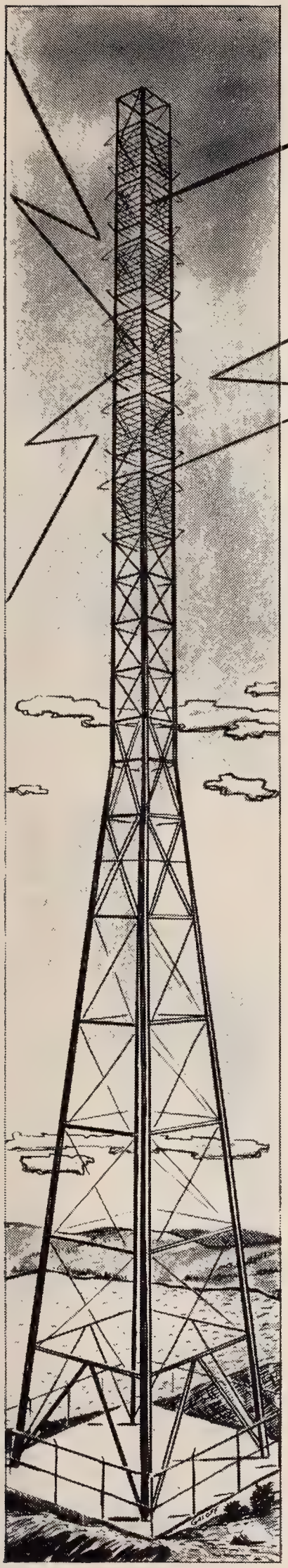
"As members of the association," he said, "they agree only that they will sell time at their published rates. It makes no difference what those published rates happen to be."

The purpose of requiring stations to submit copies of all contracts with clients, Mr. Storz explained, was to make certain that members were abiding by these conditions. The association will make spot checks of such contracts. If discrepancies are found between contract terms and rate cards, stations will be faced with loss of membership and hence loss of the identifying seal.

"I have every reason to believe that the association will be successful and that advertisers and agencies will have a real respect for the association seal," Mr. Storz said.



OFFICERS of the Alabama Associated Press Broadcasters Assn., shown after the group's annual meeting, are (l to r): Leroy Simms, AP correspondent at Birmingham, secretary; Curtis Liles, manager, WMLS Sylacauga, retiring president; Julian Smith, manager, WAGF Dothan, elected president, and Elmer Salter, manager, WAUD Auburn, vice president.



Sell More On 4 with KRON-TV's SUPER SIGNAL

NOW you can be sure of reaching the largest group of consumers in the rich Northern California market over Channel 4. Now you can take advantage of KRON-TV's 4-POINT SUPERIORITY.

- HIGHEST ANTENNA in the San Francisco-Oakland Bay Area, with effective transmitting height of 1441 feet, gives you maximum clearance of local obstructions.
- HIGHEST POWER allowed by law for Channel 4 gives you added thousands to see and hear your sales message. Viewers as far away as 200 miles report fine reception.
- LOW FREQUENCY on Channel 4 gives you a more efficient wave length and more effective coverage over a wider area.
- GREATER DEPENDABILITY. Your advertising benefits from the unmatched protection of a double antenna system and an automatic standby generator to insure against telecast failure.

Add it all up and the answer is: You get better coverage... more complete coverage...more dependable coverage in Northern California on Channel 4. Take advantage of KRON-TV's 4-POINT SUPERIORITY for

SUPER SALES from a SUPER-SIGNAL

FREE & PETERS
National Representatives

KRON TV 4
SAN FRANCISCO

NARTB CONVENTION PREPARATION HEADS INTO HOME STRETCH

Advance registration for NARTB's April 28-May 1 meeting reaches 1,300. High interest and attendance expected in technical and equipment phases. Special events and award to RCA Board Chairman Sarnoff, as well as a number of business sessions and tours, round out agenda.

NARTB last week wound up final details of the convention-week proceedings that start Tuesday, April 28, at the Biltmore Hotel, Los Angeles. With the industry's annual meeting just a week away, advance registration has reached 1,300. The figure is close to the normal registration at this time despite the West Coast locale.

In many respects the convention promises to set new standards, particularly in technical and equipment phases (all equipment story in feature section). Display space booked for exhibits indicates the largest industry representation in the association's history.

The seventh annual Engineering Conference, opening April 29 in Burdette Hall, across the street from the Biltmore, appears likely to draw record attendance, according to Neal McNaughten, NARTB Engineering Dept. manager, judging by advance registrations.

A feature of the Engineering Conference will be a Thursday afternoon symposium titled "Low Budget TV Operations," with James L. Middlebrooks, KING-TV Seattle, as moderator, Three operators familiar with the economic and engineering problems of smaller TV stations will take part in this panel. They are Leroy E. Kilpatrick, WSAZ-TV Huntington, W. Va.; Joseph Herold, KBTV (TV) Denver, and Orrin Towner, WHAS-TV Louisville.

Mr. McNaughten will wrap up the subject of new TV developments just prior to the panel. These include electronic recording of TV, transistors, flying-spot film scanners, improved lenses, three-dimension pictures and automatic station operation. FCC Comr. George E. Sterling will explain the Conelrad station silencing program that goes into effect May 15.

Clair R. McCollough, president of the Steinman Stations and chairman of the 1953 NARTB Convention Committee, will preside when formal sessions open on the morning of the 29th. He will introduce Brig. Gen. David Sarnoff, who will deliver the keynote address and then be presented with NARTB's First Annual Keynoter Award.

Special Events Set

A number of special events are scheduled ahead of the convention. They include the annual NARTB Golf Tournament Monday the 27th for the B•T trophy; Radio Pioneers dinner at the Los Angeles' Statler, Monday evening; meetings of convention panel groups, Monday; luncheon of NBC radio affiliates, Tuesday [B•T, April 13] and luncheon of state association presidents; other network gatherings Tuesday; engineering Conference reception, Wednesday; annual industry banquet, Thursday, Hollywood Palladium; luncheon for engineers and delegates Friday noon at Farmers Market, Hollywood, followed by open house at network Hollywood studios; inspection of Mt. Wilson "antenna farm" Saturday noon.

Four business events are scheduled Tuesday prior to the formal Wednesday opening. They include a TV membership business meeting and election of four TV board members, 10 a.m.; FM Workshop, at the same time; Broadcast Advertising Bureau's annual broadcast advertising meeting, 2 p.m.; All-Industry Affiliates Committee, 4 p.m.

Membership of the FM Workshop panel has been announced by Mr. McCollough as follows: Frances Knight, WORX (FM) Madison, Ind., local news; Paul Bartlett, KRFM (FM) Fresno, Calif., good music; Walter J. Brown, WDXY (FM) Spartanburg, S. C., sports broadcasting; George J. Volger, KWPC (FM) Muscatine, Ia., local events; Ben Strouse, WWDC-FM Washington, popular music and transitcasting; Hugh Boice Jr., WEMP-FM Milwaukee, popular music and storecasting; John H. Smith Jr., NARTB staff representative. A roundtable will follow.

The Wednesday management agenda includes, besides the keynote speech of Gen. Sarnoff, an address by NARTB President Harold E. Fellows, at noon; Five Cities Report, a scientific analysis of radio and TV station operating problems based on actual field studies, in the afternoon.

Thursday's management agenda includes an address by Thad H. Brown Jr., NARTB TV vice president; panel discussion on uhf; panel discussion on films and TV; luncheon address by the FCC Chairman and Voice of Democracy special feature; afternoon general session on small market TV, followed by workshops on labor, radio programs, radio merchandising, and sports and public events.

A half-day management program is scheduled Friday, opening with award of certificates in connection with the membership campaign; FCC panel discussion including Chairman Paul A. Walker and Comrs. Robert T. Bartley and George E. Sterling; Television Code report by members of the TV-Code Review Board; annual business meeting; noon adjournment.

Radio-TV Income May Reach $1.7 Billion in Few Years

COMBINED income of radio and television broadcast media will reach about $1.7 billion within a few years, one-fourth of the total advertising budget of the nation, according to Richard P. Doherty, NARTB vice president.

The two electronic media "are going to be the most effective means of overcoming today's and tomorrow's consumer resistance," he said, in an address Wednesday to the Worcester (Mass.) Ad Club.

Mr. Doherty estimated $1 billion of the $1.7 billion broadcast total will be TV revenue, profitably supporting at least 600 TV stations and four national TV networks. "The advertising man who forgets radio and resists television will soon be relegated to the case histories of yesteryear's success stories," he added.

The American economy has already entered into a buyer's market with slowly declining prices, according to Mr. Doherty. "An increase in total advertising expenditures and the more effective use of these advertising dollars are needed if American producers and merchants are to move more goods into consumer hands," he said. Greater sales volume at lower per-unit profit margins will be the key to business success in the year or two ahead. Advertising is the prime force which will accomplish this result."

NARTB Golf Tournament

ANNUAL NARTB golf tournament for the B•T silver trophies is scheduled Monday, April 28, with prizes for low gross and net scores. The tournament will be held at Wilshire Country Club, 301 N. Rossmore Ave., Los Angeles. Buses will leave the Biltmore Hotel at 9:15 a.m., with play starting at 10 a.m. Entries may be sent to Maury Long, B•T business manager, or to any B•T bureau.

Nixon to Speak at Dinner Of ANPA's Bureau of Adv.

FEATURED speaker at the 40th anniversary dinner of the American Newspaper Publishers Assn.'s Bureau of Advertising, to be held Thursday in New York as the closing event of ANPA convention week, will be Vice President Richard M. Nixon, according to Richard W. Slocum of the *Philadelphia Bulletin* (WCAU-AM-FM-TV), co-chairman of the dinner committee. Serving with Mr. Slocum is Maj. Gen. Julius Ochs Adler, *New York Times* (WQXR-AM-FM).

The ANPA convention begins Tuesday morning and will be held at the Waldorf-Astoria Hotel. Tuesday's agenda calls for various sessions according to newspaper size, while general sessions will be held Wednesday morning and the Bureau of Advertising program will be presented Wednesday afternoon. ANPA elections are slated Thursday morning.

Main feature of the Bureau of Advertising's program will be a "Publisher's Advertising Clinic" on Wednesday afternoon, at which Stuart M. Chambers of the *St. Louis Post-Dispatch* (KSD-AM-TV) and Harold S. Barnes, Bureau director, will speak.

Annual meetings of the AP, UP, and INS will be held in New York in conjunction with the ANPA convention.

RADIO RECOVERS FROM TV—SWEENEY

RADIO'S recovery from the inroads of television in most cities presages the brightest business year in sound broadcasting history, Kevin B. Sweeney, vice president of BAB, said in talks last week.

In different speeches before the Assn. of Advertising Agencies in Oklahoma City and at a meeting of major advertisers in the area last Monday, he declared that radio stations in Los Angeles and New York "are still prospering with many reporting their highest billings in history."

He stressed that this growth is continuing although there has been "maximum TV competition" over the past five years, since each city has seven TV outlets.

Acknowledging that TV cuts into the circulation of all media, Mr. Sweeney insisted that radio executives should be concerned with the question of "how soon can the circulation be regained," and added:

"Radio is fast regaining its nighttime circulation and has never lost any of its daytime circulation."

He cited radio's "plain pipe rack operation with no frills, just lots of circulation at low cost" as the reason advertisers were turning to radio in major TV markets. He called this "relatively low operating cost the best guarantee that radio will survive any dip in business better than competitive media."



Presenting . . .

TULSA'S NO. 1

"Woman of the Air"

Elizabeth Dikeman

- SHE SERVES . .
- SHE SELLS!

Elizabeth Dikeman's

"WOMEN are WONDERS"

Now at a NEW TIME

3:30-3:45 PM—Mon. thru Fri.

Has become a "Clearing House of the Air" for Women's Civic and Cultural Activities in Tulsa and Northeastern OKLAHOMA

PUBLIC INTEREST presented in the INTERESTING Manner.

★ Mrs. Dikeman Recently Was Honored by Her Selection to Represent Women of the Radio Industry in the ALTRUSA CLUB, International Organization of Outstanding Business and Professional Women. She Was Chosen President of the Newly-Organized Altrusa Club in Tulsa.

- ONE OF THE AIR PERSONALITIES WHO MAKE **KTUL** The "VOICE" THAT *SELLS MOST for MORE* TULSA MERCHANTS than ANY OTHER NETWORK RADIO STATION.
- ASK YOUR NEAREST AVERY-KNODEL, Inc. OFFICE

The AUDIENCE ~~ACTION~~ STATION

KTUL TULSA

CBS *Radio* in Northeast Oklahoma

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

IAAB ADOPTS FIVE-POINT PROGRAM TO COMBAT SUPPRESSION OF SPEECH

Inter-American Assn. of Broadcasters, holding biennial assembly at San Juan, Puerto Rico, acts to protect rights of broadcasters in a series of resolutions.

FIVE-POINT program to combat aggressively any infringement on freedom of expression in the Americas was adopted last week by the Inter-American Assn. of Broadcasters, holding its biennial general assembly at San Juan, Puerto Rico.

In a series of resolutions, IAAB took direct action to protect basic rights of broadcasters. The association first resolved to take the following steps in any case involving aggression or suppression of freedom of information:

1—Radio association of the country will attempt to correct the situation.

2—If that fails, IAAB will act.

3—The Panama Radio-Press Doctrine will be invoked.

4—An appeal will be taken to the Organization of Latin American States, in Washington.

5—Finally, an appeal will be taken to the United Nations.

In other resolutions IAAB:

Decided to abide by principles and standards of Export Advertising Assn. maintaining rate cards and ethical practices. It was requested that agencies and advertisers do likewise.

Accorded NARTB the right to designate a person to represent the association in the council of the UN.

Granted the new president of IAAB, Emilio Azcarraga, authority to appoint three radio members (one each from the U. S. A., Canada and Chile) to serve with three press members of Inter-American Press Assn. as a committee of six to enforce the Panama Doctrine of freedom of expression.

Decided to support IAPA's implementation of the Panama Doctrine in its stand against the situation in Colombia.

Advocated allocation of permanent time periods to educational programming as a means of meeting government interference.

Adopted a resolution proposed by Malcolm Neill, of Canada (past president of Canadian Assn. of Broadcasters and operator of CFNB Fredericton, N. B.). It resolved that IAAB act to establish in all countries the fundamental thesis that broadcasting is publishing and should be accorded equal rights with all other media.

Urged expansion of information interchange between radio lawyers through creation of a legal branch of IAAB.

Resolved that countries not having radio regulatory laws should take steps to enact them.

Resolved not to accept propaganda from any government that does not endorse freedom of information; not to accept any propaganda from any source that supports ideology against freedom of information; not to accept programs of any radio station or system if contents oppose private broadcasting.

A vote of appreciation was extended NARTB and its delegate, Gilmore Nunn, WLAP Lexington, Ky. Mr. Nunn has served six years since IAAB was formed. NARTB was lauded for its moral and financial support, and particularly for its successful efforts to bring about lifting of NPA bans that blocked shipments of equipment to Latin American nations.

Mr. Neill told the conference IAAB could "render the utmost assistance to the Canadian situation, whereby the government exercise controls over all program material, by having it establish in each of the respective countries that broadcasting is 'publishing' news and 'must' have the same freedom as all other publication media."

Goar Mestre, Havana, Cuba, led a panel discussion of TV in Latin America. Fernando Eleta, Panama, said Mr. Mestre's "clear presentation has convinced me to proceed immediately with television."

Melchor Guzman, who is head of his own station representative firm and observer for Export Advertisers Assn., said, "The IAAB has dealt with many vital matters of economic importance on a very high plane. The association has raised the level of morality of rate integrity which will make a profound impression on agencies and advertisers dealing with Latin American broadcasters."

At the organization meeting Jose Ramon Quinones, Puerto Rico, was elected president for the week's sessions. Others elected to serve in official capacity for the week were Mr. Neill, vice president; Mr. Eleta, second vice president; Ricardo Vivado, Chile, third vice president; Felix Muguerza, Uruguay, secretary-general, and Antonio Alfonso, Puerto Rico, assistant secretary.

Mr. Mestre spoke of broadcasting's "enormous contribution to the diffusion of information" and warned that it must never "give up this conquest, inherent to the fundamental rights of men." He said broadcasters can offer this of men." He said:

The principle IAAB is defending can be summed by: "Free enterprise."

List of delegates follows: Balerio Sicco, Uruguay, Paraguay and Bolivia; Mr. Mestre, Cuba; Mr. Eleta, Panama; Mr. Nunn, U. S. A.; Felix Cardona, Victor Saume and Manuel Torrealba, Venezuela; Nestor de Maceda and Dr. Assis de Chateaubriand, Brazil; Boris Eserski and Raul Trabanino, El Salvador; Mr. Vivado, Chile; Mr. Neill, Canada; Eduardo Cavero, Peru; Dr. de la Rosa, Guillermo Salas, Antonio Cabrera and Clemente Martinez, Mexico; Mr. Quinones, Juan Piza, Julia Morales, Rafael Perez Perry, Jose Buitrago, Federico Virella, Alfonso Jiminez Aguayo, Alfredo Ramirez de Arellano, Jose Bechara Jr., Andres Camara, Hector Reichard, Agustin Camunas and Charlie Cordero, all of Puerto Rico; Gonzalo Bueno, UN; Carlos Berkowitch, UNESCO; Angel Ramos, Inter-American Press Assn.

Representing industry: Maury Long, B•T; Ing. J. F. Woodward, Admiral Corp.; R. Herbert Rosen, Audio Master Corp.; John Morrisey, Allen B. DuMont Labs.; Melchor Guzman, A. M. Martinez, Melchor Guzman Co.; Carl Haverlin, BMI; Cal Abraham, Steve Hanagan Assoc.

Officials of IAAB: Dr. Ramon L. Bonachea, Cuba, director general; Mr. Muguersa, director for South America; Mr. Alfonso, assistant secretary general.



DELEGATES at Third General Assembly of Interamerican Assn. of Broadcasters, which met last week at San Juan, Puerto Rico (l to r): C. Seabra, Brazil; Malcolm Neill, Canada; Jose Ramon Quinones, Puerto Rico; Dr. Assis de Chateaubriand, Brazil; Goar Mestre, Cuba; Gilmore Nunn, USA; Fernando Electra, Panama. IAAB urged broadcast protection.

Azcarraga Heads IAAB

EMILIO AZCARRAGA, Mexican delegate, was elected president of Inter-American Assn. of Broadcasters at its biennial assembly last week at San Juan, Puerto Rico. Other officers: Jose Ramon Quinones, WAPA San Juan, first vice president; Ricardo Vivado, Chile, second vice president, and Luis Fernandez, Mexico, secretary general. Next IAAB board meeting will be held in February at Santiago, Chile. The fourth general assembly will be held in 1955, with the site resting among Peru, Cuba and Uruguay.

ASNE WANTS LIFTING OF GOVT. NEWS CURBS

THE NATION'S newspaper editors want restrictions on news sources within the government removed to permit greater access to current happenings, they made clear last week at the annual convention of the American Society of Newspaper Editors.

Meeting Thursday-through-Saturday at the Statler Hotel, Washington, the editors heard talks by members of President Eisenhower's Cabinet along with a major peace address by the President.

As was the case a year ago, ASNE went into the secrecy order clamped on government departments over a year ago by President Truman. Principal discussion on the subject of freedom of information was scheduled Saturday morning. Slated to preside was James S. Pope, *Louisville Courier-Journal* and *Times* (WHAS-AM-TV), chairman of ASNE's Freedom of Information Committee.

Dr. Harold L. Cross, special ASNE counsel and author of *The People's Right to Know,* was scheduled to speak, along with Paul Block Jr., chairman of the Subcommittee on Atomic Information.

Lester Markel, Sunday editor of the *New York Times,* said the International Press Institute, which he founded two years ago under ASNE auspices, was disturbed by Voice of America goodwill broadcasts.

Over 400 editors and publishers took part in the three-day program.



To sell Cosmetics to inland Californians

(AND WESTERN NEVADANS)

Be on the Beeline

Here's a *real* shortcut to beauty — the shortcut to the big, thriving cosmetic market of inland California . . . That shortcut is the Beeline, a five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.* (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market — inland California and western Nevada.



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative

AAAA MEET STARTS THURSDAY IN W. VA.

Advertising's role in upping American living standards will be theme of the advertising agency association's meeting at White Sulphur Springs. Agency executives pepper the speakers' agenda.

ROLE OF advertising in raising America's living standards will be the central theme of the 35th annual meeting of the American Assn. of Advertising Agencies, to be held at The Greenbrier, White Sulphur Springs, W. Va., starting Thursday and continuing through Saturday.

The opening meeting Thursday morning, restricted to members, will be devoted to an executive session for the election of new officers and directors and the reports of the president and treasurer. The newly-elected board of directors will hold its organization meeting in the afternoon.

Reed Address

Keynoting the open session Friday morning will be Vergil D. Reed, vice president of J. Walter Thompson Co., New York, with a talk on "Us Uncultured Americans." He will make the point that culture is more widespread in the U.S. than is generally supposed.

Other speakers on Friday morning will be Marion Harper Jr., president of McCann-Erickson, New York, and vice chairman of the Advertising Research Foundation, on "Let's Call it Search and Research," and Bennett Cerf, publisher and television personality, on "Is American Taste Inclining, Declining, or Reclining?" The AAAA annual dinner, which will be held Friday night, will spotlight an address by John P. Cunningham, executive vice president of Cunningham & Walsh, New York, on "Inside a Miracle." Presiding will be Henry M. Stevens, vice president of J. Walter Thompson Co. and vice chairman of AAAA.

Saturday morning's session will be devoted to a discussion by three agency executives on ways to approach the creation of more effective advertising to help sell Americans a higher standard of living. Speakers will be Walter O'Meara, senior vice president of Lennen & Newell, New York, who will present "an inquiry into the basic values of good copy, and what has become of them" in a talk on "Whatever Happened to Al?"; William D. Tyler, vice president of Leo Burnett Co., Chicago, on "What's so Different About Women?", and John H. Tinker Jr., senior vice president and creative director of McCann-Erickson, New York, on "A New Creative Breed?"

'Let Ike Do It'

The second half of Saturday's session, ending the convention, will explore the responsibility of business people—particularly advertising people—in today's society. Philip L. Graham, publisher of *The Washington Post* (WTOP-AM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.) and recently elected chairman of the board of The Advertising Council, will speak on "Let Ike Do It!" Under-Secretary of Commerce Walter Williams will summarize the discussions of the entire convention in a talk titled "Can We Get America to Live One-Third Better?"

Preceding the convention on Wednesday will be the fourth annual council and chapter governors' day at which governors of the six AAAA sectional councils and 16 chapters will meet in an all-day conference to exchange information on activities. The AAAA golf tournament and other sports activities will be held on Friday afternoon under the direction of Sports Chairman Donald K. Clifford, president of Doherty, Clifford, Steers & Shenfield, New York .

There will be special events for ladies throughout the convention, with Mrs. John P. Cunningham as head of the Ladies Hospitality Committee.

SMPTE Plans Video Studies On April 28 at L. A. Meet

VARIOUS facets of television will be examined April 28 during the five-day semiannual convention of the Society of Motion Picture & Television Engineers starting Monday at the Los Angeles Statler Hotel.

With Earl I. Sponable, technical director of research, 20th Century-Fox Film Corp., New York, as chairman, the morning session will include a tour of CBS Television City where the meeting will be held. Three papers to be read include "Low Cost Versatile Kine Recording Camera," by John H. Battison, National Radio Institute, Washington, D. C.; "Closed Circuit Video Recording for a Fine Music Program," by W. A. Palmer, president of W. A. Palmer Films Inc., San Francisco, and "CBS Television City—Audio and Video Facilities," a combined paper by R. S. O'Brien, R. B. Monroe and P. E. Fish of CBS-TV, New York.

Alex G. Jensen, director of television research, Bell Labs., New York, will preside at the evening session in the Statler Hotel when five papers are to be read and discussed: "Increasing the Efficiency of Television Station Film Operations," by R. A. Isberg, consulting TV engineer, Palo Alto, Calif.; "Fundamental Problems of Subscription TV: The Telemeter System," by Louis N. Ridenour and George W. Brown, technical executives, International Telemeter Corp., Los Angeles; "The NTSC Color Television System," by I. J. Kaar, General Electric Co., Syracuse, and "Optical and Electrical Equivalents in Television and Photography," by Otto H. Schade, RCA Victor Div., Harrison, N. J.

Doherty Says Stations Unite Profit Motive with Ethics

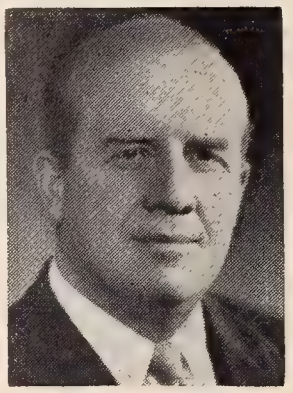
RADIO and television stations maintain high public service standards as a result of sound management in which the profit motive is combined with high ethics, Richard P. Doherty, NARTB vice president in charge of labor relations, told the Boston Executives Club Tuesday.

Speaking on "The Executive's Responsibility," he carried out his theme by noting that broadcast ownership and management are as vitally concerned with profits and a solid return on investment as any group of businessmen.

"The typical radio and television strives to serve the community and to contribute to its welfare," Mr. Doherty said. "You will find such stations taking an active part in the promotion of worthwhile national causes. Such stations practice ethics which reject certain programs or advertising which, while very profitable, would reflect adversely on the broadcasting industry as a whole."

LEITHEAD TO HEAD BRAND NAMES GROUP

BARRY T. LEITHEAD, president of Cluett, Peabody & Co., New York, was elected chairman of the board of directors of Brand Names Foundation Inc. at the annual business meeting of the organization in New York Wednesday. He succeeds John W. Hubbell, vice president of the Simmons Co., who will continue as an honorary director.



Mr. Leithead

Elected vice chairmen of the foundation's board were Don Francisco of J. Walter Thompson Co., New York, and Charles T. Lawson, vice president of Nash-Kelvinator Corp., Detroit. James Hill Jr., president of Sterling Drug Inc., New York, was named chairman of the executive committee, and Louis Hausman, administrative vice president of CBS Radio, treasurer. Henry E. Abt was re-elected president.

New directors chosen for one-year terms include Thomas F. O'Neil, board chairman and president of Mutual, and Mr. Hausman. Incumbent directors re-elected for one-year terms were: Mr. Francisco, Robert M. Ganger, president, P. Lorillard Co., New York; Palmer Hoyt, publisher, *Denver Post;* E. S. Hartwick, vice president, Carnation Co., Los Angeles; Mr. Lawson; John Platt, vice president, Kraft Foods Co., Chicago, and Burton R. Tuxford, vice president, Drexel Furniture Co., Drexel, N. C.

Directors named by trade associations and associations of advertising media to serve one-year terms include William B. Ryan, BAB president; Frederic R. Gamble, president, American Assn. of Advertising Agencies, and Paul West, Assn. of National Advertisers.

McDaniel Underscores Future Of Industrial Electronics

INDUSTRIAL electronics is on the threshold of a tremendous development and the small manufacturer will be just as vital in this field as he has been in the growth of radio and television.

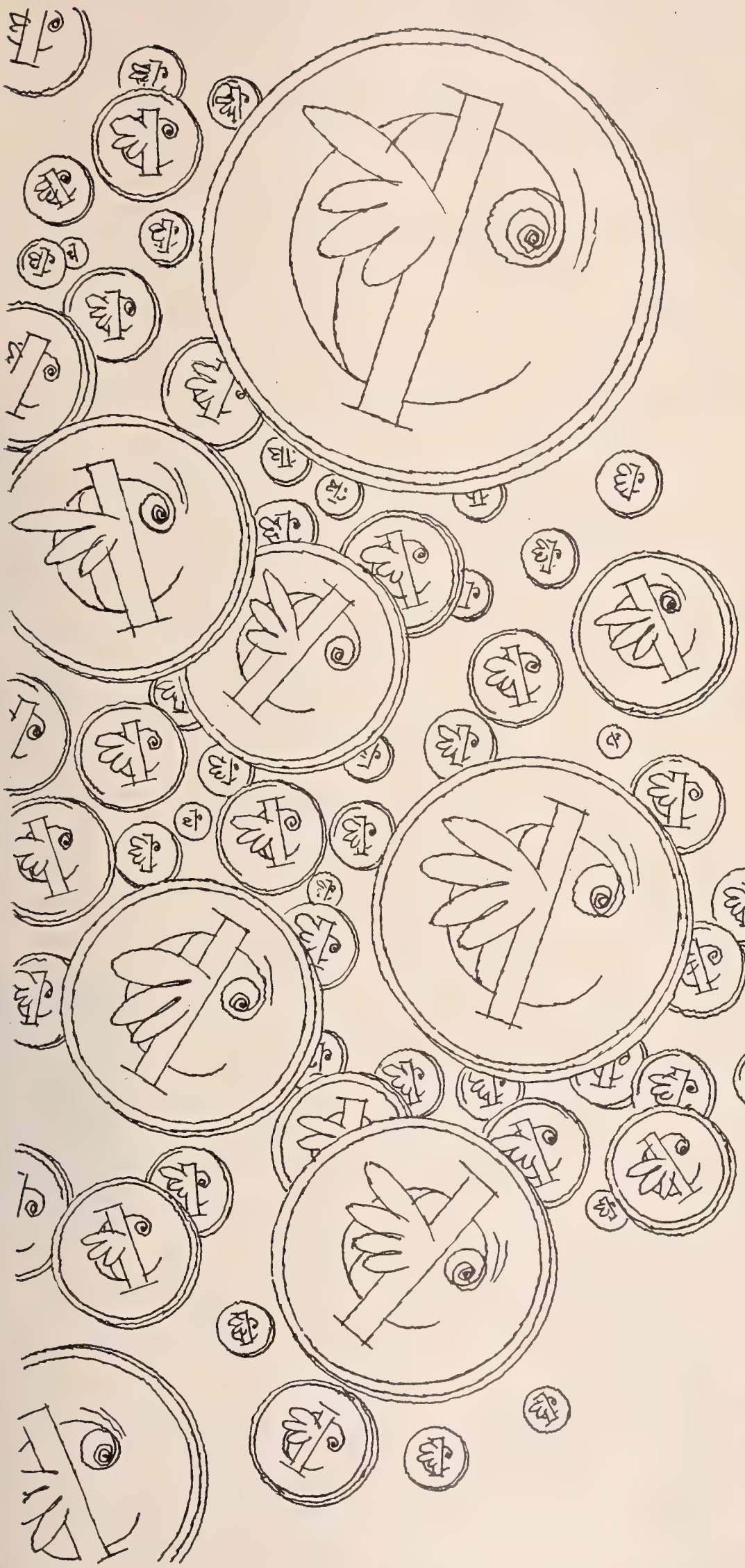
Glenn McDaniel, general counsel and past president of Radio-Television Manufacturers Assn., as luncheon speaker made this prediction Wednesday at start of the three-day Electronics Conference in the Ambassador Hotel, Los Angeles.

Attended by 300 manufacturers, electronics experts and technicians, the conference was a joint effort of the RTMA of the U. S. and Canada and West Coast Electronics Manufacturers Assn.

Speaking on "The Outlook for Small Electronics Manufacturers," Mr. McDaniel said that 70% of RTMA's members are in the small business field, qualifying under that definition because they employ less than 500 persons.

Mr. McDaniel said congress now has under consideration the question of additional legislation "to provide continued, or even better, protection for the small businessman and manufacturer than heretofore."

First such conference held on the West Coast, Thursday and Friday were given over to closed door committee meetings, with the Canadian and U. S. RTMA directors holding respective board sessions.



WOWO listeners mailed

78,000

pennies in response to this one appeal!

A FAN LETTER started it all. From Greene, Iowa, a young shut-in wrote to WOWO in Fort Wayne.. and, in closing, he apologized for the performance of his battered typewriter.

STATION STAFF PEOPLE read the letter, wanted to help, asked listeners to send in spare pennies toward the purchase of a new typewriter for the Iowa youth.

RESULTS were overwhelming! 78,000 pennies came in.. from listeners in 39 states, the District of Columbia, Canada, even Bermuda!

WAS THIS RESPONSE UNUSUAL? Yes. It isn't every day that WOWO gets action in Bermuda! But, as scores of advertisers know, WOWO can be counted on to produce action almost automatically in one of the richest market-areas in the Midwest.. an area that simply isn't reached by any other single medium! For availabilities, check with WOWO or Free & Peters.

WOWO

FORT WAYNE

NBC AFFILIATE

WESTINGHOUSE

RADIO STATIONS Inc

WBZ WBZA KYW KDKA

WOWO KEX WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Presidential Coverage Survey On 'Bias' Found 'Not Feasible'

A SIGMA DELTA CHI committee last week found "not feasible" a proposed survey to determine if radio, television, press and magazine coverage of the 1952 Presidential elections was unfair.

The committee, named Dec. 22 by SDX President Lee Hills and headed by J. D. Ferguson, president of the *Milwaukee Journal* (WTMJ-AM-TV) [B•T, Dec. 22, 1952], reported it "knows of no formulae that would meet the magnitude and complexities of the problem . . ." The group met at Washington's Statler Hotel last Wednesday.

The SDX committee expressed belief that cataloguing the performances of individual stations and publications would be possible, but found "no solution" to the problem of weighing such material "objectively" to arrive at a "sound collective judgment of bias or lack of bias."

Basic Research Cited

One member, Dean Earl English of the U. of Missouri School of Journalism, recommended that SDX direct energies "toward basic research . . . in preparation for the day when at least segments of the overall undertaking may be properly evaluated." Member Barry Bingham, president of the Louisville *Courier-Journal* and *Times* (WHAS-AM-TV), believed a foundation could be interested in making such a survey. Member Edward R. Murrow, CBS board member and radio-TV commentator, was absent.

Other members: Benjamin M. McKelway, editor, Washington *Star* (WMAL-AM-FM-TV); Turner Catledge, managing editor, *New York Times* (WQXR-AM-FM), and Carson F. Lyman, managing editor, *U. S. News & World Report.*

FAB Acts to Protest Bill Repealing Libel Exemption

MEMBERS of the Florida Assn. of Broadcasters have been asked to send their protests to members of the Florida legislature in helping to kill a bill which would repeal a law exempting radio and television stations from damage suits resulting from defamatory statements made on broadcasts.

FAB President George W. Thorpe, WVCG Coral Gables, sent telegrams Tuesday to FAB members asking them to protest the bill introduced by Rep. Fletcher Morgan. The bill, now in committee, will be killed there if the FAB hopes are realized.

Rep. Morgan said the Florida law, which gives broadcasters immunity from liability for defamatory statements aired on their facilities, slipped through the legislature in the dying days of the 1945 session without members being aware of their action.

The law protects broadcasters from liability for defamatory statements broadcast over their stations by anyone other than employes, providing the libel is broadcast after operators have taken "due care" to avoid it.

Rep. Morgan said his measure would put radio and TV stations on the same basis as newspapers, as far as responsibility for libelous material is concerned. He said, however, that his bill would not make local stations responsible for utterances on network broadcasts.

GAP IN STATISTICAL KNOW-HOW CUTS INTO STATION REVENUE

New worry for radio station salesmen and representatives is discounting by timebuyers of program audiences by applying program ratings not to total number of radio homes in area but to station's total weekly audience.

RADIO station salesmen and representatives, who for several years have argued themselves hoarse in combatting the cynical Madison Avenue attitude that "since television, nobody listens to the radio any more," now have a new cross to bear.

Since the distribution of reports by Nielsen Coverage Service and Standard Audit & Measurement Services of their nationwide surveys of station audiences, made last year, timebuyers to an alarmingly large degree have begun to discount program audiences by the erroneous practice of applying program ratings, not to the total number of radio homes in the area measured, but to the station's total weekly audience as reported by NCS or SAMS.

A typical example—and unfortunately a real one—was reported to B•T last week by an irate station representative. A Chicago station represented by his firm, he said, serves an area containing more than 5 million radio homes. A program with a rating of 3, broadcast by that station, would be heard by 155,000 families. But he found the timebuyer for a well-known agency applying the rating to the station's total weekly audience, as reported by NBC, of about 1,600,000. This gave the program in question a total audience of 48,000 families, a degradation of some 66%.

"I was robbed of two-thirds of the actual audience," he shouted, "and I couldn't convince the guy that he was wrong."

Spot Business Lost

Such statistical ignorance, no matter how innocent, is currently cutting into the spot revenue of the nation's radio broadcasters, particularly where the business also is being solicited by competitive TV stations, for the timebuyers do not use the same system in calculating TV program audiences. Here they disregard the SAMS or NCS figures as a year old and therefore obsolete, using instead the latest figure for TV sets in the market and applying the program rating to that figure to determine the count of viewing families reached by the program.

"They're building TV up while they tear radio down," the representative exclaimed. "Something's got to be done about it."

Station Representatives Assn., through its Committee on Audience Measurements, has taken the first step toward correcting this distressing situation by inviting the presidents of the two organizations which made the station audience surveys—A. C. Nielsen and Kenneth Baker—to explain their studies and the ways in which they should and should not be used to a meeting of station representatives and agency timebuyers [B•T, April 13].

Queried on Thursday, Ward Dorrell, research director of John Blair & Co., chairman of the SRA committee, said that a prompt acceptance had been received from Dr. Baker but that he had not yet heard from Mr. Nielsen. As soon as that reply is in, the meeting will be set for the earliest possible date, Mr. Dorrell said.

While waiting for the official explanations of the station audience figures, a few statistical facts may help to clarify things:

Radio program ratings are percentage figures, telling what per cent of all radio homes in the area covered are listening to the program being rated. The area may be the city proper, city and suburbs, a 20-mile or larger radius comprising the normal trading area, or the full area covered by the station's signal. Ratings are normally obtained by a sample through various methods, including telephone coincidental, personal interview, diary and Audimeter.

Station audience figures tell how many families report listening to a station once or more a week, those listening at least once a week being included in the station's total weekly audience. These figures are derived from nationwide surveys, made like the ratings in a variety of ways. SAMS made its survey on the basis of postcard questionnaires mailed to radio families throughout the nation. NCS was made by the personal interview method, also on a nationwide scale.

Ratings are program measurements, reporting on the audiences of individual programs at particular times. Station audience figures are overall figures for nighttime or daytime listening during the week of the survey and cannot accurately be applied to any particular broadcast period within the week.

Program ratings and station audience measurements are two different kinds of measurements and they cannot be mixed with any result except distortion or confusion.

FRANCO TO CROSLEY AS CONSULTANT

CARLOS A. FRANCO, New York agency executive, has joined Crosley Broadcasting Corp. as a consultant, according to a joint announcement last week by James D. Shouse, Crosley board chairman, and Robert E. Dunville, president.



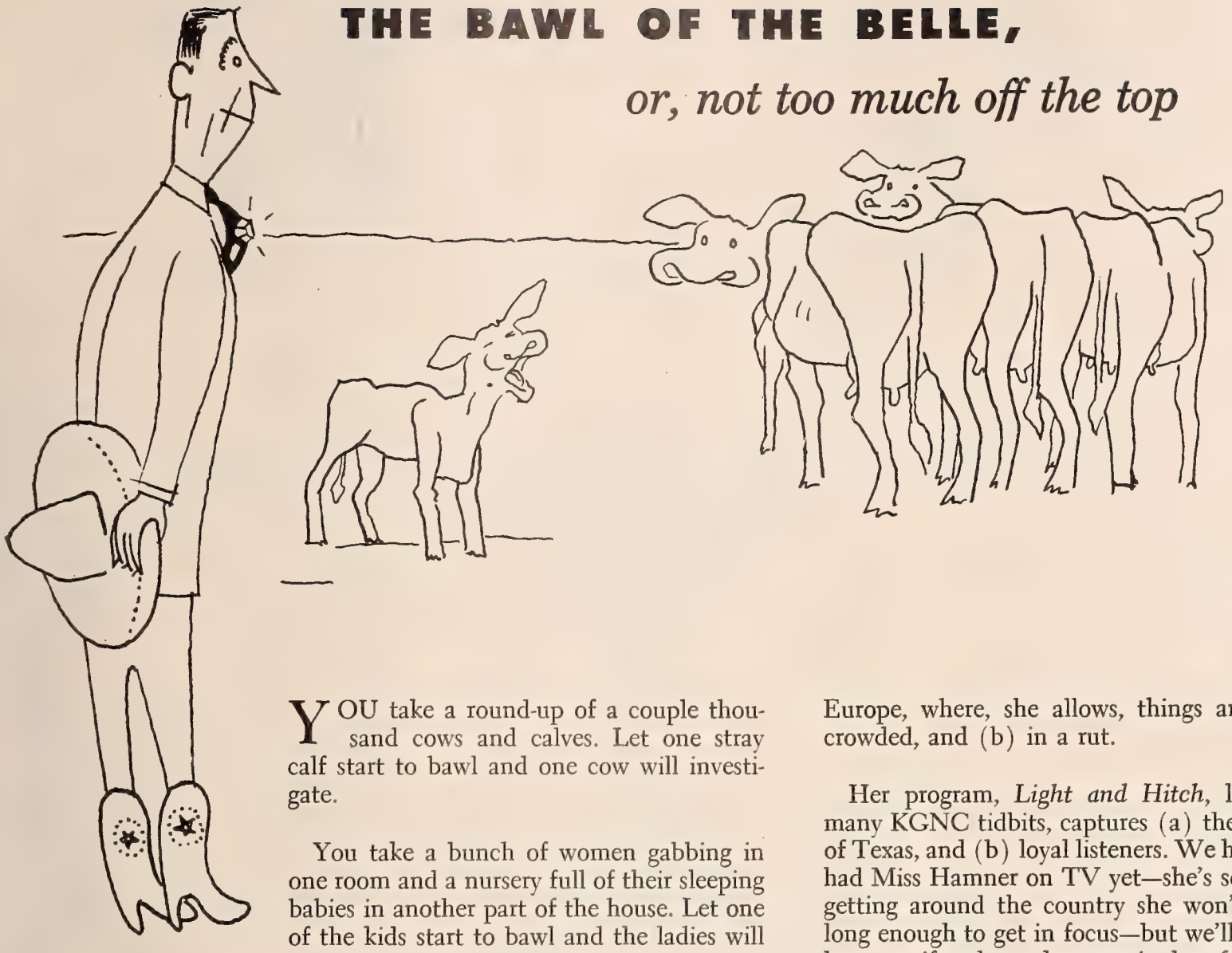
Mr. Franco

Mr. Franco, former general manager of radio and television at William H. Weintraub & Co., New York, "will be consulted on sales and allied problems for the Crosley operations in Cincinnati, Dayton, Columbus, Atlanta and New York," the Crosley executives said. Mr. Franco will divide his time among all Crosley offices.

Before his Weintraub position, Mr. Franco served in an executive capacity with the Kudner Agency. From 1935 to 1949 he was with Young & Rubicam.

WJAZ Burglarized

EQUIPMENT thieves have victimized WJAZ Albany, Ga., the station reports. Burglars recently broke in and stole a 1 Channel Gates remote box, serial number unavailable, an RCA Type 77D microphone, an R. C. Allen typewriter, a Smith Corona typewriter, and miscellaneous tools. William E. Blizzard Jr., director of station operations, requests that broadcasters be on the lookout for persons trying to sell this equipment.



THE BAWL OF THE BELLE,

or, not too much off the top

YOU take a round-up of a couple thousand cows and calves. Let one stray calf start to bawl and one cow will investigate.

You take a bunch of women gabbing in one room and a nursery full of their sleeping babies in another part of the house. Let one of the kids start to bawl and the ladies will *all* light out for the nursery.

We draw no conclusions from this. We wouldn't say that cows are smarter than women—we know what side our bread is buttered on. Furthermore, our Miss Laura V. Hamner would beat the tar out of us if we made any cracks. She's past 80, recently completed the 500th consecutive broadcast of her program about high plains personalities, knows as much Texas history as J. Frank Dobie, and just got back from a trip to Europe, where, she allows, things are (a) crowded, and (b) in a rut.

Her program, *Light and Hitch*, like so many KGNC tidbits, captures (a) the spirit of Texas, and (b) loyal listeners. We haven't had Miss Hamner on TV yet—she's so busy getting around the country she won't stop long enough to get in focus—but we'll catch her yet, if only to hear again her favorite story. It's about a cowhand, complete with Stetson and full snoot, who stumbled into a barber's chair and demanded a haircut. "Please take off the hat," said the barber. "Oh, 'scuse me," he replied. "Didn't know they was ladies present."



Represented nationally by the O. L. Taylor Company

TV STATION MARK: EIGHT DEBUT IN WEEK

These new commercial outlets increase by 14% the number of post-thaw stations. Some eight more commercial stations, and nation's first noncommercial-educational are scheduled to begin in next fortnight.

EIGHT new television stations—all uhf—began commercial operation during the last week. This is a 14% increase in the number of post-thaw TV stations, and the greatest number of TV stations ever to begin commercial programming in a one week period.

In the week of April 14 to April 20, the total number of pre- and post-thaw outlets which are operating commercially rose to 165. Of this number, 57 are post-thaw stations, of which 29 are vhf and 28 uhf. There is a total of 137 vhf stations operating on a commercial basis, of which 108 were operating when the four-year TV "freeze" was lifted.

In the next two-week period, from April 21 to May 4, some eight commercial stations are expected to begin programming. The nation's first noncommercial educational station also will begin during this period.

The eight new starters last week—stations not before counted by B•T as programming commercially—are:

WCOS-TV Columbia, S. C., uhf Ch. 25, represented by Headley-Reed TV, affiliated with ABC-TV and carrying some NBC-TV programs, began April 15.

WEEU-TV Reading, Pa., uhf Ch. 33, represented by Headley-Reed TV, affiliated with NBC-TV, began April 15.

WHP-TV Harrisburg, Pa., uhf Ch. 55, represented by The Bolling Co., began April 15.

WLBC-TV Muncie, Ind., uhf Ch. 49, represented by Walker Representation Co., affiliated with CBS-TV and DuMont, began April 15.

WTVO (TV) Rockford, Ill., uhf Ch. 39, represented by Weed-Television, affiliated with NBC-TV, began April 17.

WLOK-TV Lima, Ohio, uhf Ch. 73, represented by H-R Television Inc., began April 18.

WAFB-TV Baton Rouge, La., uhf Ch. 28, represented by Adam Young Television Inc., affiliated with all four networks, began yesterday (Sunday).

WKNX-TV Saginaw, Mich., uhf Ch. 57, represented by Gill-Perna and "affiliated with more than one network," begins today (Monday).

Eight to Start

These are the eight stations which expect to start programming within the next fortnight:

KCBD-TV Lubbock, Tex., vhf Ch. 11, represented by John E. Pearson TV Inc., affiliated with ABC, aiming for April 26.

KELO-TV Sioux Falls, S. D., vhf Ch. 11, represented by O. L. Taylor Co., aiming for April 26.

KTYL-TV Phoenix-Mesa, Ariz., vhf Ch. 12, represented by Avery-Knodel Co., aiming for April 26.

KVOS-TV Bellingham, Wash., vhf Ch. 12, represented by Forjoe & Co., aiming for May 1.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William G. Rambeau Co., aiming for May 1.

WFTV (TV) Duluth, Minn., uhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks, aiming for May 1.

WHIZ-TV Zanesville, Ohio, uhf Ch. 50, represented by John E. Pearson TV Inc., aiming for May 3.

WGLV (TV) Easton, Pa., uhf Ch. 57, represented by Headley-Reed, aiming for soon after May 1.

There are seven additional outlets which anticipate programming sometime during May. They are:

WTVI (TV) Belleville (Ill.)-St. Louis (Mo.), uhf Ch. 54, represented by Weed-Television, affiliated with CBS-TV, expects to start testing no later than May 9 with commercial programming to start May 15. The station will carry major league baseball May 25.

WCSC-TV Charleston, S. C., vhf Ch. 5, represented by Free & Peters Inc., affiliated with all four networks, plans to start approximately May 15.

KFEQ-TV St. Joseph, Mo., vhf Ch. 2, represented by Headley-Reed, plans to start after May 15.

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by the William G. Rambeau Co., plans to start after May 15.

KCSJ-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knodel Co., plans to start May 25.

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Co., plans to start May 28.

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Meeker TV Inc., plans to start between May 15 and June 1.

To Program Three Hours

The first noncommercial educational TV station, which was due to begin April 16, reportedly will start on May 4. It is KUHT (TV) Houston, Tex., vhf Ch. 8. Another noncommercial outlet, KUSC-TV Los Angeles, uhf Ch. 28, is reported ready to start as soon as final units for its transmitter arrive.

● WLOK-TV Lima, Ohio, uhf Ch. 73, went on the air last Saturday (April 18), with an inaugural telecast which began when former FCC Comr. Robert F. Jones, Lima native and now Washington attorney, pulled the switch putting the station on the air. Other Lima business, civic, educational and religious leaders participated in the opening telecast. Regular telecasting started yesterday (Sunday). The station is represented by H-R Television Inc.

● WEEU-TV Reading, Pa., uhf Ch. 33, formally was dedicated last Wednesday night (April 15) with an hour-long program, "Premier Performance." Prominent Reading and Berks County citizens participated in the dedicatory program. Both Reading newspapers, the *Reading Eagle* and the *Reading Times*, carried extensive stories on the station's opening.

● WKST-TV New Castle, Pa., uhf Ch. 45, began regular programming on a limited basis last Wednesday evening (April 15) after conducting test pattern operations since April 5 [B•T, April 6]. Currently the station is on the air from 7 to 10 p.m. with news, sports and other programs, and will expand its programming "as quickly as possible." Sam W. Townsend is president of the outlet, represented by Meeker TV Inc.

● WICC-TV Bridgeport, Conn., uhf Ch. 43, on the air "informally" since March 29, made its formal debut April 12 when Connecticut Gov. John Lodge cut the tape and declared that the new station would be a valuable asset to the state.

● KRTV (TV) Little Rock, Ark., uhf Ch. 17, which began operating April 5 [B•T, April 6], has named Patt McDonald manager of the station [AT DEADLINE, April 13]. Mr. McDonald was manager of WHHM Memphis, and also was active in the NARTB. KRTV (TV) is a CBS-TV affiliate but carries programs from other networks as well. It is represented by John E. Pearson Television Inc.



Mr. McDonald

● John J. Smith, for the Sparks-Withington Co., told B•T that the Sparton Broadcasting Co., owned by the cabinet-manufacturing firm, should begin operation in uhf Ch. 16 in Cadillac, Mich., late November 1953. Mr. Smith said the national sales representation, network affiliation and equipment are not yet firm.

● Rogan Jones, president of KVOS-TV Bellingham, Wash., told a group of Canadian advertising executives in Toronto that Canadians in the Vancouver-Victoria, B. C., area will have TV programs from south of the international border starting May 1.

KVOS-TV will be on vhf Ch. 10 with 33 kw ERP for three hours each evening, Mr. Jones disclosed. KVOS-TV is represented in Canada by H. N. Stovin, and in the U. S., by Forjoe TV Inc.

NEW TV GRANTEES SEE FALL STARTS

FALL starting dates are planned by most of last week's seven new TV station permittees (see story page 68).

Edward G. Smith, general manager, WTCN-TV Minneapolis, Minn., granted share-time on vhf Ch. 11, asserted the station—the third vhf outlet in the Twin Cities—will be placed on the air with greatest possible speed. A fall starting date is planned. GE equipment has been ordered. While network negotiations have not yet been entered, it is presumed the station will affiliate with ABC-TV since WTCN-AM is an ABC affiliate. National representative has not yet been selected.

A representative for WMIN-TV St. Paul, Minn., the other Twin Cities vhf Ch. 11 share-time grantee, also said a mid-September start was planned.

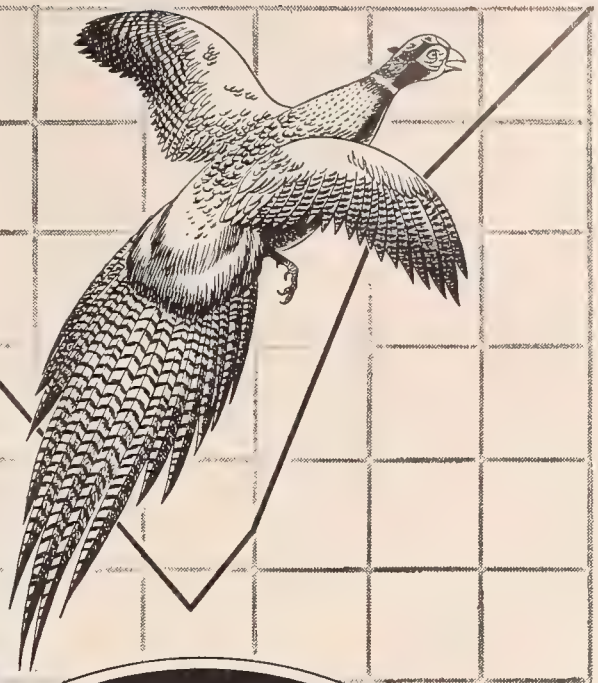
R. Morris Pierce, president, WDOK Cleveland, said Thursday that he would function as president and general manager of Tri-State Television Inc., granted uhf Ch. 15 for Waterloo, Iowa. RCA equipment has been ordered, he said, and he hopes to be on the air by Oct. 1. He said the station would be only 15 miles from the AT&T relay and that no other service is now available to the Waterloo area. Neither network affiliation nor national representative has been announced.

WROW-TV Albany, N. Y., plans its operation on uhf Ch. 41 in about six months. Harry L. Goldman, general manager, said the application specified GE equipment. WROW-AM representative is the Bolling Co.

Robert C. Goshorn Dies

ROBERT C. GOSHORN, 62, president of KWOS-AM-FM Jefferson City, Mo., and publisher of the *Post-Tribune* and *Capital-News* in the Missouri capital, died at his home there Wednesday after a long illness. Survivors include his wife and a daughter, Mrs. Betty Goshorn Handy, Jefferson City.

Shooting for more sales in Southern California?



FEB. 1953 RATINGS
Weekly Average
6 PM - MIDNIGHT

	ARB	PULSE
KNBH	25.6	26.0
2nd Sta.	20.6	20.0

Mon. thru Fri. Noon-6 PM

	ARB	PULSE
KNBH	19.7	22.0
2nd Sta.	18.6	22.0

FEB. 1953
five top shows in
Southern California

	ARB	PULSE
1.	Sta. X	Sta. X
2.	KNBH	KNBH
3.	KNBH	KNBH
4.	KNBH	KNBH
5.	Sta. X	KNBH



KNBH FIRES BOTH BARRELS TO BAG MORE PROFITS FOR YOU!

Southern California spends *$120. more per capita* on retail sales than the average for the United States! That's the best proof that the KNBH area is where your TV advertising can build more sales for you. For proof about which station gives you best coverage, look into the double-barreled shotgun above!

NBC HOLLYWOOD

KNBH *Channel* **4**

HIGH-POWER PIONEER FINDS SIGNAL GREATLY IMPROVED

WHAS-TV service area increases with boost to 316 kw on Ch. 11. Monitoring reports excellent reception in distant areas.

WHAT happens when a television station greatly increases its power?

Plenty, according to WHAS-TV Louisville, after more than two months of operation with sextupled power.

Pioneering high-power transmission with new techniques in amplification, WHAS-TV moved Feb. 7 from 50 kw on Ch. 9 to the maximum permissible power of 316 kw on Ch. 11. Since then it has found on the basis of extensive monitoring reports that the service area has been vastly increased and the signal in areas already served has been greatly improved.

Under direction of Victor A. Sholis, WHAS Inc. vice president and director, and Orrin W. Towner, chief engineer, WHAS-TV cooperated with General Electric Co. in construction of an amplifier that would produce 316 kw from a 12-bay antenna installed in 1950 [B•T, Feb. 19].

Amplifier Modified

The 20 kw GE amplifier was modified to turn out 28 kw, employing Mr. Towner's ideas.

Prior to the Feb. 7 changeover, WHAS-TV arranged for checks by 150 monitors, mostly dealers and servicemen augmented by viewers who had previously written to the station. All were at least 40 miles from the antenna.

The monitors wired, phoned and wrote reports as soon as the increased power was in operation. Two weeks later WHAS-TV asked them for later reports based on a longer period of observation. In addition, large numbers of unsolicited reports came from other viewers.

A general summary of some of the major developments as reported by WHAS-TV follows:

1—The power increase provided a "vast improvement" in reception across the outlying areas.

2—Distributors reported a "hot pickup" in receiver sales in the former fringe area.

3—Servicemen were called upon for an amazingly small number of receiver adjustments, far below anticipations.

4—Many fringe area viewers who reported bad reception initially found after antenna tuning to Ch. 11 that reception was satisfactory. Where a booster had been used for the 50 kw picture signal, reports came that Ch. 11 reception was better without a booster.

5—A "great number" of poor reception reports were traced to the use of an all-wave antenna.

6—It had not been anticipated the power boost would enable WHAS-TV to serve Evansville, Ind., 102 air miles away, with consistency. This proved to be correct, although on days of poorest TV reception "the inadequate WHAS-TV signal is still the strongest."

7—The shift from Ch. 9 to 11 eliminated the problem of second harmonic interference previously experienced from an FM outlet, but picked up similar interference from two other FM outlets. WHAS-TV feels this probably "will become a problem to many other TV stations and will require corrective measures by FM operators."

8—Reports of interference from WTTV(TV) on Ch. 10 in Bloomington, Ind. (scheduled to move to Ch. 5 this fall), were received. Viewers using better antennas in the same area reported interference.

The city-by-city reports reflected notable improvement in the quality of reception. The reports to WHAS-TV include these typical results of increased power:

Carrolton, Ky. (43 air miles)—Much better picture; sound excellent; best picture; some interference from Ch. 12.

Frankfort, Ky. (48 air miles)—Reports consistently good; several viewers indicated difficulty, possibly due to antenna or extremely hilly terrain; an excellent picture with practically any type antenna.

Hodgenville, Ky. (48 air miles)—Enthusiastic reports; considerable improvement.

Campbellsville, Ky. (68 air miles)—Picture and audio excellent; "almost as clear as in Louisville."

Lexington, Ky. (70 air miles)—Excellent picture, booster no longer necessary; signal "now perfect."

Lancaster, Ky. (80 air miles)—Fair to good picture at first; later reports highly favorable.

Hartford, Ky. (86 air miles)—First reports indicated weak signal; later reports showed unsteady picture.

Bowling Green, Ky. (96 air miles)—FM interference; weak in some parts of city, good in others; city bisected by sizable hill.

Somerset, Ky. (104 air miles)—Picture better, sound very good.

Madison, Ind. (42 air miles)—Vastly improved picture, excellent sound.

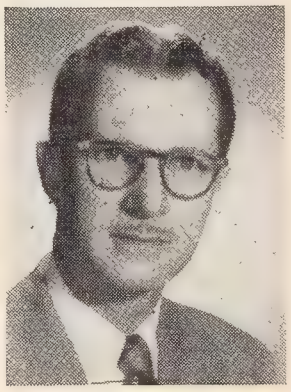
Paoli, Ind. (45 air miles)—Except for Bloomington interference, picture strong and clear.

Cannelton-Tell City, Ind. (59 air miles)—Steady, snow-free picture.

Columbus, Ind. (68 air miles)—"Overwhelming response of excellent reception"; FM interference gone.

WJW Names Waddell

APPOINTMENT of Hal Waddell as vice president in charge of sales for WJW Cleveland was announced last week by William M. O'Neil, station president. Mr. Waddell, a 25-year radio veteran, became national sales manager of WJW in 1941 and has been head of that ABC affiliate's sales department in Cleveland since 1951.



Mr. Waddell

20,000 Visit New KDUB-TV At Formal Open House

FORMAL opening of KDUB-TV Lubbock, Tex., drew 20,000 visitors during the past week, according to W. D. (Dub) Rogers, station president. Visitors to the four-day open house saw the modern, permanent home of KDUB-TV at 74th and College Ave., designed by Mr. Rogers.

KDUB-TV started broadcasting Nov. 13, 1952, from a temporary building. It was the first post-freeze station to get on the air in the South, and the third in the nation, Mr. Rogers said. The west Texas station was on the air a month after getting its CP, he added.

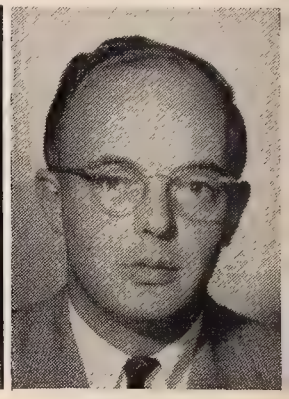
Greene Resigns WGR Sales, Fred Lounsberry Succeeds

F. ROBERT GREENE, national spot sales manager at WGR Buffalo, has resigned effective May 1 to head the Finley H. Greene Adv. agency, Buffalo, formed by his father, the late Finley H. Greene in 1924. He will be succeeded by Fred L. Lounsberry, son of Ike R. Lounsberry, president-general manager of the WGR Broadcasting Corp.

Mr. Greene has been associated with the WGR sales department since 1934, and was elevated to assistant general manager in charge of national spot sales in 1946 when the WGR



Mr. Lounsberry



Mr. Greene

Broadcasting Corp. replaced the Buffalo Broadcasting Corp. in 1946.

Fred Lounsberry has been associated with WGR more than 10 years, serving in the promotion and publicity departments, the program division and the technical staff. With the title of national spot sales representative, Mr. Lounsberry will have charge of sales, scheduling and servicing of all WGR national accounts, working with Free & Peters Inc., WGR national representatives, and with local outlets, brokers and distributors for WGR national accounts.

New K. C. Independent Plans To Go on Air Next Month

KUDL, 1 kw Kanas City independent on 1380 kc, will go on the air May 4, according to the owner and manager, David M. Segal, who also owns and operates KTFS Texarkana, Ark., WGVM Greenville, Miss., KDMS in El Dorado, Ark., and KDKD Clinton, Mo. Another station, KOKO Warrensburg, Mo., is under construction.

Peter Tripp will be studio manager of KUDL, according to Mr. Segal. Mr. Tripp was with KOSY Texarkana. Head engineer is Bill Simons, formerly with KTFS.

Station will feature pop music with UP news on the half-hour, every hour. Daily operation will be 6 a.m. to 7 p.m. Studios are on the ninth floor of the 1012 Baltimore Bldg. National representative is Forjoe & Co.

Wrather Idenification

JACK WRATHER, principal with Mrs. Maria Helen Alvarez in a B•T story last week on their retainment of Howard Chernoff as general manager of their newly-acquired KFMB-AM-TV San Diego, was inadvertently identified as Jack Wrathall. The Wrather-Alvarez team bought the San Diego stations for $3.15 million from John A. Kennedy [B•T, March 30], with the sale becoming effective April 4.

WJR Quarterly Sales

WJR Detroit's president, John F. Patt, reported last week station sales of $814,708 for the first quarter this year, compared to $852,957 for the same period last year. Net profit after income taxes for the quarter was $133,209 compared to $130,662 last year.

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NEW VHF CHANNEL–'4½' IS PROPOSED BEFORE FCC

Adoption of such a new channel, according to advocates, would permit licensing of another vhf station in each of some two dozen of worst "pressure" areas of the country. Actual plan is submitted by Bingham, Collins, Porter & Kistler, Washington, D. C.

CREATION of a new vhf television broadcast channel in the middle of the existing 12 channel band—between vhf Chs. 4 and 5—is proposed in a precedent-making petition filed last week with FCC.

If the unique plan for the creation of vhf "Ch. 4½" is adopted, it would, according to its advocates, make possible the licensing of an additional vhf TV station in each of some two dozen of the worst "pressure" areas of the country.

Cities cited include: Philadelphia; Pittsburgh; Milwaukee or Madison, Wis.; New Orleans; Denver; New Albany, Ind. (Louisville); San Diego; Richmond; Tampa-St. Petersburg or Sarasota; Springfield, Mass.; Wichita; Duluth-Superior; Austin, Tex.; Chattanooga; Shreveport; Montgomery, Ala.; Fresno, Calif.; Columbia, S. C.; Springfield, Ill.; Springfield, Mo.; Wichita Falls, Tex.; Jackson, Mich.; Yakima, Wash.; Burlington, Vt.; Paducah, Ky.; Ithaca, N. Y., and Logansport, Ind.

The plan, along with a request for institution of a rule-making proceeding, was submitted to the Commission by the Washington radio-TV law firm of Bingham, Collins, Porter & Kistler, acting in behalf of itself as a member of the FCC bar and in behalf of a number of unidentified clients.

Submitted at Proceedings

The petition was submitted in FCC's proceeding looking toward adoption of a new policy to govern the assignment of frequencies in the 72-76 mc band to non-broadcast operational fixed stations and fixed stations in the domestic fixed public service. Proposed last fall, new criteria have been suggested by FCC for the elimination of interference from such non-broadcast stations to TV stations operating on adjacent Chs. 4 and 5 [B•T, Sept. 8, 1952]. Deadline for replies in this case was last week.

Generally speaking, the radio-TV industry favors the limitations on interference proposed by FCC while the users of the non-broadcast stations, including police and public safety groups, oppose the recommendations as being too severe. The latter protest proposed requirements that responsibility for elimination of interference to TV stations would rest with the non-broadcast station operator.

The proposal for addition of Ch. 4½ is the work of Robert M. Booth Jr., an attorney and engineer with Bingham, Collins, Porter & Kistler. In short, he requests:

• Expansion of the 72-76 mc band to 72-78 mc, to enable allocation of vhf TV Ch. 4½ in that space, with subsequent assignment to numerous major markets now lacking adequate vhf stations.

• Slight adjustment of vhf Chs. 5 and 6 from 76-82 mc and 82-88 mc, respectively, to 78-84 mc and 84-90 mc, requiring shifting upward in the FM band of a group of non-commercial, educational FM stations (many of 10-w power) and minor adjustments to some TV receivers.

• Removal of the "restriction" of certain non-broadcast stations to 72-76 mc and the substitution of sharing with TV in the area of 72-90 mc on a non-interference basis.

• Setting up of a comprehensive test program to determine the potential mutual interference between TV stations operating in the 72-78 mc band and aviation marker beacons operating on 75 mc. It is contended such interference probably would not occur.

• Reopening of studies to consider advantages and disadvantages of removing the aviation marker system from 75 mc to a higher frequency band, as has been proposed from time to time.

Establishment of the new Ch. 4½—admittedly a tough task—would restore to the vhf television band its original allocation quota of 13 channels.

Under the original allocation, there was a Ch. 1 assigned to TV in the 48-54 mc band, but this part of the spectrum was reallocated to non-broadcast services such as mobile and aviation. Concurrently, sharing of frequencies by TV and the non-broadcast stations was eliminated to prevent interference.

The Booth petition notes that Dallas consulting engineer A. Earl Cullum "and others have made similar suggestions in the past. However, it is believed that the proposals and suggestions contained herein are more detailed and comprehensive than previous suggestions."

In review, the petition observes that frequencies in the 72-76 mc band "are available for assignment to operational fixed stations not open to public correspondence and operated by and for the sole use of those agencies operating their own radio communications facilities in the Public Safety, Industrial, Land Transportation, Aviation and Marine Services. All frequencies in the 72-76 mc band are now assigned on a shared basis with other services and not to the exclusive use of any one applicant and on the condition that harmful interference will not be caused to reception of television stations on Chs. 4 and 5."

Cites Amateur Stations

"Thousands of amateur radio station operators," the petition explains, "have likewise demonstrated that interference to television reception can be eliminated by use of sound engineering principles even in areas where many amateur stations operate in the 50-54 mc band immediately adjacent to television Ch. 2."

The petition concludes that "all available facts indicate that it is possible for relatively low power fixed stations to operate adjacent to television channels without causing interference to reception of television stations provided sound engineering principles are followed."

"Why cannot the same engineering principles and techniques be applied to permit operation of intermittently operated fixed stations on or adjacent to one or more vhf television channels," Mr. Booth asks. "Although the Commission did eliminate sharing of television channels by other services some years ago before the demand for spectrum space was as great as it now is, the present vhf television channels are not free of signals and radiations which cause more severe interference to television reception than would be caused by operation of carefully engineered fixed stations."

These interfering signals and radiations are noted to be caused "by harmonies of lower frequency transmitters, radiation from low frequency stages of higher frequency transmitters, radiation from local oscillators from television and other receivers and intermodulation products of closely spaced transmitters."



TENNESSEE radio-TV broadcasters are relieved from paying a use tax on rental of transcriptions, recordings and film by signing of a bill into law by Gov. Frank Clement (r), shown with F. C. Sowell, WLAC Nashville general manager, who led the fight for the bill on behalf of Tennessee Assn. of Broadcasters.

FCC recognized the existence of this interference when it adopted the uhf TV plan and when, in some areas such as Cincinnati, it modified the vhf TV allocations to eliminate interference from local oscillators of TV sets having IF frequencies in the 21 mc band, the petition states.

The petition suggests that non-broadcast stations of the domestic fixed public service "not be restricted to 72-76 mc, but be permitted to operate" on vhf TV channels between 72 and 90 mc under the following proposed conditions:

(1) Directional antennas vertically polarized and having gains of at least 8 db shall be used at both the transmitting and receiving points. (2) Power shall be restricted to that necessary to provide reliable communication. (3) Spurious radiations from transmitters and receivers shall be eliminated. (4) Land lines facilities are not available. (5) The original application shall be accompanied by a detailed engineering statement setting forth the reasons why the specific frequency has been requested, and the facts relied upon by the applicant in concluding that interference will not be caused to the television service. (6) The applicant or licensee shall agree to immediately satisfy all legitimate interference complaints. (7) Licenses shall be issued for a one year period, and applications for renewal shall be accompanied by a report or engineering statement showing that continued operation of the station will not cause intereference to the television service and that land lines are not yet available.

The Booth proposal cites that one of the objections given in the past in opposition to proposals "to effectively use the 72-76 mc band" has been the existence of aviation marker beacons of 75 mc.

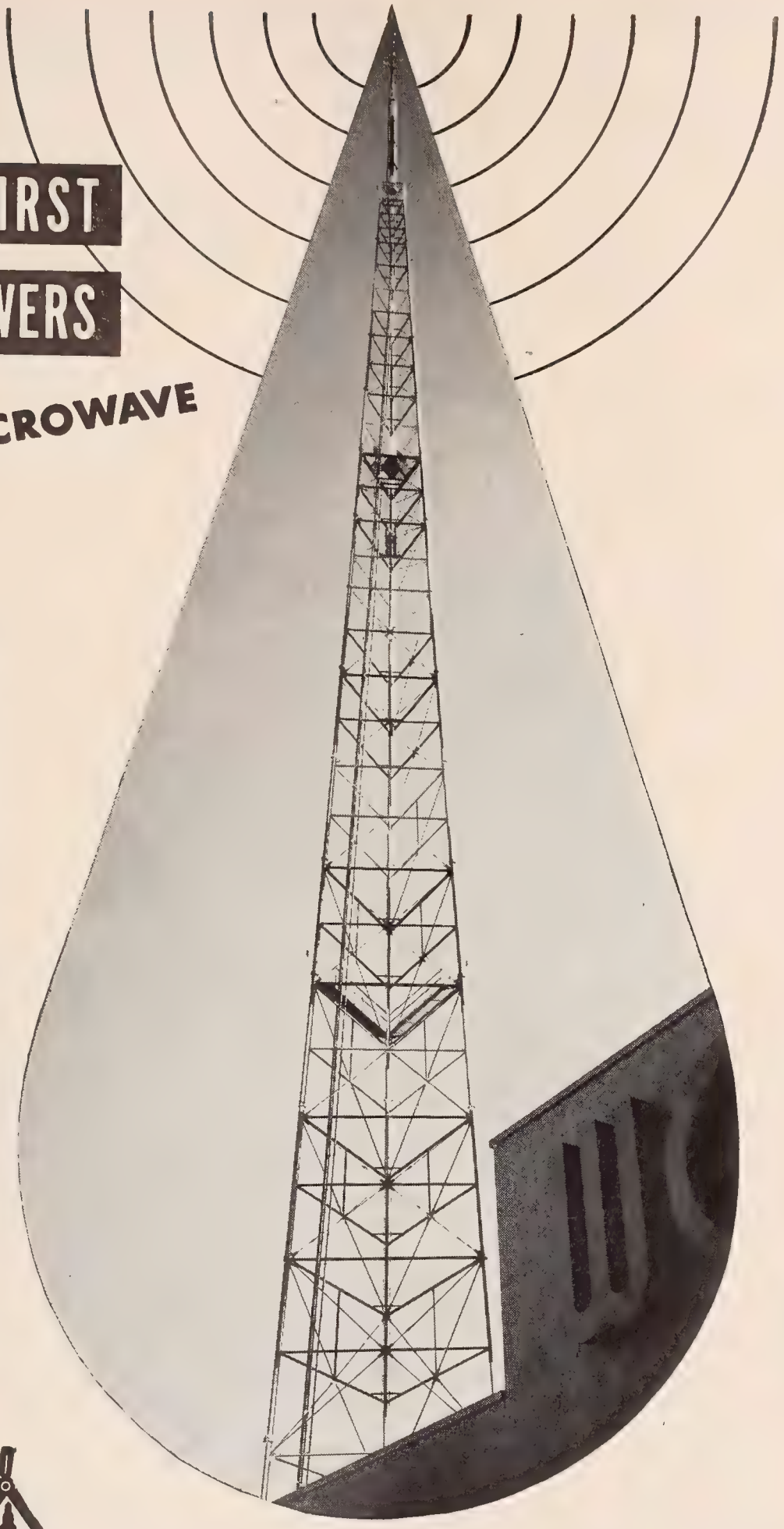
"Marker beacons are so important to safe operation of aircraft that their reliability cannot be compromised," the Booth petition acknowledges.

However, such beacons consist of low power transmitters radiating upward, "relatively insensitive receivers" are required in the plane and "maximum desired range never exceeds a few miles and often only a few hundred feet straight up." It is understood, the petition says, that field strengths of greater than 2,000 microvolts per meter are necessary to operate marker beacon receivers.

"It has been assumed in the past that operation of a television broadcast station in the 72-78 mc band would cause interference to reception of marker beacons," and vice versa, the Booth petition states, "but as far as is known, no comprehensive tests have been made

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to determine the validity of such assumptions."

The petition cites the following reasons why interference may not be caused to the marker beacons:

(1) The visual and aural carriers of a station operating on Channel 4½ would be 73.25 and 77.75 mc respectively. The visual carrier of Channel 5 is now 77.25 mc, only 0.5 mc farther from the marker beacon frequency of 75 mc. If the marker beacon receiver has any selectivity whatsoever, a decrease in the separation of the visual carrier of only 0.5 mc and still 1.75 mc away from the desired frequency should not produce interference.[6]. If interference was encountered, a simple inexpensive trap could be easily installed on the marker beacon receiver's antenna input. (2) The energy in the sideband of the visual signal 1.75 mc removed from the visual carrier frequency and in the pass band of a reasonably selective marker receiver would be low and would probably not operate the visual indicator of a marker beacon receiver.

[6] Operational fixed stations may be and have been assigned to the frequencies of 74.54 and 75.42 mc, without being required to protect the marker beacon systems.

Mr. Booth asks that "a comprehensive test program be set up to determine once and for all if interference would actually be caused under operating conditions."

The petition notes the advisability of shifting marker beacons to higher frequencies has been considered from time to time, citing the Third Commonwealth and Empire Conference on Radio for Civil Aviation, held in 1945 and attended by all allied powers including the U. S. At this meeting it was "agreed that marker and boundary marker beacons in the U. S. would be shifted from 75 mc within five years (1950)."

Concerning the 2 mc upward adjustment of vhf Chs. 5 and 6, the Booth petition states "it is believed that this would not cause any great difficulty or impose any great cost upon owners of existing receivers" for two reasons. These are: (1) Receiver tuners have padding, trimming and fine tuning adjustments capable of adjustment over fairly wide ranges, and (2) a large percentage of receivers now in use employ turret-type tuners having replaceable tuning strips."

The petition suggests "that the receiver problem be referred to the RTMA for study."

Respecting FCC's proposal concerning 72-76 mc assignment policy, KSL-TV Salt Lake City submitted additional engineering exhibits to the Commission last week to demonstrate alleged interference to its Ch. 5 signal from certain non-broadcast stations in that area. The non-broadcaster's viewpoint of the Salt Lake City situation is set forth in a brief submitted by the Central Committee on Radio Facilities of the American Petroleum Institute.

Hearst Asks Review Of Ch. 10 Denial

HEARST Corp., licensee of WISN Milwaukee and long-time applicant for vhf TV Ch. 10 there, petitioned FCC last week to reconsider its memorandum opinion and order which denied Hearst's protest of the Sixth Report's removal of Ch. 10 from commercial use [B•T, April 6]. The Sixth Report, which finalized the TV reallocation plan, placed an educational reservation upon Ch. 10 there and rendered null Hearst's bid for the facility, already in hearing status.

The new Hearst petition charges FCC's memorandum opinion should be set aside on the ground that it "shows on its face that the Commission has completely misconstrued the position which petitioner has consistently taken in these proceedings and announces for the first time certain reasons for refusing to make an immediate grant of petitioner's application for Ch. 10." Hearst contends the reservation of Ch. 10 is illegal.

EXTENDED EDUCATIONAL TV CHANNELS FOR 2 YEARS LOOMS ON FCC HORIZON

Senate Commerce Committee Chairman Charles W. Tobey, at last week's meeting, promises public hearings soon to air views from all sides on educational TV reservations.

EXTENSION of the educational television reservations for another two years—during which time no one could ask the Commission to change the classification of the 242 reserved channels—loomed closer on the horizon last week following a meeting between the Senate Commerce Committee and the FCC.

The meeting was recessed until tomorrow (Tuesday) when Comr. Frieda B. Hennock will continue her statement.

Sen. Charles W. Tobey (R-N.H.), Committee chairman, said there would be public hearings on extending the reservations "in the very near future." He said the committee would welcome the views of the Commission and the television industry, "including manufacturers and dealers as well as broadcasters," educational institutions and others.

The meeting also heard a charge by Comr. Hennock of a conspiracy by commercial TV interests to befog the educational TV issue.

A majority of the senators present concurred with Sen. Tobey that educators should have more time to take advantage of the reserved channels.

Potter Opposes Extension

Opposing an extension, Sen. Charles E. Potter (R-Mich.), contended the FCC could decide on its own merits each petition for change of a channel from reserved to commercial.

Legality of extending the ban was questioned by Sen. George A. Smathers (D-Fla.), who cited the Administrative Procedures Act requiring all government agencies to accept requests for changes in their rules.

Miss Hennock stormily accused commercial broadcasters, the trade press and others with a deliberate campaign of misrepresentation which, (1) had fostered the belief educational channels would revert to commercial status by June 2, unless applied for before then, and (2) had twisted the meaning of the reservations so that everyone believed they were eligible to be changed to commercial channels after that date.

Miss Hennock contended that the 242 educational channels are reserved in perpetuity.

She called for a clear statement that the educational channels are not subject to change on an individual basis. She advocated that the Commission announce the channels would be inviolate for "30 years, 40 years, forever." She asked: "Is this a reservation or a joke?"

In a statement prepared but not delivered by the time the meeting was recessed last week, Miss Hennock urged that no petition be granted on a case-by-case basis "without first meeting the heavy burden of showing why the nationwide, fundamental principles of the reservations themselves should be disregarded and nullified. Current demand, by commercial interests or educators, would play no part in the allocations."

She also urged that the Commission should not consider financial ability of educational applicants in making a grant. She advocated easing requirements for building a station within the specified time, and the establishment of a separate Commission division to lend aid to educational TV applicants and grantees.

Miss Hennock said a 15 kw TV station could be built for $200,000 or less, and that operating costs could be as low as $60,000 a year.

Miss Hennock's position was seconded by Sen. Pastore. Other Senators were reluctant to agree that wavelengths should be "frozen."

Miss Hennock's stand—that the FCC's Sixth Report and Order gave permanent status to the reservations—was challenged by several of her fellow Commissioners in comments to newsmen after the meeting.

In referring to the one-year moratorium on changes in the allocation plan, issued last year [B•T, April 14, 1952], the Commission, regarding changes in the educational reservations, said this:

214. The setting aside of channels for non-commercial educational use is precisely the same type of reservation of channels as that provided by the Assignment Table for commercial stations in the various communities, and the two should be governed by the same rules. With respect to changes in the Table, the Commission has provided for amendment of the Assignment Table by appropriate rule making proceedings in the Rules herein adopted. Such proceedings will be required for changing the assignment of a channel from one community to another and for changing the status of a channel reserved for non-commercial educational stations to a channel available for commercial applicants.

Legality of Extensions

In a statement read by FCC Chairman Paul A. Walker, which he said had the concurrence of the Commission, the "serious and perplexing" question of the legality of extending the reservations was emphasized. Mr. Walker said the Communications Act and the Administrative Procedures Act requires that the FCC give "prompt consideration to requests for rules changes." The longer the ban is maintained, the greater the difficulty of justifying it in court, he said.

Mr. Walker said the Commission has been studying the procedural problems involved.

The FCC Chairman said that he personally was in favor of extending the reservations and prohibiting any changes for as much as five years.

The campaign for educational reservation extension has enlisted the support of educators and state executives, Mr. Walker said.

Mr. Walker said he thought educators had moved with "reasonable" speed in asking for educational TV stations. He said the Commission had granted 14 non-commercial educational stations, and still had 11 such applications pending.

Answering another question, Mr. Walker said he thought an educational station could be built for as little as $85,000. He also agreed with another questioner that there is nothing in the rules to prohibit an educational group from selling a TV station once it got the grant and built the station.

Mr. Walker was flanked by all members on the FCC.

Ike's Talk Goes Abroad

TELEVISION branch of the Voice of America, through arrangements with CBS-TV, made available kinescopes of President Dwight D. Eisenhower's talk Thursday before the American Society of Newspaper Editors to television stations in 11 foreign countries.

NIELSEN SHOWS KVOO *has*

More than **twice** as many listeners **daytime . . .**

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as nearest competing station.

In addition,

Pulse report for Tulsa county, latest available, shows:

THE PULSE, INC. — **100% YARDSTICK** — **THE PULSE OF TULSA**
Radio Station Audiences by Time Periods — **November, 1952**

	MONDAY — FRIDAY		
Station	6 AM-12 Noon	12 Noon-6 PM	6 PM-8 PM
KVOO	**34**	**40**	**42**
"B"	20	22	27
"C"	19	16	15
"D"	13a	8a	*
"E"	7	6	6
"F"	5	5	4
Misc.	3	3	5
Total Percent	100	100	100
Average ¼ hour Home using radio	19.1	20.8	23.7

"a" Does not broadcast for complete six hour period and the share of audience is unadjusted for this situation.

* *Not on air*

These figures are percentages indicating the relative popularity of the stations during the day. The base, total station quarter hour mentions, is the sum of the number of stations listened to during the periods. This base, divided into the total mentions of each station gives the figures listed above.

During more than 28 years of outstanding public interest service to the Southwest, KVOO leadership has remained unquestioned. This is a great unmeasured plus factor available on KVOO, alone, in Oklahoma's No. 1 market.

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EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

SIX NEW TV PERMITS APPROVED BY FCC

Share-time plan on Ch. 11 at Minneapolis - St. Paul is approved, along with merger bid at Albany.

ANOTHER "merger" application and a new share-time proposal were approved by FCC last week in granting construction permits for six new TV stations, raising total post-thaw grants to 345 and total U. S. television authorizations to 453.

WROW Albany, N. Y., received grant for uhf Ch. 41 upon withdrawal of the competing application of WOKO there. WOKO principals acquired 49%-plus option in WROW, plan to sell WOKO [B•T, April 13].

WTCN and WMIN Minneapolis-St. Paul were authorized to share time on vhf Ch. 11. The plan was proposed to avoid comparative hearing.

Thirteen applicants for five channels in five cities were designated for comparative hearings to commence in Washington on May 25.

Last week's TV grants included:

Waterloo, Ind.—Tri-State TV Inc. (WDOK Cleveland), granted uhf Ch. 15, ERP 20.5 kw visual and 11 kw aural; antenna height above average terrain 490 ft. (City priority group A-2, No. 870).

St. Paul, Minn.—WMIN Bcstg. Co. (WMIN), granted vhf Ch. 11 (share-time with Minnesota TV Public Service Corp.), ERP 316 kw visual and 16 kw aural; antenna 550 ft. Meredith Engineering Co. withdrawal left Ch. 11 uncontested. (B-5, No. 207).

Minneapolis, Minn.—Minnesota TV Public Service Corp. (WTCN) granted vhf Ch. 11 (share-time with WMIN Bcstg., St. Paul. See above).

Cape Girardeau, Mo.—KGMO Radio-TV Inc. (KGMO), granted uhf Ch. 18, ERP 11 kw visual and 5.9 kw aural; antenna 150 ft. (A-2, No. 239).

Albany, N. Y.—Hudson Valley Bcstg. Co. (WROW), granted uhf Ch. 41, ERP 200 kw visual and 100 kw aural; antenna 1160 ft. (B-2, No. 141). (WOKO Albany dismissed its Ch. 41 bid, getting 49%-plus option in Hudson Valley. WOKO would be sold.)

Abilene, Tex.—Reporter Bcstg. Co. (KRBC), granted vhf Ch. 9, ERP 17.4 kw visual and 8.7 kw aural; antenna 770 ft. (A-2, No. 89).

The new hearings to commence May 25 are the following:

Lebanon, Pa.—Contestants for uhf Ch. 15: Lebanon TV Corp. and Steitz Newspapers Inc.
Evansville, Ind.—Contestants for vhf Ch. 7: South Central Bcstg. Corp. (WIKY), Evansville TV Inc., On the Air Inc. (WGBF) and WFBM Inc. (WEOA).
Evansville, Ind.—Contestants for uhf Ch. 62: Trans-American TV Corp., Premier TV Inc. and W. R. Tuley.
Akron, Ohio—Contestants for uhf Ch. 61: Matta Enterprises and Allen T. Simmons (WADC).
Mobile, Ala. — Contestants for vhf Ch. 5: WKRG-TV Inc. and Mobile TV Corp.

One comparative TV hearing dissolved last week. It was the Portsmouth, Ohio, uhf Ch. 30 proceeding, scheduled earlier to commence today. WPAY Portsmouth withdrew its application, leaving uncontested the bid of Edward Lamb, now owner of WICU (TV) Erie, Pa., and permittee of WMAC-TV Massillon, Ohio. Motions Comr. E. M. Webster, acting upon the WPAY dismissal plan, referred to the full Commission the question of whether to return the Lamb application to the processing line. WPAY plans to ask allocation of another uhf channel to that city.

FCC also advised KWEM-TV Inc., applicant for uhf Ch. 48 at Memphis, that its request "indicates the necessity of a hearing. Principals in KWEM Inc. operate KWEM West Memphis, Ark.

In the Chattanooga vhf Ch. 3 hearing to begin today on the competitive bids of Mountain City TV Inc. and WDOD there, FCC last week announced its memorandum opinion and order granting a petition by Mountain City for deletion of issues respecting its financial qualifications and the aeronautical clearance of its tower.



TAKING oath of office, John C. Doerfer (l) of Wisconsin becomes a Federal Communications Commissioner, the first appointee to FCC by President Eisenhower. Parties to ceremony, held Wednesday prior to the regular Commission meeting, are Chairman Paul A. Walker (holding Bible) and Chief Judge Harold M. Stephens of the U. S. Court of Appeals for the District of Columbia. Comr. Doerfer's term runs to June 30, 1954.

FCC Cancels KGKL Inc. Grants for Ch. 3, San Angelo

FIRST deletion of a post-thaw television CP was made last Thursday by FCC when it cancelled the grant of KGKL Inc. for vhf Ch. 3 San Angelo, Tex. [B•T, April 6].

KGKL Inc. has been transferred to Lewis O. Seibert, its present secretary-treasurer and 10% owner, who has purchased the remaining 90% interest for $417,500. Mr. Seibert sought to retain the TV permit in the event Westex TV Co. turned back to FCC its grant for vhf Ch. 8 in San Angelo. He claimed that the city's 52,093 population (1950 census) was insufficient to support two TV outlets.

Westex backers, he wrote FCC, would switch to KGKL should their permit be returned. But the Commission, noting that Mr. Seibert evidenced no resources for constructing the TV station, was unwilling to allow the KGKL permit to lie dormant and advised the permittee to surrender it.

Of the seven KGKL stockholders selling to Mr. Seibert, major considerations went to: Edward Harte, $133,750; Houston Harte, $116,250; Houston Harriman Harte, $83,750, and Herbert Taylor, $39,375.

Five More FM Stations Quit; Cite Economic Reasons to FCC

FCC has allowed five more FM stations to close up shop, it announced Monday.

Granted permission to return their licenses were: WFJS (FM) Freeport, Ill.; KXOK-FM St. Louis; WXNJ (FM) Plainfield, N. J.; WIST-FM Charlotte, N. C., and KTUL-FM Tulsa, Okla.

All cited economic reasons in their requests to be let out of FM broadcasting.

DENVER ARGUMENT NOT FOR POLICY

ORAL ARGUMENT on Denver's Ch. 7 applicants April 23 is not for the purpose of setting general policy for future television hearings, the FCC said last week in issuing a special public notice clarifying its April 3 notice setting the two applicants for oral hearing. Argument is on the examiner's initial decision which proposed to grant the Denver frequency to KLZ and to deny Denver Television Co. [B•T, March 23].

In its April 3 notice of oral argument, the FCC said that "it is the Commission's view that prompt implementation of its hearing procedures is required for the purpose of establishing policy guides in the disposition of comparative television proceedings."

In last week's explanation, the Commission said that some persons got the impression that the oral argument would establish general policy for future TV hearings. This is not the case, the FCC said. It added: "The Commission recognized . . . that the decisions in the first few contested television proceedings will be of interest generally. But, it should be understood that each decision in a contested proceeding will necessarily be based upon the particular facts relevant to that decision and cannot, therefore, be determinative of the decisions in other proceedings presenting different factual situations."

Voice Probe Continues Today; Benton, Morton to Testify

INVESTIGATION of the International Information Administration, which includes the Voice of America, resumes today (Monday). A Senate Foreign Relations subcommittee is scheduled to hear former Sen. William Benton (D-Conn.) and Alfred H. Morton, chief of VOA. The Senate subcommittee has been studying all aspects of the overseas information program. It is headed by Sen. Bourke B. Hickenlooper (R-Iowa).

Meanwhile, it was reported that the President's Reorganization Committee of the Executive Dept., headed by Nelson Rockefeller, has recommended that the IIA be severed from the State Dept.

Reed Harris, deputy administrator of IIA and subject to sharp attack by Sen. Joseph R. McCarthy (R-Wis.), resigned last week.

Doerfer Names Staff

NEW FCC Comr. John C. Doerfer last week disclosed names of his office staff. Elizabeth L. Dannelly, formerly confidential assistant to Comrs. Robert F. Jones and Eugene H. Merrill, continues that post for Comr. Doerfer. Mary L. Moose, secretary to Comr. Merrill, will be secretary to Comr. Doerfer. Isolene Corbett, also secretary to former Comr. Merrill, transfers to the office of Comr. Robert T. Bartley.

CHANGES IN RADIO ACT ASKED

CHANGES in the Communications Act were proposed in bills introduced in Congress by Sen. Charles W. Tobey (R-N.H.) and Rep. Charles A. Wolverton (R-N.J.), chairmen of their respective Interstate & Foreign Commerce committees. Bills were introduced at FCC's request.

Amendment was asked to change time within which the FCC must act after filing of a protest (Sec. 309c) from 15 days to 30 days. Commission maintains the present 15-day clause does not give it enough time to consider each case. Bills are S-1626 and HR-4558.

Also requested was a change in Sec. 319 eliminating need to issue a construction permit for a government, amateur or mobile station, and also permitting the FCC to waive the CP requirement for all other classes of station, except broadcasting. Bills are S-1627 and HR-4557.

Revision of Sec. 501, the general penalty provision, was also requested to change the penalty from a felony to a misdemeanor on the first offense. Bill (HR 4559) would punish a first offender with a fine of $10,000 and not more than one year in jail or both; second offenders with same fine and not more than two years in jail or both. Commission claims courts and juries are reluctant to convict violators of Communications Act under present felony provisions.

FCC Procedure on Revocation, Cease and Desist Is Issued

AMENDMENT of Part I of FCC's rules on practice and procedure was ordered by the Commission last Wednesday, effective immediately, to establish procedure for revocation of licenses and issuance of cease and desist orders pursuant to changes made to the Communications Act by the McFarland Act. A new Sec. 1.402 of the rules was adopted.

The McFarland Act, which revised the Communications Act effective July 16, 1952, gave FCC power to issue cease and desist orders, similar to the practice of the Federal Trade Commission, as a less harsh administrative remedy to outright revocation of license. This is an alternative remedy, FCC still being empowered to revoke a license or permit outright if the Commission feels the latter action is justified.

Use of cease and desist orders thus far has been very limited in the broadcast field, being employed but once last fall in halting an illegal broadcast operation in New England and later in correcting alleged violation of operator rules. In all cases, FCC rules continue to specify that hearings will be held on either revocation or cease and desist orders.

Text of the new Sec. 1.402 will be published in FOR THE RECORD of B•T, April 27.

ACLU Urges 'Fair Rules' Precede Media Coverage

OPPOSITION to the telecasting, filming and broadcasting of legislative hearings until "fair rules of procedure are adopted by legislative bodies" was announced last Monday in a policy statement by the American Civil Liberties Union.

Simultaneously ACLU objected to the reporting of courtroom proceedings via radio, television and motion pictures, as well as to portions of the year-old New York State Helman Act. ACLU noted that the measure forbids radio, TV and film coverage of any proceedings where "testimony of witnesses appearing by subpoena or other compulsory process may be heard."

It made the point that "once fair rules and practices are established, ACLU will support democratic freedom of communications with respect to legislative hearings."

ACLU declared it did not express opposition to the Helman Act with respect to judicial process, but on grounds that "this law would deny freedom to the press even when the standards of due process are met."

Libel Relief Law Passed For Arizona Broadcasters

ARIZONA law now is in effect relieving state radio and television broadcasters of liability for defamatory statements made on their facilities by persons other than employes, when "due care" has been taken by the broadcaster to prevent such statements and to comply with federal laws and with regulations by federal agencies.

The act, which was sponsored by the Arizona Broadcasters Assn. and passed by the legislature and signed into law March 10, in all cases relieves broadcasters of liability for defamatory statements made by candidates for public office and places upon the complaining party the burden of alleging and proving damages before they may be allowed by Arizona courts.

Tobey Asks NARBA Testimony

INVITATION to persons interested in the ratification of the North American Regional Broadcast Agreement (NARBA) was extended last week by Sen. Charles W. Tobey (R-N.H.), chairman of the Senate Foreign Relations subcommittee handling this treaty [B•T, April 13]. At the same time, Sen. Tobey tentatively set May 4 as the hearing date on the treaty.

NARBA treaty apportions various parts of the AM spectrum among the North American countries. It has been awaiting Senate ratification since February 1951, when all signatories except Mexico signed the convention.

Three AM Outlets Granted

FCC authorized construction of three new AM stations last week:

Tucson, Ariz.—Tucson Radio Inc., 690 kc, 250 w daytime. President is **Peter Trowbridge** (58%), KOPO engineer and radio store owner. **W. Dewitt Wray** (42%), motel operator, **Linn Trowbridge**, housewife, and **Hellen Wray**, motel operator, are vice presidents.

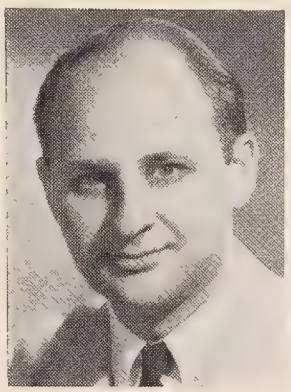
Wheaton, Md.—Commercial Radio Equipment Co. (WASH-FM), 1540 kc, 250 w daytime. Owner **Everett L. Dillard** owns Continental FM network and is consulting engineer.

Evanston, Wyo.—Advertising Enterprises, 1240 kc, 250 w unlimited. Equal partners **Melvin Whitmore** and **Edwin Bullis**, owner of Bullis Furniture Co.

COTT IN NBC SHIFT; MADDEN LEAVES

Ted Cott, to work on overall O&O stations' management matters. Edward D. Madden resigned over reported policy differences.

FURTHER changes occurred in NBC's executive lineup last week: Ted Cott, vice president and general manager of the network's New York stations, was given additional responsibilities in the overall Owned & Operated Stations Div., and Edward D. Madden, public relations vice president and assistant to the president, resigned in a move attributed to policy differences.



Mr. Cott

In his expanded role Mr. Cott will continue as vice president in charge of WNBC and WNBT (TV) New York but also will work on "overall division management matters" with special attention to programming, merchandising, promotion and selling for all NBC-owned stations. He will work with Charles R. Denny, vice president in charge of owned & operated stations, who announced the promotion. Mr. Cott also will "handle special projects for the division," Mr. Denny said.

Mr. Cott has gained wide attention with the aggressiveness of his programming, merchandising, and promotion—as well as sales success—both at WNBC and WNBT and, before that, at WNEW New York. His chief WNBC-WNBT assistants also will join the o&o division while retaining their station posts: Dick Pack, director of operations and programming; Max Buck, director of advertising, merchandising and sales promotion, and Frank Fitzgerald, assistant to Mr. Cott.

The announcement said that in his new assignment Mr. Cott "will expand the ideas and theories applied at WNBC-WNBT, and using these key stations as a sounding board will experiment with special projects designed for adaptation by all owned and operated stations." Similarly, ideas that have been proved successful on other NBC owned stations will be developed for application to all the outlets, authorities said.

Mr. Madden's resignation, unrelated to the Cott promotion, had not been announced by NBC late last week but was disclosed in a release issued by a spokesman for him.

This statement said; "It is known that Madden has for some time not been seeing eye to eye with current overall policy. He is also believed to feel that the opposition networks—notably CBS—are now being permitted to cut down the imposing lead NBC once had built up under his aegis."

Mr. Madden, the statement said, is considering offers in three different fields: Manufacturing, advertising and broadcasting.

He has been handling public relations for NBC as assistant to President Frank White.

Mr. Cott's advancement into NBC's o&o staff comes less than three years after he joined the company in June 1950.

THE LATEST
WCKY
STORY

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THE CINCINNATI OU
COMPLETELY DOMINA

The out of home audience represents a PLUS
completely dominates this audience with its n

WCKY is first or second in 51 of the 52 quar

More and more advertisers are buying the h
the lowest cost per thousand in Cincinnati

P

The out of home audience - - -
your best b

FIFTY GRAND IN
SELLING WATTS

(*Feb. 1953 Out of Home Pulse)

WITH THE BIG PLUS ON WCKY

OF HOME AUDIENCE
D BY WCKY

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nd music programming.

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combination that makes WCKY
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Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK

MURROW GETS TOP CBS '52 SALARY

NEWSMAN Edward R. Murrow was the highest paid officer or director of CBS during 1952 with a total of $211,126 remuneration, according to the proxy statement issued preliminary to last week's annual meeting of stockholders (also see story at right).

President Frank Stanton was second with $153,520 plus $12,335 set aside for him under the company's pension plan, while Board Chairman William S. Paley received $101,998 and had $16,526 set aside toward pension. Bruce A. Coffin, president of CBS-Hytron, Lloyd H. Coffin, board chairman and treasurer of CBS-Hytron, and David H. Cogan, president of CBS-Columbia, received $77,586 each, with pension plan provisions of $8,099, $7,765 and $5,121, respectively.

Other Salaries

J. L. Van Volkenburg, CBS-TV president, was paid $63,536, and Adrian Murphy, CBS radio president, $58,461. Pension plan provisions for them were $8,176 and $7,796, respectively. James B. Conkling, president of Columbia Records Inc., received $60,000 without pension plan participation.

Joseph H. Ream, who resigned as executive vice president effective Aug. 1, received $43,750 plus a termination benefit of $51,062 under the pension plan.

The report also showed that CBS and Columbia Records Inc., wholly owned subsidiary, paid $162,000 and $31,625, respectively, to the law firm of Rosenman, Goldmark, Colin & Kaye, New York, for legal services during 1952.

Services Held for Ned Marr

FUNERAL services were held last Tuesday in Pasadena, Calif., for Ned Marr, 46, assistant secretary, CBS Inc. and resident attorney, CBS Hollywood, who died April 12 after a heart attack. Before joining CBS in 1945, he had been associated with the Los Angeles District Attorney's office, City Attorney's staff and County Counsels Dept. Surviving are his wife, Lois, sons, Peter, 18, Michael, 16, and William, 13, and a daughter, Hilarie, 8.

Three More Become New ABC-TV Affiliates

AFFILIATION of three new television stations with ABC-TV, raising the total to 107, was announced last week by Alfred R. Beckman, national director of ABC station relations departments. New affiliates are:

KELO-TV Sioux Falls, S. D., which will operate on Ch. 11 with Joseph L. Floyd as general manager, starting April 26; WOSH-TV Oshkosh, Wis., Ch. 48, William F. Johns, general manager, May 8, and WATR-TV Waterbury, Conn., Ch. 53, Levon Thomas, general manager, June 1.

Dodge to Visit Hawaii

FRED N. DODGE, director of NBC's national merchandising department, announced last week he will tour the Hawaiian Islands early in May to explain the workings of NBC merchandising to local broadcasters and advertisers.

Paley Tells Stockholders CBS Plans No Editorials

CBS requires its newsmen to be objective and impartial in news reporting and news analysis and also has no present intention of carrying editorials, Board Chairman William S. Paley said at a brief annual meeting of CBS stockholders last Wednesday.

Mr. Paley's assertion was in response to a question from a stockholder. In a brief preliminary statement the CBS chief called attention to the company's "continued success" and expansion during the past year, noting also that three new plants had been completed—CBS Television City in Hollywood, CBS-Hytron's tube plant at Danvers, Mass., and CBS-Columbia's radio and TV receiver plant at Long Island City.

Board Members Re-elected

All board members were re-elected but the vacancy left by the resignation of Prescott S. Bush following his election as a U. S. Senator from Connecticut was left to be filled by the board at a later date.

Directors are Bruce A. Coffin, Lloyd H. Coffin, J. A. W. Iglehart, Adrian Murphy, Samuel Paley, Dorsey Richardson and J. L. Van Volkenburg, all elected by Class A stockholders, and Frederick L. Chapman, David H. Cogan, Ralph F. Colin, James B. Conkling, Leon Levy, Edward R. Murrow, William S. Paley and Frank Stanton, elected by Class B stockholders.

The firm of Lybrand, Ross Bros. & Montgomery, public accountants, was re-elected to serve as auditors until the next annual meeting of stockholders.

NORTHEAST RADIO ABSORBS RRN

RURAL Radio Network has been absorbed by Northeast Radio Corp., Ithaca, N. Y., to which the FM network has sold its five stations plus other broadcast properties, subject to FCC approval.

The New York state network is made up of WFNF Wethersfield, WVBT Bristol Center, WVCN De Ruyter, WVCV Cherry Valley and WHVA Mt. Beacon. Also carrying some RRN programs are: WHLD-FM Niagara Falls, WHDL-FM Olean, WRUN-FM Utica, WWNY-FM Watertown, WMSA-FM Massena, WFLY Troy and one Pennsylvania station, WQAN-FM Scranton. In addition, eight AM stations carry some of the programs. Northeast has applied for a license to reactivate RRN's defunct Ithaca outlet.

Insolvent Last February

The network declared itself insolvent last February when it applied for transfer of its properties to Northeast for a consideration of $225,475. A deficit of more than $990,000 was listed.

Northeast is a wholly owned subsidiary of the Cooperative Grange League Federation Exchange, RRN's major creditor at the time.

Officers of Northeast hold like positions with RRN. They are C. L. Dickinson, president; R. B. Gervan, vice president; W. J. Fields, treasurer, and C. E. Dykes, secretary. D. K. De Neuf is general manager. Mr. Gervan was vice president of RRN before the transfer and Mr. Dykes was secretary.

AB-PT EARNS $5.7 MILLIONS

This figure is for the first quarter of the year. Broadcast-theatre merger was in effect half that time. Program concentration, 3-D awareness in movie field are emphasized.

CONSOLIDATED earnings of American Broadcasting-Paramount Theatres Inc. for 1953's first quarter—approximately half of that period reflects the combined operations of ABC and United Paramount Theatres—totaled $5,732,000 after federal income taxes, President Leonard H. Goldenson reported last week.

UPT's comparable figure for the first quarter of 1952 was $2,049,000, but the report noted that this year's capital gains part of the total—$4,252,000 as against $244,000 for the same period of 1952—stemmed mainly from the sale of WBKB (TV) Chicago to CBS following the ABC-UPT merger on Feb. 9. ABC operations from Feb. 10 are reflected in the first-quarter report.

Mr. Goldenson's letter accompanied quarterly dividend checks which will be mailed to stockholders today (Monday). Preferred stock dividend was 14½ cents per share, which is the pro rata portion of the regular 25-cent quarterly dividend as measured from the time of the merger.

Common Stock Dividend

Common stock dividend is 25 cents per share, of which holders of certificates of interest receive 12½ cents per share, the other half—plus amounts previously withheld—to be paid to these security holders upon conversion of their certificates into common stock.

Mr. Goldenson's letter spelled out post-merger developments at ABC in the talent, programming, and facilities fields, noting the network division "has concentrated on immediate strengthening of its program structure."

In the motion picture field, he called attention to the 3-D trend and said some of AB-PT's operating subsidiaries are now equipping a number of theatres for pictures of this type. He also reported that during the first quarter, AB-PT, in line with court requirements, had divested itself of a net total of nine theatres, of which eight were wholly owned.

AB-PT's annual meeting of stockholders will be held May 19.

Maloy Takes Post At Yankee and WNAC

JOHN D. MALOY has been named production supervisor of WNAC Boston and the Yankee Network, Linus Travers, network's executive vice president and general manager, announced last week.

Mr. Maloy has made a career of Boston radio, starting as staff announcer at WORL and going on to be program director at WLAW, program-production director for WCOP, and assistant director of programs and production at WEEI. He also has been a radio consultant for several New England organizations and advertising firms and a Boston U. instructor in communications and public relations.



THE MODEL DERRICKS on this relief map represent eleven new oil fields opened in the Williston Basin during the past 20 months. Hand points to Tioga Field where first producing oil well was brought in after 29 years of searching in North Dakota. Keen competition among scores of oil companies is speeding development of the Williston Basin as an important U. S. oil producer—and, at the same time, is bringing new prosperity to the whole area.

New Oil Frontier Opened By American Companies' Pioneering

In the Williston Basin of the Dakotas and Montana, America's oil companies have spent years fruitlessly searching for oil. The cost has run to millions of dollars. But the long search has now started to show results.

The first producing oil well in the Williston Basin was completed two years ago. Since then oilmen have discovered eleven new oil fields with over 130 producing wells. Plans are now under way to drill many more wells.

Because scores of privately-managed oil companies risked huge sums searching for oil where it had never been found before, the people of the Williston Basin today are enjoying new wealth and prosperity. You and your family will eventually gain, too, for these new oil discoveries promise to make a sizable contribution to future U. S. supplies.

The odds against finding new sources of oil are high—only one out of nine wells in unproved but promising areas actually turns out to be a producer. But oilmen are willing to accept such risks as long as they have a chance to earn a profit while serving you.

For a free folder, "Is There Oil Under Your Land?", write to: Oil Industry Information Committee, Box 101, American Petroleum Institute, 50 W. 50th St., N. Y. 20, N. Y.



FARMER Bob Thompson says oil gives area a "second crop"—leaves farmers less dependent on weather and wheat.



SCHOOL PRINCIPAL C. W. Liefur is planning new auditorium for record 300 new students who will enter in fall.



MERCHANT Pat Deen saw business boom in Yellowstone Valley as oilmen from all over U.S. poured into area.



HOUSEWIFE Mrs. James Key, like many North Dakotans enjoying new prosperity, plans to build own home.



CARPENTER Lester Frantzick is even busy during long winters since his town's population has nearly doubled.

IT&T Net Up $4.1 Million On $352,933,001 in Sales

ANNUAL report of IT&T for 1952 listed a consolidated net income of $22,147,753 on sales of $352,933,001, as compared with $17,992,314 on sales of $255,227,637 in 1951.

The report placed total sales of the parent company's Federal Telephone & Radio Corp., Clifton, N. J., which manufactures radio relay communications systems, cable for communication, and cathode-ray TV picture tubes, as 70% over 1951. It noted TV picture tube sales showed "a very sharp increase, due to the resumption of high activity in the set and tube replacement market."

Sales of the Capehart-Farnsworth Corp., Fort Wayne, producers of radio and television receiver sets, were described as 16% over 1951. The report said sales of small radio sets increased 54% over 1951.

Touching upon the research and development phases of IT&T, the report said its subsidiary, Federal Telecommunications Labs, Nutley, N. J., was active in all fields of communications. It cited that company's contributions to development of the traveling-wave amplifier tube, which was said to have "important uses in the field of uhf television and in the design of wideband and radio-relay transmission equipment at microwave frequencies." The report said Federal has established a separate department for TV research, development, and production, which in 1953 developed a 16-loop transmitting antenna "providing a higher gain than any other antenna commercially available."

M. F. Bennett Named RCA West Coast Region Manager

MARTIN F. BENNETT has been appointed regional manager of the West Coast region by RCA effective April 15, it was announced by Charles M. Odorizzi, operating vice president of the division. Mr. Bennett will join the regional staff of Paul A. Barkmeier, vice president and director of regional operations.

At the same time Mr. Odorizzi announced that Harold R. Maag, vice president and western manager of RCA, will be on Mr. Odorizzi's staff and will act as RCA's official West Coast representative.

Before his new appointment, Mr. Bennett was assistant manager of the company's eastern region in New York.

Emerson Offer

EMERSON Radio & Phonograph Co. offered a refund of the full purchase price of a current black and white television receiver to be credited for the purchase of any make of color set in full page ads in New York newspapers last week during the visit there of the House Commerce Committee investigating color TV. Emerson ads said the offer was good until June 30, 1954. The offer was limited, the ad said, to the current stock of 1953 Emerson TV receivers. The offer was made cooperatively by Emerson and John Wanamaker department store and the Devega chain of appliance stores.

Plamondon Claims Proxies In Indiana Steel Dispute

A. D. PLAMONDON JR., deposed president of Indiana Steel Products Co., last Wednesday claimed proxies for 14,000 shares of stock, in his running dispute with a three-man majority faction of the company.

Mr. Plamondon, RTMA president and board chairman, said he had proxies for that many shares held by Electronic Fund Inc., a Chicago investment trust. The shares represent the second largest individual holding, it was understood. Mr. Plamondon and his family own over 20,000 of some 142,000 shares outstanding.

The dispute currently hinges on two slates of directors—one proposed by the majority faction, which voted to depose Mr. Plamondon as president, and the other by the executive himself—to be elected at the annual stockholders' meeting in Valparaiso, Ind., next Thursday.

Webster-Chicago Proxy Fight Follows Earlier Merger Hassle

A BATTLE over proxies—the second in 90 days—in advance of an election of seven directors at the annual stockholders' meeting next Friday was shaping up last week at Webster-Chicago Corp. as an aftermath of a merger dispute earlier this year.

Martin C. Remer, president of Remer, Mitchell & Reitzel, Chicago investment house, asked shareholders to reject five out of seven nominees and sought proxies for his own slate.



GETTING first-hand view of North Dakota Broadcasting Co.'s DuMont 500 w vhf transmitter is John W. Boler (c), president. Firm operates KCJB-TV Minot, N. D., which is on Ch. 13. With him are Lloyd Amoo (l), station's director of engineering, and John Klindworth, sales representative, Allen B. DuMont Labs.' TV Transmitter Div.

AT&T AMPLIFIER USES TRANSISTOR

A TINY transistor amplifier, encased in a miniature coaxial cable, was shown to stockholders of American Telephone & Telegraph Co. attending their annual meeting in New York Wednesday by Cleo F. Craig, AT&T president, as an example of the way the company plans ahead to "open up enormous possibilities for new and increased uses of communications services."

Estimated net income of $101,420,010 for the first 1953 quarter was reported to the meeting, an increase of 16.7% over the 1952 first quarter net of $86,881,361. An increase in the amount of AT&T stock outstanding from 33,660,778 shares in the first quarter of last year to 39,513,000 shares in the like period of 1953, however, reduced the earnings per share by one cent, from $2.58 to $2.57.

For the 12 months ended March 31, 1953, AT&T reported a net income of $373,030,000, up 12% from the net of $333,017,846 for the 12 months ended March 31, 1952. Income per share was $10.07 for the year ended with March 1953, with an average of 36,991,000 shares outstanding, compared to $10.35 per share for the year ended with March 1952, when an average of 32,171,609 shares were outstanding.

RCA Seminar on Uhf, Vhf

SEMINAR on new RCA uhf and vhf television station antennas, including progress reports on RCA antenna developments and performance, was held in Washington last Wednesday for industry consulting engineers and FCC representatives. The full day session at the Statler Hotel was sponsored by the Broadcast Equipment Section of the RCA Victor Division's Engineering Products Dept.

ATI's 3-D Shown To Chicago Group

MEMBERS of the Chicago Television Council and the press last week turned their eyes to three-dimensional TV and were divided in opinion on the system recently heralded by American Television Inc.

The occasion was the regular monthly luncheon session of the council at the Sheraton Hotel.

The ATI system is based on stereoscopic images. It claims no particular problems of matching expensive films and of using polaroid glasses.

Under the ATI technique, a square wave generator alternately and electronically cuts off one camera, then another, producing 15 images from each, which are transmitted in the usual fashion without changing any transmitting standards. Thus, the usual 30 frames per second of ordinary transmission remain intact. At the receiving end an ordinary magnetic synchronous motor twirls a flat piece of metal with a cut-out in each alternate corner.

You see alternately through each eye—"depth of perception," as ATI describes the principle, for one of the five senses.

Members who attended the demonstration donned glasses and peered into the "magic box." They reported little flicker—but the definite possibility of a good case of eye-strain if the viewing were prolonged.

ATI feels that the addition of a little more "persistence to the fluorescent powder" can eliminate any objectionable flicker that might remain.

Bringing Television to America's Communities

....is part of the "Blaw-Knox Job" for Industry

Throughout the history of radio and television, Blaw-Knox has supplied antenna towers of advanced design exactly fitted to the requirements. Engineered for extraordinary sturdiness, completely modern both structurally and electronically, these towers have become unquestioned leaders in their field.

Blaw-Knox products and services also step up production, performance and profits in such industries as—Chemical and Food Processing, Gas and Petroleum, Plastics, Ferrous and Non-Ferrous Metals, Construction, Public Utilities. The right hand column indicates the scope of Blaw-Knox. On request, we will be glad to send you descriptive literature about any Blaw-Knox product or service.

Make it a point to visit our exhibit at the NARTB Convention

MEMBERS OF THE BLAW-KNOX "FAMILY" AND SOME OF THEIR PRODUCTS

Blaw-Knox Equipment Division
Blawnox, Pa.
- Concrete Road Paving Machinery
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- Gas Cleaning Equipment
- Open Steel Flooring
- Radio, TV and Transmission Towers
- Steel Forms for Concrete Construction
- Chemical and Process Equipment
- Water Cooled Equipment for High Temperature Furnaces

Buflovak Equipment Division
Buffalo 11, New York and Mora, Minn.
- Machinery for the Chemical and Food Processing Industries
- Specialized Machinery for the Dairy Industry

Chemical Plants Division
Pittsburgh 30, Pa.
- Complete Chemical, Petrochemical, Industrial and Petroleum Plants

Foote Construction Equipment Division
Numda, New York
- Black Top Road Pavers
- Concrete Road Pavers

Lewis Machinery Division
Groveton, Pa.
- Rolling Mills and Auxiliary Machinery for Rolling Ferrous and Non-Ferrous Metals

National Alloy Division
Blawnox, Pa.
- Alloy Steel Castings for Extreme Temperatures, Abrasion and Corrosion Resistance

Power Piping and Sprinkler Division
Pittsburgh 33, Pa.
- Prefabricated Piping Systems for High Pressures and Temperatures. Pipe Hangers
- Automatic Sprinkler Systems for Fire Protection

Rolls Division
(Pittsburgh and Lewis Rolls)
Pittsburgh 1, Pa.
- Rolls for Steel and Non-Ferrous Rolling Mills

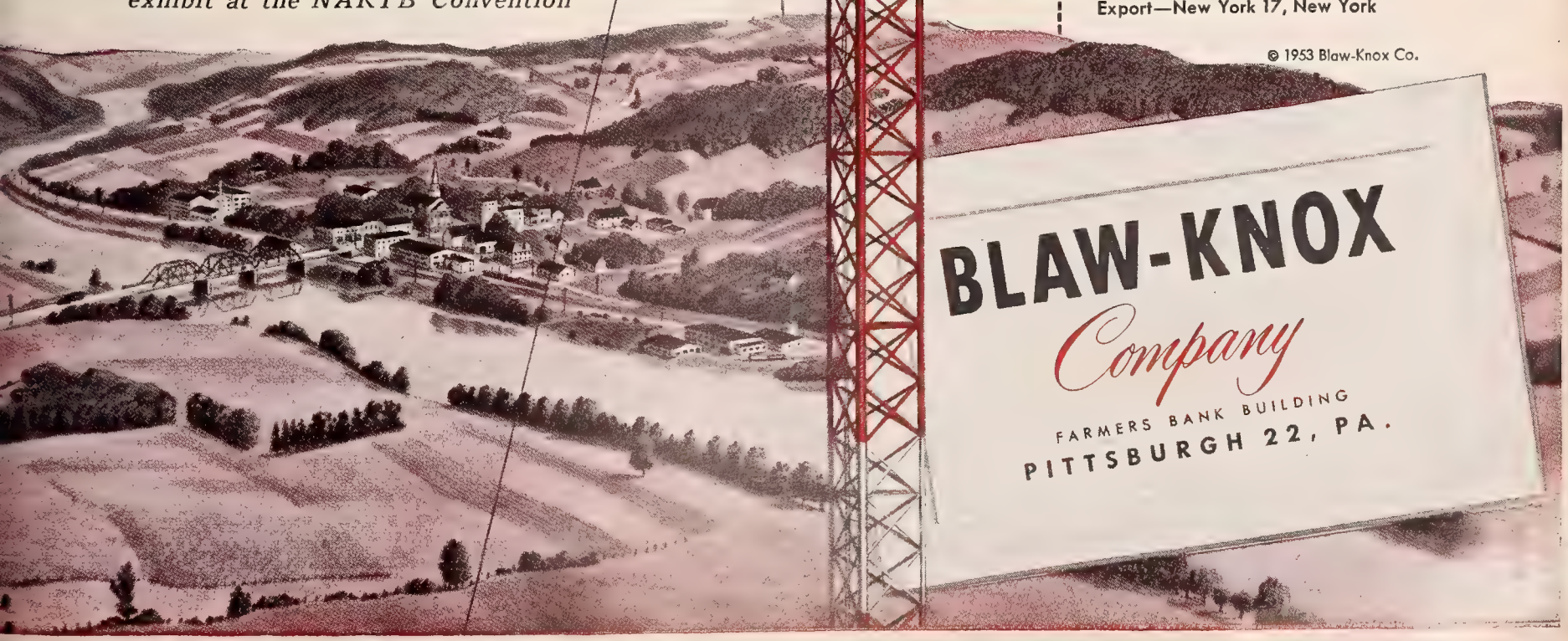
Union Steel Castings Division
Pittsburgh 1, Pa.
- Heavy Steel Castings

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Birmingham 3, Alabama
Chicago 3, Illinois
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New York 17, New York
San Francisco 5, California
Washington 5, D. C.
Tulsa 1, Oklahoma
Export—New York 17, New York

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Gano Dunn Dies; Served As RCA, NBC Director

FUNERAL services for Gano Dunn, 82, internationally known engineer and member of the boards of directors of RCA, RCA Communications Inc. and NBC, were held last Monday in New York, after his death the previous Friday following a brief illness.



Mr. Dunn

As president of the J. G. White Engineering Co. from 1913, he directed such projects as construction of the U. S. Naval oil base at Pearl Harbor, 13 trans-oceanic radio stations and the first long-line natural gas pipeline built in California.

He was described as a close friend of Brig. Gen. David Sarnoff, now board chairman of RCA, whom he met in 1913 when Mr. Dunn was chief inspector of the Marconi Wireless Telegraph Co. of America, subsequently acquired by RCA. A quarter-century afterward, Gen. Sarnoff, then RCA president, asked Mr. Dunn to become an RCA director.

An officer or delegate on many scientific committees and special governmental commissions, Mr. Dunn was a fellow of the Institute of Radio Engineers, the Royal Microscopy Society and the New York Academy of Sciences. He was honorary secretary for the U. S. of the Institute of Electrical Engineers of Great Britain.

Shorts

Atlas Sound Corp., Brooklyn, announces production of new duplex microphone mount with desk attachment permitting use of two microphones on single stand.

Radio Tube Div., Sylvania Electric Products Inc., announces production of new tetrode beam power amplifier designated Type 6BQ6G for service as horizontal deflection amplifier in TV receiver sweep circuits.

Technical Appliance Corp., Sherburne, N. Y., announces production of new Taco antenna featuring peak, tuned performance on all channels in vhf band. Antenna is known as Silver Streak Bazooka Cat. No. 1860.

Shallcross Mfg. Co., Collingdale, Pa., announces production of two single deck, single pole rotary switches designed for complicated range or circuit switching of experimental apparatus or heavy duty test equipment. Units are termed Type 10061-S and Type 10054-S.

Transitron Electronic Corp., Melrose, Mass., announces production of new line of gold bonded germanium diodes mechanically interchangeable with clip-in types.

Radio Tube Div., Sylvania Electric Products Inc., announces production of new horizontal deflection stabilizer tube, Type 40B2. The tube is contained in a T-9 bulb. Average operating conditions are 40 volts at 150 ma.

Electro-Voice Inc., Buchanan, Mich., announces production of new Model 3012-A 3-tube automatic all-channel Tenna-Top vhf TV booster. Unit has 3 tubes in balanced stages, including power multiplier stage, to provide adequate gain for producing clear, sharp signals.

'POLITICS' DETER EDUCATOR TV–ABRAMS

Emerson's president, speaking at U. of Houston luncheon, unleashes attack on "politicians" and "selfish officials" for allegedly holding back educational TV progress. Brunt of criticism centers on the Dewey Commission Report which he charges, was an act "against the welfare of the state." He says this action will have a "wet blanket" effect on educational TV.

POLITICS and "selfish officials" in many states were accused last week by Benjamin Abrams, president of the Emerson Radio & Phonograph Corp., New York, of "holding back the progress of educational television."

He hurled his charges Monday at a luncheon at the U. of Houston at which he presented a $10,000 Emerson check to the university's KUHT-TV, first noncommercial educational television station in the U. S. KUHT-TV was first recipient of the Emerson Educational Television Grant, under which each of the first 10 noncommercial, educational TV stations to begin operations, receive $10,000. KUHT-TV was to go on the air Thursday.

'Enlightened Approach'

Mr. Abrams paid tribute to the "enlightened approach" of the U. of Houston and citizens of the city and declared the university's position "stands in bold relief" to the pronouncements of some politicans who have termed educational TV "another way of needlessly spending taxpayers' money."

Using the status of educational television in the State of New York as an example of what he called "not peculiar to New York," Mr. Abrams asserted:

"I charge the politicians of New York with betraying the welfare of culturally and educationally hungry people. The reasons that they piously advance for their view are no more to be believed than the average politician's campaign promises."

Comment on New York

Pointing out that New York's Board of Regents is "enthusiastically behind the program calling for a network of educational television stations blanketing the state," Mr. Abrams noted that the FCC has approved 10 of the 11 requested channels. He described the majority report of the Regents' plan by Gov. Dewey's Temporary State Commission on the Use of Television for Educational Purposes, which overruled the proposal, as an act "against the welfare of the state."

"There is no doubt in my mind that the politicians in my state acted contrary to the best interest of citizenry because of pressure applied by commercial interests—because of the alleged competition to commercial TV stations," Mr. Abrams contended.

He said New York's decision had the effect not only of impeding "the progress of television in my state," but served as a "wet blanket" throughout the country, discouraging supporters in other states.

Insisting that commercial stations do not "have enough free time to broadcast nearly enough free educational programs with substantial continuity," Mr. Abrams asserted that educational TV must be independent of commercial TV. He declared it must not be "a charity patient, dependent on the benevolence of commercial interests that control the channels."

Boston Educational TV Gets Offer of $500,000

FIVE private foundations last Tuesday offered "at least $500,000" to Massachusetts Gov. Christian A. Herter for constructing and equipping an educational television station in Boston on reserved vhf Ch. 2.

The offer was made contingent on assurance additional funds will be made available to operate and maintain the station and that it be operated by a private, noncommercial foundation. One possibility, it was reported, is that the operation be handled through enlargement of Lowell Institute Cooperative Broadcasting Council.

Organizations making the half-million-dollar offer were:

Twentieth Century Fund, Filene Fund, Lincoln & Therese Filene Foundation, Good-Will Fund and Ford Foundation's Fund for Adult Education. The first four were set up by Lincoln Filene or the late Edward Filene, Boston merchants-philanthropists.

Formation of a citizens commitee to unify the fight for an educational TV channel in Massachusetts was recommended at a public symposium in Boston April 7 by the Massachusetts Civic League, which called the meeting of all educational, civic, religious, and other groups in the area.

Urges Delegates

Both at the symposium and in an extensive report issued by its Educational Television Commitee, the League urged that these organizations each designate one delegate to serve on the Committee and pledge money for initial operating expenses.

It was announced that an executive director of the Committee, Nathan Weston, had been appointed and that the goals of the state-wide group would be to blanket the state with information on educaional TV; sponsor local groups in cities and towns to arouse public interest, such as 20 already formed; and to give public support to whomever applies for the channel.

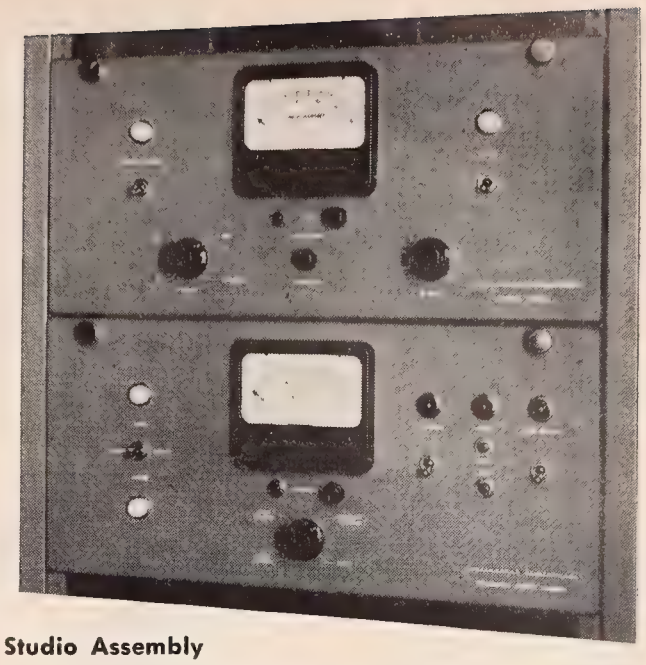
U. of Miami TV Courses

TWO COURSES in television will be offered by the U. of Miami, Coral Gables, Fla., for its summer session, beginning June 17, Dr. Sydney W. Head, chairman of the institution's radio, television and film departments, has announced. They are "TV Survey," for two credits, and "TV Workshop," a more advanced course for three credits. Students will receive experience in weekly on-the-air productions on WTVJ (TV) Miami.

Greater Convenience and Economy in Radio Broadcasting...with new

Continental

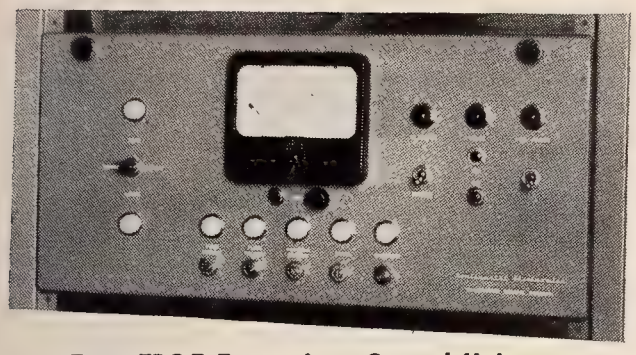
TRANSMITTER REMOTE CONTROL EQUIPMENT



Studio Assembly
Type MR-1 Receiver and
Type TRC-S Remote Control Unit

GENERAL DESCRIPTION

The Continental Transmitter Remote Control Equipment has been developed for the purpose of providing a simplified and positive means of operating, metering, and monitoring a radio transmitter from a remote location such as a broadcast station studio. The system employed is designed to meet all the requirements of the FCC and also contains a number of additional features that are incorporated for the purpose of enhancing the convenience and reliability of this type of transmitter operation.



Type TRC-T Transmitter Control Unit
to be installed at Transmitter Location

The equipment consists of three main units — a transmitter control unit, a remote control unit, and a high quality tuned RF type of radio receiver. The transmitter control unit is to be installed at the transmitter location. The remote control unit and radio receiver are intended for installation at the studio or control point. When installed and interconnected through appropriate telephone lines, these control units afford all of the facilities for positive operation and metering of the transmitter. The monitor receiver provides additional checks on the condition of the carrier, provides signal energy for the modulation and frequency monitors and a high quality audio output for aural monitoring.

FEATURES

OPERATIONAL–The Continental Transmitter Remote Control system provides positive OFF and ON control for the transmitter and is arranged so that the transmitter will be incapacitated if the interconnecting telephone lines become open, shorted, or grounded. The following control functions are included:

1. *Transmitter filaments and plate supply OFF and ON controls provided with a time delay arrangement which automatically affords protection for rectifier tubes.*
2. *Provision for raising or lowering output transmitter power by operation of a reversible motor control.*
3. *Provision for power change to "FULL" or "REDUCED" power if station license specifies this mode of operation. Arrangement for removal of plate voltage during power change.*
4. *Provision whereby transmitter overloads remove plate voltage and are indicated at the control point. Plate voltage is restored automatically one time and then locks out, if overload continues, until restored manually.*

METERING–Metering facilities provide all the readings required by the FCC and in addition a spare position is included that may be used for whatever other function that may seem desirable. A system for calibration of the metering system is included and is so arranged that any of the metering positions may be checked against calibration at the time the reading is being observed. The following metering positions are provided:

1. *Final Amplifier Plate Current*
2. *Final Amplifier Plate Voltage*
3. *Antenna Base or Shunt Feeder Current*
4. *Spare Position*

MONITORING–A high quality tuned RF type of radio receiver is included for the purpose of serving as a double check on the condition of the transmitter carrier. This receiver contains a calibrating oscillator and an output meter which may be used to indicate field intensity from the station and thereby provides a second check on transmitter power output. This receiver also incorporates output connections for operating the station's modulation monitor and frequency monitor. It also contains a carrier pilot light and an alarm arrangement which can operate a bell or buzzer to indicate aurally when the carrier is removed or restored.

MECHANICAL–The equipment is constructed for installation on standard relay racks and the space requirements are two 8¾" panel widths at the studio or control point and one 8¾" panel width at the transmitter. Power requirements are 115 V., single phase, 60-cycle at each location.

LINE REQUIREMENTS–Two telephone lines are required for interconnecting the studio equipment and transmitter equipment. One of these must be a straight metallic circuit and suitable for direct current operation. The other line must also be suitable for direct current operation, but may be isolated with line transformers and used simultaneously for a communication circuit of the magneto phone type.

Distributed by GraybaR ELECTRIC COMPANY
IN OVER 100 PRINCIPAL CITIES

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Dallas 10, Texas

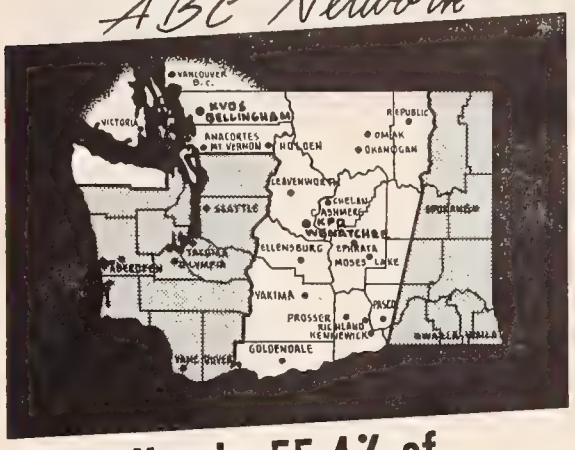
KVOS-TV CHANNEL 12

Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.

KVOS 1000 WATTS 790 K C

KPQ 5000 WATTS 560 K C

ABC Network



Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME

Represented by

Robert Meeker Assoc., Inc.

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

FREE ACCESS IS OHIO MEET THEME

Annual Institute for Education by Radio-Television on opening day highlights broadcast media's fight for free access to legislative proceedings and hearings.

NOT ONLY the rights of broadcasters, but also their responsibility to cover legislative hearings was strongly asserted at the opening general session last Thursday of the 23d annual Institute for Education by Radio-Television in the Deshler-Wallick Hotel, Columbus, Ohio (see AT DEADLINE).

Edward Stanley, manager of public service programs, NBC New York, emphasized both radio and television are by their very nature included in the word "press" and are subject to its guarantees of freedom.

Some persons are "distracted and mislead by the newness and novelty of television," Mr. Stanley said. "The fact that it presents news and information in a different form and not through type on a printed page . . ." leads them to the wrong conclusions. . . ."

After setting up usual arguments raised against the televising of hearings, Mr. Stanley proceeded to knock them down. Disturbance of the hearing is fast disappearing as techniques improve and architectural revisions are made to accommodate TV; the "disconcerting to witnesses" argument is invalid since a camera, Mr. Stanley observed, can not be any more disconcerting than a battery of reporters scribbling notes at the press table.

The objection that viewers believe they are seeing a trial is not TV's fault, Mr. Stanley said. Each hearing makes its own rules, and if there is any confusion in the public mind, it is the duty of the legislative body to clear it up.

Others taking part in the forum were Dorothy Kenyon, New York attorney and board member of the American Civil Liberties Union, and Morris S. Novik, radio-TV consultant and former director of WNYC New York. Mrs. Kenyon stated the position of the ACLU on telecasts of hearings.

Mr. Novik insisted on radio-TV's right and the responsibility to provide "comprehensive non-partisan coverage." He urged Congress to devise rules to protect witnesses' rights and those of broadcasters at hearings, but advised against waiting until such rules were adopted before telecasting legislative hearings.

Mr. Novik offered a list of suggestions toward solving the problem; among them: Advance planning by broadcasters and the legislative body; broadcast of the full hearing; opportunity for persons unfavorably mentioned to defend themselves; continued announcements that the proceedings are hearings, not trials; presence of an announcer or chairman to explain unexpected happenings; fair treatment with camera angles, and broadcasts of not only "sensational" hearings but also other important sessions as well.

Television has gained an ascendency of control at the institute with radio taking a back seat for the first time. A majority of the topics under discussion revolved around television. It was summed up in a preconvention statement by I. Keith Tyler, director of the Institute, who remarked that "educators and commercial broadcasters are coming to this conference to face common problems. The feeling on all sides seems to be a mutual desire to find ways of making the most effective use of television, which no one can doubt is here to stay."

WMBR-TV 'Telecourse'

WMBR-TV Jacksonville on May 2 will air the U. of Florida's first "telecourse" series, *Family Living*, on various topics of family life. Viewers who take the course, for which there is no fee, will be sent necessary materials and upon completion will receive a certificate from the university. Glenn Marshall Jr. is WMBR Div. president and general manager.

Contest Threatens in D. C. Over Educational Ch. 26

CONTEST for an educational TV grant is shaping up in Washington, D. C. A group of 16 private and public educational and cultural institutions was formed April 10 to prepare an application to compete with the District of Columbia Board of Education's application for Ch. 26, the only educational channel reserved there.

Most members of the new organization, incorporated as the Greater Washington Educational TV Assn., participated with the District board in lengthy discussions beginning last April that culminated in the board's unilateral application for the facility.

Representatives of the school board have been invited to join the new association but so far have been rebuffed, according to Dean Martin A. Mason of the George Washington U. Engineering School, chairman and spokesman for the group's board of trustees.

The association has been offered $100,000 by the Ford Foundation on a matching-fund basis to build and operate the station. Fund raising meetings are underway. Construction cost is estimated at $525,000 and annual expense for a four-hour operating day at $200,000.

FCC has announced it is delaying action on the school board's application until the Greater Washington group submits a statement. It also is awaiting clarification of the board's funding proposals.

Educational TV Will Help Adults to Learn—Shouse

CONTINUOUS learning will be provided by educational television for those who have terminated their education in high schools and colleges, Crosley Broadcasting Corp.'s Board Chairman James D. Shouse said in a talk April 10 to the International Mailbag Club at its 25th annual celebration. The Mailbag Club was founded to spread cheer to handicapped persons.

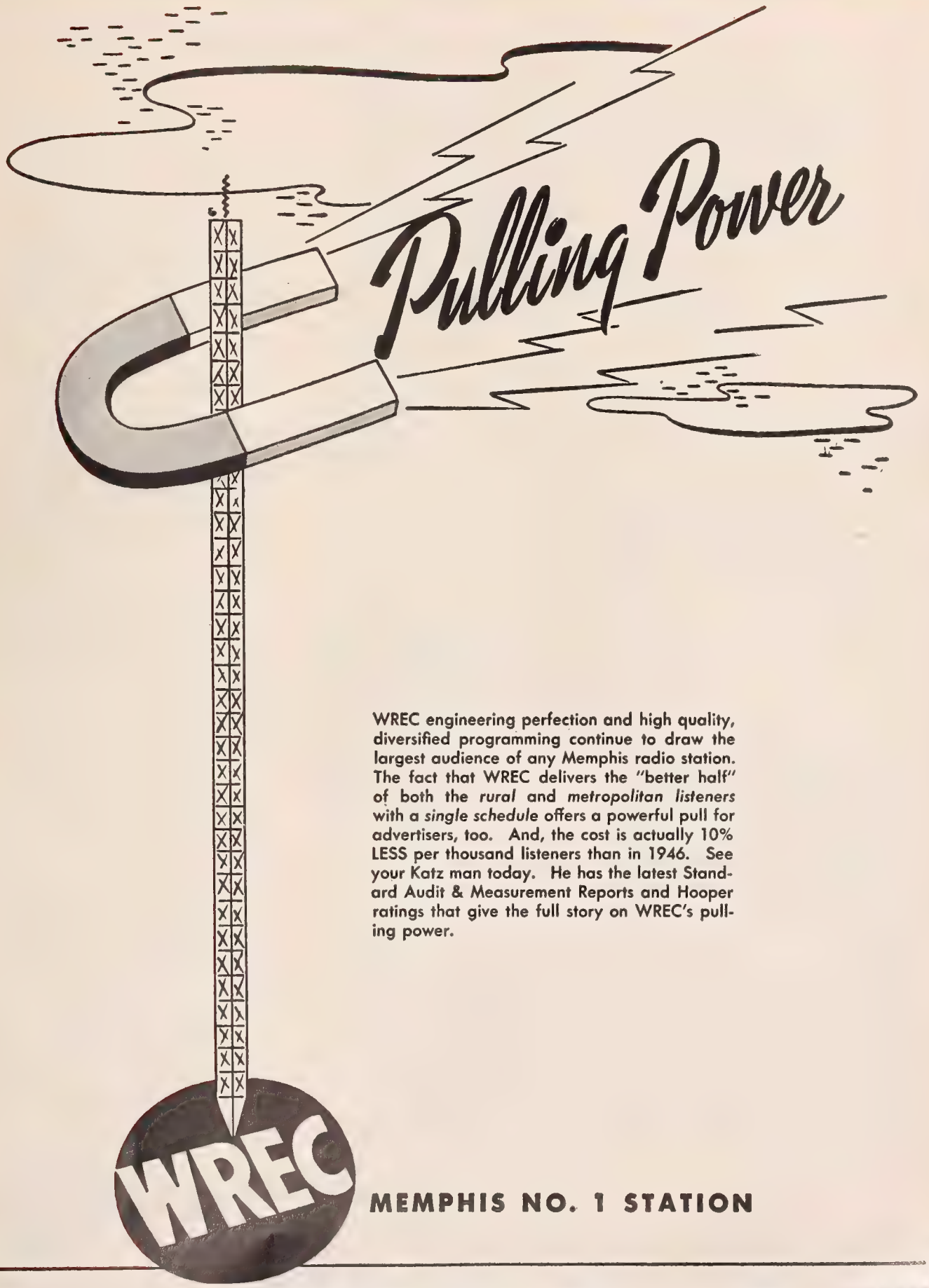
Crosley recently announced a $2,500 grant to leaders of the Greater Cincinnati Television Education Foundation, for production and telecasting of educational programs.

NYU English Course on TV

FIRST in a series of 10 weekly classroom sessions in college English will be telecast by New York U. on WPIX (TV) New York, starting today (Monday) from 9:30 to 10 p.m.

features

Reprints of articles appearing in this section are available at nominal cost. Write to
BROADCASTING • TELECASTING
Readers' Service, Room 870
Press Bldg., Washington 4, D. C.

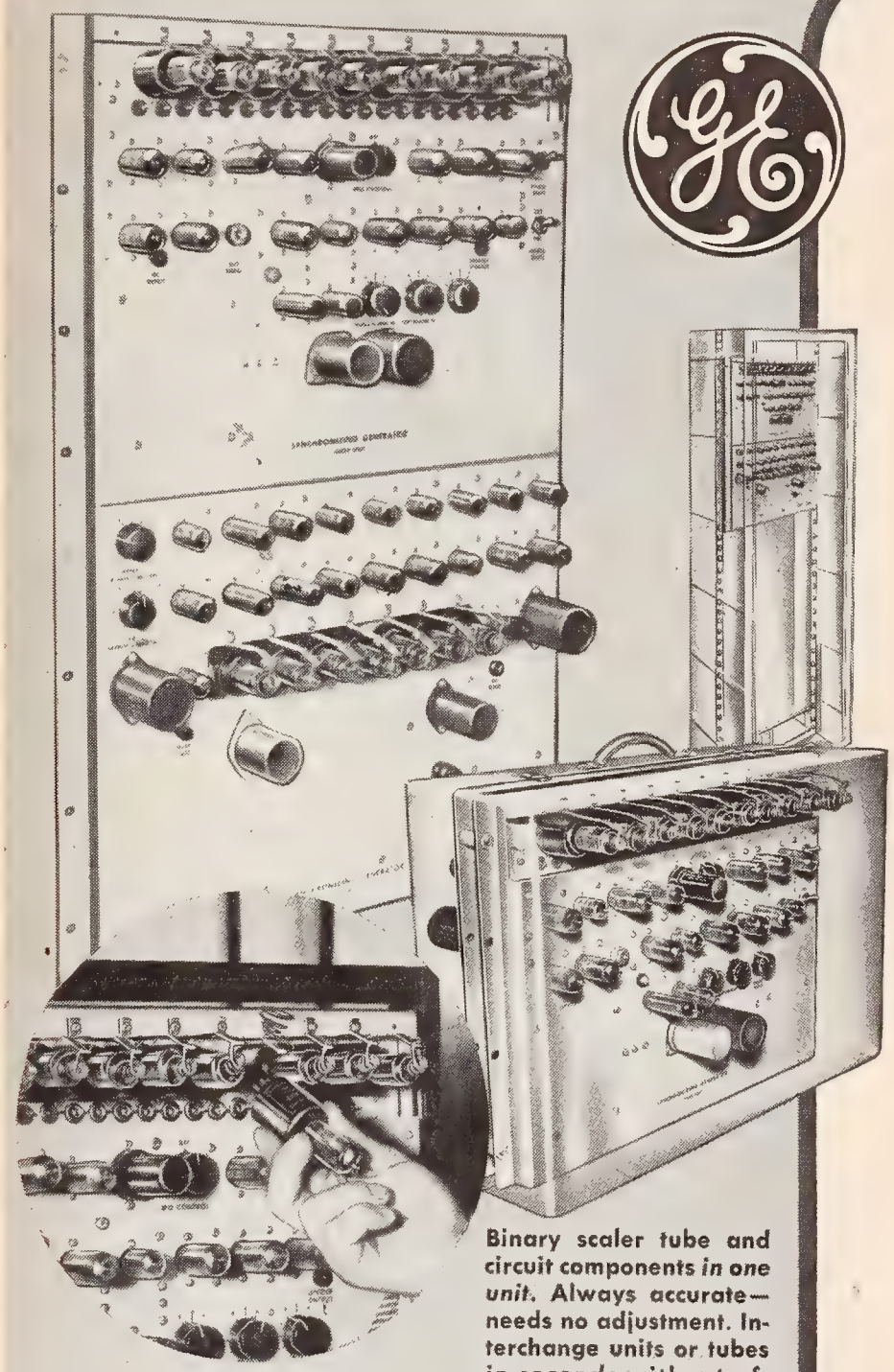


WREC engineering perfection and high quality, diversified programming continue to draw the largest audience of any Memphis radio station. The fact that WREC delivers the "better half" of both the *rural* and *metropolitan listeners* with a *single schedule* offers a powerful pull for advertisers, too. And, the cost is actually 10% LESS per thousand listeners than in 1946. See your Katz man today. He has the latest Standard Audit & Measurement Reports and Hooper ratings that give the full story on WREC's pulling power.

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS RADIO, 600 KC, 5000 WATTS

Only
G-E Sync-Generators
meet new standards!



Binary scaler tube and circuit components *in one unit.* Always accurate—needs no adjustment. Interchange units or tubes *in seconds* without affecting output signals!

▶ **NO ADJUSTMENT FOR COUNT DOWN OR SYNC SIGNAL COMPOSITION**—Operation is completely automatic. No adjustment required.

▶ **PLUG-IN BINARY SCALERS**—Complete scaler circuit can be instantly replaced. Indicator lights quickly locate any non-operating unit.

▶ **ONE COMPACT DESIGN FOR STUDIO OR PORTABLE USE**—Portable application or mount in a rack.

▶ **FIXED SYNC PULSE WIDTHS**—The width is determined solely by a delay line and requires only an initial adjustment for a particular width.

▶ **THREE-WAY, FAST-ACTING LOCK-IN CIRCUITS**

▶ **ADVANCED DRIVING PULSE**—Horizontal driving pulses up to 6.4 microseconds ahead of horizontal blanking. Compensates for up to 2000 feet of average camera cable.

▶ **DIRECT FREQUENCY LOCK FOR FOOL-PROOF INTERLACING**

TODAY, the proved *standards* for synchronizing generator equipment stamp General Electric units as the *finest in the industry!* Perfected and in-use for years, this G-E equipment literally set the pattern for official requirements which are currently proposed by RTMA.

No TV station can operate successfully without this synchronizing function. Nor can you afford to sacrifice quality in purchasing equipment for your television operation. Buy with complete assurance of getting the *longest equipment life*...the *utmost in performance.* Insist on a G-E Sync-Generator for the best signal reception obtainable!

For complete information write today to:
General Electric Company, Section 243-20,
Electronics Park, Syracuse, New York

Complete Television Equipment for VHF and UHF

GENERAL ELECTRIC

features

- This week's feature section is devoted entirely to equipment and service exhibits at NARTB "Gold Rush" convention next week. Summary is on this page. Capsule reports of all exhibits begin on following page; diagrams of heavy equipment exhibits on pages 84-85.

NEARLY 100 EXHIBITS SET FOR NARTB 'GOLD RUSH' CONVENTION

THE assembled marvels of electronic and optical scientists, reflecting a year of vast progress in the radio and television arts, are being prepared for the inspection of some 2,000 broadcasters who will soon be heading toward the Biltmore Hotel, Los Angeles.

NARTB's annual convention—April 28-May 1—will present the 1953 models of gear ranging from tiny kernel-size transistors to multi-ton transmitters. The annual equipment exposition will open the morning of Tuesday, the 28th. Many millions of dollars worth of equipment will be placed on display in the annual show, described by NARTB as the most elaborate in the association's history.

The new and better devices conceived by the nation's scientists and industrial engineers will be found in three neighboring display rooms in the Biltmore—Ballroom, Galeria and Renaissance Rooms. These rooms will house heavy equipment, along with several service exhibits.

Lighter equipment, transcription and film offerings, and related services will be displayed on the second floor of the Biltmore. Most of this floor has been allocated to NARTB associate member exhibits. In all, nearly a hundred companies are represented in the display and entertainment quarters in charge of NARTB Secretary-Treasurer C. E. Arney Jr. Manager of the show, one of the nation's major industrial exhibits, is Arthur C. Stringer, who has filled this role for more than a decade.

Variety of Displays

The exposition covers a predominant share of the apparatus produced for radio and TV station use by the nation's manufacturers.

The companies specializing in radio and TV program and film services have come up with large numbers of new programs covering the fields of entertainment and education. They have utilized the latest processing techniques to improve the technical quality of their product.

With the uhf band opening fast, interest will run high in the specialized transmitters and related items designed for this new type of transmission. Vhf, too, is sharing the fruits of technical progress as television moves farther into an era of rapid expansion.

A complete uhf station will be found in operation at the exposition, one of many exhibits in which apparatus is shown at work.

With FCC's revised rules permitting remote-control operation of nondirectional transmitters under 10 kw going into effect May 15, interest of delegates in automatic operation will be satisfied by several types of gear. The automatic devices also are tied into the Conelrad station-silencing plan and full complements of apparatus for Conelrad use will be on display.

While there will be much that is new in the relatively young TV arts, aural radio has not been neglected by manufacturing firms. Manufacturers have found ways of bringing equipment to high efficiency, with lower operating costs and better maintenance records.

Among the new developments in TV will be flying-spot scanners designed to improve reproduction of films. Several versions of this type of apparatus will be shown by manufacturers. One exhibitor describes the process as "the finest in film reproduction equipment ever offered."

Camera techniques are being refined by manufacturers. The NARTB exposition will feature miniature TV cameras and a remotely controlled camera. Lenses, too, have been developed during the year and versions of zoom types will be on display.

Technical Advance

Manufacturers of transmitters for TV have increased the power output of their new lines. All types of amplification equipment have been refined by engineers. Lines of microwave relay and remote pickup transmitters will be shown, ranging from one-hop types to multi-hop intercity relays.

Many types of vhf and uhf television antennas will be shown, and tower companies will have cross-section displays. In the field of lighter equipment there will be monitors, special effects amplifiers, mixing and switching equipment, tape recorders, loudspeakers and microphones.

Perfected TV recording apparatus will be revealed, with extravagant claims made for some of the improved processes. One of the firms experimenting in magnetic-tape recording of TV programs will review its progress during the NARTB Engineering Conference, which runs concurrently with the management portion of the convention.

Some of the NARTB associate members will confine their convention activities to entertainment suites. Networks and station representatives will maintain headquarters in Los Angeles, mostly at the Biltmore.

In the following columns are summaries of equipment and service exhibits, based on information supplied to B•T by the exhibitors.

Here are reports of all exhibits that had been booked for the NARTB convention up to press time of this issue. Those arranged later will be covered in B•T's next issue. Companies in this report are listed in alphabetical order.

ADVERTISING COUNCIL

USING the theme "You Can Be Proud," the council will use its exhibit space at the Biltmore to tell broadcasters and sponsors they can be proud of their voluntary efforts to help solve national problems.

Blowups of telegrams from government heads and private organizations thanking broadcasters for their help will be shown along with a sample TV station kit for a public service campaign; copies of 10th anniversary annual report; special convention issue of the monthly information guide the council sends to all stations; list of campaigns and volunteer agencies; list of materials available from government agencies and private groups; report on transcription, *Thanks to Radio;* a questionnaire asking station people what kind of materials they like best and can sell for sponsorship.



Mr. Kinney

The council is asking representatives of government and private agencies helped by broadcasters to make the council booth their headquarters in voicing their gratitude to station delegates.

Personnel:

Gordon Kinney, radio-TV director
Robert Coleson, Hollywood representative

ALLIED RECORD MFG. CO.

UNIQUE exhibit of manufacturing processes from master acetate to finished pressing ready for shipment will be on display at the convention, literally a plant operation in miniature that will show just how record processing and pressing are done.

Beginning at one end of the table, a master acetate will be shown silvered and ready for copper plating. The plating bath is the next step, complete with master acetate and copper anode. The master plate is left attached to the acetate and then follows the process of making the mother and stamper plates.

Record material in biscuit form will be shown, along with two complete dies from the hydraulic presses showing the pressed record as it appears immediately after a die is opened. The overflow (flash) is still attached to the record. Trimming is followed by inspection. Among sidelights will be a microscopic display, label collection and magnification of stylii.

Personnel:

Lawrence Giles
Samuel Salzman
J. S. Van Leer
Jack Wegner
Hal Neely
Mildred Hamphill
R. L. Burgess

ALTEC LANSING CORP.

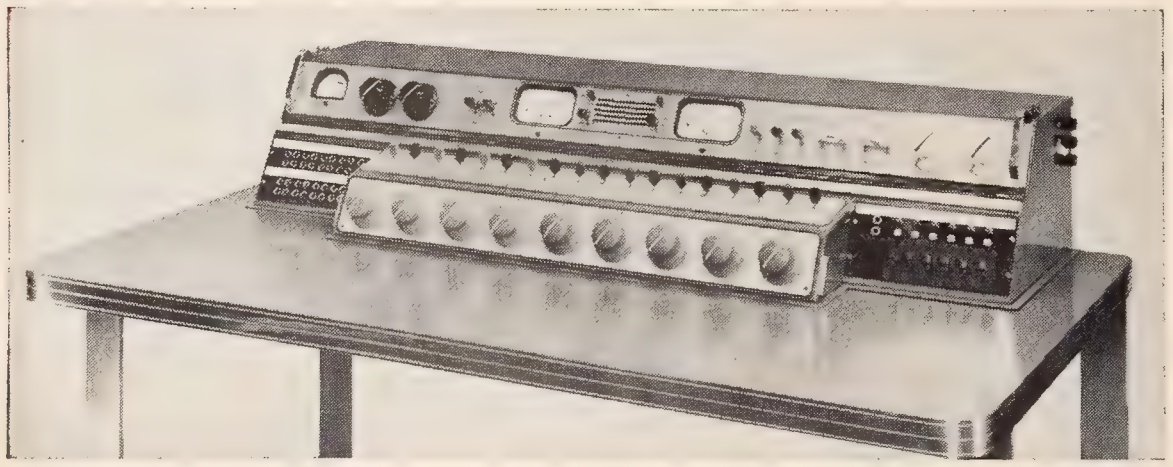
THE ALTEC LANSING exhibits will be displayed in the Biltmore Hotel Grand Ballroom's Space No. 6, along with Graybar Electric Co. and its other suppliers. Executives will occupy hospitality Rooms 2112 and 2115.

The firm expects to show its complete line of audio products for AM and TV operation, with particular attention to the following:

250A broadcast control console, 230B broadcast control console, 220A remote mixer, A-322C limiter amplifier, A-256C recording amplifier, 639 type cardioid type microphone, 633C utility microphone, 660 utility microphone, 21B condenser microphone and a series of miniature plug-in pre, line and monitor amplifiers with associated power supplies for custom speech input installations.

Personnel:

G. L. Carrington, president.
A. A. Ward, vice president.
J. K. Hilliard, chief engineer.
H. S. Morris, products sales mgr.
Dr. E. M. Honan, engineering mgr.



AMONG Altec Lansing products to be exhibited is this 250A broadcast control console.

AMERICAN TELEPHONE & TELEGRAPH CO.

THE Bell System exhibit will be keyed primarily to TV, featuring a large map of Bell System television network routes, both coaxial and radio relay, and show all cities with television stations on the air. Exhibits on coaxial cable and radio relay will support the presentation.

A photo-mural will depict the Mt. Wilson radio and television installations. An animated display will show Bell System microwave and cable paths to these installations. Actual microwave components of the type used for remote television pickups will be displayed with a description of the function and operation of the equipment units.

Personnel:

AT&T Long Lines Dept.
H. M. Botkin, acting general manager, western area, Kansas City
M. G. Wallace, commercial operating engineer, New York
F. R. MacFarland, division commercial manager, program service, New York.

Pacific Telephone & Telegraph Co.
R. J. Hadden, vice president, general manager, Los Angeles
J. F. Cantlen, general commercial manager, Los Angeles
R. G. Elliott, plant extension engineer, Los Angeles
W. B. Nehls, general sales manager, Los Angeles



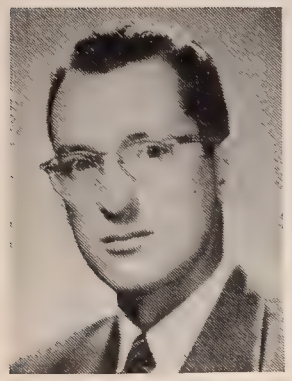
PLANS FOR Bell System exhibit at NARTB convention discussed by M. G. Wallace (r), commercial operating engineer, New York, and F. R. MacFarland, division commercial manager, program service, New York.

AMPEX ELECTRIC CORP.

AMPEX proposes to demonstrate how—with use of its Ampex Model 450 continuous tape player—a complete day of music and announcements programming can be broadcast automatically. The player, Ampex says, permits playing of more than eight hours of broadcast material on a single tape.

Two—or possibly three—of the players would

be employed according to the Ampex plan. Program music, presumably gathered by a transcription service's expert program director, would be on one machine, with a second playing local announcements, and a third, station breaks.



Mr. Johnston

A recorded, but sub-audible, 25-cycle tone would stop the first machine after each musical selection, while the second machine (containing local announcements) would start. A similar sub-audible tone on the second machine after the announcement would re-start the musical program. A clock set at pre-determined intervals would stop the first two machines and start the third machine (containing station breaks).

Thus, claims Ampex, an announcer or disc jockey could record a whole day's announcements within two to three hours. Smaller stations using this method would benefit by use of the abilities of the transcription service's expert program director, Ampex believes.

Ampex also will introduce its new Model 350 recorder which records at 3¾ inches of tape per second for use in recording the eight-hour tapes. It is similar to the Ampex Model 300. A tape duplication system also has been developed.

Personnel:

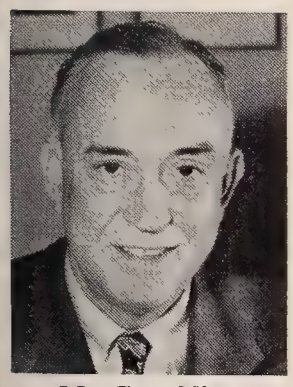
Harrison Johnston, sales manager
Russell J. Tinkham, manager, Midwest district
J. A. Ford, manager advertising and sales promotion
Jack Hauser, manager San Francisco district office
Ross Snyder, audio applications engineer

ANDREW CORP.

THE Andrew "skew" antenna is described as the only type providing a circular radiation pattern from antenna elements placed around a supporting structure which is larger than a half wavelength on a side. High gain and rugged design are claimed for the omnidirectional antennas, 152 and 450 mc. Andrew's exhibit is in Space 9 of the Ballroom.

ASSOCIATED PRESS

THE AP will not make a formal exhibit, but will be represented by five executives.



Mr. Grambling

Personnel:

Oliver Grambling, asst. gen. mgr. for radio.

Hub Keavy, Los Angeles bureau chief.

Al Stine and Mark Knight, executive representatives.

Richard Eimers, field repr.

ASSOCIATED PROGRAM SERVICE

ASSOCIATED Program Service, division of Muzak Corp., reports it will cover both radio and television at the convention.

APS announces as available in limited numbers its APS Library, which was "drastically revamped" last January. The Library includes: "Over 5,000 selections" on discs of new vinylite, card-indexed and catalogued and installed in a metal cabinet; a series of transcribed sales meetings by APS' Maurice B. Mitchell, and a collection of commercial lead-ins, production themes, moods and other material.



Mr. Mitchell

"Costly releases of new music and scripts have been eliminated," APS reports, "with a consequent 50% reduction in rates." The APS collection now is the "only low-price, full-sized library available on a rental basis," the firm says.

For television, APS offers a special small library of TV production music. APS continues as TV distributor for Encyclopaedia Britannica Films, which it says includes more than 500 titles. An "unusual rental plan" offers unlimited use of the films on a full-year basis "at realistic rates."

EBF's *Great Americans* series of 26 films still is available in some markets, according to APS.

Personnel:

Maurice B. Mitchell, APS vice president and gen. mgr.

BLAW-KNOX CO.

AN ACTUAL 15-foot section of a 600-foot type TG Blaw-Knox television tower will be displayed in Space No. 6, the Graybar Electric Co. booth, according to Paul F. Vollmer, assistant advertising manager of Blaw-Knox.

This will be the first time Blaw-Knox has made such a display, Mr. Vollmer said. Since the display will be an actual section and not a model, the firm will be able to display the structural and fabricating methods in making its product.

BROADCAST ADVERTISING BUREAU

THREE rooms on the second floor of the Biltmore (2303, 2304, 2357) will each show complete sets of all BAB presentations and continuing services produced during the past year. BAB will program an afternoon of radio sales aids Tuesday, when convention meetings get underway. Staff executives will be on hand for consultation.



Mr. Ryan

Personnel:

William B. Ryan, president
Kevin B. Sweeney, vice president
John F. Hardesty, local promotion director
Gale Blocki, midwestern sales director
William L. Morison, assistant secretary-treasurer

BROADCAST MUSIC INC.

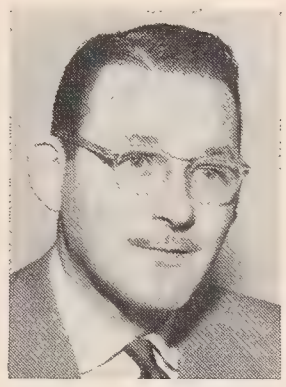
BMI will show NARTB delegates evidence of its fulfillment of the original promise made 13 years ago to foster free trade in a competitive copyright market. The exhibits will include historic manuscripts, including the autographed manuscript poem of "The Star Spangled Banner" in the hand of Francis Scott Key.

Other rare and significant manuscripts from BMI's collection of American Musicana will be displayed in the Ball Room Foyer. In the Biltmore Galeria BMI will display, in cooperation with NARTB, items from the BMI collection of first editions of musical compositions.

Other exhibit features will include AMP's diverse repertoire of standard and serious music, including leading American contemporary composers as well as works from European publishers; BMI Canada and its activities in popular and serious music; activities of publishers and composers whose catalogs are licensed through BMI. Officials of the company and field representatives will be at the convention.

CAPITOL RECORDS DISTRIBUTING CORP.

AUDITION transcriptions of the Custom Library Service will be shown in the Capitol display, Rooms 2341 and 2344. A new "Q" music section will be introduced for AM and TV. It consists of 100 12-inch 78 rpm Vinylite records. The library contains more than 12 hours of music on 800 separate tracks and is said to include every type and kind of music necessary for educational, industrial, religious or TV film productions. This is in addition to special effects, fanfare, tags, bridges and TV station breaks.



Mr. Heebner

On display also will be a new flexible format transcription library featuring exclusive Sonovox "attention getters" and Sonovox "talking" time signals, in addition to examples of Capitol's custom recording service.

Personnel:

Walter S. Heebner, vice president
Gene Becker, western representative
T. Clynton Elrod, production supervisor
John Seely, production supervisor

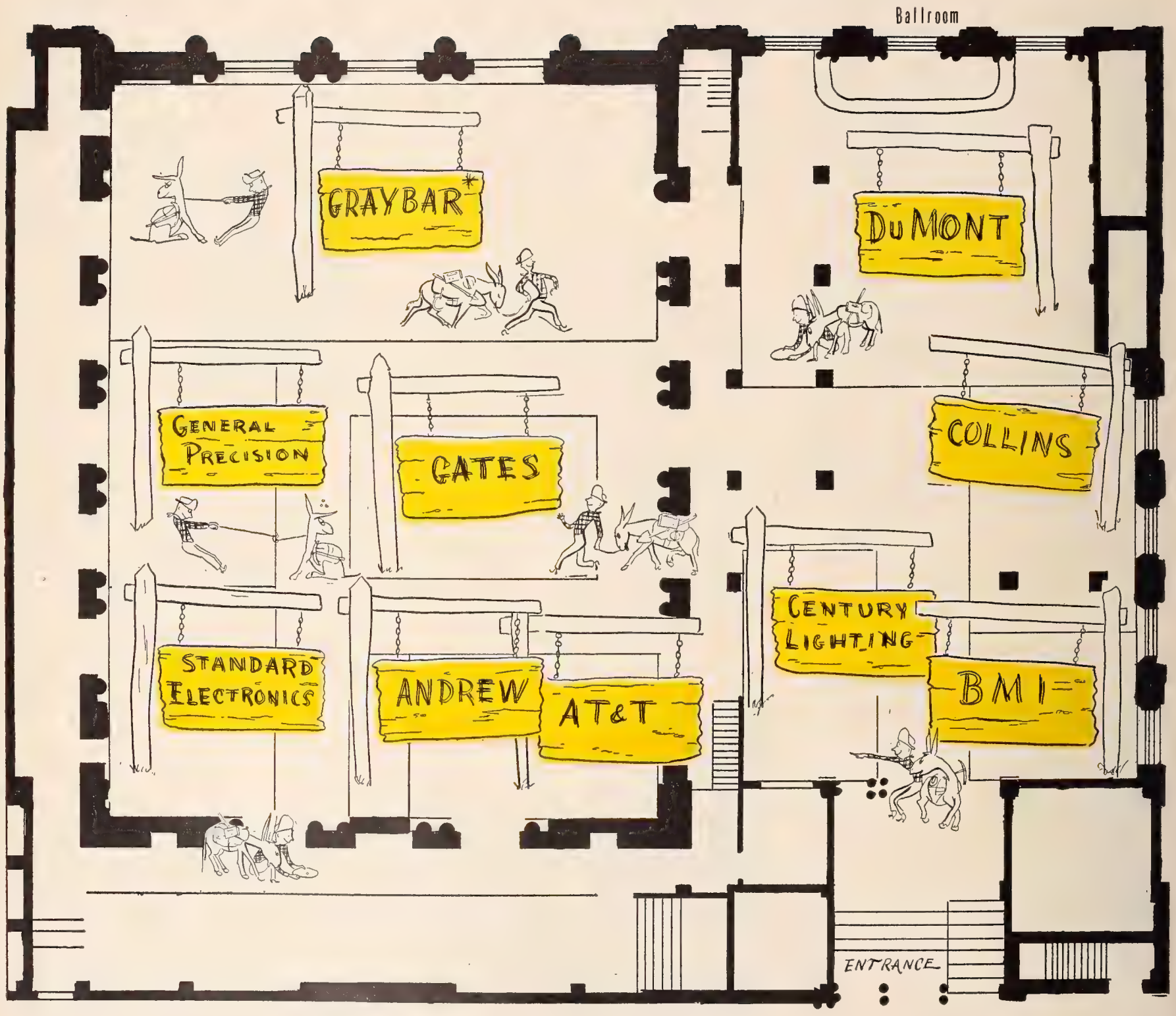
CATERPILLAR TRACTOR CO.

WHAT is claimed by its maker as the largest road-borne emergency power unit yet developed, the Mobile Electric Set, will be demonstrated by Caterpillar.

Developed by Caterpillar as a "public service," the unit has a 500 hp diesel engine as a power plant, which drives a generator producing 315 kw. It can travel anywhere a large tractor-trailer can go, according to Caterpillar spokesmen.

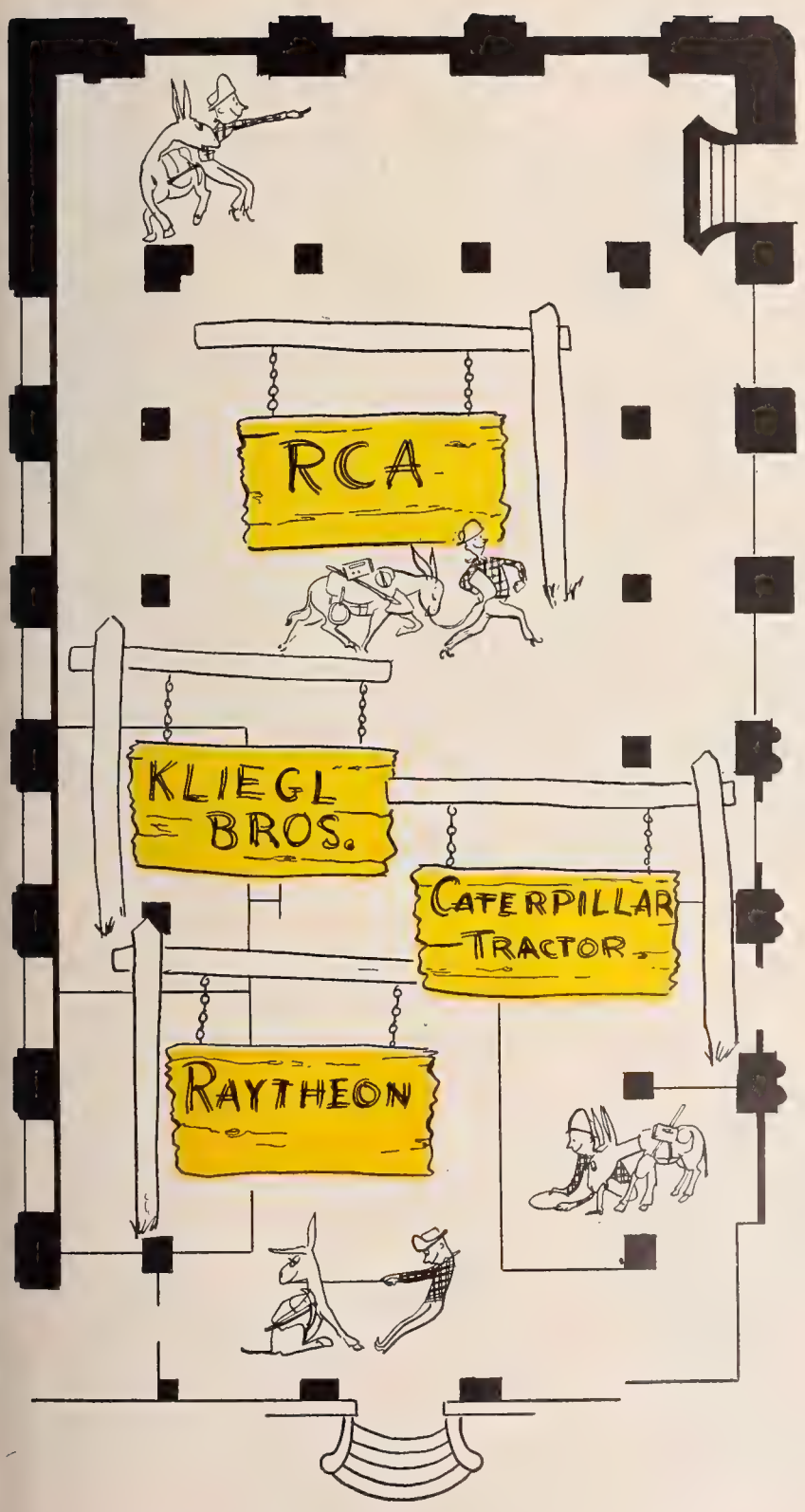
Component parts made for Caterpillar include: The generator, a General Electric Co. product; the switchgear, made by Electric Service Engineering Co.; the tractor, by Mack Truck.

GOLD IS WHERE



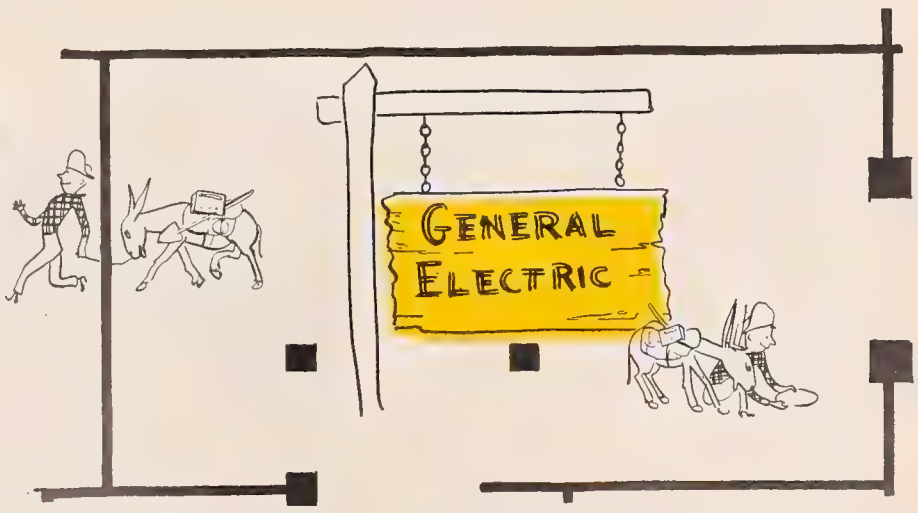
** Graybar is sales agent for the following firms whose equipment will be displayed in Graybar area: Altec Lansing Corp., Blaw-Knox Co., Ampex Electric Corp., Century Lighting Inc., Continental Electronics Mfg. Co., Fairchild Recording Equipment, Federal Telecommunication Labs., Machlett Labs. and Television Zoomar Corp.*

YOU FIND IT

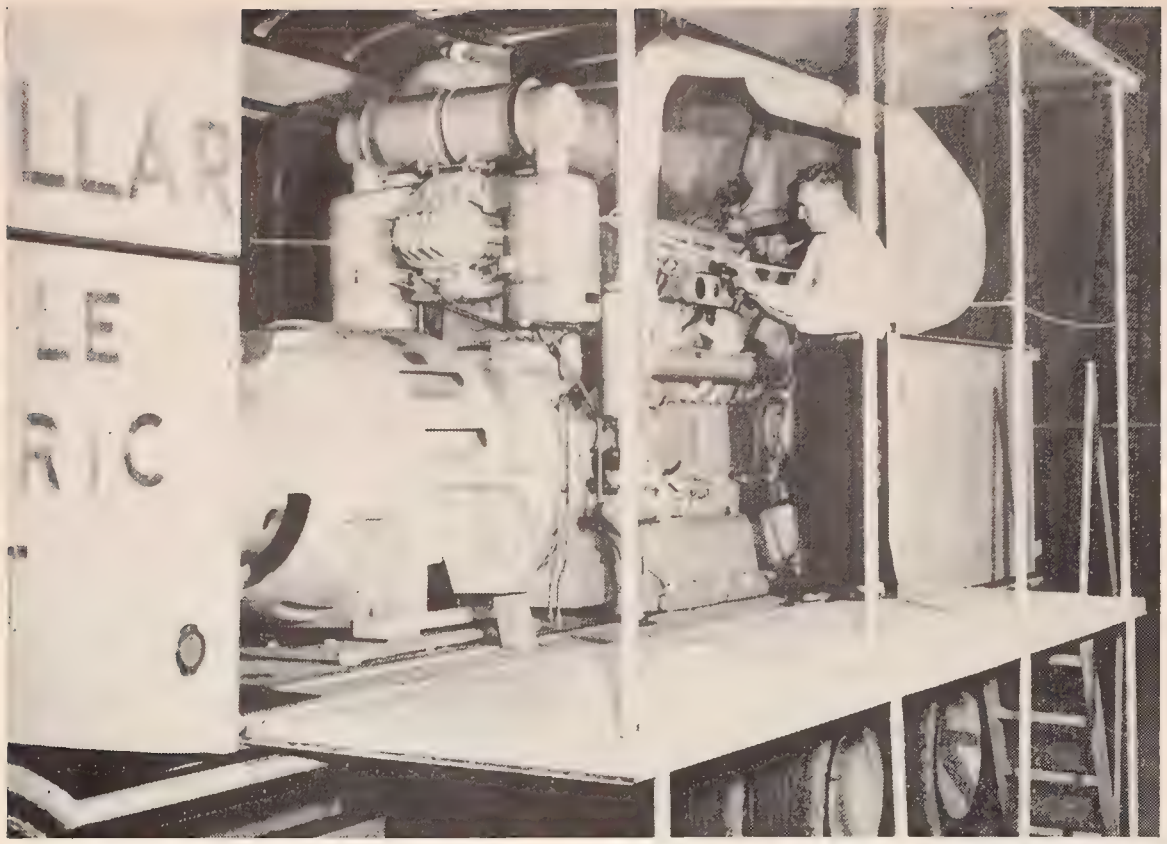


Renaissance Room

If you're prospecting for heavy equipment at the NARTB convention, here's where you'll find it displayed. On opposite page is diagram showing position of exhibitors in the Biltmore Hotel ballroom. Diagrams on this page show exhibitors in Renaissance Room (left) and Galeria Room (below). Exhibits of light equipment and various services may be found by consulting directory which will be issued at convention.

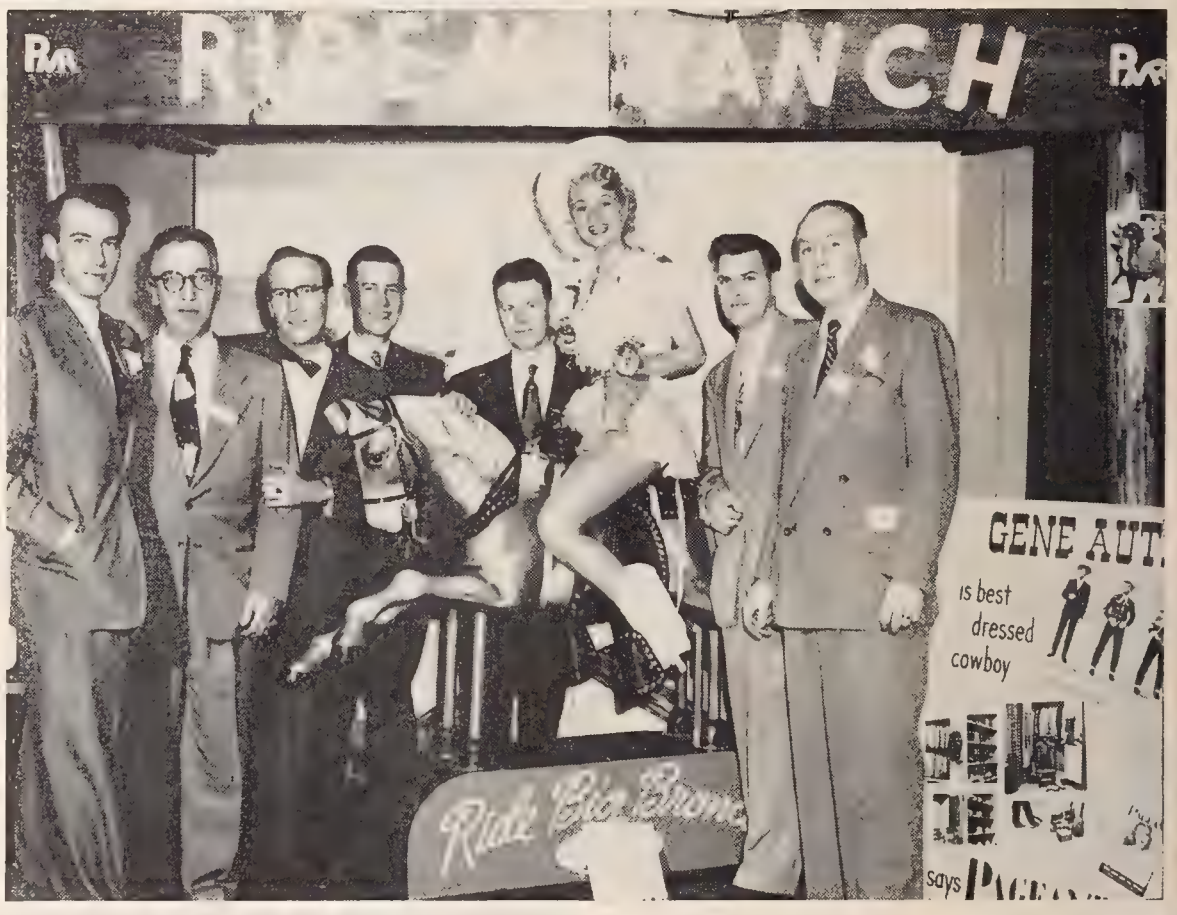


Galeria Room

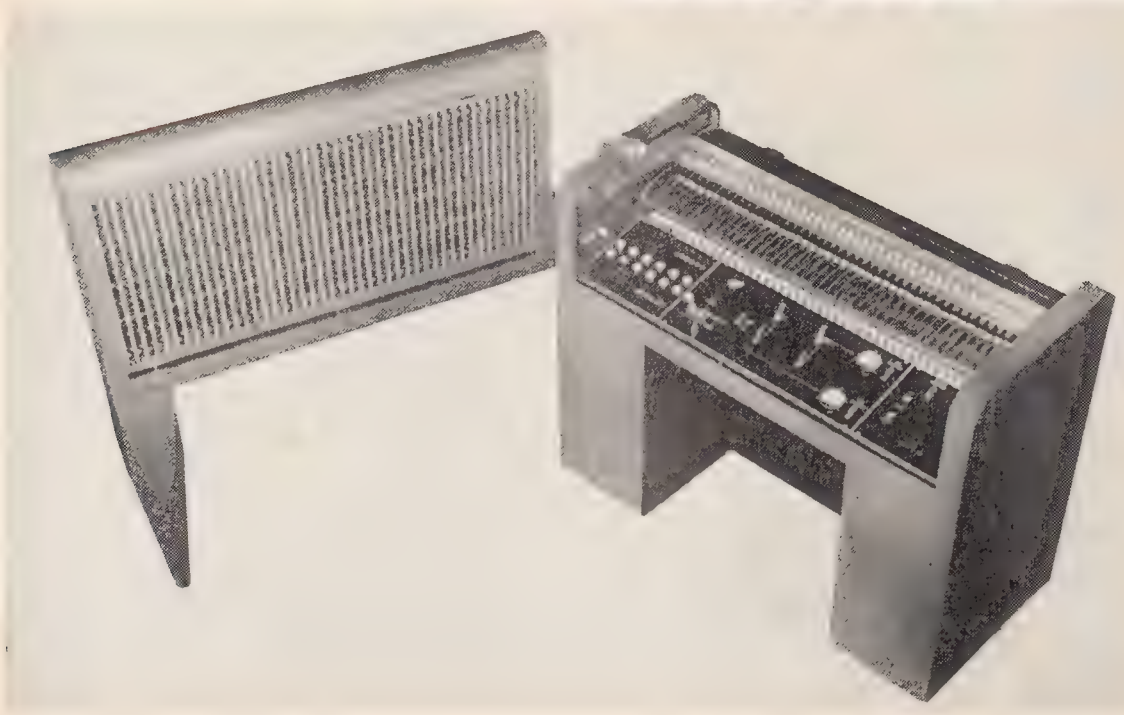


Mobile Electric Set by Caterpillar Tractor Co. as an emergency power unit will be demonstrated by Ralph V. Bradley (above), Caterpillar special representative.

EXHIBIT by CBS Television Film Sales at this year's convention will include display of *Gene Autry Show* promotion similar to above, used at last year's Chicago convention. Shown are (l to r): C. B. Heller, sales manager, WIMA Lima, Ohio; Tom Cassell, manager, WDAD Indiana, Pa.; Thomas B. Price, sales manager, WBVP Beaver Falls, Pa.; Fred J. Mahlstedt, operations director, and Walter A. Scanlon, sales promotion manager, both CBS-TV Film Sales; Miss Nancy Jason, a Patricia Stevens model; Bob Trace, WMGW Meadville, Pa., and J. S. Booth, WCHA Chambersburg, Pa.



CENTURY'S C.I. lighting control system, now in use at NBC-TV New York color studios and being installed in all DuMont's New York television center studios.



Inc.; the trailer, by Highway Trailer Co., and a radio-telephone set, by Western Electric Co.

Personnel:

Ralph V. Bradley, special repr.

CBS TELEVISION FILM SALES

REPORTING considerable expansion of its entertainment and reception facilities over last year, CBS TV Film Sales will make exhibit headquarters at Suite 2134-35 in the Biltmore Hotel.

Promotional material will be displayed on all the firm's shows: *Gene Autry Show, Crown Theatre* with Gloria Swanson, *Art Linkletter & Kids Show, Cases of Eddie Drake, Files of Jeffrey Jones, Range Rider, Hollywood on the Line, Holiday in Paris, Strange Adventure, World's Immortal Operas* and *Annie Oakley*.

The firm will employ a western atmosphere to keep visitors entertained, with a music background of Gene Autry records. Don Haggerty, star of *Jeffrey Jones* and *Cases of Eddie Drake*, will serve refreshments.

Souvenir giveaways will include a miniature TV set with a peephole which magnifies miniature photos of CBS TV Film Sales stars. Golden balloons floating around corridors will promote the Golden Bubble cafe, a familiar scene in *Jeffrey Jones*.

Stars of the shows will autograph photographs. They are: Gene Autry, Gloria Swanson, Ark Linkletter, Range Rider, Dick West, Gail Davis and others.

Personnel:

Wilbur S. Edwards, gen. sales mgr.
Fred J. Mahlstedt, director of operations.
Walter A. Scanlon, sales promotion mgr.
Tom W. Moore, West Coast repr.

CENTURY LIGHTING INC.

CENTURY will unveil several developments and will demonstrate its C.I. lighting control system.

The lighting system now is in service at NBC-TV's New York color studio and is being installed in all DuMont Network's New York Television Center studios.

To be unveiled are Century's: (1) remote di-

SEE

The Greatest Tube Show on Earth



HAROLD VANCE



RALPH JOHNSON

MAMMOTH TUBE DISPLAY

IMPORTANT TUBE DEVELOPMENTS



CHARLIE BROKAW

NARTB CONVENTION
RCA EXHIBIT
HOTEL BILTMORE

Renaissance Room • Main Floor



WALT LESSING

WE'LL BE LOOKING FOR YOU

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N.J.

rectional (light) control system; (2) Vistascope, an optical system for foreground projection of opaque mats; (3) Featherlite line of all-aluminum Fresnels with a new line of interchangeable lenses, which, Century claims, will allow one instrument to do the job of any of six currently standard units; (4) New Leko (ellipsoidal reflector), lenses which by change and combination provide five varying beam spreads from one source; (5) new transformer switchboard with provisions for future facility expansion, and which, according to Century, is inexpensive for the modest, beginning station; (6) new literature for those unfamiliar with studio lighting.

Personnel:

Louis R. Erhardt, West Coast branch manager.

Charles Shevlin, New York office sales and development engineer.

CINEMA ENGINEERING CO.

NEW design in speech input consoles and equipment racks will be demonstrated in Room 2223 by Cinema Engineering Co., manufacturer of many types of components and accessories. In addition the complete audio line will be on display. The company's products include variable high and low pass filters, attenuators, program equalizers, transmission measuring sets and audio amplifiers.

Personnel:

James L. Fouch, general manager

A. C. Davis, chief engineer and owner

Charles Broneer, sales engineer

Maurice Kessman, sales engineer

COLLINS RADIO CO.

THE COLLINS exhibit, which will be located in Space No. 2 of the foyer, will feature "the latest designs" in AM broadcast transmitters and broadcast and TV speech equipment and accessories.

Collins will display its new type 300J 250 w and its 20V 1,000 w transmitters "which feature simplified circuitry for reliability of operation, tetrode tubes in the audio and RF final stages, low temperature coefficient crystals that eliminate heat controls, low power consumption and low initial and maintenance costs."

Of particular interest to AM-FM-TV broadcasters according to Collins, will be the Collins line of remote amplifiers: Type 212Y single channel, 212U dual channel and 12Z four-channel. All feature compact, low weight construction and high reliability of operation, Collins reports.

Also to be displayed is a "complete line" of studio consoles for AM-FM-TV operation, plus accessory studio equipment, according to Collins.

Personnel:

J. G. Flynn Jr., sales director

R. H. Hollister, broadcast sales manager

J. D. Phelan and G. T. Tasto, Burbank, Calif.

T. E. McConnell, H. O. Olson and Ben Roberts, Cedar Rapids, Iowa

T. W. Sharpe and C. F. Seay, Dallas, Tex.

J. F. Stanbery, Knoxville, Tenn.

E. G. Gagnon, New York

COMMODORE PRODUCTIONS & ARTISTS INC.

THE circus motif is carried out by Commodore in its exhibit, to be located in Room 2328. Colorful posters and banners tie in with the radio and TV *Clyde Beatty Show* package. Clyde Beatty will be there in person, along with several clowns and live models.

Shown for the first time will be a new 52 quarter-hour transcribed radio series, *The Story of the Stars.* Nils Thor Granlund (NTG) interviews great names in the entertainment field and narrates the story of their life in this series. For TV there is a 15-minute educational film series, *The Talking Camera.*

Producers of the transcribed and taped *Hopalong Cassidy Show,* the company's display includes such other open-end radio programs as *Strollin' Tom, Pinto Pete, Down Our Way* and *Tarz.* Visitors to the display will have their photos taken.

Personnel:

Walter White Jr., president
Mrs. Eleanor Payne, secretary-treasurer
Bill Keath, associate producer
Robert Holdorf, manager, Comic Book Div.
Billie Stroud, secretary-receptionist

CONSOLIDATED TELEVISION SALES

CONTINUOUS rear-projection showing of the distribution on various film series will be featured by Consolidated Television Sales in Suite 2107 of the Biltmore. Special showings in an adjacent viewing room will be available to delegates desiring to sample film programs in the new Station-Starter Plan.

Delegates will be able to study charts, success stories, talent photos and explanatory literature detailing the past performance and future potential of the films in the starter plan.

Personnel:

Peter M. Robeck, general manager
Halsey V. Barrett, eastern sales manager
Stuart V. Dawson, midwest sales manager
Dwight W. Whiting, western sales manager
Richard P. Buch, southern sales manager
John M. Asher, advertising and sales promotion manager
Ralph Baruch, account executive
William Finkeldey, account executive
Richard H. Gedney, account executive
Wade Barnes, account executive

CONTINENTAL ELECTRONICS MFG. CO.

NEW versions of the deluxe 5 and 10 kw AM transmitters (Type 315, 316) will be shown at the NARTB convention. Models from the latest production of this equipment contain a number of important improvements, simplifications and features described as improving operation and installation.

The 250 w AM transmitter (Type 312) has been modified to contain the Continental remote control equipment recently developed for stations under 10 kw and those not using directional equipment. The remote installation is part of the transmitter itself, which will be offered either with or without remote facilities.



Mr. Weldon

Included in the remote equipment are a transmitter control unit, remote control unit and tuned RF type radio receiver. These units, when installed and interconnected through telephone lines, are designed to provide all of the facilities for positive operation and metering of the transmitter. The monitor receiver provides additional checks on the condition of the carrier, provides signal energy for the modulation and frequency monitors and an audio output for aural monitoring.

Personnel:

James O. Weldon, president.
W. M. Witty, general manager.
Mark W. Bullock, design engineer.
L. K. Findley, design engineer.

DAGE ELECTRONICS CORP.

NEW type of low-cost, extremely portable camera will be introduced at the convention. Dage headquarters in Room 2116 will feature a "baby brother" of the studio camera, complete with three-lens turret and focusing hand on the side. It has electric viewfinder and 16 tubes, weighing less than 20 pounds.

The camera can be used with the RCA



REPRESENTATIVES of Consolidated Television Sales at NARTB convention will include (top row, l to r): Peter M. Robeck, general manager; Halsey V. Barrett, eastern sales manager; Dwight W. Whiting, western sales manager; Wade Barnes, account executive. Bottom row: John M. Asher, advertising and sales promotion manager; Ralph Baruch, account executive; Richard H. Gedney and William Finkeldey, account executives.

the Lilli Palmer Show



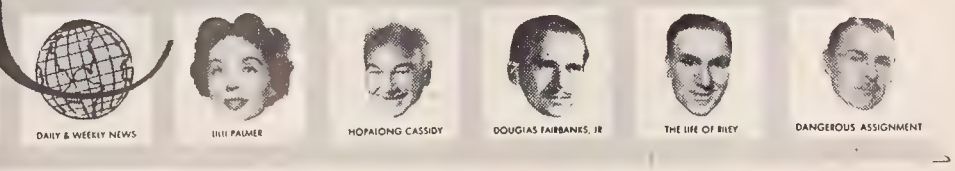
First Lady of Broadway, Hollywood and television—*yours* for exclusive sponsorship at a local price

Hitch your product to *this* lovely star... and watch your profits climb. Already, Lilli Palmer is boosting sales of Revlon and Conti Castile in their key markets...and no wonder!

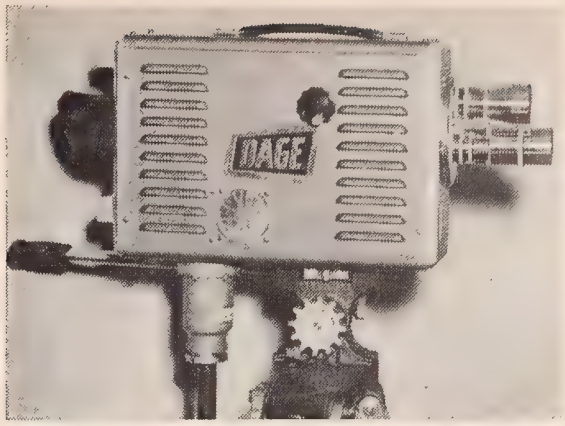
"The Lilli Palmer Show" is wonderfully different and appealing. There's always a famous guest—celebrities like husband Rex Harrison, and Bea Lillie. And every program is sparked by the charming and versatile Miss Palmer herself.

In your markets, Lilli will help sell your product through NBC-prepared merchandising, advertising, publicity, promotion and exploitation. Get in touch with us now while the markets you want are still available.

NBC FILM DIVISION



NEW YORK, CHICAGO, LOS ANGELES



THIS is Dage Electronics Corp. new portable TV camera weighing less than 20 pounds.

camera control unit. Dage also has a camera control unit with small kinescopes which can be used for both picture and wave form monitoring. The case is the same size as the camera and weighs somewhat less. Dimensions of camera are 14 inches long, 9¾ inches high and 4⅝ inches wide. Other products to be exhibited include lenses, tripods, dollies and cables. Vern T. Rupp Co. and E. L. Berman Co., West Coast sales representatives, will participate in the exhibit.



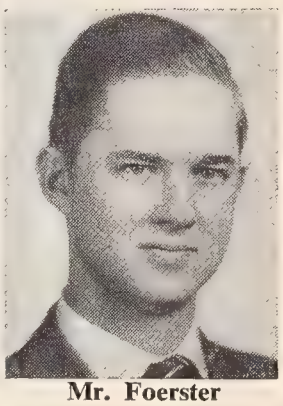
Mr. Lahey

Personnel:

James H. Lahey, president
F. Dan Meadows, general sales manager
Bill Alinsky, chief design engineer
Roy Foerster, development engineer



Mr. Meadows



Mr. Foerster

ALLEN B. DuMONT LABORATORIES

SEVERAL new developments in TV transmitting equipment will be introduced by Allen B. DuMont Laboratories. A new video recorder unit is described as producing recorded programs far superior to those previously used. It utilizes a 7-inch high-voltage, high-definition aluminized blue phosphor tube (K1080-P11).

Electronic refinements are credited with producing clarity plus brilliance in recordings. The tube has electro-magnetic focus and deflection with new high-definition gun and regulated high-voltage supply. The grid can be modulated to produce either negative or positive picture, a time-saver when speed is desirable.

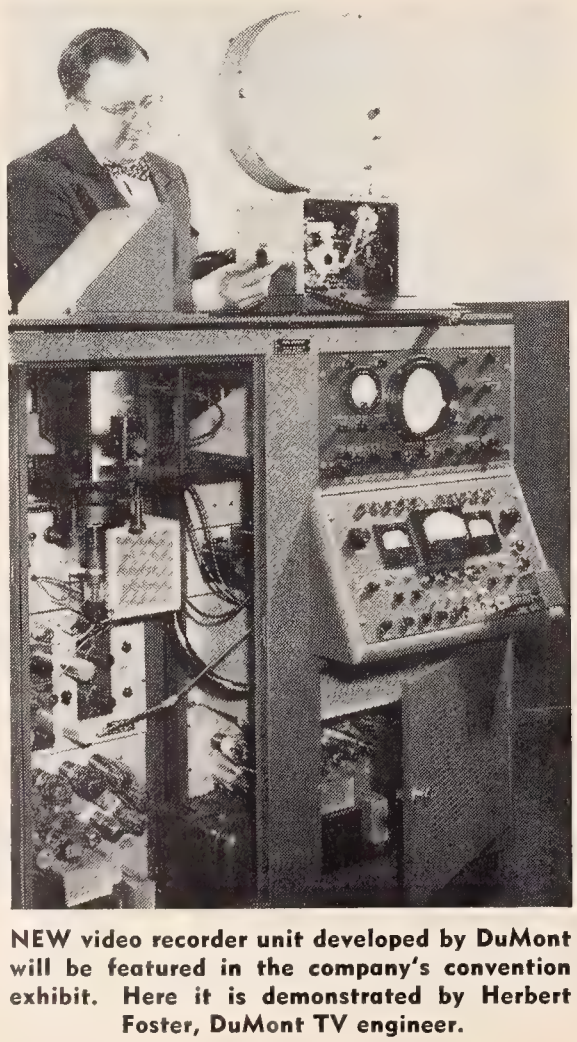
A new two-bay 24 wavelength-section slot-type UHF transmitting antenna (5327-A) is said to provide uniform coverage. It can be electrically and mechanically titled. Rugged construction is specified, with center feed to eliminate delicate electrical connections and insulators. The antenna is delivered ready to install with weather-proofing and color-coding applied.

DuMont is displaying a new 17-inch picture monitor (5281-B), featuring compactness and versatility. An exceptionally bright picture at low cost is claimed. The monitor may be operated on either the composite picture signal or separate sync signal. It is designed for use in announcing booths, film rooms, client's rooms or as a cuing monitor. Simplicity of operation is a feature. The front panel has only brightness and contrast controls, with on-off line switch.

A film scanner described as "revolutionary" will be shown as well as a pneumatic-balanced three-wheel camera dolly said to have many advantages. The scanner may be used for either film or opaque pickup.

Personnel:

H. E. Taylor, division mgr.
R. E. Kessler, assistant division mgr.
J. B. Tharpe, national sales mgr.
D. A. Stewart, distribution mgr.
L. C. Radford, Jr., eastern district mgr.
H. Bloomberg, central district mgr.
T. B. Moseley, southern district mgr.
R. J. Myers, western district mgr.
M. A. Mayers, educ. TV sales devel. coord.
J. P. Gallagher, indus. TV sales devel. coord.
F. Newman, advertising mgr.
R. Leedy, assistant to advertising mgr.
G. G. Scott, sales repr.
F. A. O'Connell, sales repr.
C. E. Bell, sales repr.
J. F. Becker, sales repr.
S. W. Pozgay, sales repr.
B. J. Klindworth, sales repr.
G. Winston, sales repr.
V. Russell, sales repr.
W. C. O'Brien, sales repr.
L. E. Pett, sales repr.
C. E. Spicer, sales engineering mgr.
W. I. McCord, sales engineer
W. Cothron, sales engineer
H. Del Muro, sales engineer
F. C. Grace, sales engineer
W. Robinson, sales engineer
J. Shearer, sales engineer
G. Wagner, sales engineer
G. Wald, sales engineer
G. Gregory, engineering mgr.
L. Voorhees, product engineering sec. head
N. Accardo, senior electronic engineer



NEW video recorder unit developed by DuMont will be featured in the company's convention exhibit. Here it is demonstrated by Herbert Foster, DuMont TV engineer.

FAIRCHILD RECORDING EQUIPMENT CORP.

FEATURED in Fairchild's exhibit in Room 2110 will be the current Model 530 three-speed synchronous transcription table. The model is described as featuring high quality and low price. In fact, Fairchild claims it is the



HERE IS Fairchild's new model 530 three-speed synchronous transcription turntable, featuring direct-gear drive and low cost.

lowest priced table of its kind on the market. An integrally built three-speed direct drive unit permits selection of any speed at will by the flip of a switch, whether the table is running or still.

The direct-gear drive table is synchronous at all three speeds. Synchronous operation is important, Fairchild points out, in insuring that transcribed programs end on the second exactly as planned. This avoids interference with commercials around station-break time, an advantage claimed over rim-driven turntables. In the case of TV, synchronous operation is important in synchronizing sound with motion picture material.

Signal-to-noise ratio is said to be better than in previous models. Several hundred are already in use, according to Fairchild, and production has been increased. The exhibit will include other items in the Fairchild line.

Personnel:

Jay H. Quinn, manager, sales and advertising
Harold A. Kittleson, West Coast representative

FEDERAL TELECOMMUNICATION LABS.

A TYPICAL operating station demonstrating TV transmitting studio and camera equipment will mark the convention exhibit located in Space 6 of the Biltmore Ballroom under auspices of Federal Telecommunication Labs., an associate of International Telephone & Telegraph Corp. Several items from Federal's complete line of TV broadcast equipment will be included, including the Federal microwave television link, sync generator and picture monitors. The operating position will include the Federal poly-effex scanner, the UHF transmitter console, necessary camera controls and audio equipment. This display will illustrate the two-man operation through use of Federal television equipment.

FEDERAL TELEPHONE & RADIO CORP.

A LINE of transmitting and rectifier tubes, magnetrons and TV picture tubes will be exhibited at the convention by Federal Telephone & Radio Corp., an associate of International Telephone & Telegraph Corp. Another feature will be Federal's overload radiation switch, a new development designed to combat tube failure due to annode overheating.

Personnel:

W. P. Hollis, vacuum tube sales manager
Don C. Wallace, sales engineer
W. W. Wallace, sales engineer

GABRIEL CO. (WORKSHOP ASSOCIATES DIVISION)

WHILE Workshop Associates Division of Gabriel Co. will not have its own exhibit, Allen B. DuMont Labs. and Federal Telephone & Radio Corp. will have models of the company's uhf-TV antenna.

Personnel:

C. W. Creaser Jr., sales manager
Dr. John Ruze, engineering manager

GATES RADIO CO.

GATES will display several items of equipment in the Biltmore Hotel's Grand Ballroom. All new, the items include:

Sound effects console for TV production, 500 w vhf TV transmitter, 10-channel speech input console for TV and standard broadcasting, 250 w AM auxiliary or standby transmitter to handle Conelrad or any standby application, master control equipment for TV and standard broadcasting, line of sound effects and line filters and a complete line of Gates plug-in amplifiers.

Personnel:

P. S. Gates, president
Robert Kuhl, West Coast sales engineer
Larry Cervone, New York dist. mgr.
Bob Blanchard, Denver dist. mgr.
Robert Gray and George Oliver, engineering department, Quincy
Richard Eickmeyer, sales department, Quincy

GENERAL COMMUNICATIONS

AN extensive line of video and audio equipment will be displayed by General Communications, featuring minimum manpower requirement through use of automatic and maintenance-free devices. Products on exhibit include video and audio preselect program switching systems; camera switching systems; video and audio dial-operated monitor switching system; stabilized video distribution amplifiers; master power supply systems with associated voltage regulators, relay power supplies (saturable reactor regulatng type) and remote control lighting panels.

Personnel:

E. D. Peterson, general sales manager
B. Lenox Dunbar, broadcast equipment
R. D. Francisco, sales engineer
D. F. Petersen, sales engineer
L. Sibilia, sales engineer
C. H. Coleman, design engineer

magnecord

THE STANDARD OF Broadcasters THE WORLD AROUND



New...the magnecord Voyager

ONE-CASE PORTABLE PROFESSIONAL TAPE RECORDER

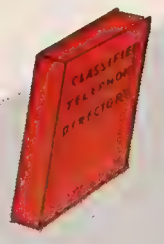


The Famous Magnecorder— Standard of Broadcasters

A New Convenience—Here, in a single case, is a professional portable recorder and amplifier that you can carry with one hand. Broadcasters everywhere appreciate the ease with which the Voyager can be handled—the way it lightens their remote work. Newest member of the famous Magnecord family... sturdy, rugged, reliable—always producing perfect recordings.

Professional Quality—Frequency response with tape is ± 2 db from 50 to 15,000 cycles per second. The amplifier has bridging and low impedance mike inputs; 600-ohm balanced output and two-speed (7½" and 15") equalization and headphone monitor jack on front. Optional: automatic tape lifter.

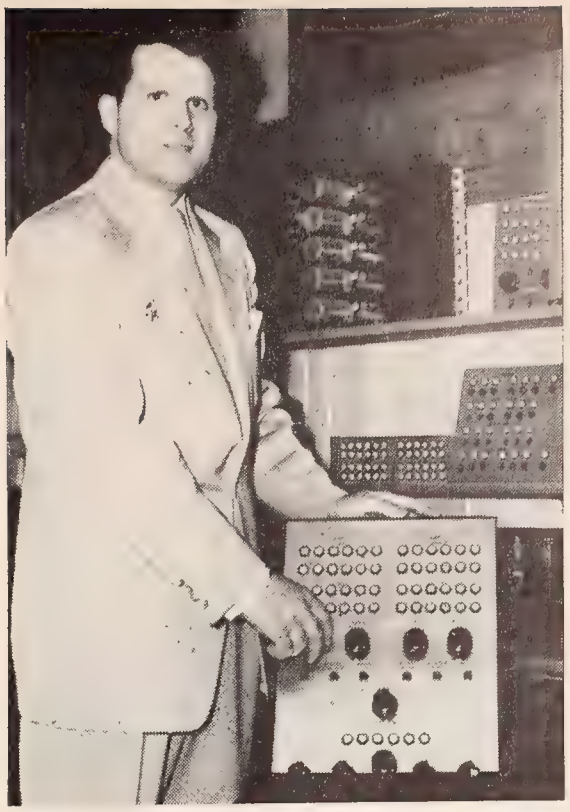
Unlimited Uses—To lighten all remote work—Advertising agencies and radio stations are finding the flexible Voyager can be used in countless ways—air checks, development of spot announcements, program development, and with an amplifier and speaker, auditions and client presentations.



For demonstration, see your telephone directory under "Recorders," or write

Magnecord INC.

225 West Ohio Street, Dept. B-4A Chicago 10, Illinois



AUDIO-VIDEO APPARATUS to be shown NARTB delegates by General Communications is demonstrated by B. Lenox Dunbar, in charge of broadcast equipment.

GENERAL ELECTRIC CO.

NEW 12 kw uhf television transmitter, new portable camera system and numerous new switching facilities will be shown at the convention. General Electric has now delivered three of the high-power uhf transmitters and all are on the air, according to Frank P. Barnes, GE broadcast equipment sales engineer. They are WHUM-TV Reading, Pa.; WWLP (TV) Springfield, Mass., and WHYN-TV Holyoke, Mass. Another 50 firm orders are to be delivered this year, Mr. Barnes said.

The new portable camera chain will be in operation, with two cameras. The new Zoomar studio lens is optional. The new chain is called the first to offer electronically controlled special effects direct from the remote location.

A complete line of switching facilities will be shown, including a new relay type unit, capable of handling a wide variety of switching activities in a quick and efficient manner.

A new dual slide projector featuring single lens projection, also will be displayed. According to Mr. Barnes, the projector is versatile, and offers simplified handling of special effects.

The company's all plug-in type audio console will be shown. For television, nine mixers and up to seven pre-amplifiers will provide virtually any combination needed to program live, film and remote shows. All incoming wiring and amplifiers are plug-in units.

Personnel:

Ralph Yeangle, supervisor of broadcast product planning
Paul L. Chamberlain, manager, commercial products marketing
Frank P. Barnes, broadcast equipment sales manager
William J. Morlock, general manager, commercial products

GENERAL PRECISION LAB. INC.

GPL will exhibit an image orthicon camera chain with remote control of all operations and will demonstrate a new television film chain among its products scheduled for convention showing.

It will be the first West Coast showing for both, GPL said. The full-size image orthicon, mounted on a special pan-and-tilt pedestal, will pan through 280 degrees, tilt through 63 degrees, switch to any of four lenses and adjust focus and iris setting—with all control by an operator from a box a thousand feet away, according to GPL spokesmen.

The new film chain camera will be combined with the GPL PA-100A 16mm projector.

GPL also will show one of its standard image orthicon cameras now in use by networks and stations. Two GPL sync generators with change-over panel will be mounted in a standard rack developed by GPL for utility, space-saving and field convenience, the firm said. A new type of distribution amplifier and power supply will be shown by the firm.

Personnel:

Blair Foulds, vice president.
Nathaniel M. Marshall, TV sales mgr.
E. J. Baughman, West Coast repr.
Joseph W. Belcher, Eugene H. Lombardi and L. L. Pourciau.

HARRY S. GOODMAN PRODUCTIONS

THIS firm will occupy exhibit rooms 2300-01-02 for receptions and refreshments, auditions of radio shows and auditions of TV films, respectively.

Radio productions will include 260 quarter-hour programs of *Golden Time,* children's show of music and songs with "an occasional story;" 52 half-hour productions of a mystery - adventure program, *30 Minutes to Go,* a new series to be added to Goodman's two current half-hour mysteries, *Mystery House* and *Let George Do It.* Goodman also will present a series of quarter - hour interviews of sports figures.



Mr. Goodman

Goodman TV film exhibits will include the new *King Calico* series of 65 quarter-hour children's puppet shows, plus "some new ideas" on animated TV film commercials and syndicated one-minute and 20-second films for "various lines of business."

Goodman also promises "some surprises in the way of giveaways, attractive models and a daring attraction that will wow 'em."

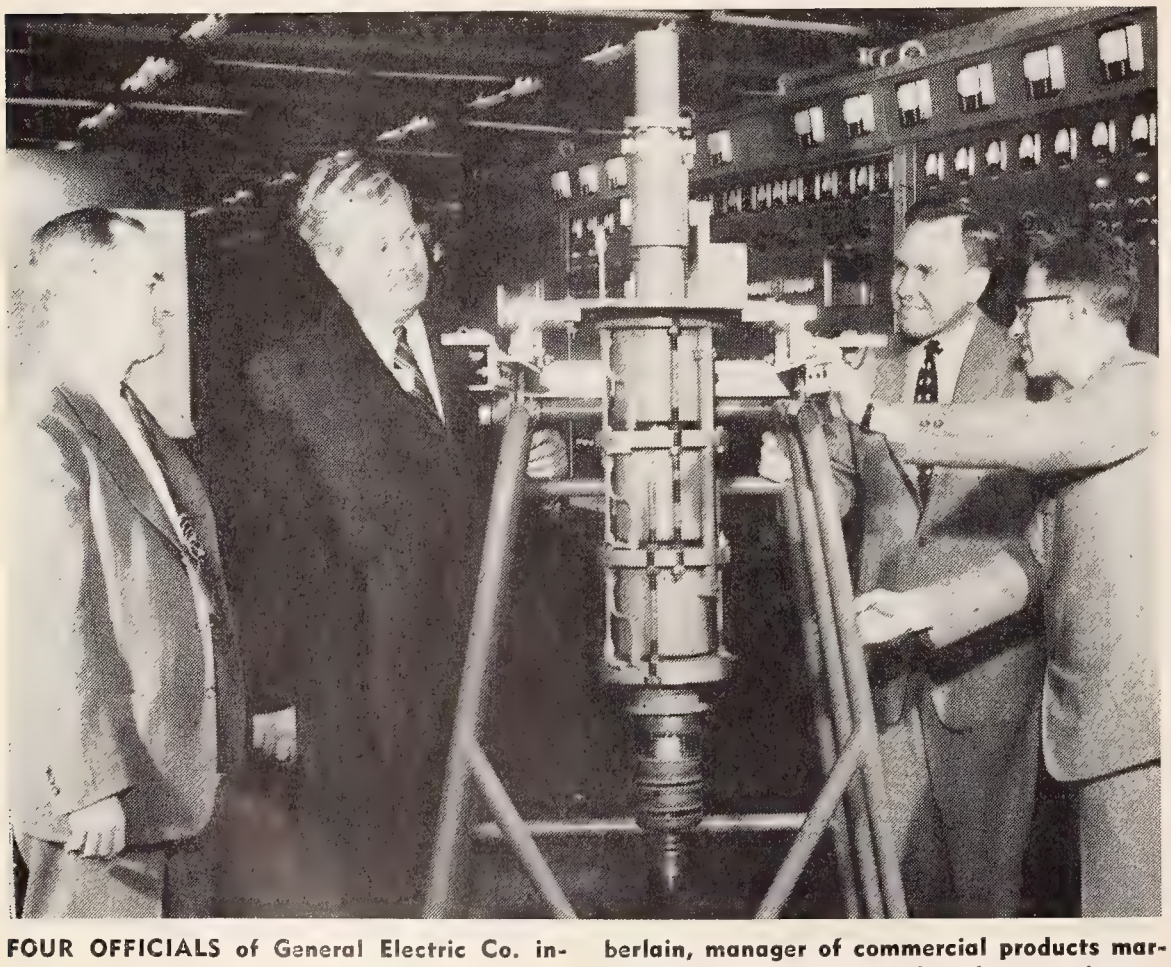
Personnel:

Harry S. Goodman, president.
Hal Willis, Midwest representative.
Spence Caldwell, Canadian representative.

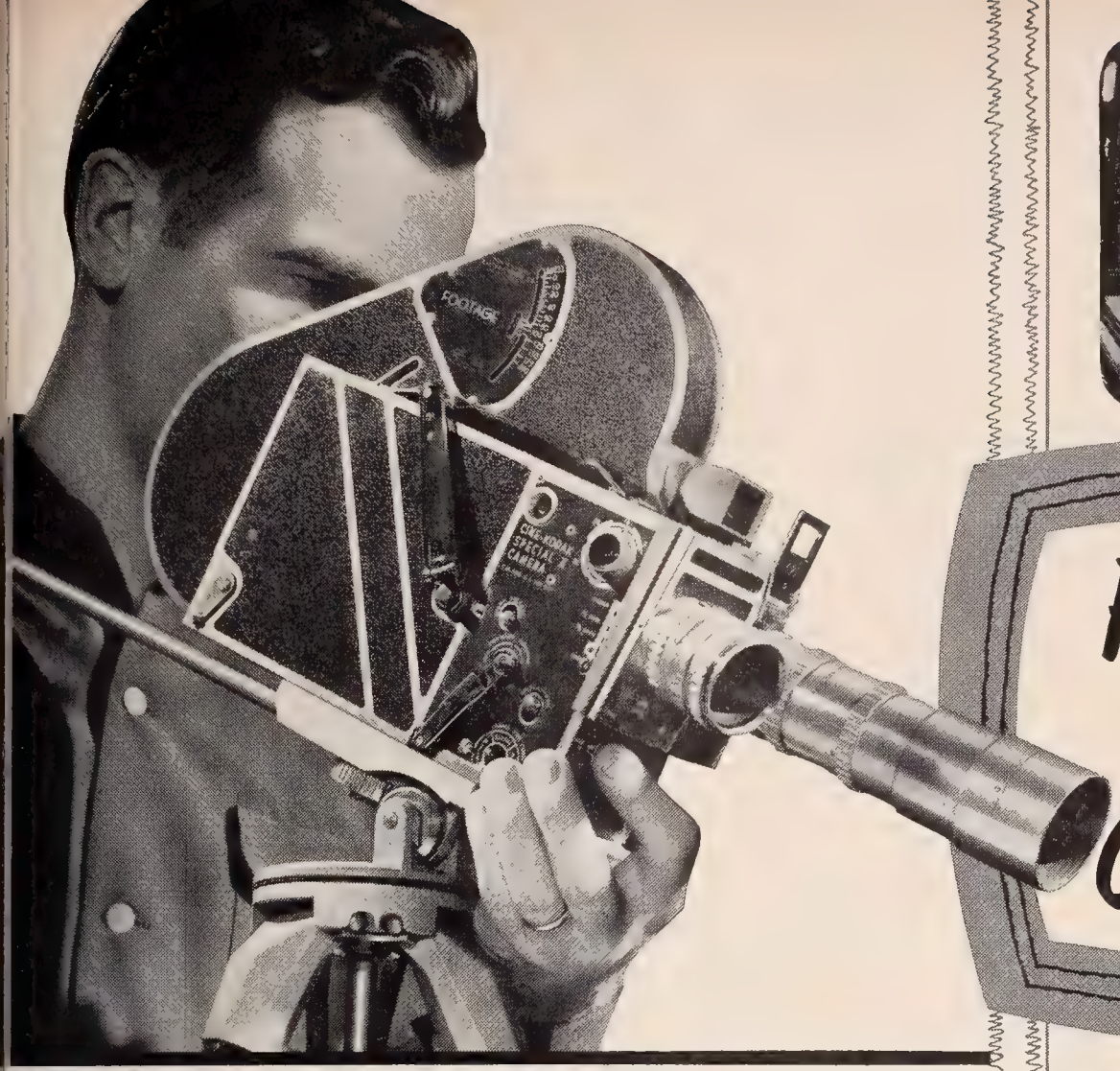
GRAY RESEARCH & DEVELOPMENT CO.

FEATURED in the Gray exhibit will be the new Telejector, a light-weight compact projector using 2x2 transparencies. Advantages claimed are low initial cost, simplicity in operation and ease of maintenance. The company describes it as a "trouble-free, precision instrument that offers new and greater freedom in creating more effective television commercials, news flashes and photographs, temperature and time announcements, or station and sponsor identification."

The two turrets will take 12 slides at a loading, with additional loaded turrets substituted in a matter of seconds for unlimited sequence. Projection alternates from one lens system to



FOUR OFFICIALS of General Electric Co. inspect 15 kw Klystron and 12 kw uhf TV transmitter to be displayed at NARTB convention. Left to right: Ralph Yeandle, supervisor of broadcast product planning; Paul L. Chamberlain, manager of commercial products marketing; Frank P. Barnes, broadcast equipment sales manager; William J. Morlock, general manager of commerical products for General Electric Co.





FOR NEWS
OR
Commercials



Here's the camera that quickly adapts to every TV assignment

First you're sent to film a baby drinking the sponsor's milk . . . two hours later you're filming a downtown fire . . . or getting close-up shots of famous personalities for the night's TV news.

Whatever the assignment, the 16mm. Cine-Kodak Special II Camera enables you to swing into action fast . . . and keep shooting. Thread its multiple film chambers ahead of time (100- and 200-foot sizes), and you are ready to go into action —and stay in action.

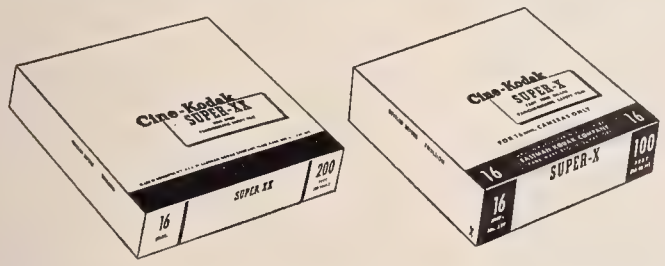
This is the only 16mm. camera with a true reflex finder; focusing and framing are faster and more accurate *through* the lens. A variable shutter gives added exposure control and permits the making of special effects.

A twist of the twin turret switches lenses in a split second, invaluable for most assignments. And you'll be more than pleased with the detail you capture with any of the famous Kodak Cine Ektar Lenses, finest ever made.

Special effects without accessories

You need no special accessories to make fades, dissolves, mask shots, double and multiple exposures, montages, and stop-motion effects. The Special does them all.

No other easily portable 16mm. camera combines so many of the features you want and need for television. Let your Kodak dealer tell you more about the Cine-Kodak Special II Camera—or send the coupon for a detailed description.



CINE-KODAK FILM is available in 100-, 200-, and 400-foot rolls—single- or double-perforated—from your Kodak dealer. It's wise to have Kodak make duplicates of commercials in case of loss or too much wear. Ask your dealer about this service, too.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

82

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Please send me more information about the Cine-Kodak Special II Camera.

NAME_____ POSITION_____

COMPANY_____

STREET_____

CITY_____ (ZONE)

STATE_____

Kodak
TRADE-MARK



SHOWING new Gray Telejector are Newland F. Smith (left), assistant general manager, and Chester B. Hayes, general sales manager of Gray Research & Development Co.

another. Only one slide can be tripped at a time.

Other items to be shown include the Telop II, 103S, 108B and 106SP transcription arms, 602B and 603 equalizers.

Personnel:

Newland F. Smith, general manager.
Chester B. Hayes, general sales manager.

GRAYBAR ELECTRIC CO.

LOCATED in the main ballroom of the Biltmore, Graybar will show products of a number of leading manufacturers of television and broadcasting equipment. The products can be obtained separately or in a complete TV or AM package.

In general the TV portion of the exhibit will emphasize the economies of two-man station operation by use of the Federal flying spot scanner. The AM portion will include Continental Electronics' new transmitter remote control system, supplemented by automatic AM-FM programming by Ampex, and other new developments.

Manufacturers represented in the Graybar display are:

Altec Lansing Corp., audio equipment.
Blaw-Knox Co., towers.
Ampex Electric Corp., tape recorders and reproducers.
Century Lighting Inc., TV lighting.
Continental Electronics Mfg. Co., AM transmitters, directional antenna, remote control equipment.
Fairchild Recording Equipment Co., turntables and pickups.
Federal Telecommunication Labs., TV transmitters, antennas, studio equipment, cameras.
Machlett Labs., transmitting and industrial vacuum tubes.
Television Zoomar Corp., special TV lenses and instruments.

HOUSTON-FEARLESS CORP.

ON DISPLAY at Houston-Fearless Corp.'s headquarters, room 2337-8-9 of the Biltmore, will be the complete line of television studio equipment and motion picture processing equipment currently illustrated in the catalogue.

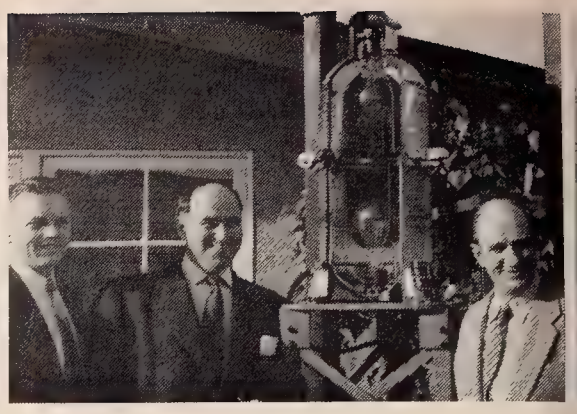
Two pieces to be shown for the first time are expected to arouse industry interest. Houston-Fearless explains the items will be "a surprise package to the industry" and it is not divulging any advance information.

Personnel:

R. C. Wilcox
H. W. Houston
J. B. Olsson
K. B. Elliott
Bruce Dalton
Art Kjontvedt

HUGHEY & PHILLIPS

COMPLETE tower lighting equipment will be displayed at the NARTB convention by the tower lighting division of Hughey & Phillips, Encino, Calif. The exhibit will include beacons, flashers, obstruction lights, and photo-electric units to indicate lamp failures as well as illegal entry. The photo-electric units have been installed at unattended microwave and TV stations.



BEAMING at beacon are three Hughey & Phillips executives who awarded plaque to tower lighting division for highest sales gain. Left to right: Lee Scott, director of advertising and sales promotion; Martin Phillips, president; Russell Smith, manager of tower lighting division.

Actual demonstrations will be operated in the Hughey & Phillips exhibit. Literature will be available on all items. Reprints of the new FCC rules governing painting and lighting of towers will be given delegates.

The tower lighting division showed the largest percentage sales increase in 1952 of any Hughey & Phillips division.



IDECO tower exhibit panel to be shown at NARTB convention is checked by (l to r): J. Roger Hayden, sales manager, Stu E. Wilson, contract administrator, and C. E. Ponkey, president.

IDECO DIVISION, DRESSER-STACEY CO.

IDECO's exhibit will feature a number of large, lighted murals illustrating some of the 1,000-foot-plus towers the firm has erected.

Also to be shown are illustrations of the variety of tower types available and the kinds of topographic conditions under which they have been erected—"on buildings, mountains, over water, etc." Structural design of Ideco towers will be shown by diagrams, copy and pictures.

Ideco will set up a photographic booth to make a picture of each visitor, who will receive the picture in a convention souvenir folder.

Personnel:

C. E. Ponkey, president
J. Roger Hayden, sales manager.
Stu E. Wilson, contract administrator.
K. H. Brust, Los Angeles branch manager.
John McVey, sales engineer.
William Knox, sales engineer.



GRAYBAR and Federal Telecommunications Labs. executives planning NARTB exhibit (seated, l to r): A. J. Baracket, FTL studio dept. head; E. C. Toms, Graybar manager electronic sales, Richmond, Va.; M. Silver, FTL television division head; J. M. Valentine, FTL station installation dept. head. Standing, R. G. Bach, FTL technical assistant to TV division head; G. I. Jones, Graybar national electronics sls. mgr.; E. Bradford, FTL trans. dept. head.

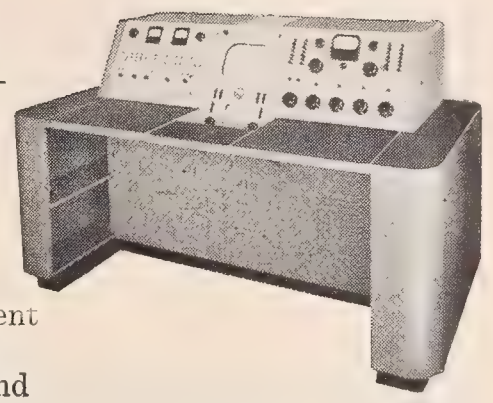
Get all your TV needs as a "Package"

from this single, convenient source—

Graybar



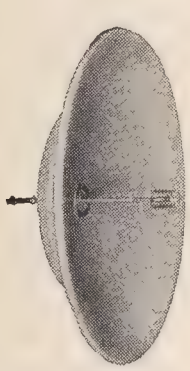
Graybar, today, offers you a packaged planning and supply service for new TV installations — a *complete* package that can put you on the air with efficient, well-engineered equipment in the shortest possible time.

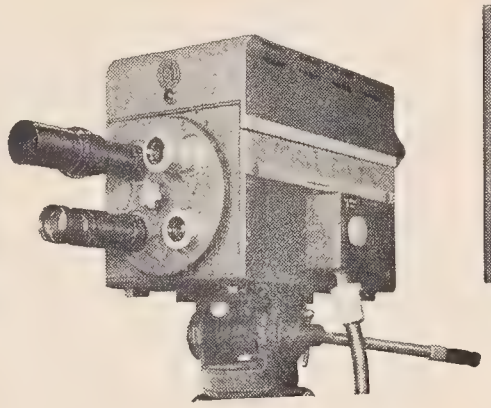


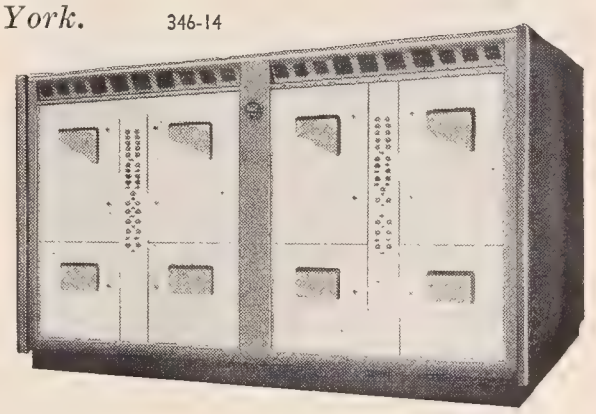
From camera to antenna, Graybar Broadcasting Equipment Representatives will work with you or your consulting engineers to develop practical solutions to any TV problem.

Graybar also distributes a complete line of equipment and supplies for studio and tower lighting, as well as everything else you require for wiring, ventilating, and communication systems. In these fields, too, other Graybar specialists are at your service.

Whatever your telecasting (or broadcasting) requirements, call Graybar first—it's the easy way to get everything electrical *when* and *where* you need it. *Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, New York.* 346-14







EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . via GraybaR

IN OVER 100 PRINCIPAL CITIES

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 21 cities.

ATLANTA
E. W. Stone,
Cypress 1751

BOSTON
J. P. Lynch,
Kenmore 6-4567

CHICAGO
E. H. Taylor,
Canal 6-4100

CINCINNATI
W. H. Hansher,
Main 0600

CLEVELAND
A. C. Schwager,
Cherry 1-1360

DALLAS
C. C. Ross,
Randolph 6452

DETROIT
P. L. Gundy,
Temple 1-5500

HOUSTON
R. T. Asbury,
Atwood 4571

JACKSONVILLE
W. C. Winfree,
Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig,
Baltimore 1644

LITTLE ROCK
W. E. Kunkel,
Little Rock 5-1246

LOS ANGELES
R. B. Thompson,
Angelus 3-7282

MINNEAPOLIS
C. W. Greer,
Geneva 1621

NEW YORK
R. W. Griffiths,
Exeter 2-2000

OMAHA
L. J. O'Connell,
Atlantic 5740

PHILADELPHIA
J. W. Crockett,
Walnut 2-5405

PITTSBURGH
R. F. Grossett,
Allegheny 1-4100

RICHMOND
E. C. Toms,
Richmond 7-3491

ST. LOUIS
J. P. Lenkerd,
Newstead 4700

SAN FRANCISCO
K. G. Morrison,
Market 1-5131

SEATTLE
D. I. Craig,
Mutual 0123

A Few of Our Leading Supplier-Manufacturers — Altec Lansing • Ampex • Berndt-Bach • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal Telecommunication Laboratories • General Electric • General Radio • Houston-Fearless • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Presto • Rek-O-Kut • Sarvis • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical For Broadcasting-Telecasting—Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

INTERNATIONAL NEWS SERVICE TV DEPT.

DAILY INS-TV news will be screened in the headquarters suite, 2130-31 at the Biltmore, along with weekly news films and weekly sports film. Facsimile and super-projectile service will be demonstrated.

Personnel:

Robert H. Reid, INS-TV manager
David R. Williams, sales representative
John D. Hanley, West Coast manager
Lee Ferrero, INS Los Angeles bureau manager

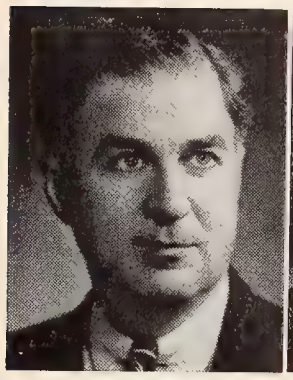
KEYSTONE BROADCASTING SYSTEM

KEYSTONE will occupy Rooms 2124-25 at the Biltmore Hotel, where the network will feature display of its primary coverage maps, along with TV and other network overlays showing Keystone's supplementary coverage.

KBS expects to display a bulletin board showing the advertising done by the firm during the past year, and also B•T Showsheets, which Keystone reports it sends regularly to agencies and its affiliates.

Personnel:

Sidney J. Wolf, president.
Edwin R. Peterson, vice president.



Mr. Wolf



Mr. Peterson

KLIEGL BROS.

COMPLETE operating system in a typical studio lighting plan will be assembled for the Kliegl Bros. exhibition.

The Kliegl lighting system, with all items approved by Underwriters' Labs., will be available to visitors who wish to "try their hand" at lighting control, the firm announces. It will include lighting fixtures and accessories, electrical wiring outlets and light selection and intensity control equipment.

Kliegl, which claims a good record of past work with the TV industry and and for lighting and equipment specifically designed for TV, says its lighting systems are in use "in every section of the U. S., Canada, Mexico, etc."

Kliegl TV lighting equipment distributors include Allen B. DuMont Labs., General Electric Co., General Precision Labs., Graybar Electric Co. Inc., RCA Victor Div. and other equipment suppliers.

"Tested sample layouts for every need—local to large network," are included in Kliegl's TV Lighting & Associated Facilities Planning Manual, which will be available at Space No. 5 in the Biltmore Renaissance Room.

Personnel:

Herbert A. Kliegl, vice president.
George Gill, TV sales representative.
Arch Monson, president, Kliegl Lighting Co. of Calif. (sales, service).
Chet Glass, Kliegl Lighting Co.
Robert Graham, Kliegl Lighting Co.

LANG-WORTH FEATURE PROGRAMS

HEADQUARTERS in Suite 2319-20-21 at the Biltmore will be specially decorated and include exhibits of promotion material. Several new programs will be announced at the convention, including a new type of personalized music spot for radio in which name of the sponsor or product is personalized.



Mr. Langlois Sr.

Personnel:

C. O. Langlois Sr., president
C. O. Langlois Jr., treasurer
John Langlois, secretary.
W. O'Keefe, manager of artists and representatives
Hugh Allen, West Coast representative
Al King, in charge of midwestern office

LEHIGH STRUCTURAL STEEL CO.

LEHIGH will have no exhibit this year, but will have two representatives at the convention.

Personnel:

Thomas V. Sheehy, assistant sales manager, Radio & Export Division, Lehigh Structural Steel Co.
Gerry Metz, assistant erection superintendent, Lehigh Construction Co. (subsidiary).

MACHLETT LABORATORIES

SPECIAL emphasis will be placed by Machlett on its high-power vhf model tube, a coaxial terminal, ring-sealed triode. Some 18 or 20 tubes will be shown in Space 6 in the Ballroom exhibit of Graybar Electric Co. and in the second floor suite, 2112, 2115. The ML-6256, 6257 and 6258 low-power AM and FM triodes are to be featured. They are in the 2-3 kw range.

Personnel:

H. J. Hoffman, vice president, power tube sales
R. E. Nelson, sales engineer
George Taylor, sales engineer

MAGNECORD INC.

MAGNECORD Inc., Chicago, will show its one-case portable, The Voyager, which combines a standard PT6-AH recorder with a lightweight line level amplifier. It is designed for professional use. Weight of unit is 42 pounds and case measures 19" x 7¾" x 17¾".

Binaural 3-dimensional broadcasting also will be displayed. Unit combines an amplifier (PT6-BN) and recorder mechanism (PT6-BAH). Binaural Magnecorder is designed for use with AM and FM channels.

Other products include a Magnecorder with 3-channel high level mixing; a recorder (PT63-AH) offering wide band response and fidelity, with three heads for monitoring, separate erase, record and playback heads. An amplifier (PT7-P) has inputs for 3 low-impedance microphones, with separate pre-amp for each with high level mixing. There are separate record and playback amplifiers. Another product is the Magnecordette, a lower-priced professional unit.

Personnel:

C. G. Barker, manager, Neely Enterprises (Magnecord, L. A. representatives)
Joe Craig, Neely

MARCH OF TIME

OCCUPYING Suite 2317-18 at the Biltmore, March of Time will have decorations and continuous showing of its TV films.

Personnel:

Arthur Murphy, general manager
Allen Dibble, assistant to general manager
Frank J. Shea, director of sales
Thomas H. Black, sales representative
William R. Rennan, sales representative
Maynard E. Womer, sales representative

MOTION PICTURES FOR TELEVISION (MPTV)

EFFECTIVENESS of films in selling station time will be pointed up by Motion Pictures for Television (MPTV) in Suite 2118 of the Biltmore, with brochures and posters illustrating the methods used.

Personnel:

E. H. Ezzes, sales manager
Fred Yardley, manager of Chicago regional office
Ken Rowswell, manager of Dallas regional office
Dave Wolper, manager of Los Angeles regional office
Dick Feiner, sales representative, Los Angeles office



KLIEGL BROS.' lighting exhibit at last year's Chicago NARTB convention (above) gives some idea of the complete operating system to be put on display by Kliegl at this year's convention.

Memo to Editors

About Oil Imports and a Strong America

Today, imports of foreign oil are 154% greater than they were in 1946. Oil is being dumped on our shores at a rate approximately 14% greater than a year ago. More than one-third of this foreign oil is the cheap residue of the refining process. This residual oil is going under boilers to take the place of coal.

The substitution of foreign residual oil for U. S. coal has far-reaching consequences—not for the coal industry alone but for all industry. The immediate consequences are the closing of mines, unemployment of miners and diminished railway freight revenues. These are no small matter. Some 15,000 miners lose a day's work every day that foreign residual oil pours in at its present rate. Railroad workers lose, too—for total coal tonnage lost this year on this account may reach 40 million tons.

The long-range consequences are of even greater importance. The dumped residual oil is hurting many other basic industries, *including* domestic oil producers themselves.

Since so large a portion of these imports is residual oil, sold at sacrifice prices on our seaboard, domestic refiners have had to reduce the price of their residual oil. This has been compensated for by increased prices of refined products such as gasoline, which now costs the public more than at any time in the last 30 years.

The present oil program, by shrinking the capacity of our fuel and railroad industries, weakens our national defense. Coal mines cannot be turned on and off like a faucet. And in time of emergency the nation will need these mines which residual oil imports are now closing.

The coal industry is ready and willing to meet the competition of domestic oil and gas. Coal accepts this competition under the free enterprise system and is confident of its ability to hold its own, without governmental aid or governmental interference.

But coal is fighting to stem the tide of foreign residual oil now pouring in at such an unprecedented rate.

This fight is in the national interest. Everyone should be concerned with it —and back it.

BITUMINOUS COAL INSTITUTE

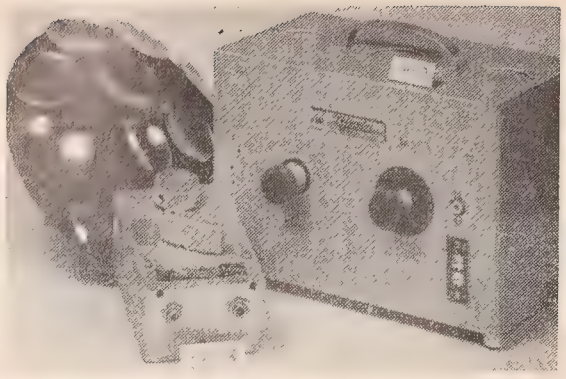
A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

MUSICOLOR INC.

FOUR new Telecolor models will be demonstrated in Room 2236 of the Biltmore during the NARTB convention. The display ranges from apparatus for TV rear projection and direct-to-camera or on film, to hanging fixtures that decorate the ceiling and walls of studio reception rooms and homes. All units produce a rainbow of changing shapes and colors in synchronization with musical beat. New models use transistors.

Anticipating color TV, a preview showing of the 16 mm Telecolor film "Jamming the Rainbow," with original music by Wayne King, will be shown hourly. Telecolor Services is a division of Musicolor Inc. A "bubble" conceived by George Nelson, architect, and made by Howard Miller Clock Co., is a unique exhibit item, along with "flying saucers" made by M. A. Van Esso. Centerpiece of the display is the new Aurorabar Model 5 projector.



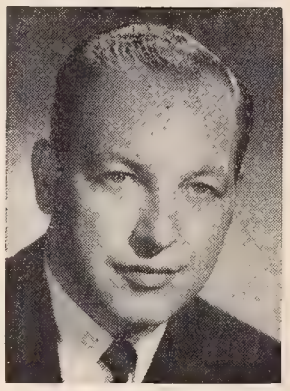
NEW synchronizer (below) of Musicolor Inc. greatly reduced in size from 1952 model (right) through use of transistors. At left is concave mirror rotor.

Personnel:

Stuart V. Dawson, TV film sales
Arch Monson, West Coast representative
Edwin S. Pierce, IATSE
Charles R. Sears, chief engineer
Helen Spencer, AID
Paul G. Tyler, IATSE
Maurice Wetzel, lighting consultant
Horace N. Stovin, Telecolor Services, Toronto
Lloyd G. Harris, Servicios de Telecolor, Mexico City.

NBC FILM DIVISION

THE exhibit of NBC Film Division will be located in rooms 2305-6-7-8 on the second floor of the Biltmore Hotel. Theme of the display will emphasize the properties to be syndicated during the coming year, according to Robert W. Sarnoff, vice president in charge of the NBC Film Division, a subsidiary of RCA. During the convention Mr. Sarnoff will be a member of a panel on "Film's Place in Television."



Mr. Sarnoff

Personnel:

Robert W. Sarnoff, vice president
John B. Cron, national sales manager
H. Weller Keever, supervisor film sales, Central Division
Clifford Ogden, supervisor film sales, Western Division

A. C. NIELSEN CO.

THE Nielsen displays, to be shown in rooms 2105-06, will feature the marketing research firm's audience measurement services—Nielsen Coverage Service, Nielsen Radio Index and Neilsen Television Index (see picture page 100).

The exhibits will demonstrate the uses of NCS, NRI and NTI, with emphasis on station circulation reports provided by the Nielsen Coverage Service. Sample station and area reports will be available to visitors.

Personnel:

Arthur C. Nielsen, president
William S. Ahrbeck, vice president
Fred H. Kenkel, vice president
Joseph R. Matthews, NCS West Coast manager.

OFFICIAL FILMS

PROJECTOR to show films, numerous decorations and sets of brochures and booklets showing company products will be on display in Official Film's headquarters, Suite 2356 of the Biltmore.

Personnel:

Bud Austin, director of national sales
Herman Rush, director of syndicated sales

PHELPS DODGE COPPER PRODUCTS CORP.

HEADQUARTERS will be maintained in Suite 2354-55 of the Biltmore by Phelps Dodge Copper Products Corp. Merchandising aids will be shown, along with a demonstration of the company's Styroflex.

Personnel:

A. B. Dod, cable engineer
Harry W. Finnell, Pacific Coast sales manager



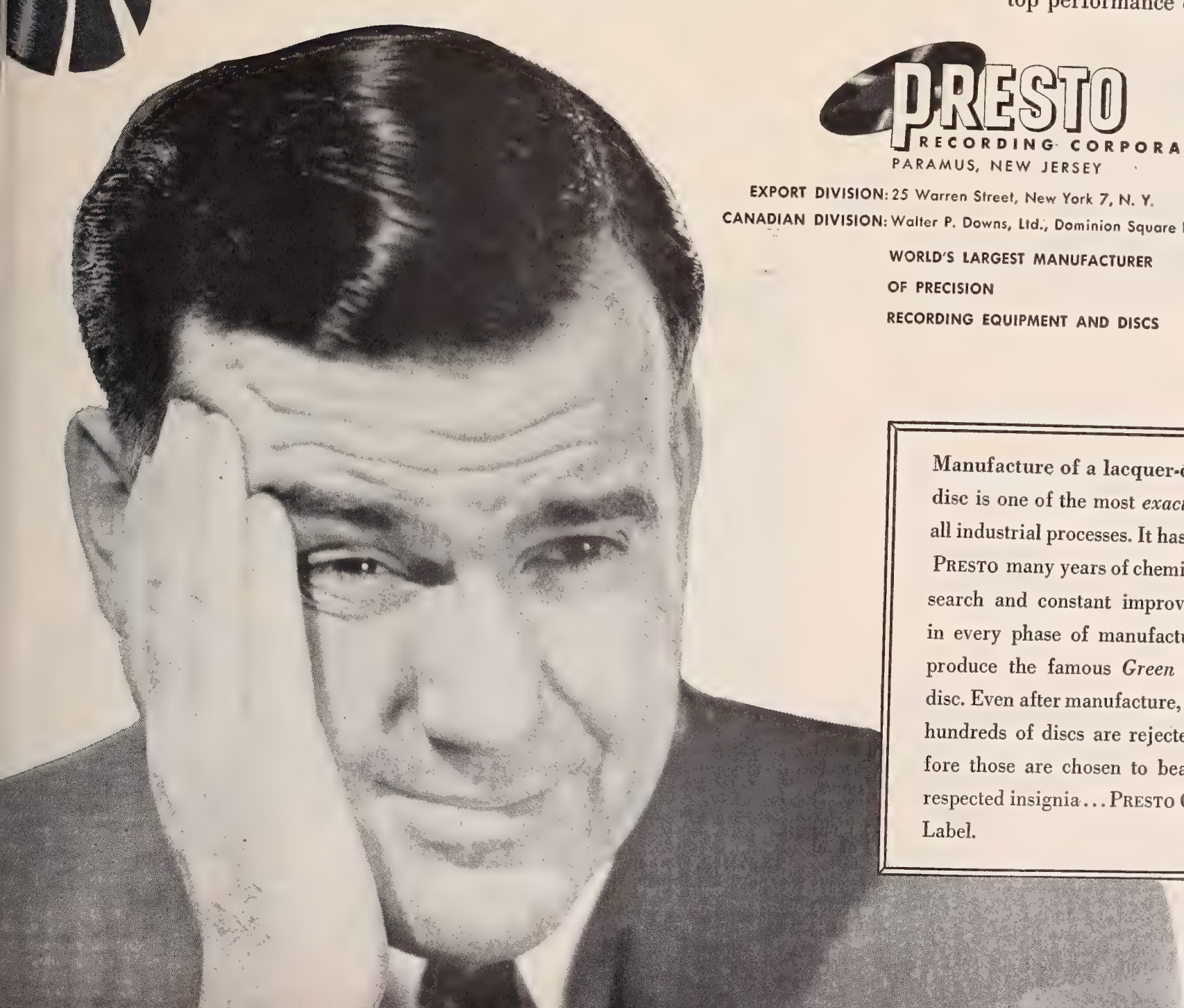
portrait of an engineer...

Engineers are a happy lot, until faced with a moment like this:

A recording is completed. The disc is put on the playback table . . . but it's full of "pops," "ticks" and "hisses".

This can easily happen in the life of any engineer, if he has not been discriminating in his selection of recording discs.

If this picture fits you . . . you are ready for a change in brand. And the wisest change is to PRESTO Green Label discs . . . because this label is your assurance of the smoothest lacquer surface available and top performance every time.

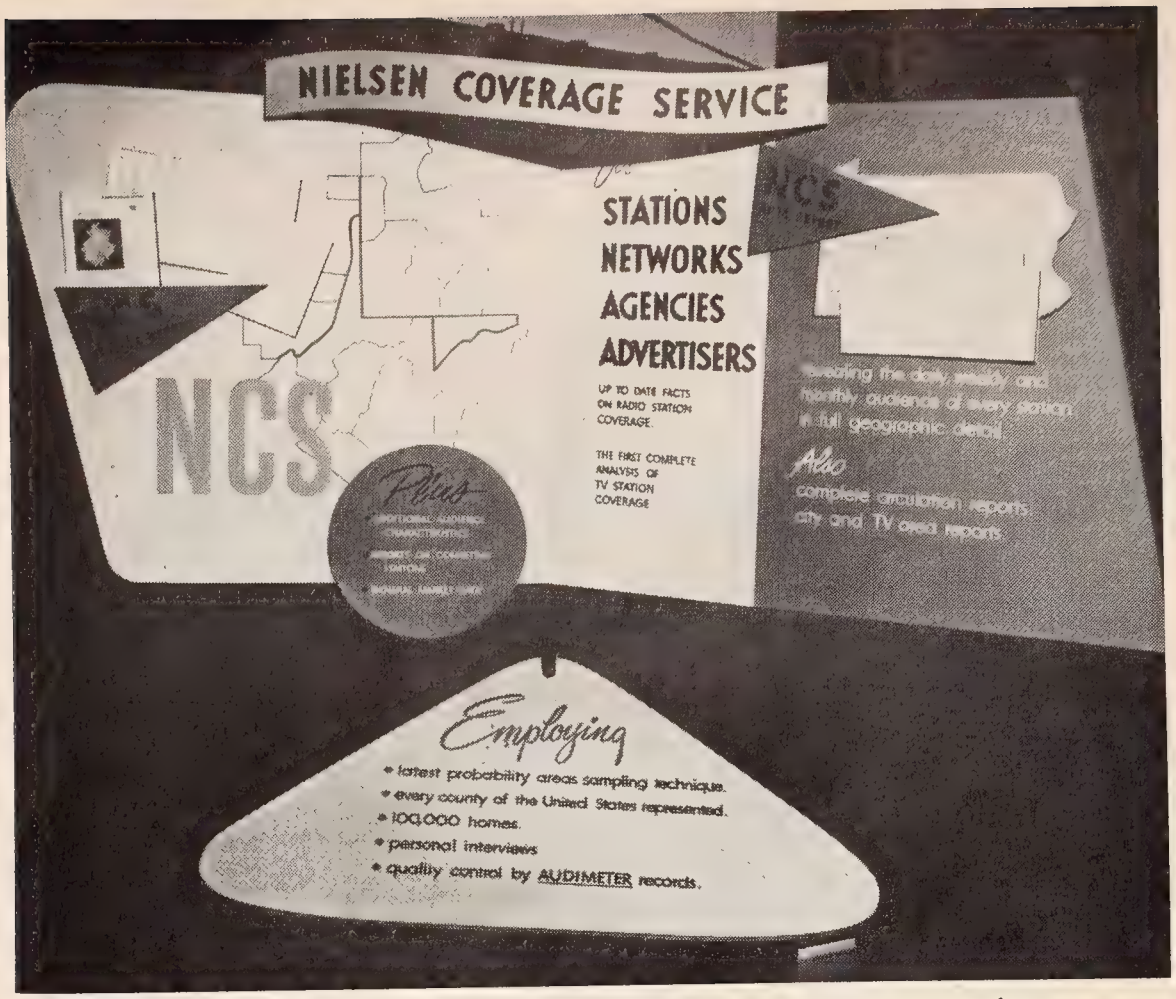


PRESTO
RECORDING CORPORATION
PARAMUS, NEW JERSEY

EXPORT DIVISION: 25 Warren Street, New York 7, N. Y.
CANADIAN DIVISION: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER
OF PRECISION
RECORDING EQUIPMENT AND DISCS

Manufacture of a lacquer-coated disc is one of the most *exacting* of all industrial processes. It has taken PRESTO many years of chemical research and constant improvement in every phase of manufacture to produce the famous *Green Label* disc. Even after manufacture, many hundreds of discs are rejected before those are chosen to bear the respected insignia... PRESTO Green Label.



NCS PORTION of the A. C. Nielsen Co. display will be shown at NARTB convention.

PHILCO CORP.

THE Government & Industry Division of Philco Corp. will be represented at the NARTB convention with an extensive display of microwave radio relay, fixed and portable microwave television relay, and what is described as "a revolutionary continuous television film scanner." Philco headquarters will be in Room 2226 of the Biltmore, with displays in adjoining rooms.



Mr. McLean

Personnel:

J. D. McLean, general sales manager
G. A. Hagerty, industrial sales manager
J. J. Boss, sales engineer, San Franciso
J. R. McKenna, sales engineer, Washington
T. E. Rogers, sales engineer, Dallas
M. A. Williams, regional manager, Beverly Hills
F. J. Bingley, chief TV engineer
E. H. Traub, project engineer
J. F. Fisher, project engineer
E. Sommer Sr., senior engineer
M. Stein, junior engineer

PRESTO RECORDING CORP.

ITS disc and tape recording and reproducing equipment will be demonstrated by Presto. Most interesting exhibits, Presto reports, will be its new type recorders for professional use and its tape reproducers for playing taped programs over wired systems in industrial plants, stores, amusement parks and other places.

The reproducers, Presto says, operate unattended for eight hours with high fidelity of 50 to 8000 cycles per second.

Both tape recorders and reproducers are built around a new type capstan drive, Presto reports. Complete in itself, the capstan unit is built on an aluminum casting and includes the capstan motor, capstan and flywheel, main bearing, pressure pulley and solenoid.

A belt connects motor and flywheel, with traction insuring low flutter and superior timing of the tape movement, Presto claims. The capstan unit can be detached quickly, making servicing and replacement simple, Presto says.

The Presto exhibits will be in Rooms 2128-29 at the Biltmore Hotel.

RAYTHEON MFG. CO.

RAYTHEON will display its new Microlink 7000 mc microwave transmitter and receiver and its Magnalink MTR-50 2000 mc television microwave relay system.

The Microlink, Raytheon reports, may be used for: Studio transmitter link, remote pickups, interconnection to networks or AT&T if their facilities are not available, intercity or intra-city link; industrial TV, educational TV, community TV and radar relaying.

The Magnalink, according to Raytheon, is designed specifically to relay TV programs in multi-hop intercity relays, studio to transmitter links or long distance remote pickup services, with its high power making reliable transmission possible up to 100 miles. It includes a transmitter, receiver, associated rack cabinets and wavemeter operating in the FCC-allocated 1990-2110 mc band.

Personnel:

James J. Tynan, sales manager, equipment sales division
Leonard A. Rooney, communications equipment sales manager
W. Beers, project engineer
S. Topol, project engineer
Wilbur G. Small, exhibits manager
Manufacturers representatives: H. J. Geist, H. J. Geist & Assoc., New York; Gordon Roberts, Concord, Mass.; W. B. Cozzens, Evanston, Ill.; and W. B. Taylor, Chattanooga, Tenn.
District office managers: W. J. Monroe, New Orleans; J. L. Lovett, Wilmington, Calif.; E. J. Rome, San Francisco, and R. W. Mackay, Seattle

RCA

NEW items of uhf equipment will be displayed by RCA via a fully-equipped uhf television station which has been shipped from the RCA Victor Div. plant at Camden, N. J.

Intended for displaying more effectively the new RCA uhf items, the exhibits will include high-level modulated, air-cooled transmitters, slotted pylon broadcast antennas and complete audio equipment, TV cameras and other products, the firm reports.

Among new products is a 10 kw vhf TV transmitter which RCA claims will provide more than twice the power of commercial transmitters now in use, and which is expected to



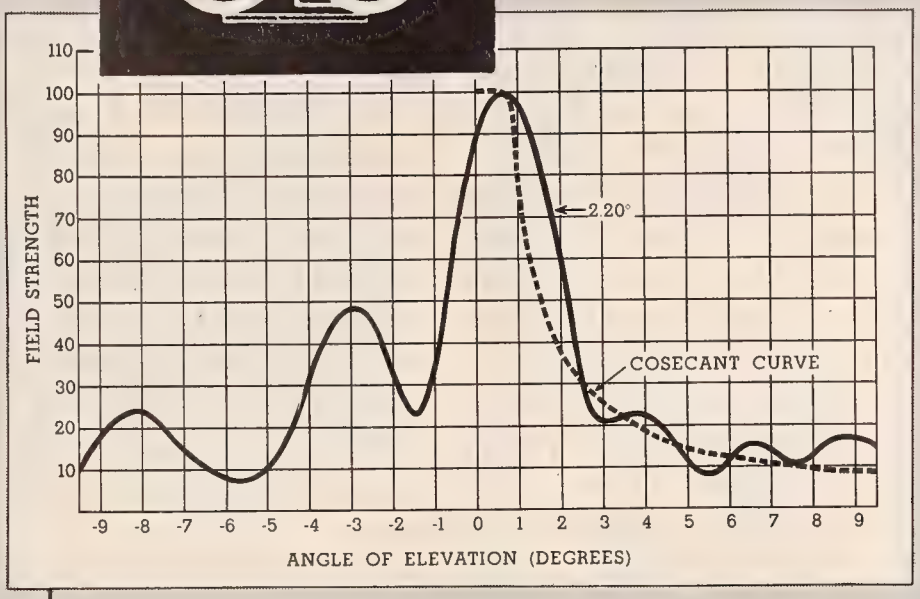
RAYTHEON group readies plans for NARTB convention. Included are (l to r): Seated, Leonard A. Rooney, communications equipment sales manager, and James J. Tynan, equipment sales division sales manager; standing, W Beers, project engineer; Wilbur G. Small, ex hibits manager, and S. Topol (bending), projec engineer.

THE NEW WORKSHOP COSECANT UHF ANTENNA for Television





Cross-sectional view showing the four vertical tubes that form the radiating structure. These tubes are actually slots and are further subdivided into resonant sections. They are fed by a single vertical inner conductor.



Radiation pattern of Model WA-25-XX with null fill-in and beam tilt of 0.65°.

ELECTRICAL DATA

Model WA-14-XX

POWER GAIN — 14
INPUT IMPEDANCE — 50 ohms
POWER HANDLING CAPACITY — 16 kw (limited only by Transmission Line Capacity)
HORIZONTAL RADIATION PATTERN — Circular within 1 db
VERTICAL BEAMWIDTH — 4.2°
VSWR — less than 1.1

Model WA-25-XX

POWER GAIN — 25
INPUT IMPEDANCE — 50 ohms
POWER HANDLING CAPACITY — 16 kw. (limited only by Transmission Line Capacity)
HORIZONTAL RADIATION PATTERN — Circular within 1 db
VERTICAL BEAMWIDTH — 2.1°
VSWR — less than 1.1

Performance Data on WA-25-XX Null Fill-In and Beam Tilt

No Beam Tilt or Null Fill-In	Power Gain 27.2
With Null Fill-In	Power Gain 24.3
Null Fill-In and Beam Tilt	Power Gain at Beam Peak 21.5
	Power Gain on Horizon 17.5

To meet the entire range of broadcast requirements from small isolated communities to large metropolitan areas, the Gabriel Laboratories has designed a high-gain UHF television antenna for the Workshop which combines simplicity, ruggedness, and reliability.

With 25 and 14 power gain models in production, plus another with smaller gain, in development, this new antenna can be supplied to fit the special conditions of any broadcast area. Its radiation pattern is the closest approach to a cosecant curve of any antenna now available. Null fill-in, if desired, is built in electrically — not just a compromise with ground reflections. Beam tilt is also available to provide maximum coverage and field strength.

Simple mechanical design results in a relatively low-cost antenna which has no insulators except for gas seal, no de-icing problems, and no field repair problems. The plastic weatherizing windows which protect the radiating structure are dyed "international orange" so that the antenna never requires painting. Galvanized, welded steel construction assures excellent rigidity, corrosion resistance, and long life.



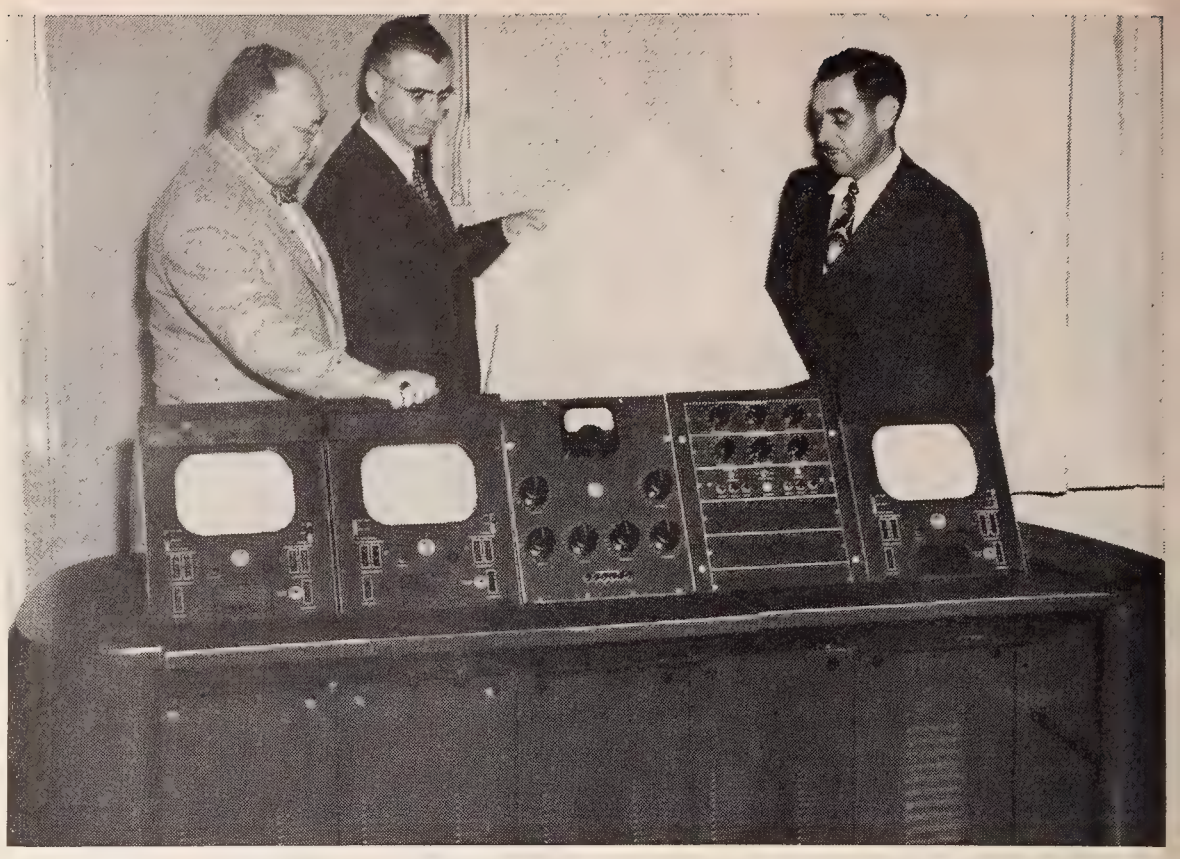
WORKSHOP ASSOCIATES DIVISION

THE GABRIEL COMPANY

Endicott Street · Norwood, Mass.

Designers and Manufacturers of a Complete Line of Microwave Antennas





COMPLETE TV studio control console will be shown by RCA Victor Div. at the convention. Checking console are (l to r): M. A. Trainer, broadcast product planning manager; J. P. Taylor, adv. and sales prom. manager, and A. R. Hopkins, broadcast marketing div. manager.

supplant current 5 kw models as standard equipment. RCA's 1 kw uhf transmitter, already installed in several post-freeze stations, will be shown.

TV station planning is the RCA theme and is illustrated by four complete model TV stations, which show, RCA says, a small TV station with minimum programming requirements; a similar station with a small live-programming studio and network, film and slide facilities; a 10 kw station with a larger studio and more audio-video facilities, and a more extensive two-studio station.

Smaller TV equipment items planned for first showing include the RCA Monitran, a studio monitoring device; a miniature RCA Vidicon camera designed for broadcast use, and a special effects amplifier with versatile wipe amplifier for achieving dramatic effects.

For AM broadcasters RCA is displaying its 5 kw AM transmitter, audio input mixing and switching equipment, a console tape recorder, fine-groove transcription turntables and an "extensive" line of loudspeakers, microphones and amplifiers.

RCA will use more than 2,500 square feet to show the more than 15 tons of equipment.

The RCA exhibits will be in the Biltmore's Renaissance Room.

Personnel:

Engineering Products Dept.:

W. W. Watts, vice president in charge.
T. A. Smith, assistant manager.
A. R. Hopkins, manager, Broadcast Marketing Div.
J. P. Taylor, manager, Advertising & Sales Promotion Div.
E. C. Tracy, broadcast sales manager.
V. E. Trouant, chief design engineer, standard products engineering.
M. A. Trainer, manager, broadcast product planning.
T. Griffin, RCA Service Co. Inc., commercial service.
H. E. Trimble, credit manager.
W. O. Hadlock, manager, broadcast advertising.
E. C. Mason, broadcast advertising.

Broadcast Marketing Div. Sales

D. Bain, sales manager, Washington office.
M. M. Brandt, product analyst, broadcast studio equipment.
R. C. Brown, broadcast transmitter merchandising.
H. Duszak, manager, broadcast merchandising.
E. T. Griffith, manager, broadcast sales promotion.
L. W. Haeseler, broadcast equipment sales.
E. N. Luddy, manager, transmitter product planning.
E. Miller, broadcast equipment sales.
I. T. Newton, product analyst, broadcast transmitter equipment.
D. Pratt, broadcast field sales manager.
G. W. Tunnell, broadcast video merchandising.

Standard Product Engineering:

L. E. Anderson, H. E. Gihring, T. M. Gluyas, N. L. Hobson, A. H. Lind, J. H. Roe, W. E. Stewart, F. E. Talmage, L. J. Wolf, H. G. Wright and J. E. Young.

Broadcast Field Sales Representatives:

E. S. Clammer, Camden; W. G. Eberhart, Chicago; E. Frost, Hollywood; J. E. Hill, Boston; J. W. Hillegas, Atlanta; A. Josephsen, New York City; J. H. Keachie, Cleveland; Adrian Miller, Chicago; D. S. Newborg, Cleveland; R. J. Newman, San Francisco; J. L. Nickels, Chicago; J. F. Palmquist, Dallas; Jules Renhard, Seattle; W. B. Varnum, Kansas City; J. M. Walters, Atlanta; P. G. Walters, Atlanta, and W. D. Wenger, Dallas.

RCA RECORDED PROGRAM SERVICES

"REAL live" sweepstakes titled "Gold Rush Derby" will highlight the RCA Thesaurus convention display along with two new commercial features, *The Sammy Kaye Show* and a complete library of 1,600 singing jingles. The exhibit will be located in Suite 2200 of the Biltmore. Radio programs and TV films will be shown, with the theme of the exhibit titled "Thesaurus—a Gold Mine in Programming."

Mail-pulling feature, "So You Want to Write a Song," will mark the Sammy Kaye series.

Over 70 sponsor categories are covered in the Ullman Jingl-Library of 1,600 jingles. Besides the group of "sponsor-winner" series, the exhibit will be starting line for the "Gold Rush Derby." This competition offers such prizes as an RCA Estate electric range, set of golf clubs, movie camera and 25 other awards. Participation in the derby is scheduled for Wednesday, April 29, at 6 p.m., and the popular "Key Club" feature is tied in with the derby.



Mr. Sacks

Key Club tickets are being mailed in advance. Girls will distribute keys at the hotel.

Personnel:

Mannie Sacks, RCA vice president and general manager of RCA Victor Record Dept.
Howard Letts, assistant general manager
Jim Davis, manager of RCA Victor Custom Record Division
Dick Bucholz, Hollywood manager, custom record sales
Ben Selvin, artists and repertoire manager
Ben Rosner, advertising and promotion manager
Al Sambrook, manager, RCA Recorded Program Services
Bill Reilly, midwestern sales manager
Bill Gartland, western sales manager
Henry Gillespie, Thesaurus sales representative
Gregory Reeser, Thesaurus sales representative
George Field, Thesaurus sales representative
Bob Fender, Thesaurus sales representative

RUST INDUSTRIAL CO.

WORKING model remote-control system will be shown by Rust Industrial Co. in Room 2237 of the Biltmore. A low-power transmitter will be operated by use of automatic equipment. Rust will also show a Conelrad alarm. This equipment can be used to give an alarm if the transmitter goes off the air or if a station to which a receiver is tuned goes off the air. Use of the alarm avoids need of a speaker in the control room.

An automatic remote control setup has been operated experimentally at KEAR San Mateo, Calif., controlling a 1 kw AM transmitter.

Personnel:

W. F. Rust, president
William Carlisle, broadcast sales mgr.
William Martin, engineer

SCREEN GEMS

A TELEVISION subsidiary of Columbia Pictures Corp., Screen Gems produces and distributes TV programs on film and produces TV commercials. Current productions include *Ford Theatre* and *Big Playbak*. Among programs available for national and large regional sponsorship are *Meet the Family*, half-hour situation comedy; *The Law Strikes Back*, half-hour crime action series; *Tales of the Texas Ranger*, half-hour action drama; *Fair Trial*, half-hour drama series featuring great trials.

Available for local and regional sponsorship are *Your All-Star Theatre* (currently Ford Theatre) in 59 NBC-TV markets and available in non-Ford markets; *Great Moments in Sports*, quarter-hour with Bill Stern, available in all non-Ethyl markets; *Professor Yes 'n No*, quar-

IDECO towers

You provide the Tower Site... Let IDECO do All the rest

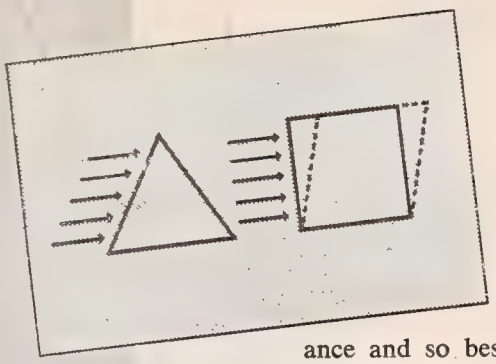
Select the location for your tower . . . then, under only one contract, turn over *all* your tower problems to the Ideco experts.

Save yourself the complicated and technical problems involved in tower planning and erection. You can buy an Ideco Tower all in one "package" that includes everything . . . planning and design, foundations, fabrication, erection, installation of all equipment, final inspection, with complete insurance coverage. Handle your tower problem the sensible way . . . let Ideco engineers do the entire job. From foundation to top beacon, you know your Ideco tower will keep your station on the air, day after day . . . year after year.



NO UNDUE STRESS OR STRAIN IN IDECO TOWERS

Ideco tower parts are shop-fabricated to a minimum predetermined tolerance . . . it's a "true" structure all the way up. Jig-welded and jig-drilled . . . each Ideco tower's diagonal members are fabricated to exact length and predetermined balanced stresses, completely eliminating the possibility of inaccurate manual field adjustments.



SCIENTIFIC TRIANGULAR DESIGN PREVENTS DISTORTION

Ideco's triangular cross-section insures a "true" tower with fewer structural members. A 3-sided tower offers the least wind resistance and so best resists distortion . . . has much lower painting and maintenance costs. And all Ideco towers are completely hot-dip galvanized . . . rust is stopped before it can possibly start.



WBEN-TV
Buffalo, N. Y.
1057 feet

Tall or short...for TV, Microwave, AM, FM... Ideco tower know-how keeps you on the air.

See you at NARTB — IDECO — Visit us in ROOM 2225

IDECO DIVISION, Dresser-Stacey Company
Dept. T, Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

IN THE
Upper Midwest...

. . . whether you sell

kickshaws to kids,

winkies to women,

or mix to men,

you'll reach more

of 'em more often,

more economically

with a KTSProduced

television show!





DISPLAY of Screen Gems at NARTB convention is demonstrated by John H. Mitchell, vice president-sales.

ter-hour quiz; *TV Disc Jockey Films,* library; *Hollywood Newsreel,* quarter-hour; *Music to Remember,* symphonic.

Personnel:

John H. Mitchell, vice president-sales
Phillip Frank, commercial sales manager
Harry K. McWilliams, director of advertising and public relations

SESAC INC.

KEYNOTE of the SESAC transcribed library will be "Shows That Sell." The SESAC exhibit will be in Suite 2102 at the Biltmore Hotel, and will "show how the commercially-proved programs and double-barrelled sales aids" are used by stations in selling time.

Additions to the SESAC library include Will Bradley's Jazz Octet, Walter Solek's Polka Dance Band, Sylvan Levin's Radio Symphony Orchestra and the Broadway Opera Company's operatic excerpts in English. Richard Maltby is featured with "unique orchestral combinations" on Jazz Classics discs.

SESAC's policy of shipping discs, scripts and program notes monthly has increased the library to more than 4,500 musical selections, the firm reports.

SESAC's "Scripts for '53" include the shows, *Musical Panorama, American Folk Music, Music We Remember, Mister Muggins Rabbit, Here Comes the Band, Little White Chapel* and others. SESAC claims to have "the lowest-priced complete program service."

Personnel:

R. C. Heinecke
Alice J. Heinecke
K. A. Jadassohn
David R. Milsten
Jim Myers
Robert Stone
Louis Tappe
John Casey
Evarard S. Prager.

SNADER TELESCRIPTIONS CORP.

(Snader Releases Inc.)

PRODUCTS of Snader Productions Inc., now producing the *Liberace Show,* and Snader Telescriptions Corp., new library of Snader Telescriptions, will be on display at the Biltmore Hotel in Los Angeles during the NARTB convention. The firm name Snader Releases Inc. applies to all the distribution operations of the enterprise. Products of outside producers are now being distributed by Snader Releases Inc.



Mr. Snader

Personnel:

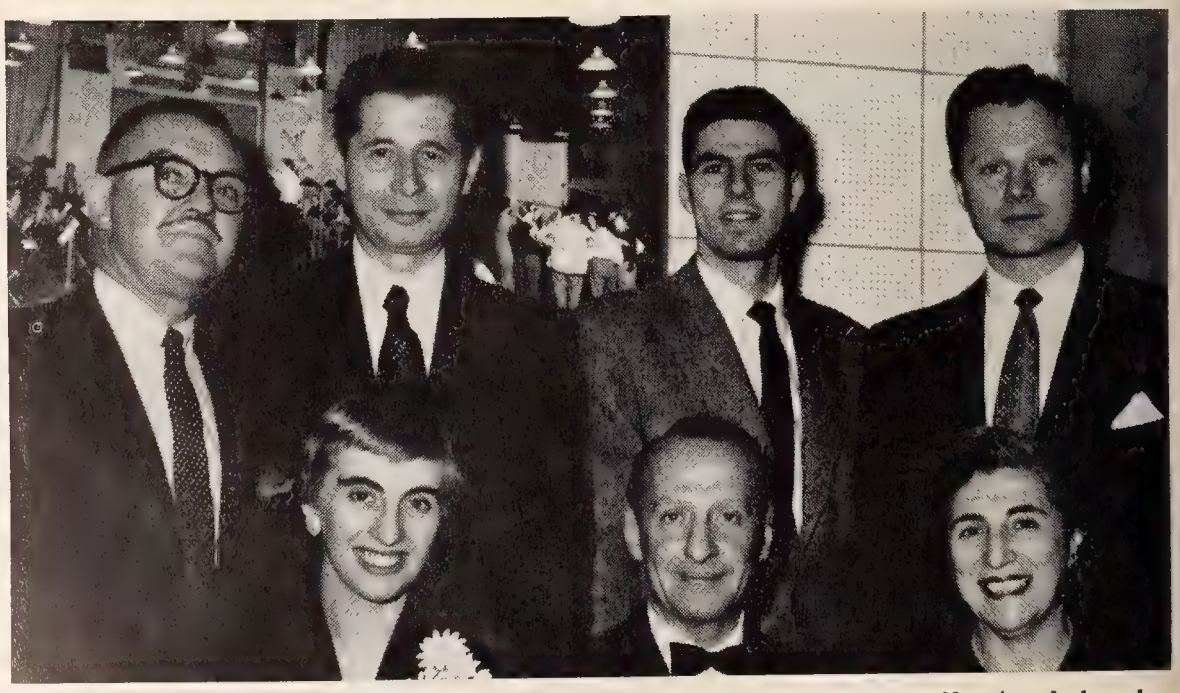
Louis D. Snader, president
Robert M. Snader, vice president
Robert Carroll, national sales manager

STANDARD ELECTRONICS CORP.

(Subsidiary of Claude Neon Inc.)

HIGH on Standard's display list will be its "much-publicized" SE 20 kw amplifier, identical to the one SE installed for WOR-TV New York on Ch. 9. SE also will exhibit its 1 kw uhf transmitter, which it describes as "the integral part of any station's minimum package." The latter incorporate's SE's "Add-A-Unit" design, which allows installation without discarding initial equipment, SE reports.

Other SE exhibits will include its minimum station package containing an audio-video



THESE people will represent SESAC Inc. at the NARTB convention (l to r): Seated, Alice J. Heinecke, Robert Stone and R. C. Heinecke; standing, Louis Tappe, K. A. Jadassohn, Evarard S. Prager and Jim Myers. Other SESAC personnel will also be on hand.

control program switcher and associated equipment.

Personnel:

William Zillger, vice president.
Harry Smith, chief TV engineer.
Jack C. Herber, broadcast engineering manager.
H. Philip Nesbitt, sales engineer.
A. R. Taylor, project engineer.
W. H. Rappolt, service order manager.
H. Craig, technician.

STANDARD TELEVISION CO.

IN ADDITION to screening some 16 feature motion pictures made between 1941 and 1948, Standard's exhibit in Room 2350 will include showing of two half-hour TV film series. They are *Pan American Showtime,* musicals featuring Gale Robbins and Bob Savage, made in Mexico by Kemp-Brighton Productions; *Music by the Masters,* featuring such artists as Artur Rubinstein, Jan Peerce, Andres Segovia and Jascha Heifetz, and produced by World Artists Inc.

Personnel:

Marcus Loew II, president
Lawrence Berger, general sales manager
Anthony Azzato, eastern sales manager

TEEVEE CO.

TEEVEE Co. will display clips from its *Little Theatre,* a quarter-hour film program containing two O. Henry type vignettes, and *Camera's Eye,* quarter-hour film series of eight variety, editorial and educational features.

The firm recently organized TeeVeette, a video film library service including dramas, variety shows and educational films. TeeVee Co.'s *Invitation Playhouse,* another quarter-hour film program of O. Henry type dramas, will be available next year, the firm reports.



PRINCIPALS in new TeeVeette, video film library service organized by TeeVee Co., are (l to r): Ludlow Flower Jr., assistant to the president, Marc Frederic, general manager, and Gifford Phillips, president, all of TeeVee Co.

Personnel:

Gifford Phillips, president.
Ludlow Flower Jr., assistant to president.
Marc Frederic, general manager.
E. Johnny Graff, syndicated sales manager.
Saul Reiss, eastern representaitve.

TELENEWS PRODUCTIONS INC.

NEWEST and "most important" of the TV film products in the Telenews exhibit will be its Build-a-Show film library of more than a thousand "film featurettes," which the firm reports will be increased by 20 new featurettes every month.

The library also includes "hundreds" of prepared programs, and is usable for spot-carriers,



STANDARD Electronics Corp. executives to attend the NARTB convention include (l to r): A. R. Taylor, project engineer; H. Philip Nesbitt, sales engineering manager; William Zillger, vice president; Harry Smith, chief engineer, W. H. Rappolt, serv. order mgr.

ON THE AIR

WHO'S ON THE AIR

WAFB-TV, first and only TV outlet covering Baton Rouge and its trade area. Programs from ABC, CBS, Dumont and NBC.

Also . . . WAFB AM & FM, 5000 watts non-directional Mutual affiliate.

Together we've loads of local news, local sports, local color and local listeners.

WHO'S VIEWING

Not everybody in our coverage area of 115,000 families . . . but almost! Folks have been seeing fringe area TV here for three years, and TV set ownership is closer to the saturation point than in most new markets.

WHO'S BUYING

These 115,000 families have spendable income of over ½ billion dollars annually, and retail sales are terrific. Adam Young is buying the coffee; talk it over with him soon.

Represented by ADAM YOUNG

WAFB-TV Channel 28
Baton Rouge, La.



NEW Studio Zoomar lens demonstrated on CBS-TV camera by Paul Wittlig, CBS; Dr. Frank G. Back, Zoomar inventor, and Jack A. Pegler, president of Television Zoomar Corp.

"fill," stand-bys, production aids and other purposes.

Other Telenews film products on exhibit will include: *Telenews Daily,* "the basic daily TV news film service providing up-to-the-minute world-wide news coverage"; *Telenews Weekly,* filmed "news-behind-the-news" of world weekly events; *This Week in Sports* with Tommy Henrich airing sports highlights; *For Women Only,* feature stories of particular interest to women; *Adventures in Sport,* filmed programs of "top-action" stories on sports; *Beat the Experts,* five-minute sports quizzes, and *Adventure in the News,* a "new series" featuring the "most exciting, dramatic and historic stories from all over the world."

Personnel:

Charles N. Burris, general manager.
Robert H. Reid, sales manager.
David R. Williams, sales representative.
John D. Hanley, San Francisco representative.
Lee Ferrero, Los Angeles representative.
Thomas J. McManus, station relations.
Robert Kirsten, promotion manager.

TELEPROGRAMS INC.

KINES of *American Inventory* will be shown at the Teleprograms headquarters in Suite 2340 at the Biltmore. Augmenting the showings will be brochures carrying descriptive material.

Personnel:

William Hodapp, producer
Marge Kerr, public information consultant

TELEPROMPTER CORP.

NEW all-electronic TelePrompter will be demonstrated in the Biltmore second-floor suite as well as in the General Electric Co. and RCA exhibits. The device will be used for public speaker service at meetings in the Biltmore Theatre. Sales are handled by National TelePrompter Sales Corp.

Personnel:

Irving B. Kahn, chairman of board
H. J. Schlafly, vice president, engineering
I. E. (Chick) Showerman, vice president, sales
A. Schwartzman, sales manager

TELEVISION ZOOMAR CORP.

COMPLETELY new and different Zoomar lens will be introduced at the convention. Like the standard Zoomar, this lens permits the operator to control the speed of the zoom at will. The new lens is smaller and lighter, according to Jack A. Pegler, president of the company. It has been titled Studio Zoomar and brings to the studio cameraman the same features the standard model first made available for outdoor events.

Weighing less than six pounds and measuring only a foot in length, the new lens can be used on any TV camera. On cameras with center-hole turrets it can be mounted simultaneously with three other lenses without interfering with them and without tying up the camera, an important consideration in the small studio where space is at a premium.

The Studio Zoomar is rated optically at F:2.8, with range from 2½ to 7½ inches. Zoom settings can be made with single zoom control to compare with any standard studio lens, a feature designed to permit image matching when switching from one camera to another on multi-camera shows. Color corrected, the new lens is described as well suited for color work.

Brainchild of Dr. Frank G. Back, inventor and developer of the first model plus other special lenses, the new lens is described by its manufacturers as compact, versatile and capable of making zoom technique available to every studio and every show. Dr. Back will read a paper describing the lens at the NARTB Engineering Conference and will at the same time demonstrate a new General Electric camera and gear.

TOWER ENGINEERING & CONSTRUCTION CO.

NO EXHIBIT will be maintained by this company but the company will have representation in an entertainment suite.

UNITED PRESS

TWO headquarters will be maintained during the convention by United Press—one at the Biltmore and one at the Statler. UP services for both radio and television will be exhibited, including United Press Movietone News and United Press Spot Newspictures for Television.

Personnel:

Lee Keller, vice president and general sales manager
Frank H. Bartholomew, vice president, Pacific Div. manager
William Best, Los Angeles bureau manager
George Miller, in charge of Movietone News on West Coast
Roy Maroney, manager, Newspictures Bureau, L. A.
Fred Green, Pacific Div. business manager
Joseph M. Quinn, business representative

U. S. SAVINGS BOND DIVISION

SALUTE to the radio and television broadcasting industries will be paid by an official government agency in its NARTB convention display at the Biltmore Hotel. The exhibit will tell pictorially the part broadcasters have taken in promoting the sale of Defense Bonds. Practically every station, aural and video, has contributed heavily to this government program by making time and facilities available. Edward Linehan is in charge of the Advertising Section of the agency.

Personnel:

Edward Halbert, television supervisor
Harry Gatton, radio supervisor
Harold Boyer, assistant to director of Advertising & Promotion Branch

UNITED TELEVISION PROGRAMS

UTP exhibitions in Rooms 2100-01 of the Biltmore will be decked out in western style to fit UTP's theme, the California Gold Rush. Glamorous Hollywood bit players dressed as cowpokes will serve as hostesses, according to Monroe Mendelsohn, sales promotion director.



Mr. Mendelsohn

Mr. Mendelsohn said UTP has allocated a $10,000 budget to fly all 14 of of the firm's salesmen to the convention.

Current UTP productions will be on exhibit, and new product acquisitions for the fall season will be announced, Mr. Mendelsohn said.

Personnel:

Besides UTP's 14 salesmen, the firm's entire board will attend, including: Gerald King, Milton Blink, Ben Frye, Sam Costello, Jack Gross and Philip Krasne.

WINCHARGER CORP. ANTENNA TOWER DEPT.

WINCHARGER reports it will not exhibit samples of towers but will maintain a conference room at the convention, where descriptive literature and information on the firm's guyed towers, both insulated and non-insulated will be distributed.

WORLD BROADCASTING SYSTEM

A NEW plan of local merchandising and selling services will be previewed by this company in the group headed by Frederic W. Ziv. Theme will be "You Can Win With World," with the idea carried out by means of panels, displays, blowups, sales reports, success stories and various sales ideas for spot buyers and program sponsors.



Mr. Friedheim

Personnel:

Robert W. Friedheim, vice president

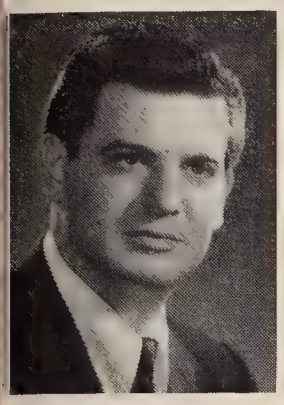
Pierre Weis, general manager

Dick Lawrence, sales manager

Maynard Marquardt, western division mgr.

James Weathers, sales representative

Robert Montgomery, sales representative



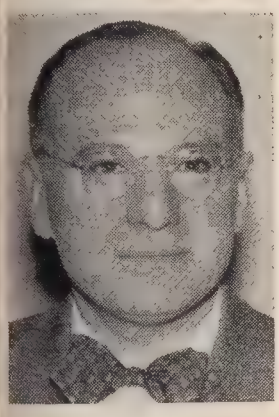
Mr. Lawrence



Mr. Weis

FREDERIC W. ZIV CO.

HIGHLIGHTING this exhibit will be the transcribed show heard over a long list of stations during its first year and now being sold for its second year—*I Was a Communist for the FBI*. The program features Dana Andrews in the role of Matt Cvetic, who acted for nine years as an FBI undercover man in the Communist Party. Keynote of the exhibit will be the idea that Ziv programs can offer a key to profits.



Mr. Ziv

PERSONNEL:

Frederic W. Ziv, president

Alvin E. Unger, sales vice president

ZIV TELEVISION PROGRAMS

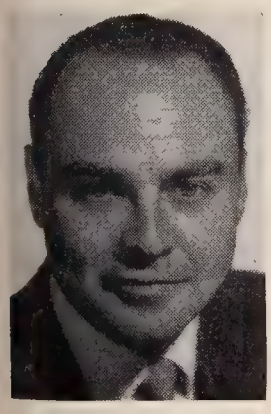
ALL OF the nine active Ziv TV films will be featured from the standpoint of audience pull and sponsor successes. Emphasis will be placed on a new TV show the company is planning to announce at the convention. Other features will be *Boston Blackie, Favorite Story* and *The Cisco Kid*.

PERSONNEL:

John L. Sinn, president

Maurice Unger, production manager

Herbert Gordon, vice president



Mr. Sinn



Mr. Gordon

Advertisement



From where I sit *by* Joe Marsh

Tiny Sure Got "Alarmed"

Tiny Jackson, the patrolman, caused quite a stir last night—but let him tell you about it:

"I was making my regular eleven o'clock rounds—trying all the doors up and down Main Street. I came to Johnson's Jewelry Store—tried their door and it seemed a bit loose. So I shook it harder.

"So to make doubly sure I shook it *doubly* hard. Then everything happened at once—bells started clanging, crowds collecting, the Chief driving up with the siren going full blast. When he saw it was *me* who set the burglar alarm off, he put his revolver away—but what confusion!"

From where I sit, even the best of intentions can sometimes go wrong. It pays to take our time and proceed with caution—whether it's trying a door or advising our neighbors what beverage they should or shouldn't have with a meal. Some folks prefer a glass of temperate beer, others might choose iced tea—but if we just respect the other's rights, we'll always "ring the bell" with our neighbors.

Joe Marsh

Copyright, 1953, United States Brewers Foundation

MUTUAL'S 'WELCOME' BOOK

MUTUAL Broadcasting System has laid out the welcome mat in a booklet form. The illustrated book is based on a survey of the listening habits and preferences of that part of the U. S. where TV cannot be seen. It also explains Mutual's new rate formula, which takes into consideration the entrance of TV into what is now a non-TV market. Evening rates in TV markets earn a new 50% discount, and six months after TV enters any new market, this new discount will apply.

INGA'S NEW ANGLE

WNBW (TV) Washington will soon air *Inga's Angle,* new audience participation show with fashion and beauty news, a noted Washington woman as a guest and a quiz show for the in-studio audience. The TV program will feature models, with commentaries on fashion by Inga Rondvold, star of the program, to be followed by Inga's "leading lady," a woman who has played a major role in the career of her husband. Inga will point up her guest's personal rather than public life, and show photographs of her children and home. The final feature of the show will be the quiz game, in which questions about well-known women will be asked of individuals in the audience. The program will be seen at 2:30 p.m. Tuesday and Thursday, starting April 28.

WNAX FLOWER GARDEN

PACKAGES of seeds labeled "WNAX-570 Flower Garden" were mailed out as a spring promotion to sales personnel of the Katz Agency by WNAX Yankton, S. D. The same package, an accompanying note stated, went out to 13,000 listeners who requested them at 5 cents per packet.



PREMIERED on WBAL-TV Baltimore April 9 was the weekly *You Said It,* new telephone quiz show sponsored by Hals Brewing Co. L to r: Brent Gunts, producer; "Hals", as acted by Mike Keene, character actor; Shirlee Alexander; Les Alexander, m.c.; Bill Shriver, radio-TV department, and Harry Brian, vice president and copy director, both VanSant, Dugdale & Co., recently appointed Hals agency. Hals also sponsors the half-hour *Play of the Week* on WMAR-TV, wrestling on TV and on WFBR the disc jockey show, *Music and the Gal.*

'THROUGH THE CAMERA EYE'

WIZARDRY of top camera lens artists is being demonstrated on a new program launched by WGN-TV Chicago, Titled *Through the Camera Eye,* the program also pits amateur fans against each other. They have an opportunity to test their skills and learn professional lens techniques, as well as win camera equipment. Amateurs are chosen each week from a photographic contest. Photographers from fashion, news, sports and movies will participate as the series unfolds. The show is produced under the direction of Jay Faraghan.

OVER COFFEE

NAPKINS furnish the basis for promotion of the NBC-TV Garroway's *Today.* Around the scallopped edge of the napkin reads, "Garroway has news for you *Today* 7 to 9 in the morning —NBC-TV." Three lines in the center read, "two million people watch *Today* over coffee every morning . . . Monday-Friday."

STOCK CAR RACES

STOCK car races from Westport will be telecast over WAAM (TV) Baltimore, under the sponsorship of the American Brewery. The hour-long program will be heard on Saturdays at 10 p.m. beginning April 25. Ken Carter, WAAM general manager, reports that stock car racing is the fastest-growing novelty sport in the Baltimore area, and Ed Otto, promoter of the local attraction, feels that WAAM's telecasts will increase this latent interest and win many new friends for the exciting sport.

MINIATURE TV SET

RECENT promotion card from CBS Television Film Sales asks "Want to See Stars?" Reader is directed to look at the "screen" on a toy TV set attached to the card, rotate a disc in the back and see photographs of personalities appearing on CBS-TV.

PROMOTION MONEY

KFH Wichita, Kan. claims that the dollar talks when invested in its *Golden Sports Program.* The station has sent out a golden-colored promotion piece to which is attached a dollar bill to prospective clients whom the station feels may have the inclination to buy a $22,000 package.

BATBOY CONTEST

KOIL Omaha held a "batboy" contest, in which boys from 12 to 16 stated "Why I want to be

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ TOTAL WEEKLY AUDIENCE–SAMS 1952

Day . . . 110,861 Night . . . 92,186

and 3-or-more days and nights

Day . . . 92,885 Night . . . 67,743

WDBJ's weekly SAMS-1952 daytime audience is 124% greater than the second stations; and for 3-or-more days, 192% greater. WDBJ's night-time audience is 94% greater, and for 3-or-more nights weekly, 125% greater.

WDBJ's rates average less than 20% more than the second stations.

Compare . . . then call . . . Free & Peters, Inc.!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., National Representatives



a batboy for the Omaha Cardinals." The winner received the all-season job, uniform, season passes for parents, plus salary. The contest was part of overall promotion for the Omaha Cardinals, whose games will be carreid by KOIL under sponsorship of Anheuser-Busch Inc., St. Louis.

HORSE SENSE

TOUGH assignment for producer Louis Fontaine of WTAG Worcester, Mass., was an interview with a horse. The horse, Sandy Mac, a native of Copenhagen, has received much notoriety for accompanying his master on vacations. Before going abroad to record his WTAG *Main Street, Europe* series, Mr. Fontaine received many requests from his listeners to interview the "horse who went on vacation." Mr. Fontaine, aiming to please, did everything in his power to persuade Sandy Mac to neigh for his listeners. It wasn't until Mr. Fontaine had packed away his tape-recorder, microphone and lines that the horse gave out with an ear-shattering neigh.

'MARYLANDERS ABROAD'

SECOND in a series of special reports dealing with Maryland service men in Korea and Europe was *Marylanders Abroad,* telecast April 14 on WMAR-TV. Maryland soldiers were filmed by *Sunpapers's* foreign correspondents, and their stories told against the background of the films by WMAR staff announcer, George Rogers.

THEATRE-RADIO PROMOTION

RECIPROCAL promotion agreement has been signed by WLIB New York and the Loew's Theatres of New York, motion picture chain, effective April 27. Under terms of the contract WLIB will broadcast a *Movie Clock* program and lobby interviews recorded at three theatres in predominately Negro neighborhoods. In return, theatres will display lobby billboards and run movie trailers calling attention to WLIB programs aimed at the metropolitan Negro market.

REVISED PROGRAMMING

KBIG Avalon, Calif., has eliminated specific program titles from its programming, listing the entire daytime operation as *Catalina Bandstand.* Disc m.c.'s rotate the different microphone shifts to present 55 minutes of popular music and five minutes of news every hour, punctuated with time signals, news bulletins and weather reports.

WELCOME FOR THE BRAVES

COVERAGE of Milwaukee's official welcome for the Milwaukee Braves was arranged by WFOX Milwaukee. At 8:15 a.m. there was a broadcast of the team's departure from Chicago, as well as Milwaukee's preparation for their arrival. On arrival at 10 a.m. the station presented interviews with Lou Perini, Mayor Frank Zeidler, most of the city council, and other civic dignitaries. As one fan wrote to the station: "With a major league baseball team in Milwaukee, this is the biggest thing that's ever happened since Wisconsin was admitted to the union."

PROMOTION BROCHURE

WJBK-TV Detroit has released a brochure showing, by the use of many pictures, the job its local photographer is doing. Pictures

'White Christmas'

FOUR months after Christmas, WJPS Evansville, Ind., got around to playing a request for Bing Crosby's "White Christmas" that had been sent to the station Dec. 3, 1952. The seeming lack of alacrity on WJPS' part was not the station's fault, however. The request came from Pfc. Edgar M. Olivar, a prisoner of the Communists in Korea. Pfc. Olivar wanted the song dedicated to his family, "constantly on my mind, but more so, at this time of year. Tell them that I'm fine," he continued, "and that the POW's are preparing to celebrate Christmas with church services and all." Pfc. Olivar's request was met on *The Evansville Story* program April 12.

WFML Aids AP News

SCOOP on the explosion of an ammunition train at Lewis, Ind., is claimed by WFML (FM) Washington, Ind. The station reports it had a bulletin on the air 17 minutes after the blast occured, and that within an hour Station Manager Bob Williams was on the accident scene with the station's new mobile transmitter. The WFML newsroom phoned a report to the state AP office, the first report to be received at AP from a radio station, WFML reported. AP sent a letter of appreciation to the station, stating that the AP bulletin was 23 minutes earlier than that of a competing news service. WFML later organized an aid drive for the Lewis citizens, and after three appeals over the station had collected a moving van of furniture, clothing and food. "We were virtually crowded out of our station by the tremendous response," Mr. Williams said.



They Came for Miles

. . . FOR MINKS

Gordon Furs has had swank salon in Davenport for past 3 years. Year ago, Gordon's tried limited TV promotion using spot announcements. Schedule showed such promise that, last Fall, Gordon's took on bigger TV project. With a local jeweler, co-sponsored live WOC-TV program—"Candlelight Cameos"—9:45 Tuesday night.

On one program featured minks; by closing time Saturday of same week HAD SOLD 7 MINK WRAPS—ranging from stoles to jackets; average sale, more than $2000. Another week, beaver got the spotlight; SOLD 3 WITHIN 4 DAYS AFTER TELECAST; average sale more than $1700. All sales traceable to WOC-TV.

Says firm head Jake Gordon: "During 13 weeks, 'Candlelight Cameos' helped us sell more mink wraps than I had anticipated selling in next 3 years. It also greatly expanded our trade area. For example, one Wednesday, lady came from Galesburg, Illinois, 48 miles away, to buy her daughter Ranch Mink Cape Jacket shown on previous night's program. Friday of same week, this lady was back, at her husband's insistence, to buy mink wrap for herself."

Minks or motor cars . . . crackers or candy bars—you name it and WOC-TV SELLS *it*. Just ask your nearest F & P Man about our *success stories;* he's got a million of them (well, almost a million)!

P. S. Co-sponsor of "Candlelight Cameos"—Schneff Brothers jewelers—has adopted a "Macy's doesn't tell Gimbel's" policy relative to sales returns from this program. But it is significant that Schneff's with Gordon's have signatured a 30-week renewal of this program.

FREE & PETERS, INC.

Exclusive National Representatives

WOC-TV Channel 5

The Quint Cities

COL. B. J. PALMER, *President*

ERNEST C. SANDERS,

Resident Manager

Davenport, Iowa

relate that he aids many organizations that need publicity and promotion in their philanthropic work in the Detroit area.

NOVEL LAUGH-GETTER

AUDIENCES at NBC-TV shows emanating from El Capitan Theatre, Hollywood, are not given the usual pre-comedy program warm-ups. By merely having the cameras cover the audience, surprising people in attitudes and expressions that are flashed on the oversize theatre screen, this method has been found to be a sufficient conditioner and laugh-getter.

BIKE CONTEST

TYLER & SIMPSON Co., wholesale grocers of Gainesville, Tex., conducted a contest over KGAF Gainesville, during February and March. A Firestone bicycle was awarded to the boy or girl saving the most Empson labels. KGAF reports that the Tyler & Simpson Co. sold 1,200 cases of Empson products during the radio promotion.

'CONCERT AUDITIONS'

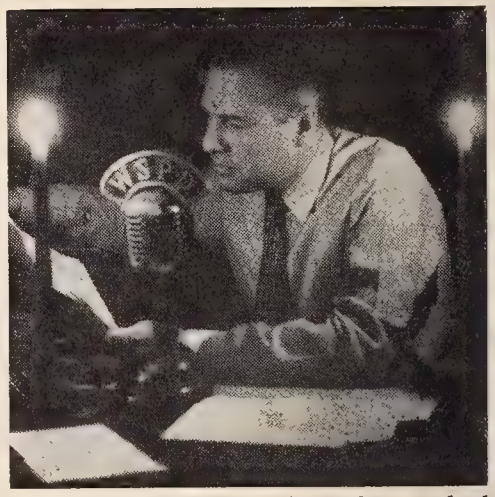
MUSICALLY talented young men and women have an opportunity to demonstrate their talents on WLAW Boston's new program, *Concert Auditions,* which was initially aired on April 13. Replacing ABC's presentation of *Metropolitan Opera Auditions of the Air,* the program features two artists on each performance. Arthur Flynn serves as master of ceremonies.

WSPD Fills Breach

TOLEDO, Ohio, had no electric power. Two main switches had blown out at the power plant, cutting off lights and water supplies in the city and for miles around. It lasted five hours.

But Toledoans did have broadcasts from WSPD. It took only 5 minutes, 40 seconds for the station to have emergency broadcasting set up at the transmitter. Frank Hilbert, AM engineer, aired transcriptions until Don John Ross (who had been cut off at the main studios) could get there to take over. Credited with assists are Gene Dickey, Lee Knight and Clyde Nikkinen.

An auxiliary battery unit was set up at the main studios later by Bill Sprengel, TV engineer, and news director Jim Uebelhart was able to air his regular newscast by candlelight from there. People with battery or car radios could pick up broadcasts right through the emergency period.

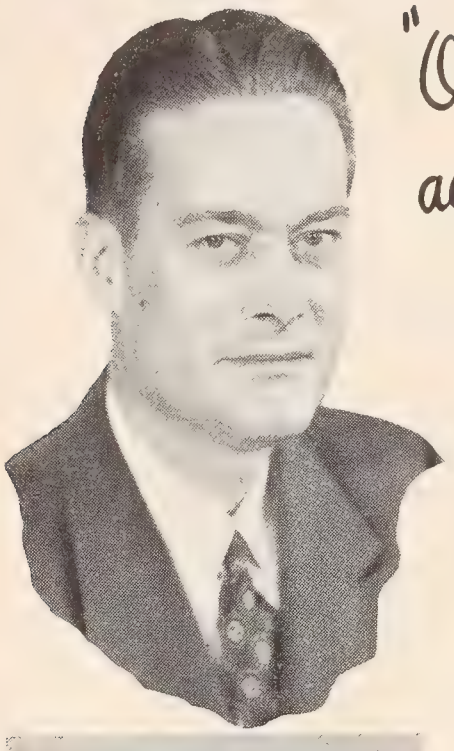


WSPD Toledo went back to this method of lighting when a power failure struck the Ohio city. Jim Uebelhart, news director, is "broadcasting as usual."

WSPD points out that the power failure was a demonstration of what could happen in the event of enemy air attack, and of what it could do to meet the situation. Mr. Uebelhart has been named by the Civil Defense agency to go on the air for all Toledo's AM stations in an air raid. His job would correspond to that done nationally by Ed Murrow and Arthur Godfrey.

CONGRESSIONAL INTERVIEWS

UNDER the title *WEEI Report from Washington,* a new series of programs has been inaugurated by WEEI Boston. The series consists of interviews by Ron Cochran with the Massachusetts Congressional delegation, outlining local and regional issues, as well as current questions on the national level. On the first two programs Mr. Cochran interviewed Senator



"Our station invited into agency-advertiser conferences"

says Chet Thomas, general manager of

KXOK, St. Louis.

"We consider our advertising schedule with SRDS a form of insurance. We want to be sure that buyers of radio are impressed with the value of our station at the very moment they are studying the rate structure of St. Louis stations. We know, too, that your publication is frequently referred to in agency and advertiser planning conferences. By being an advertiser in SRDS our station is invited into the conference, too."



SERVICE-ADS like this in SRDS help sell time and remind people—when they're picking stations—of the things they have heard from representatives and seen in your promotion.

8 WAYS a SERVICE-AD in SRDS helps sell time

1. It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps *unknown* prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to SRDS for more information, *fast.*
7. It keeps your story in the only place you can be certain that everyone who sees it is interested in stations *right then.*
8. It provides a "*last chance*" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

SRDS

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-buying Function

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

Saltonstall and Senator Kennedy. The transcribed interviews are heard on Saturday evening.

CORONATION IN CANADA

RADIO-Television Manufacturers Assn. of Canada, Toronto, in order to promote sale of TV sets in the Ottawa district when CBOT (TV) Ottawa goes on the air on June 2, will place TV sets in about 150 schools in Ottawa and surrounding area. People will be able to come in and see the film of the Coronation of Queen Elizabeth II in the schools during the evening of June 2. School children will see the televised film the following day from the same receivers. The film is to be flown to Canada the same day it is taken in London, and because of the five hour time difference will be televised from Montreal that evening, and relayed by microwave to Ottawa and Toronto.

'OPEN FOR INSPECTION'

NEW program on WTTG Washington, *Open for Inspection,* is devoted to real estate listings and descriptions of property. The program, which is aired weekly, is sponsored by six real estate agents who have grouped together for this purpose under the heading of "TV Real Estate Associates."

MEET YOUR MEAT

NATIONAL Live Stock and Meat Board and local retailers will conduct a combined promotion and demonstration through WFIL-TV Philadelphia and *The Philadelphia Inquirer,* May 5-8. Concurrent TV programs and daily newspaper articles highlighting "New Ways in Meat" are designed to acquaint viewers and readers with methods of buying and using meats. Preceding the campaign a special meeting for local retailers will be held to present details on the meats to be featured in the campaign in order that dealers may properly display those meats which are to be publicized.

BE IT PROCLAIMED

OVER 15,000 fight tickets were distributed to Pabst Blue Ribbon beer retailers in the KVTV (TV) Sioux City area to promote the first telecast of the Blue Ribbon Bouts on Wednesday, April 15. Retailers in turn gave the tickets to their customers while inviting them to be by their TV sets that night and every Wednesday night to watch the bouts. In addition, 1,300 letters were sent to distributors of Pabst Blue Ribbon in the KVTV area. Included in the letter was a proclamation by the mayor of Sioux City declaring April 15 to be "Fight Night and KVTV Night in Siouxland."

ARSENAL OF SALES WEAPONS

BAB has sent out an announcement of its Sales Weapons Show, "a preview of the radio broadcasting industry's 1953 arsenal of sales weapons." Open to all broadcasters, the show will consist of a two-hour "dramatic exposition of what you and your salesmen will receive from BAB's 'ordnance department'." Attached to the announcement is a cardboard soldier.

MARCH OF DIMES AWARD

CHUB Nanaimo, British Columbia, was recipient of an award for collecting $3,903 for the March of Dimes in a campaign recently completed by British Columbia radio stations. The plaque was presented during Chuck Rudd's *Melody Lane* program, and listeners have been visiting the studio to see the plaque they helped to bring to their district in the drive to help crippled children in British Columbia.

'MY FAVORITE YANKEE'

JACK S. NAU of Williamsport, Pa., 10-year-old baseball enthusiast, was announced the winner of the WLYC-Yankee contest "My Favorite Yankee." He and his father were presented with tickets to the season-opener in Washington, D. C. The station learned that it gave Jack an extra birthday present. He was 11 on April 14.

FAULTY DIETS

MORE has been learned in the science of nutrition in the past half century than in the previous 19 centuries, yet people seem reluctant to put this knowledge to practical use, according to Adelia M. Beeuwkes, associate professor of public health nutrition at the U. of Michigan. In an attempt to acquaint the people of the state with the latest developments in nutritional research and dietetics, University officials have arranged for Prof. Beeuwkes to

a miss step can ruin your score



for a perfect score every time it's WHOO
ORLANDO, FLORIDA

A step in the wrong direction can ruin your sales results in any market. But you'll click when you choose WHOO in Orlando, Florida. Local people in the know choose WHOO to carry their sales messages. You, too, will be able to sit back and watch the Sales Chart.



★ RADIO
★ TV
★ NEWSPAPER

National Representative
Avery-Knodel, Inc.

an EDWARD LAMB Enterprise

New York Office—Hotel Barclay—Home Office—500 Security Bldg., Toledo, Ohio

appear on a seven-week series of TV programs dealing with "Food and Nutrition." The program will be telecast by WWJ-TV Detroit, WJIM-TV Lansing and WKZO-TV Kalamazoo.

TALENT SEGMENT

A NEW "Talent Showcase" segment, presenting promising young entertainers in the TV debuts, will be inaugurated by producer Ted Collins on the *Kate Smith Hour* NBC-TV, Monday-Friday, 4-5 p.m. on April 24. A ballet dancer, a singer, a song-and-dance team and a violinist will be seen in the first "showcase" period.

TEACHING TEACHERS

A SERIES of six educational television programs prepared by the Newark, N. J., Dept. of Elementary Education is being presented over WATV (TV) Newark on Wednesdays, 3:30-4 p.m. Stressing methods of teaching reading, writing, arithmetic and responsibility, the series was prepared in cooperation with WATV and the department of radio and television of the Newark Board of Education.

ECONOMIC EDUCATION

ANSWERS to questions about the American economic system are being provided on a 15-minute, weekly TV telephone forum conducted by the U. of Rochester. During the progress of the show, entitled *Your Money,* viewers telephone questions to the economic experts they see on their screens. Typical topics have included income, expenditures, savings, taxes and consumer credit. The remaining programs will lead viewers into the area of more abstract economic concepts such as the establishment of prices, capital in business, inflation and governmental influences in economy. Before questions are answered on the WHAM-TV series, a survey of national economic averages related to the topic is compared with local averages. Visual aids in the form of charts and graphs are used extensively.

MARKET PENETRATION

MARKET penetration is the subject of WMRY New Orleans' new merchandising setup. Its MP Plan includes mailings to retail outlets, key displays in retail outlets, displays in WMRY store front windows, advertising in magazines, contacting stores to check on flow of merchandise, house to house surveys for product information, house to house sampling through the WMRY hostess and point of sale promotion and newspaper advertising. All this promotion is directed toward the Negro market, as WMRY's programming is beamed to this segment of the population.

DOWN WITH TV

RED BLANCHARD of KCBS San Francisco carried his campaign to stamp out TV into the enemy's camp when he was guest on Marge Trumbull's show on KRON-TV San Francisco April 14. Mr. Blanchard had been conducting a tongue-in-cheek campaign against "illustrated radio" on his *What Is It* program and figures his personal appearance will set back TV.

Attention All Radio Stations!

EXCLUSIVE COVERAGE OF THE INDIANAPOLIS 500-MILE RACE AVAILABLE IN YOUR CITY!



Now! The world's greatest racing spectacle—the annual 500-Mile Race direct from the Indianapolis Motor Speedway — is available for your exclusive presentation on **Saturday,** May 30, 1953.
For the first time, complete coverage of the Speedway Classic is offered for local sponsorship . . . 4½ hours of uninterrupted broadcasting starting at 10:45 A.M. CDST.

The "500" is offered on a first-come, first-served basis, and only one station in your city can carry this great sports event.

- **Only fees involved are Rights . . . a sum equal to each station's one-time highest hourly rate (as current in SRD), plus a $25 service charge for announcing, engineering and production, and each station's pro-rata share of the line costs. (More than 100 stations from coast-to-coast are already participating).**

Write, call or wire for complete details now!
Address: Gil Berry, Managing Director,

INDIANAPOLIS MOTOR SPEEDWAY NETWORK
c/o WIBC 30 W. Washington St., Indianapolis, Indiana

Note: Gil Berry will be at the Biltmore Hotel in Los Angeles for the NARTB Convention during the week of April 26 with complete details.



COMPLETING negotiations for all-night program series on six CBS Radio stations (5 CBS o & o) under three-year sponsorship by American Airlines [B•T, March 30], are (l to r): Adrian Murphy, CBS Radio pres.; W. J. Hogan, AA v.p-treas., and C. L. Smith, v.p.-dir., Ruthrauff & Ryan, agency.



YEAR's contract is signed for sponsorship of quarter-hour, five-a-week *Tune Test* on WMPS Memphis by Woodson-Bozeman, local Sylvania distributor. L to r: Seated, Ed Bozeman Sr. of W-B and Harold Krelstein, WMPS pres.; standing, Ed Jr. and Bob Bozeman (l to r) Mr. Bozeman's sons, and Jane Stanfield, WMPS acct. exec.



CONSOLIDATED Grocers Corp. participation in *Hometown, America,* program-promotion-merchandising project by WFBR Baltimore, for CGC's #730 and Monarch coffee, is signed by (l to r): Seated, Theodore Patz, Harry J. Patz Co. Inc. Adv., and E. H. Bohnlofink, CGC v.p.-gen. mgr.; standing, Richard T. Kelland, WFBR acct. exec.; Lorin E. Milner, *Hometown, America* pres.; William S. Pirie Jr., WFBR sls. dir.

JOINT sponsorship of Saturday *My Pop's the Tops* quiz show on WINS New York by Max Finkelstein Inc., Astoria, L. I., and Goodyear Tire & Rubber Co. is described as station's largest package deal to date. Signing (l to r): Seated, Max Finkelstein, MFI pres., and Harry Folts, WINS gen. mgr.; standing, Harold Deutsch, WINS slsmn., and Charles Stark, m.c.



Advertisers

Cory D. Clark Jr., vice president, Axelsen Adv., Salt Lake City, to Alber's Milling Div., Carnation Co., L. A., as assistant advertising manager of cereals.

Walter F. Wright, sales office supervisor, Chemical Div., Koppers Co., Pittsburgh, named sales manager of division's western district.

James W. Rimmer and **James B. Black Jr.,** sales department, Columbia-Geneva Div., United States Steel Corp., S. F., to head district sales offices in Salt Lake City and Denver, respectively. **Francis Allen** to advertising staff in firm's S. F. headquarters.

Agencies

Leslie C. Bruce Jr., account executive, Benton & Bowles, N. Y., to Sherman & Marquette, that city, in executive capacity.

Fred Cherry, copywriter, BBDO S. F., to M. E. Harlan Adv., that city, as assistant to owner **M. E. Harlan.**

Howard Anderson, BBDO, N. Y., to Ted Bates & Co., N. Y., as account executive on Fleischmann Distilling account.

Warren J. Michael, account executive with Nelson-Willis Adv., Minneapolis, to Minneapolis office of Bruce B. Brewer & Co.

Harry J. Anderson appointed media director, Wasser, Kay & Phillips Inc., Pittsburgh, Pa.

Jack Stanley, head of Jack Stanley Productions, Hollywood (radio program packager), and **Robert Oakley,** one-time director of program development, KTTV (TV) that city, to Fennell Adv. Agency, that city, as account executives.

Samuel Thurm, research department of Young & Rubicam, N. Y., named associate media relations supervisor of same.

Howard Flynn to Walter McCreery Inc., Beverly Hills, as publicity director. He succeeds **Dwain Esper,** now with W. J. Voit Rubber Corp., L. A. (athletic equipment), in same capacity.

James Veitch, Admiral Corp. and Erwin, Wasey & Co., N. Y., to creative staff, Ruthrauff & Ryan, N. Y.

Larry Huseby to Howard R. Smith Co., Tacoma, Wash., as director of radio-TV. **Stewart Murphy** to agency as head of merchandising, design and display.

Philip Branch, media department, Ruthrauff & Ryan, N. Y., to Al Paul Lefton Co., same city, in same capacity.

Donald Wayne, former staff writer, *Holiday* magazine, to public relations and publicity department, Gray & Rogers, Phila.

Olin Saunders, Hewitt, Ogilvy, Benson & Mather, N. Y., to account section, Compton Adv., N. Y., to handle Standard Brands Instant Chase & Sanborn.

Pat Folinsbee, writer, BBDO S. F., **Michael Minchin,** assistant to general manager, The Emporium department store, S. F., and **Connie McKaig,** BBDO, to Harrington-Richards, S. F., in contact-copy capacity, merchandising capacity and account assistant, respectively.

Jerry Ford, Grey Adv., N. Y., to radio-TV staff, Cecil & Presbrey, N. Y.

Leith F. Abbott, manager, Foote, Cone & Belding Inc., Portland, Ore., elected chairman of Oregon Chapter of American Assn. of Adv. Agencies.

Jerry Crollard, Ruthrauff & Ryan, Seattle, re-elected chairman of the Puget Sound Chapter, American Assoc. of Adv. Agencies.

Harry Saz, producer-publicity director, Ted Bates & Co., Hollywood, appointed second vice president of Hollywood Ad Club, succeeding **Donn B. Tatum,** director of television, ABC Western Div., resigned.

U. S. Andersen, head of U. S. Andersen Co. Adv., L. A., has written first novel, *The Smoldering Sea,* published this month by A. A. Wyn.

Glenhall Taylor, vice president and general manager, N. W. Ayer & Son, Hollywood, father of girl, Patricia Anne, April 8.

Stations

Fred W. Wagenvoord, general manager of KCRG Cedar Rapids, Iowa, appointed manager of WONS Hartford.

W. Richard Carlson Jr., former owner, KFDR Grand Coulee, Wash., to WLYC Williamsport, Pa., as general manager.

James Atkins, ABC-TV New York, to KOA Denver as special assistant to general manager **Don Searle.**

E. Steiner, in charge of sales aids in ABC radio sales, to WICC-TV Bridgeport as account executive.

Frank Elliott Jr., Frank Elliott Co., Phila., to WHUM Reading, Pa., as regional sales manager.

Charley Zaimes, news director and sales promotion manager at WALL Middletown, N. Y., to WSAN Allentown, Pa., as news director, replacing **Dick Reed,** who goes to Ted Black Adv., Reading, Pa.

Jack Stanley, announcer, KPOL Los Angeles, promoted to program supervisor. **William O. Mincher,** Geyer Adv., N. Y., joins station as account executive.

Jack Haskell, account executive at KTTV Hollywood, to sales staff of WTOP-TV Washington.

Robert C. Wiegand promoted to sales manager, WTVN (TV) Columbus, Ohio.

Bruce M. Radder, sales staff of WNMP Evans-

IN THE 75th MARKET
– TEXAS' 5th
EL PASO
The Nation's Largest Trade Territory is the El Paso area. Thousands upon thousands of radio families in this rich territory have at least two things in common; money to spend (over $500,000,000 annual retail purchases); and the habit of listening to KEPO.
During a recent typical week, ABC network commercial time totaled 40¾ hours. KEPO was ordered for 35½ hours.
No other advertising medium in the El Paso Southwest digs so deep as radio—no other radio station in the El Paso Southwest equals KEPO's total coverage. To take advantage of this lucrative market and spade up sales in fields relatively untouched by other El Paso area advertising media, order KEPO, El Paso's most powerful station.
Ask Avery-Knodel for complete details.
S.M. 5/10/52
THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

WEED'S ON FIRE
Who wouldn't be when
WPTR'S JET FIRE
Merchandising Plan
offers 36 Super
Markets whose Retail
Sales last year were
25 Million Dollars.
Yes—In Albany
Schenectady and Troy . . .
JET FIRE IS SURE FIRE!
WPTR
50,000 WATTS • UPSTATE, N. Y.
LEADING INDEPENDENT
Represented by WEED AND CO.



THAR'S GOLD IN THEM THAR HILLS

and on the Western Plains, too!

There is more gold today in the area covered by KOA than there was in 1859 when the first gold strikes were made in the Rocky Mountain Region. Today's gold is from livestock, farming, mining.

No other medium reaches as many people in as extensive a Western Area as KOA.

You can turn some of this gold into sales for your products... HIT PAY-DIRT WITH KOA!

KOA reaches *and sells* 2,197,556 people in 12 states...301 counties!*

Remember: This lush market is BEYOND TV HORIZONS. Your most positive and economical way for reaching millions of buyers with billions of dollars to spend *continues to be* KOA.

Write for *The Western Market* and KOA's new rate book for details you should know.

*Nielsen Coverage Service

National Sales Representative:
Edward Petry & Company
Offices in: New York, Chicago, Detroit, San Francisco, Los Angeles, St. Louis and Dallas

KOA
DENVER

1625 California Street
Denver, Colo.

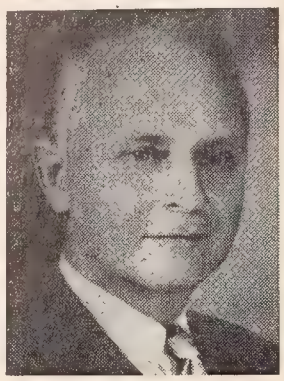
850 Kilocycles 50,000 Watts

ton, Ill., and **Jim MacDowell,** announcer on WHFB Benton Harbor, Mich., to sales staff and announcing staff, respectively, of WOOD-AM-FM Grand Rapids.

Sydney King appointed production manager, WBAL-TV Baltimore.

Carl Hill, account executive, KBIG Avalon, Calif., headquartered in Long Beach, to KGER that city, in same capacity.

Frederic S. Bailey appointed general manager, WTAO-TV Cambridge, Mass., in addition to duties as manager of WTAO. **Jim Flowers** to WFAA-TV Dallas sales department.



Mr. Bailey

Bill Barnes, local sales manager of KTBS Shreveport, promoted to national sales manager.

Robert C. Richards, resort and travel advertising staff, *Washington* (D. C.) *Times-Herald,* to sales force, WMAL Washington.

Jimmie Dupree, Army radio instructor, returns to position as control engineer, WGBS Miami.

Jerry Bowman, WERE Cleveland news staff, appointed head of station's news room.

Dan Hunter appointed chief engineer, Hawaiian Bcstg. System, operator KGMB-AM-TV Honolulu and KHBC Hilo.

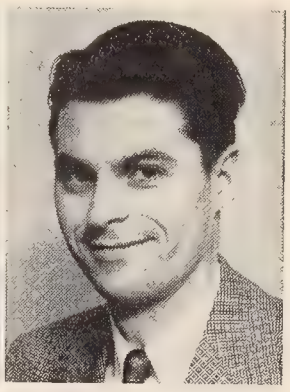
Adeline Hanson, Hollywood publicist and one-time publicity director for Standard Radio Transcription Services, to KTLA (TV) that city, as publicist.

Charlotte Caine, NBC Station Relations Dept., N. Y., to WGBS Miami merchandising staff.

Joseph Gill, chief engineer, WTVN (TV) Columbus, Ohio, to WIFE (TV) Pittsburgh, as director of engineering, replaced by **Marvin Ingerson,** assistant chief engineer.



Mr. Gill



Mr. Ingerson

J. W. Johnson and **J. N. Johanson** appointed to engineering staff of WEEI Boston.

Arnold W. Peterson, assistant farm service director, WOW-AM-TV Omaha, named associate farm service director.

Dorothea Thomas Dies

MRS. DOROTHEA THOMAS, 85, mother of baritone John Charles Thomas, died in Baltimore April 12. Mr. Thomas used to sign off his weekly radio programs with, "Good night, mother," a practice that was ruled out by FCC in 1936 on the ground that it violated a ban on personal communications on commercial radio. His mother was the widow of a Methodist minister.

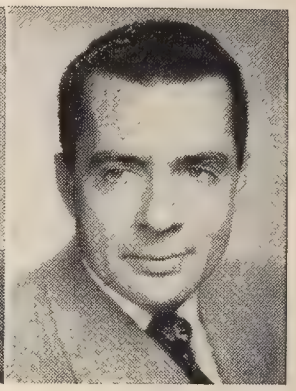
Paul Meeks, WMCT (TV) Memphis, to KECA-TV Los Angeles engineering department.

Maurice Hart, announcer-disc m.c., KFWB Hollywood, resigns to free lance and package radio-TV programs.

William Hollenbeck, senior director, KGO-TV San Francisco, promoted to program director, replacing **Bloyce Wright,** who transfers to WAKR-TV Akron, Ohio, in similar capacity.



Mr. Wright



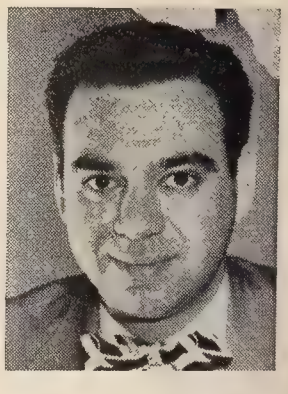
Mr. Hollenbeck

Bruce Buchanan, WMFD Wilmington, to announcing staff, WNOK Columbia, S. C.

Jim Underwood to announcing staff, WFAA-TV Dallas.

Don Wells, former head of Liberty Bcstg. System's sports department, to announcing staff of WCFL Chicago.

Barney Gross, regional information director, Wage Stabilization Board, Minneapolis, to WCCO same city, as supervisor of special services.



Mr. Gross

John Beck, formerly engineer at WTOP-TV Washington, to KTYL-TV Phoenix, as technical director.

Marvin Rayfield appointed special events reporter, WFIL Philadelphia.

Ned Champion to announcing staff, WPTF Raleigh, N. C.

Bob Lashbrook, radio information specialist,

Indianapolis Veterans Hospital, to announcing staff of WIRE that city.

Vern Bruggeman, disc jockey, KULA Honolulu, to KGMB-AM-TV same city, in same capacity.

Eric Nesterenko, Toronto Maple Leaf hockey player, to CKFH Toronto as announcer.

Bill Stewart, WIP Philadelphia, to WLOW Norfolk, as disc jockey.

Joseph L. Brechner, general manager of WGAY Silver Spring, Md., elected president of Montgomery County (Md.) Press Assn., succeeding **Ernie Tannen,** WGAY program director, elected corresponding secretary.

Victor C. Diehm, president and general manager, WAZL Hazleton, Pa., elected president of Northeastern Industrial Commission recently formed to promote industrial growth in Pennsylvania.

Philip G. Lasky, vice president and general manager of KPIX (TV) San Francisco, presented with award from Northern Calif. Academy of TV on behalf of station, for support of public service and educational programming.

William M. Savitt, president of WCCC Hartford, honored by Veterans of Foreign Wars.

John Alexander, general manager, KODY North Platte, Neb., elected to city's Board of Education.

Sidney Andorn, special events director for WXEL (TV) Cleveland, received award from *TV Today* for his *Celebrity Corner* program.

William McCluskey, sales service manager of WLWT (TV) Cincinnati, named chairman for TV and radio Cancer Campaign.

Norvell Gillespie, gardening expert and host on KECA Los Angeles *Garden Guide,* on assignment in Guam for U. S. Government.

Madge Megargee Holcomb, vice president, WGBI Scranton, Pa., mother of girl, Marcella Ellen.

D. D. Palmer, vice president-treasurer of WHO Des Moines and WLC-AM-TV Davenport, Iowa, father of girl, Vickie Anne, April 9.

Tom Barnes, sales manager, WDAY Fargo, N. D., and manager WDAY-TV, father of girl, Jacalyn Kay.

Ray Brock, disc jockey, WHBY Appleton, Wis., father of girl, Marsha Rae, March 24.

Emma Barberio, accountant, KBIG Avalon, Calif., and **Leonard Mytys,** Eastman Kodak Co., San Diego, will be married July 26.

Networks

Victor Allan, program service representative for CBS Television, named assistant production manager for network's program department.

Jean Saint-Georges, supervisor of press and information,Canadian Broadcasting Corp., Montreal, promoted to new post of director of radio for Montreal.

Phil Cowaf, promotion department, Kenyon & Eckhardt, N. Y., in charge of radio-TV publicity, to CBS Radio press information department, N. Y. Mr. Cowaf has B.A. degree from New York U., M.A. degree from Columbia U. and prior to wartime Army service, was English instructor in New York City high school system.

George Paul named radio program business manager, ABC Central Div., Chicago, replacing **Winslow Uebel.**

Andre Ouimet, assistant director of television, CBC montreal, named director of television for Montreal.

Welbourn Kelley, radio-TV script writer and formerly senior writer and program builder with NBC, appointed Munich program manager, Radio Free Europe.

Het Manheim, partner, Sunset Productions, N. Y. (TV program packager), and one-time head of marketing radio properties to motion pictures, CBS Radio Hollywood, rejoins network as story editor. He shares duties formerly handled alone by story editor **John Meston.**

Richard Rector appointed program service representative for CBS-TV, assisting in liaison work between network programming and production departments and agencies and outside producers.

Gerald Freedman, assistant director on NBC-TV *Robert Montgomery Presents,* to Columbia Pictures, Hollywood, on seven-year contract as director and dialogue coach.

Mike Ross, actor on NBC-TV's *Red Skelton*



THE AUTOMATIC STATION OF TOMORROW

IS THE THING TO SEE AT THE *NARTB* CONVENTION

Los Angeles, April 28th through May 1st

Be sure you don't miss it!

it's the AMPEX display!

CLEVELAND'S
LOWEST
COST
PER
THOUSAND!

WDok

1260 KC
5000 WATTS

FULL TIME
INDEPENDENT

Represented by
McGillvra

At least

60% of all television receiver tuners have at least one Mycalex 410 or 410X glass-bonded mica Tube Socket . . .

ASK YOUR CHIEF ENGINEER WHY

SINCE 1919
MYCALEX
THE INSULATOR

MYCALEX TUBE SOCKET CORPORATION
Under exclusive License of Mycalex Corporation of America,
world's largest manufacturer of glass-bonded mica products
CLIFTON, NEW JERSEY

Show, assigned role in Paramount Pictures feature film, "Those Sisters From Seattle."

Al Morgan, producer of CBS *Washington U. S. A.,* received Certificate of Appreciation from Maj. Gen. Carl R. Gray, administrator of Veteran Affairs.

Jack Webb, star of NBC-AM-TV *Dragnet,* and **Mike Moser,** producer of ABC-TV *Space Patrol,* named campaign chairman and honorary campaign chairman, respectively, of Los Angeles County United Cerebral Palsy 1953 Campaign, starting May 1.

Tex McCrary and **Jinx Falkenburg,** radio-TV personalities, presented with annual award of Men's Club of Temple Israel, N. Y., for their contributions to "Democracy in Religion and Religion in Democracy."

Roy Rogers, cowboy personality starred on NBC-AM-TV series, presented with the Boys Clubs of America Golden Man and Boy Award for "constant devotion to the cause of youth throughout the country."

Paul Archinard, manager of NBC's Paris office, named Chevalier of Legion of Honor by French government.

Keith Lamb, 28, NBC Western Div. sound effects technician, died April 14 of a heart attack.

Jerry Vernon, sales manager of ABC-TV Central Div., Chicago, father of girl.

Bill Goodrich, NBC Chicago TV coordinator, father of girl, Courtney Lynn.

Phil Booth, director, CBS-TV's *Our Miss Brooks,* father of boy, April 7.

Harry Beddingfield, NBC-TV engineer, and **Mary Kaye O'Brien,** NBC Chicago, have announced their engagement.

Manufacturing

C. L. Lannin appointed manager of mid-eastern sales region of Capehart-Farnsworth Corp. and will serve as liaison between firm's radio-TV distributors and Fort Wayne plant.

Joseph E. Kelley appointed manager of Northeast renewal sales district of Tube Dept., RCA Victor Div., RCA, Camden, N. J., succeeding **Ted Martin Jr.,** now manager of Southwest renewal sales district.

Marvin G. Whitney, engineering plant manager, RCA, Morristown, N. J., to Hoffman Radio Corp., L. A., as assistant to **H. Leslie Hoffman,** president, assigned to TV engineering, quality control and product design.

Steve Van Roekel, owner of Midwest Sound Co., Omaha (sound equipment distributors), to Stephens Mfg. Corp., Culver City (high fidelity sound equipment), as general sales manager.

Raymond C. Cosgrove, executive vice president of Avco Mfg. Corp. named management consultant of National Co., Malden, Mass. **William A. Ready, Charles C. Hornbostel, Louis C. Lerner, Daniel V. McNamee Jr.** and **Joseph H. Quick** named to National executive committee.

Benjamin J. Katz, head of Katz Adv. Agency, named director of newly organized promotion and public relations department of Jerrold Electronics Corp., Phila.

Vic Smiley advanced to Pacific Coast sales manager, **Hank Miller** to midwestern sales manager, and **Barney Edwards** to national sales manager, Recoton Corp., N. Y.

J. T. Dalton, Atlantic Coast manager, Zenith Radio Corp., named southwestern territory sales manager.

Martin F. Bennett appointed regional manager of West Coast region of RCA Victor Div., RCA, Camden, N. J.

Caleb A. Shera, credit manager, Hallicrafters Co., Chicago, promoted to distributor sales counselor.

Leonard L. Rosenfeld, chief industrial engineer in Joliet, Ill. plant of F. W. Sickles Div., General Instrument Corp., named production manager of Jerrold Electronics Corp., Phila.

George R. Sommers, Sylvania Electric Products Inc., N. Y., to Food Machinery & Chemical Corp., San Jose, Calif., as director of marketing for firm's machinery div.

Carlyle R. Ashburn appointed Maryland and Washington, D. C. representative for H. H. Buggie & Co., Toledo.

Clendenin J. Ryan, member of board of International Telephone & Telegraph Corp., resigned last week to enter race for governorship of New Jersey as candidate of Independent Voters Party.

Representatives

Joseph G. Fisher Jr., sales manager of WENR-TV Chicago, named account executive at Free & Peters Inc., Chicago.

Janet Murphy, Robert Meeker Assoc., formerly of Storer Bcstg. Co. to Victor & Richards, N. Y. (formerly National Mail Order Network) as timebuyer.

Richard B. Colburn, Chicago office of Free & Peters, appointed Chicago and midwest sales manager of Gill-Perna Inc., radio-TV representative firm.

Frank Frost, KFMA Davenport, Iowa, to John Pearson Co., station representative, as salesman, succeeding **Juanita Hall,** who resigns.

Program Services

Donald M. O'Neill, program director of Muzak Corp., N. Y., elected vice president in charge of recording and programming.

Mike Srednick to Hallmark Productions, Hollywood, as director of *Ern Westmore Glamour Show.*

Services

Gordon Winkler appointed account executive, Daniel J. Edelman & Assoc., Chicago, public relations firm for Schwerin Research Corp., Toni Co. and others.

Jean Pettebone, partner in Pettebone-Wachsman, Hollywood publicity firm, opens own offices at 8706 Sunset Plaza Pl., that city. Telephone is Crestview 5-3660.

Steve Miller, publicist, MGM, Culver City, to Rogers & Cowan, Beverly Hills, public relations firm, in same capacity.

11 TV AWARDS, 14 CITATIONS MADE BY OSI 17th AMERICAN EXHIBITION

Program series of networks, stations and organizations honored by 17th American Exhibition of Educational Radio & Television Programs during 23d Ohio State Institute for Education by Radio-TV.

TELEVISION awards and citations for TV program series were given last Thursday by the 17th American Exhibition of Educational Radio & Television Programs, an adjunct of the 23d Ohio State Institute for Education by Radio-Television, held in Columbus last week (see separate story this issue.)

The radio awards were announced last Monday [B•T, April 13].

Group I. Network Programs

CLASS 1—PUBLIC AFFAIRS

FIRST AWARD. *Meet The Press,* to Lawrence E. Spivak and Martha Rountree, on WNBW (TV) Washington or WNBT (TV) New York and NBC-TV.

HONORABLE MENTION. *Industry on Parade,* to Public Relations Div., National Assn. of Manufacturers, on 53 stations.

SPECIAL MENTION. "There's a U in UN" (filmed spot announcement), to American Assn. for United Nations and American Jewish Committee, on numerous stations.

CLASS 2—CULTURAL: DRAMA, MUSIC, LITERATURE, SCIENCE, ART

FIRST AWARD. *Standard Hour—TV,* to Standard Oil Company of California, on six Pacific region stations.

HONORABLE MENTION. *Kukla, Fran & Ollie,* to Burr Tillstrom and NBC, on WNBQ (TV) Chicago and NBC-TV.

HONORABLE MENTION. *Life Is Worth Living,* with Bishop Fulton J. Sheen, to DuMont Television Network, WABD (TV) New York and DuMont.

HONORABLE MENTION. *The Johns Hopkins Review,* to Johns Hopkins U., WAAM (TV) and DuMont, on WAAM (TV) Baltimore and DuMont.

SPECIAL MENTION. *Medicine and the Mighty Atom,* produced by Bureau of Health Education, American Medical Assn. and NBC, on WNBT (TV) New York and NBC-TV.

CLASS 3—PROGRAMS DIRECTED TO SPECIAL INTEREST GROUPS

FIRST AWARD. *The National Farm & Home Hour,* to NBC, on WNBQ (TV) Chicago and NBC-TV.

FIRST AWARD. *Its a Problem,* to WNBT (TV) on WNBT (TV) New York and NBC-TV.

HONORABLE MENTION. *Frontiers of Faith* (Catholic portions), to National Council of Catholic Men, on WNBT (TV) New York and NBC-TV.

CLASS 4—SYSTEMATIC INSTRUCTION

NO AWARDS

CLASS 5—PROGRAMS FOR CHILDREN AND YOUTH

FIRST AWARD. *Watch Mr. Wizard,* to Herbert S. Laufman & Co. on WNBQ (TV) Chicago and NBC-TV.

CLASS 6—SCHOOL TELECASTS

NO ENTRIES

Group II. Local and Regional Stations or Organizations

CLASS 1—PUBLIC AFFAIRS

FIRST AWARD. *The Whole Town's Talking,* to WOI-TV in cooperation with Fund for Adult Education, on WOI-TV Ames, Iowa.

HONORABLE MENTION. *The Power Shortage,* to KING Broadcasting Co., on KING-TV Seattle.

CLASS 2—CULTURAL: DRAMA, MUSIC, LITERATURE, SCIENCE, ART

FIRST AWARD. *Live and Help Live,* to U. of Maryland Medical School, on WBAL-TV Baltimore.

HONORABLE MENTION. *TV Opera Theatre,* to WAVE-TV and U. of Louisville School of Music, on WAVE-TV Louisville.

CLASS 3—PROGRAMS DIRECTED TO SPECIAL INTEREST GROUPS

NO FIRST AWARD

HONORABLE MENTION. *MSC Presents—Agricultural Economics,* to Michigan State College Television Development Service.

HONORABLE MENTION. *Family Devotions,* to Lakeshore Ave. Baptist Church and KPIX (TV), on KPIX (TV) San Francisco.

CLASS 4—SYSTEMATIC INSTRUCTION

FIRST AWARD. *Western Reserve U. Telecourses,* to Western Reserve U., on Station WEWS (TV) Cleveland.

HONORABLE MENTION. *Appreciation of Nineteenth Century Symphonic Music,* to KING Broadcasting Co., on KING-TV Seattle.

CLASS 5—PROGRAMS FOR CHILDREN AND YOUTH

FIRST AWARD. *Jet Pilot,* to WNBQ (TV), on WNBQ (TV) Chicago.

FIRST AWARD. *Brother Buzz,* to Latham Foundation for Promotion of Humane Education, on KPIX (TV) San Francisco.

HONORABLE MENTION. *Through the Enchanted Gate,* to WNBT (TV) in cooperation with Museum of Modern Art, on WNBT (TV) New York.

CLASS 6—SCHOOL TELECASTS

FIRST AWARD. *Operation Blackboard,* to Philadelphia Public Schools and WPTZ (TV), on WPTZ (TV) Philadelphia.

HONORABLE MENTION. *Seattle Public School Series,* on *KING's Community Workshop,* to KING Broadcasting Co. and Seattle Public Schools, on KING-TV Seattle.

NBC, White Honored

NBC and its president, Frank White, were presented an award of merit by the Laymen's National Committee last week for "their outstanding efforts through the media of radio and television in keeping before the American people the importance of religion in everyday life." The award was presented to Mr. White by George Peck, vice chairman of the committee.

16 L.A. Women Receive Frances Holmes 'Lulus'

AWARDS of 22 "Lulus" (golden statuettes) went to 16 women April 12 at the Frances Holmes Achievement Awards luncheon sponsored by Los Angeles Adv. Women Inc. at that city's Hotel Statler. The awards were presented by Loretta Young, star of NBC-TV's proposed film series, *Letter to Loretta.*

Among winners:

Fran Harris, Harris-Tuchman Productions, first award (TV spot campaign) and first for a half-hour promotional program (commercial film), both for Shipstad & Johnson Ice Follies; Clare O'Donnell, *Los Angeles Mirror,* first (radio spot campaign) for newspaper circulation promotion; Jean Wagner, Cutter Labs., Berkeley, second (commercial film), for Cutter Chemicals institutional-educational programs, and Doria Balli, TV Ads Inc., Los Angeles, second (TV spot campaign).





For your new TV or radio station, entrust the important job of tower and antenna installation to a firm with a *proven* record!

* **Experience** — has erected hundreds of AM, FM, TV, microwave towers coast-to-coast.

* **Equipment**—adequate for every job, properly manned by highly trained and skilled workmen.

* ***Get the full facts at the NARTB Convention!***

* See Stan Bernstein, Exec. V. P. and General Manager at the Biltmore Hotel anytime during the show.

ELECTRICAL TOWER SERVICE, INC.
P. O. Box 1205 • Peoria, Ill. • Ph. 3-9846

AWARDS

Chicago Federated Ad Club Solicits Awards Entries

ENTRY blanks have been distributed by the Chicago Federated Advertising Club for its 11th annual awards competition in nine major classifications, including radio and television.

Advertisers, agencies, radio-TV producers and others in the Chicago area have been invited to compete for the awards, based on the best presentations for the year ending March 31, 1953. Deadline on entries is next Thursday. An awards dinner will be held May 21.

Separate awards will be made for radio and television to local and network entries. Radio winners will be chosen in three categories—programs (drama, variety, music, audience participation, juvenile, disc jockeys), special features (sports, public service, news, women's shows) and commercial announcements. In television, entries will be judged for programs and announcements (live and film).

Radio entries should be in the form of letters which describe the program or commercial, giving facts on ratings, sponsor identification and accomplishments, and be accompanied by 33⅓ rpm transcriptions. TV bids will be judged on similar letters and/or film. They should be mailed to CFAC headquarters, 139 N. Clark St., Chicago 2, Ill.

Other entry categories are magazines (general), magazines (industrial and business), farm publications, newspapers, outdoor and transportation, direct mail and point of purchase. Serving on the awards committee are Howard B. Meyers, O. L. Taylor Co., station representative, for radio, and George B. Heinemann, NBC, for television.

153 Radio-TV Safety Entries

NATIONAL SAFETY COUNCIL announced last week that 153 entries from radio and television stations, networks and advertisers have been received for the Council's Public Interest Awards for Exceptional Service to Safety and for the Alfred P. Sloan Awards for Highway Safety. The Public Interest nominations will be judged on April 14 and the Alfred P. Sloan Awards about two weeks later.

Peabody Awards Telecast Set

PRESENTATION of the annual George Foster Peabody awards for outstanding radio and TV programs, to be made April 24 at a luncheon meeting of the Radio and Television Executives Society in New York, will be telecast by NBC-TV (1:30-2 p.m. EST). Robert W. Sarnoff, NBC vice president in charge of the Film Div., is RTES president.

Merryman Receives Award

IN recognition of his outstanding contributions to community relations, Philip Merryman, president-general manager of WICC-AM-TV Bridgeport, last Monday was presented the annual award of the U. of Bridgeport's Political Relations Forum. Jay Hoeffer, WICC sales promotion director, received the award in behalf of Mr. Merryman.

IN PUBLIC SERVICE

Network Aid in ACS Drive Cited in Society Tabulation

MORE than 100 network radio programs and about half as many network TV shows will have broadcast "Fight Cancer" messages by the end of this month, according to a preliminary tabulation of pledges compiled by Walter King, Radio-TV director of American Cancer Society. Volunteer Radio and TV Steering Committee, headed by William B. Lewis, president, Kenyon & Eckhardt, is still busily lining up programs in support of the ACS annual educational and fund-raising drive, leading to expectations that the final list of cooperative programs will far exceed the earlier total, Mr. King said.

No report has as yet been made on the cooperation of individual radio and TV stations in the campaign, but this promises to surpass last year's record, when "2,689 radio and TV stations made use of the ACS transcriptions, special scripts, spot announcements and other features in 7,543 individual broadcasts and telecasts and 46,812 spot announcements." The quotation is from the annual report of ACS for 1952, issued by M. R. Runyon, former CBS vice president who is now executive vice president of ACS.

* * *

WBKB Sets Benefit

RADIO, TV, stage and motion picture stars will participate in a special three and a half hour benefit TV show, *Chicago Fights Cancer,* to be telecast by WBKB (TV) Chicago April 24. Jim Morgan, who conducts the station's *Courtesy Hour,* will serve as host for the fourth annual benefit, designed to raise $100,000 for the American Cancer Society. WBKB also will serve as outlet for the annual Cerebral Palsy telethon, scheduled for May 22-24. It is slated to run 28 hours.

* * *

Catholic Charities Benefit

A SERIES of radio and television programs highlighting the annual Catholic Charities Appeal will be carried this month on WABC WOR WNBT (TV) and other stations in the New York area to benefit the New York Archdiocese. A 30-minute radio program, starring Bing Crosby, Bob Hope and Jimmy Durante, was broadcast over WNBC and other shows have been scheduled for the April 19-29 period.

* * *

WMFS Easter Egg Hunt

WMFS Chattanooga conducted an Easter egg hunt April 5 for "hundreds of children" with the assistance of local merchants and civic groups. The all-Negro station placed toys with the hidden eggs for a "Christmas" touch. Bob Wafford, announcer, recorded the hunt for rebroadcast the same evening.

* * *

KBTV (TV) Palsy Telethon

DENNIS JAMES, radio-TV personality, was to preside over a 16-hour telethon on behalf of the Cerebral Palsy Society on KBTV (TV) Denver, ABC-TV affiliate, last Thursday, starting at 10 p.m. MST.

* * *

Helps Lost Boy Search

WMTR Morristown, N. J., was credited last week with serving as liaison between Morris Township and Morristown Police in helping to return a lost boy to his parents. The station reported that four minutes after it had broadcast a description of a two-year-old lad found by Morristown officers, Morris Township police telephoned WMTR and asked: "Where's Our Boy?"

'CANADIAN TV COMES HIGH'—DUNTON

CBC chairman tells Parliamentary investigating group that dominion shows cost 20 to 30 times the price of imported U. S. filmed programs.

DEVELOPING Canadian TV programs is a costly business, A. D. Dunton, chairman of the Canadian Broadcasting Corp., told members of the Parliamentary Radio Committee investigating the CBC. He pointed out that American TV films can be imported for $200, but that a Canadian TV show costs 20 to 30 times as much.

Dunton was the main witness during the first week of the investigation. Canadian Assn. of Broadcasters will be heard April 28-29, while other organizations, including the Canadian Weekly Newspaper Assn. and the Canadian Congress of Labor, will be heard earlier.

Dunton reported that CBLT Toronto faces the toughest competition because WBEN-TV Buffalo has the pick of the best American network shows every evening when CBLT is on the air. He said that "very often there are more people in the Toronto area looking at the Buffalo program. We find that very discouraging, but we have to face it." [Rating figures in recent months show Buffalo has 78% of the Toronto area audience.]

CANADA

He pointed out that in drama, CBC-TV programming ranks at the top, but reported that light entertainment is not as good, and added: "Against such tough competition from Buffalo there are bound to be comparisons, but I think that people who are getting their first TV service and were getting our programs would be very much impressed with them."

Discussing CBC's aims and policies, Dunton said that first it was intended to develop a TV program pattern having an overall good effect. The purpose was positive; it was to add rather than subtract from the minds of the younger generation. All programs would not be educational or instructive. A good deal of entertainment would be presented, but the general object, taking in all programs offered in the course of a month or a year, was to give healthy stimulation to the minds of both young and old.

"We shall try to form and improve public tastes, but without ramming culture down anyone's throat," Dunton said. The result of this program policy might be lower commercial ratings for CBC, but that had to be accepted, he said.

CBC also intends to develop Canadian programming as well as to import good American programs. A national TV service is planned by CBC, with independent stations obliged to carry national programs while being left time to develop their own programs.

Mr. Dunton told the committee CBC will spend about $3 million this year on improving AM broadcast services in Canada; this includes $450,000 for a new transmitter for CBN St. John's, Newfoundland, $60,000 plus wire line charges for a series of relay transmitters in northern Ontario north of Lake Superior, and $325,000 for CBO Ottawa to increase power from 1 kw to 5 kw.

M. J. Coldwell, leader of the Co-operative Commonwealth Federation Party (socialist) and a member of the Parliamentary Radio Committee, said he considered that CKLW Windsor, and CFRB Toronto, were "American stations on Canadian soil." Mr. Dunton pointed out that CFRB "carries quite a measure of local broadcasts from Toronto, but its main affiliation is with CBS," and that CKLW used "a high proportion" of American programs.

Congratulations are in order for we have our CP for TV
KGVO-TV-13
Target date July 1954
The Art Mosby Stations
CBS KGVO • KANA
Missoula 5kw Day & Nite
Anaconda Butte 250 Watts
MONTANA
THE TREASURE STATE OF THE 48
Reps: GILL, KEEFE & PERNA
N.Y., Chi., La. & S.F.

Five Canadian Radio Shows Break Into E-H's Top Ten

FIVE of the first 10 Canadian evening network shows during March were of Canadian origination, according to Elliott-Haynes Ltd., Toronto. This is the first time in many years that so many Canadian shows ranked near the top. Leading 10 shows were *Edgar Bergen,* rating 32.5, *Amos 'n' Andy,* 29.8; *Radio Theatre,* 29.1; *Our Miss Brooks,* 28.1; *Great Gildersleeve,* 21.4; and Canadian shows *Your Host,* 20.1; *Ford Theatre,* 18.4; *Share the Wealth,* 18.3; *Wayne & Shuster,* 18.2, and *Treasure Trail,* 17.6

CANADA

Leading daytime network shows during March were *Ma Perkins,* 17.2; *Pepper Young's Family,* 15.6; *Aunt Lucy,* 14.8; *Road of Life,* 14.3, and *Right to Happiness,* 14.1.

French-language evening shows, all of Canadian origination, were led by *Un Homme et Son Peche,* 47.7; *Radio Carabin,* 31.7; *Metropole,* 29.7; *Chanson de L'Escadrille,* 24.6, and *Cure de Village,* 24.5.

Leading French-language daytime shows in March were *Jeunesse Doree,* 31.7; *Rue Principale,* 30.8; *Vies de Femmes,* 29.6; *Les Joyeux Troubadours,* 29.4, *and Francine Louvain,* 28.6.

CRTA-ACA-CAAA Pact

NEW agreements have made been among the Assn. of Canadian Radio & Television Artists, Assn. of Canadian Advertisers and Canadian Assn. of Advertising Agencies. New rates became effective April 1 for a two year period. The new rate schedule covers announcers, narrators, actors, and singers and covers live programs, commercials, transcriptions, and signatures.

CANADA

Movie Stocks... *Should I Buy — or Sell?*

Judging by our mail, that's one problem a good many investors would like to solve.

Can Cinerama, 3 D's, and foreign markets keep movies alive—

Or is Television bound to take over—chase Tarzan back to the trees?

Actually, of course, there is no absolute answer to the question—the movies have always been a more or less speculative industry.

But there are a number of facts that should be considered before reaching any conclusion—facts that can help you come up with the right answer for *you.*

And you can find those facts in our brand new booklet *"The Motion Picture Industry."*

In just 32 pages, it sets forth the most important pros and cons that should influence the moving-picture industry in general . . . gives you a detailed analysis of 18 leading companies presently involved in making movies—or showing them.

If you'd like a copy of *"The Motion Picture Industry,"* just ask.

There's no charge, of course, simply address—

Department BT-26

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The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

BMI "Pin Up" Hit

TELL ME A STORY

published by MONTCLARE

RECORDED BY

FRANKIE LAINE-
JIMMY BOYD . . (Columbia)

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



DETAILS of a round-the-world trip to be made by H. M. S. Richards (who is the "Voice of Prophecy" on the MBS program of that name) are learned by network and VOP's agency (Western Advertising) executives. They are (seated, l to r): Edward Keller, president of Western; Ade Hult, MBS vice president in charge of sales; J. Glenn Taylor, vice president, General Teleradio Inc.; Mr. Richards, and Paul Wickman, radio secretary, General Conference of Seventh Day Adventists. MBS executive Sidney Allen is standing.

Regulations for Independents Are Being Prepared—Dunton

REGULATIONS for Canadian independent TV stations will not be announced for some time, according to A. D. Dunton, chairman of the Canadian Broadcasting Corp.

CANADA

He told the Parliamentary Radio Committee at Ottawa on April 10 that AM radio regulations are being revised with a view to Canadian content percentages. When regulations are worked out with the Canadian Assn. of Broadcasters, then TV regulations would be prepared on a similar basis with modifications to meet video requirements.

Mr. Dunton also told the committee that daytime serials attracted the greatest number of daytime listeners. It was found that if they were replaced by light music, the audience was cut in half, he said.

Media Call to Colors

CANADIAN Dept. of National Defense spent $2,193,000 in all media for recruiting purposes, according to figures released in the Canadian House of Commons. There was no breakdown as to how much was

CANADA

spent for each service or how much in each media. There were 29,141 recruits for the regular forces and 21,335 for the reserves in that period, which brings the advertising cost per recruit to $43, or $70 for the regular service recruits.

Canadian Marconi Profit Up

EARNINGS of Canadian Marconi Co., Montreal (operates CFCF Montreal), for 1952 showed a sharp increase over 1951, according to its annual report. Net profit of

CANADA

$643,300 was more than 6 times the 1951 figure. President Stuart M. Finlayson said the market for radio and TV receivers and tubes improved rapidly after the Canadian government early last year abolished credit restrictions and lowered the excise tax from 25 to 15%.

Pretzels But no TV

ALTHOUGH there is no TV reception as yet in the province of Saskatchewan, the provincial socialist government there has passed legislation prohibiting TV receivers in beer parlors. First TV applications from Saskatchewan AM broadcasting stations are to be heard at an early Canadian Broadcasting Corp. board of governors meeting at Ottawa.

CAA Meet May 5-8

A NUMBER of leading American advertising agency executives will present papers at the 38th annual meeting of the Canadian Assn. of Advertisers, at the Royal York Hotel, Toronto, May 5-8. Among those who will

CANADA

speak will be Mrs. Jean Wade Rindlaub, BBDO, New York, on "This Changing World"; Ralph Smith of Sullivan, Stauffer, Colwell & Bayles Inc., New York; E. P. Cunningham, Cunningham & Walsh, New York; and F. W. Mansfield, Sylvania Electric Products, New York; O. E. Jones, Swift & Co., Chicago; G. C. Stineback, Bauer & Black, Chicago; Arthur Dimond, H. J. Heinz Co., Pittsburgh; and John D. Campbell, Canadian Westinghouse Co. Ltd., Hamilton, Ont.

Awards for advertising contributions during 1952 will be made at the May 8 annual dinner.



CAN A PYRAMID SELL YOUR PRODUCT?

The TELENEWS FILM LIBRARY has over 5 MILLION FEET of stock-footage on most every subject. Perfect for TV commercials, rear-projection, etc. Lowest library rates for TV—or any other use. For library brochure and price list, call or write Virginia Dillard at —

TELENEWS
630 NINTH AVE., NEW YORK 36, N.Y. • JU 6-2450

What Happened to . . .

DREW PEARSON?

Some people have said that radio is dead, but a modern miracle in radio broadcasting took place the other day.

Drew Pearson made his last network broadcast on March 29, going off the air with a Nielsen of 5.3 compared with Winchell's 5.6, the two highest ratings on the network.

As he left the air, John Knight, owner of the Knight newspapers in Miami, Detroit, Chicago and Akron, wrote: "PEARSON, OFF THE AIR, STILL REQUIRED READING."

In Topeka, Kansas, Alf Landon, owner of Station WREN wrote: "Pearson's Sunday broadcast is 8.7 . . . the Number One rating for any program on any station in Topeka."

Simultaneously, Alf Landon ordered the new Pearson transcribed program. So did John Knight. So did 149 other stations. Result: Without missing a single Sunday, Pearson went back on the air April 5 with 151 stations carrying his new taped broadcast. Of these, 141 were sponsored.

Since then the list has increased, until by this week Pearson will have almost as many stations* using his program as he did on the network—and 99 percent sponsored.

Audience reaction has been excellent. The Capital Bank of Cleveland reported to WJW it already had received a considerable amount of favorable comment from listeners.

Station WSGN in Birmingham received 400 phone calls when it missed the first Sunday program.

WHRV in Ann Arbor asked listeners whether it should carry Pearson, got 574 favorable replies in 48 hours.

Ivon Newman of WVNJ, Newark, wrote: "I PREDICT you will never go back to network broadcasting. You can earn more money this way and do a better service for the radio industry generally."

This, in brief, is the story of a modern radio Miracle.

If this MUST program has not been purchased in your city, telegraph:

William Neel, *Business Manager*

Drew Pearson Programs

Washington, D. C.

***Among them: WTOP, Washington; WSB, Atlanta; WXYZ, Detroit; WJW, Cleveland; WFBR, Baltimore; WTCN, Minneapolis; WSAI, Cincinnati; KCMO, Kansas City; KEX, Portland, Ore.; WNOE, New Orleans; WFAA, Dallas; KMO, Tacoma; KLZ, Denver; WSGN, Birmingham; WQAM, Miami; WTSP, St. Petersburg; KULA, Honolulu.**

CBC's Arctic Airlift

ACKNOWLEDGING criticism that radio listeners in Canada's far north can hear only Russian programs, including propaganda broadcasts, A. D. Dunton, CBC chairman, said April 10 that Canadian military broadcasting stations in the Arctic and sub-Arctic will be provided with six hours daily of CBC network programs. The taped and recorded programs will be flown to the military stations, he said.

CANADA

CBS-TV's Mickelson in Europe On Telefilm, Coronation Plans

SIG MICKELSON, CBS-TV director of news and public affairs, left by plane Tuesday for London and the Continent to set up a European organization of the CBS Television Network's new Newsfilm Department [B•T, April 13].

EUROPE

While in London, Mr. Mickelson also will supervise arrangements for the network's television coverage of the Coronation June 2. He will also visit Copenhagen, Hamburg, Frankfurt, Berlin, Vienna, Zurich, Milan, Rome, and Paris to install sound and camera crews to service CBS-TV News with daily news films of events in world capitals and leading news centers.

CBS-TV is building its own world-wide news film operations, Mr. Mickelson pointed out, because television news calls for special handling and techniques that can be best developed by the network. The department is slated to go into full operation on May 1.

Canadian TV Sets Increase

TELEVISION receiver sales in Canada continue to increase with February sales totalling 25,021 sets valued at $10,788,012. Of these, 16,176 sets were sold in southern Ontario, 7,700 receivers in Quebec province, 1,182 sets in the Vancouver area, and 73 sets elsewhere in Canada. Total sales for the first two months of 1953 amount to 47,569 sets. Factory set production in this period was 52,569, and projected set production for the next three months is 82,050.

CANADA

Engineers Switch at CBC

CHANGES in top engineering posts at Canadian Broadcasting Corp. have been announced by General Manager J. A. Ouimet. W. G. Richardson, formerly in charge of CBC's transmission and development department, has been named director of engineering, succeeding Gordon Olive, who retired April 1. J. E. Hays has been named chief engineer and W. A. Nichols, assistant chief engineer. All three engineers have been with CBC practically since its inception in 1936. Mr. Olive has retired to his 165-acre farm at Gananoque, Ont., where he intends to raise pure-bred cattle.

MILESTONES

► SPECIAL simulcast April 12 by WOW and WOW-TV Omaha marked the 30th anniversary of *World Radio Congregation of WOW*. Series started April 8, 1923 and is conducted by Rev. R. R. Brown of the Omaha Gospel Tabernacle. Participating in the simulcast were the 60-voice Gospel Tabernacle Choir and the 53-piece Chicagoland Youth for Christ Concert Band.

► 30th ANNIVERSARY of the religious series by Dr. P. B. Hill on WOAI San Antonio was observed with a special telecast April 19 by WOAI-TV. Dr. Hill was interviewed on highlights of his career.

► JAMES E. JEWELL, head of Jewell Radio & Television Productions, Chicago, is celebrating his 25th year in the industry. He is credited with having written and produced numerous network programs.

'Bigger & Busier'

WQAN Scranton, Pa., last Thursday observed its third anniversary as a commercial station by featuring as "announcer" three-year-old Billy Cullen, son of William T. Cullen Jr., station news director, and grandson of the late William T. Cullen, former general manager of the *Scranton Times,* licensee. Young Billy was christened April 16, 1950, the day WQAN became a commercial station, although it has been on the air more than 30 years, station officials claim. They add: "Like WQAN, Billy is getting bigger and busier every year!"

GATES
QUINCY, ILLINOIS.
YOUR ONE SOURCE
FOR ALL BROADCASTING EQUIPMENT NEEDS
THESE OFFICES TO SERVE YOU
QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 8-0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200



BASIC ABC-TV affiliation for WLWA (TV) Atlanta (formerly WLTV), Crosley Bcstg. Corp. outlet, is signed by John T. Murphy, Crosley v.p. for TV, observed by (l to r) Bernard Musnik, eastern sls. mgr., Crosley; William Wylie, mgr., and Alfred R. Beckman, dir., both ABC stn. relations dept.



KVOS-TV Bellingham, Wash., with May 1 target date, buys Consolidated Television Sales' "Station Starter Plan." L to r: Joseph Bloom, pres., Forjoe & Co., stn. reps.; Rogan Jones, KVOS-TV pres., and Halsey Barrett, eastern sls, mgr., and Ralph Baruch, eastern sls. rep., both CTS.



SANITARY Mattress Co. has signed for Sunday 9-10 p.m. *Bandstand Revue* on KTLA (TV) Los Angeles. At kickoff party (l to r): Edward L. Koblitz, pres., Edwards Agency; Harry Babbitt and Marion Morgan, show stars; Marris Friedman, Sanitary pres., and Leighton Noble, show's orchestra leader.

DISCUSSING new 11-11:30 p.m. *Inside Times Square* on WOR-TV New York are (l to r): Robert Weisberg, pres., Robert Whitehill Inc., agency for Times Square Stores, sponsor; Ray Heatherton, show star; George Seedman, Times Square pres., and Alan Charles, exec. v.p., Whitehill.



New Grantees' Commencement Target Dates

* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
Barnet Breznor, Alexandria, La. (62)	4/2/53 Unknown	.....
Minnesota-Iowa Television Co., Austin, Minn. (6)	3/26/53	....
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHBF-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	.....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	.....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	..... Blair
Rudman TV Co., Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
Cecil W. Roberts, Bloomington, Ill. (15)	3/4/53 Fall 1953	.....
E. Anthony & Son, Boston, Mass. (50)	3/26/53	....
TV Montana, Butte, Mont. (6)	2/26/53 Unknown	.....
Sparton Bcstg. Co., Cadillac, Mich. (13)	4/8/53	....
WTOA-TV Cambridge Mass. (56)	3/11/53 Unknown	.....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/15/53	..... Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	..... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 Summer 1953	.....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	.....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	..... Grant
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	.....
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
TV Columbus, Columbus, Ga. (28)	3/11/53 Unknown	.....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	.....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	.....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53 Unknown	.....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	.....
Rib Mountain Radio Inc., Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	.....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	..... Hollingbery
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	..... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	.....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	.....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 10/1/53	..... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	..... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/15/53	..... Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	.....
J. E. O'Neill, Fresno, Calif. (47)	4/9/53 Unknown	.....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	..... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 5/1/54	..... Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	.....
WNCT (TV) Greenville N. C. (9)	3/11/53 9/1/53	..... Pearson
WCRS-TV Greenwood, S. C. (21)	4/8/53	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	.....
KHMO-TV Hannibal, Mo. (7)	2/18/53 Unknown	.....
Turner-Farrar Assn., Harrisburg, Ill. (22)	3/11/53 Unknown	....
WSVA-TV Harrisonburg, Va. (3)	3/11/53 May-June	NBC Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53 Midsummer '53	....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	.....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53 Late 1953	ABC .....
Empire Coil Co., Indianapolis, Ind. (67)	3/26/53	....
Marion Radio Corp., Indianapolis, Ind. (26)	3/26/53	....
Television Services of Knoxville, Knoxville, Tenn. (26)	3/26/53	....
Las Vegas TV, Las Vegas, Nev. (8)	3/19/53 Unknown	.....
WMRF-TV Lewiston, Pa. (38)	4/2/53 Unknown	.....
KTRE-TV Lufkin, Tex. (9)	3/11/53 11/1/53	..... Taylor
WETV (TV) Macon, Ga. (47)	2/12/53 8/1/53	....
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53 9/27/53	CBS, DuM Katz
WMRI-TV Marion, Ind. (29)	3/11/53 Unknown	....
WMEV-TV Marion, Va. (50)	4/2/53 Unknown	..... Donald Cook
KRIO-TV McAllen, Tex. (20)	2/18/53 September	.....
Southern Oregon Bcstg. Co., Medford, Oreg. (5)	3/4/53 Unknown	.....
KTYL-TV Mesa, Ariz. (12)	2/18/53 4/26/53	..... Avery-Knodel
KMID-TV Midland, Tex. (2)	2/11/53 Unknown	.....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	.....
KGVO-TV Missoula, Mont. (13)	3/11/53 Spring 1954	..... Gill & Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 Unknown	.....
WCOV-TV Montgomery, Ala. (20)	9/18/52 4/6/53	CBS Taylor
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53 Fall 1953	....
WLBC-TV Muncie, Ind. (49)	10/30/52 4/15/53	ABC, CBS, NBC, DuM Walker-N.Y.; Halman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53 Unknown	.....
Home News Pub. Co., New Brunswick, N. J. (47)	4/2/53 Unknown	.....
WKST-TV New Castle, Pa. (45)	9/4/52 3/20/53	..... Meeker
WJMR-TV New Orleans, La. (61)	2/18/53 5/18/53	..... Bolling
WMRY-TV New Orleans, La. (26)	4/2/53 Fall 1953	..... Gill-Perna
Community TV Corp., New Orleans, La. (32)	4/2/53 Unknown	.....
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	.....
WMGT (TV) North Adams, Mass. (74)	Unknown 2/18/53	....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	.....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
WJDM (TV) Panama City, Fla. (7)	3/11/53 Unknown	.....
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 Unknown	.....
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	..... Petry
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53 August	..... Headley-Reed
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS .....
KWIK-TV Pocatello, Idaho (10)	3/26/53 Spring 1954	..... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Everett-McKinney-N.Y.; Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	.....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	....
WNOA-TV Raleigh, N. C. (28)	10/16/52 5/28/53	CBS Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52 4/15/53	NBC Headley-Reed
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	....
Genesee Valley TV Corp., Rochester, N. Y. (27)	4/2/53 Unknown	....
WROM-TV Rome, Ga. (9)	2/11/53 7/15/53	..... Weed
WKNX-TV Saginaw, Mich. (57)	10/2/52 4/1/53	..... Gill & Perna
Utah Bcstg. & Television Corp., Salt Lake City, Utah (2)	3/26/53	....
Alamo Television Co., San Antonio, Tex. (35)	3/26/53	....
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 June	CBS Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	..... Pearson
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 Unknown	....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	....

It's Happening in NEW HAVEN

ON WNHC

8 spots per day! That's what Signature Loan is using . . . and for over a year! 8

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

Location & Channel	Date Granted & Target for Start	Network Representative
L. A. Harvey, San Francisco (20)	3/11/53 Unknown	....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53 Unknown	....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	..... Hollingberry
WGBI-TV Scranton, Pa. (22)	8/14/52 6/7/53	CBS Blair-TV
KDRO-TV Sedalia, Mo. (6)	2/26/53 Unknown	....
Sherman TV Co., Sherman, Tex. (46)	3/4/53 Late Summer, '53	....
WICS (TV) Springfield, Ill. (46)	2/26/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 May	..... Taylor
KCOK-TV Tulare, Calif. (27)	4/2/53 Unknown	....
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	....
Southern Ida. Bcstg. & TV Co., Twin Falls, Ida. (11)	3/19/53 Unknown	....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Late Summer '53	..... Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	....
KEDD (TV) Wichita, Kan. (16)	2/18/53 5/15/53	....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM .....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/1/53	..... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingberry
J. Steventon, Yuba City, Calif. (52)	3/11/53 Unknown	....

ACTIONS OF THE FCC

April 9 through April 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Stations Authorizations as of March 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,405	573	101
CPs on air	19	33	†63
Total on air	2,424	607	†164
CPs not on air	133	21	255
Total authorized	2,557	628	419
Applications in hearing	92	1	64
New station requests	250	7	639
Facilities change requests	177	41	19
Total applications pending	973	112	740
Licenses deleted in March	0	4	0
CPs deleted in March	3	1	0

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

AM and FM Summary through April 15

	On Air	Licensed	CPs	Appls. Pend. ing	In Hearing
AM	2,426	2,410	152	249	94
FM	607	569	53	9	1

Television Station Grants and Aplications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	112[1]	213	325[1]
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	137	28	165

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	755	337	609	496	1,092[2]
Educational	24		7	4	24
Total	779	337	616	500	1,116[3]

[1] One CP is being returned.
[2] One applicant did not specify channel.
[3] Includes 339 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Decisions

Fresno, Calif.—J. E. O'Neill, granted uhf Ch. 47 (668-674 mc); ERP 210 kw visual, 115 kw aural; antenna height above average terrain 1,930 ft., above ground 193 ft. Estimated construction cost $460,000, first year operating cost $350,000, revenue $295,000. Post office address P. O. Box 1832, Fresno, Calif. Studio location on south side of Shaw Ave., near Cedar Ave. Transmitter location at Meadow Lake, 4½ mi. west of Pine Ridge. Geographic coordinates 37° 04′ 44″ N. Lat., 119° 25′ 47″ W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Joseph Brenner, Beverly Hills, Calif. Consulting engineer Charles Theodore, Los Angeles, Calif. Sole owner of applicant is **J. E. O'Neill,** farm and ranch owner and operator, interested in Fresno market and California cotton gins, and president of American Automobile Assn. (KYNO competing bid dismissed April 1; has option on 35% of new station.) City priority status: Gr. A-2, No. 35. (BPCT-1194). Granted April 8.

Cedar Rapids, Iowa—American Broadcasting Stations Inc. (WMT). Granted vhf Ch. 2 (54-60 mc); ERP 54 kw visual, 27 kw aural; antenna height above average terrain 670 ft., above ground 702 ft. Estimated construction cost $509,765, first year operating cost $300,000, revenue $250,000. Post office address: Paramount Theatre Bldg., Cedar Rapids. Studio and transmitter location: 501 Old Mason Road. Geographic coordinates 42° 01′ 43″ N. Lat., 91° 38′ 27″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard & Garrison, Washington. Principals include President **Helen S. Mark** (59.6%), Vice President **William B. Dolph,** Treasurer **W. L. Shaffer,** Secretary **H. J. Jett** (0.2%), Assistant Secretary **Madeline E. Cronan** and Assistant Treasurer **G. B. McGowan.** (Davenport Bcstg. Co. (KSTT) dismissed competing bid April 1.) City priority status: A-2, No. 49. (BPCT-1196). Granted April 8.

Great Falls, Mont.—Montana Farmer Inc. (KMON), granted vhf Ch. 3 (60-66 mc); ERP 1.7 kw visual, 0.85 kw aural; antenna height above average terrain 230 ft., above ground 399 ft. Estimated construction cost $178,437, first year operating cost $177,000, revenue $165,000. Post office address: 414 Second Ave., Great Falls. Studio and transmitter location: Tribune Bldg. Geographic coordinates 47° 30′ 24″ N. Lat., 111° 17′ 56″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Alexander Warden** (0.16%), Treasurer **Eleanor C. Warden** and Secretary **Lester Cole** (19.66%). *The Great Falls Tribune* owns 80% of stock. City priority status: A-2, No. 108. (BPCT-1196). Granted April 8.

Call Letters Assigned

KIVA (TV) Yuma, Ariz.—Valley TV Co., vhf Ch. 11.

KCOK-TV Tulare, Calif.—Sheldon Anderson (KCOK), uhf Ch. 27.

KFXJ-TV Grand Junction, Col. — Western Slope Bcstg. Co. (KFXJ), vhf Ch. 5.

WJDM (TV) Panama City, Fla.—J. D. Manly, vhf Ch. 7.

WNES (TV) Indianapolis, Ind.—Empire Coil Co., uhf Ch. 67.

WJRE (TV) Indianapolis, Ind.—Marion Radio Corp. (WBAT Marion), uhf Ch. 26.

KMMT (TV) Austin, Minn.—Minnesota-Iowa TV Co., vhf Ch. 6.

KBES-TV Medford, Ore.—Southern Oregon Bcstg. Co., vhf Ch. 5.

WMRF-TV Lewistown, Pa.—Lewistown Bcstg. Co. (WMRF), uhf Ch. 38.

KUTV (TV) Salt Lake City, Utah—Utah Bcstg. & TV Corp., vhf Ch. 2.

Applications

Waterloo, Iowa—L. E. Kelly, uhf Ch. 16 (482-488 mc); ERP 18.24 kw visual, 9.12 kw aural; antenna height above average terrain 563 ft., above ground 541 ft. Estimated construction cost $181,405, first year operating cost $40,000, revenue $60,000. Post office address 621 E. 4th St., Waterloo. Studio and transmitter location 2.2 mi. S. of Waterloo. Geographic coordinates 42° 27′ 45″ N. Lat., 92° 15′ 45″ W. Long. Transmitter and antenna RCA. Legal counsel and consulting engineer unspecified. Mr. Kelly is a Waterloo retailer-wholesaler of electrical goods. City priority status: Gr. A-2, No. 61. Filed April 14.

Paducah, Ky.—Paducah TV Co.—Uhf Ch. 43 (644-650 mc); ERP 174 kw visual, 88 kw aural; antenna height above average terrain 482 ft., above ground 490 ft. Estimated construction cost

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$245,496, first year operating cost $150,000, revenue $150,000. Post office address c/o George Becker, 270 Park Ave., New York. Studio location "to be determined," Paducah. Transmitter location 0.5 mi. E. of U. S. Hwy 68, Reidland, Ky. Geographic coordinates 37° 00′ 45″ N. Lat., 88° 31′ 26″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis. Principals include President **Irving Geist,** New York clothing manufacturer, and **Francis Chorin,** New York investor, jointly owning 68% of new corporation; Secretary-Treasurer **George Becker,** New York lawyer and officer of several magazines; and two minority stockholders. Application states intent to add minority local stockholders. City priority status: Gr. A-2, No. 146. Filed April 9.

Steubenville, Ohio—John R. Osborne, vhf Ch. 9 (186-192 mc); ERP 200 kw visual, 106 kw aural; antenna height above average terrain 957 ft., above ground 874 ft. Estimated construction cost $439,995, first year operating cost $288,000, revenue $375,000. Post office address 208 S. 4th St., Steubenville. Studio location 208 S. 4th St. Transmitter location 2 mi. S. of Steubenville. Geographic coordinates 40° 19′ 57″ N. Lat., 80° 36′ 44″ W. Long. Transmitter and antenna GE. Legal counsel Bernard Koteen, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. **Mr. Osborne** has extensive theatre holdings. City priority status: Gr. A-2, No. 31. Filed April 14.

Pittsburgh, Pa.—Metropolitan Pittsburgh Educational TV Station, noncommercial, reserved uhf Ch. 13 (210-216 mc); ERP 60.3 kw visual, 30.2 kw aural; antenna height above average terrain 616 ft., above ground 574 ft. Estimated construction cost $292,000, first year operating cost $200,000. Post office address 200 Ross St., Pittsburgh. Studio location Alliquippa St., Pittsburgh. Transmitter location 2850 Berthoud St., Pittsburgh. Geographic coordinates 40° 26′ 46″ N. Lat., 79° 57′ 51″ W. Long. Transmitter RCA, antenna Andrew. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer George E. Hagerty, Washington. Principals include President **Leland Hazard,** vice president of Pittsburgh Plate Glass Co.; Vice Presidents **Leon Falk Jr.,** Pittsburgh oil refiner, and **John T. Ryan Jr.,** Pittsburgh safety equipment manufacturer; Secretary **Dr. E. A. Dimmick,** Superintendent of Pittsburgh Public Schools, and Treasurer **George D. Lockhart,** Pittsburgh attorney. Filed April 9.

Weslaco, Texas—KRGV-TV Inc. (KRGV), vhf Ch. 5 (76-82 mc); ERP 28.8 kw visual, 14.4 kw aural; antenna height above average terrain 752 ft., above ground 791 ft. Estimated construction cost $270,937, first year operating cost $283,218, revenue $300,000. Post office address P. O. Box 2114, Wichita, Kan. Studio location 201 Border St., Weslaco. Transmitter location Kansas City Dr., La Feria. Geographic coordinates 26° 09′ 54″ N. Lat., 97° 48′ 45″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President **O. L. Taylor** (100%), majority stockholder, KANS, KRGV; sole owner, O. L. Taylor Co., radio representative. Replaces previous application (BPCT-1070) dismissed at request of attorney Jan. 19, 1952. City priority status: Gr. A-2, No. 36. Filed April 10.

Casper, Wyo.—Donald L. Hathaway (KSPR), vhf Ch. 2 (54-60 mc); ERP 1.386 kw visual, .692 kw aural; antenna height above average terrain -6.38 ft., above ground 372 ft. Estimated construction cost $165,133, first year operating cost $85,000, revenue $85,000. Post office address Box 30, Casper. Studio and transmitter location 1st & Lennox Sts., Casper. Geographic coordinates 42° 51′ 02″ N. Lat., 106° 17′ 53″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duval & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Mr. Hathaway has been owner and resident manager of KSPR since 1930. City priority status: Gr. A-2, No. 215. Filed April 9.

Applications Amended

Little Rock, Ark.—Ark. Radio & Equipment Co. Asks amendment of bid for vhf Ch. 4 to change antenna height from 785 ft. above average terrain and 600 ft. above ground to 1,901 ft. and 1,333 ft., respectively; relocate transmitter from 6815 Cantrell Rd., Little Rock, to 13 mi. N. W. of Little Rock; add two minority stockholders and change other equipment. Filed March 27.

San Francisco, Calif—S. H. Patterson. Seeks amendment to change ERP from 89 kw visual and 53.4 kw aural to 84 kw visual and 47.5 kw aural; change geographic coordinates to 37° 44′ 50″ N. Lat., 122° 26′ 24.5″ W. Long. Filed April 15.

Miami, Okla.—Miami TV Co. Seeks correction of geographic coordinates from 28° 52′ 36″ to 36° 52′ 36″ N. Lat. Requests uhf Ch. 58. Filed April 15.

Madison, Wis.—Badger TV Co. Requests amendment of bid for vhf Ch. 3 to change officers: Chairman of Board William E. Walker to president; Treasurer George Stephenson to vice president and secretary; Secretary Frank Jones, now treasurer. Filed April 15.

Applications Dismissed

Miami, Fla.—Storer Bcstg. Co. Dismissed application for vhf Ch. 10. Applicant has filed to buy WBRC-AM-TV Birmingham—its fifth TV station. Dismissed April 15.

Minneapolis, Minn.—Meredith Engineering Co. At request of attorney dismissed application for vhf Ch. 11. Leaves share-time application of WTCN-WMIN uncontested. Action taken April 9.

St. Louis, Mo.—Meredith Engineering Co. At request of attorney, dismissed application for vhf Ch. 4. Dismissed April 15.

Albany, N. Y.—Governor Dongan Bcstg. Co. (WOKO). At request of attorney dismissed application for uhf Ch. 41. Applicant has option on 49-50% interest in now uncontested bid of Hudson Valley Bcstg. Co. (WROW-AM-FM). Announced April 10.

Wheeling, W. Va.—Storer Bcstg. Co. Dismissed application for vhf Ch. 9. Applicant has filed to buy WBRC-AM-TV Birmingham—its fifth TV station. Dismissed April 15.

Existing TV Stations . . .

Decisions

WCOV-TV Montgomery, Ala.—Capitol Bcstg. Co. Granted STA for commercial operation on Ch. 20, effective April 8-Sept. 22. Granted April 6.

KAFY-TV Bakersfield, Calif. — Bakersfield Bcstg. Co. Granted ERP drop from 20.5 kw visual and 11 kw aural to 19 kw visual and 10.5 kw aural on uhf Ch. 29. Granted April 10.

KECA-TV Los Angeles—American Bcstg.-Paramount Theatres. Granted ERP boost on Ch. 7 from 29.4 kw visual and 14.7 kw aural to 125 kw visual and 63 kw aural and change of antenna and transmitter. Granted April 10.

KVEC-TV San Luis Obispo, Calif.—Valley Electric Co. Vhf Ch. 6 grantee issued special temporary authority to commence commercial operation effective April 8-Oct. 8. Granted April 8.

WPAG-TV Ann Arbor, Mich. — Washtenaw Bcstg. Co. Granted STA for commercial operation on Ch. 20, effective April 3-April 13. Granted April 3.

WIBM-TV Jackson, Mich.—WIBM Inc. Granted ERP drop on Ch. 48 from 215 kw visual and 110 kw aural to 19 kw visual and 9.6 kw aural and make equipment changes. Granted April 8.

WWNY-TV Watertown, N. Y.—Brockway Co. Granted boost in ERP from 185 kw visual and 100 kw aural to 235 kw visual and 120 kw aural. Assigned uhf Ch. 48. Granted April 7.

WLOK-TV Lima, Ohio—WLOK Inc. Granted ERP change on Ch. 73 from 20 kw visual and 11 kw aural to 16 kw visual and 8.3 kw aural. Granted April 7.

KELO-TV Sioux Falls, S. D.—Midcontinent Bcstg. Co. Granted change in ERP from 57 kw visual and 29 kw aural to 55 kw visual and 33 kw aural. Assigned vhf Ch. 11. Granted April 7.

KTXL-TV San Angelo, Tex.—Westex TV Co. Granted ERP change from 11 kw visual and 5.5 kw aural to 27.5 kw visual and 15.5 kw aural and permission to install new transmitters; assigned vhf Ch. 8. Granted April 10.

WTAR-TV Norfolk, Va.—WTAR Radio Corp. Granted change of transmitter location from rear of Old Suffolk Rd., 0.2 mi. E. or intersection of Knotts Neck Rd., 2 mi. E. of Drivers, Va.

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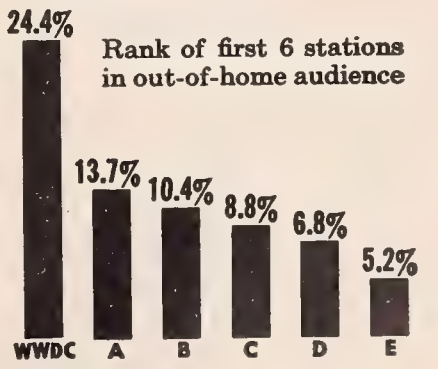
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WMTV (TV) Milwaukee, Wis.—Bartell TV Corp. Granted ERP change from 16.5 kw visual and 9.3 kw aural to 17 kw visual and 9.1 kw aural and change of studio and transmitter locations to "to be determined." Assigned uhf Ch. 19. Granted April 10.

Applications

WHBQ-TV Memphis, Tenn.—Harding College. Requests mod. of CP for vhf Ch. 13 to increase ERP from 240 kw visual and 120 kw aural to 316 kw visual and 158 kw aural; relocate transmitter from 2641 Summer Ave., Memphis, to Raleigh Lagrange Rd., 1 mi. E. of U. S. Rt. 70, 2.3 mi. S.E. of Bartlett, thereby changing geo. coordinates from 35° 08′ 58″ N. Lat., 89° 58′ 11″ W. Long. to 35° 10′ 32″ N. Lat., 89° 50′ 43″ W. Long.; increase antenna height above average terrain from 501 ft. to 1013 ft., above ground from 533 ft. to 1073 ft.; boost estimated construction cost from $445,092 to $600,000. (BMPCT-1065). Filed April 7.

KVOS-TV Bellingham, Wash.—KVOS Inc. Requests mod. CP for vhf Ch. 12 (BPCT-1242) to increase ERP from 16 kw visual and 8 kw aural to 33.4 kw visual and 16.9 kw aural; change antenna system and height above average terrain from 550.3 ft. to 570.5 ft. Filed April 8.

New AM Stations . . .

Call Letters Assigned

WHEP Foley, Ala.—Alabama-Gulf Radio, 1310 kc, 1 kw daytime.

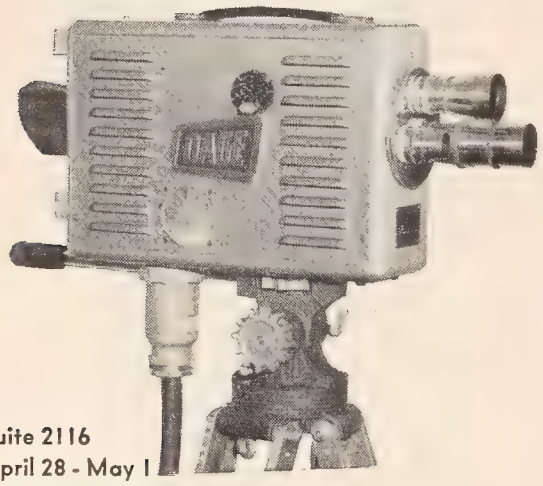
KLIR Denver, Col.—Denver Bcstg. Co., 990 kc, 1 kw daytime.

WIZZ Streator, Ill.—Streator Bcstg. Co., 1250 kc, 500 w daytime, directional.

WTTR Westminster, Md.—Carroll County Bcstg. Corp., 1470 kc, 1 kw daytime.

WABL Columbia, Miss.—Southwestern Bcstg. Co. of Mississippi, 980 kc, 500 w daytime.

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Applications

Madison, Ind. — Knight-Cutler System, 1440 kc, 500 w daytime. Estimated construction cost $17,068, first year operating cost $42,000, revenue $65,000. Applicant is operator of WORX (FM) there. Ownership: Francis Knight (Breckenridge) holds 67%, Charles N. Cutler holds 33%. Filed April 14.

DeKalb, Miss.—Harry K. Reynolds tr/as Voice of the Confederacy, 550 kc, 1 kw daytime. Estimated construction cost $11,000, first year operating cost $22,000, first year revenue $35,000. Mr. Reynolds works for coal and iron company. Filed April 8.

Forrest, Miss.—Roth E. Hook and William E. Farrar d/b as Scott County Bcstg. Co., 550 kc 1 kw daytime. Estimated construction cost $21,165; first year operating cost $37,500, first year revenue $42,000. Partners are in theatre business. Filed April 13.

McKenzie, Tenn.—Tri-County Bcstg. Co., 1440 kc, 500 w daytime. Estimated construction cost $14,848, first year operating cost $36,000, first year revenue $4,800. Principals: President **Michael R. Freeland** (50%), part owner of Lebanon Bcstg. Co. (WCOR); **Theodore F. Ezell Jr.** (49.33%), part owner, Lebanon Bcstg. Co., and **Flora Ellen Freeland** (0.67%). Filed April 8.

Application Amended

Southbridge, Mass.—James W. Miller and Hope N. Miller. Requests amendment of application for 1 kw, daytime station on 970 kc to reduce power to 0.5 kw. (BP-8449). Filed April 9.

Existing AM Stations . . .

Decisions

WJRD Tuscaloosa, Ala.—Wilhemina Q. Doss. Granted mod. of license to change name to Wilhemina Q. (Doss) Echols. Granted April 7.

KJAN Atlantic, Iowa—George Basil Anderson. Granted request to sign off at 6 p.m., CST April 1-Sept. 1. Granted April 10.

Call Letters Assigned

WSPO Springfield, Ohio — Champion City Bcstg. Co., 1600 kc, 500 w daytime. Call changed from WJEL.

Station Deleted

WPLI Jackson, Tenn. — WPLI Bcstg. Co. Granted cancelation of license and deletion of call letters for AM station on 1490 kc, 250 w. Deleted April 7.

Applications

WTKM Hartford, Wis. — Kettle-Morain Bcstg. Co. Requests CP to change transmitter and studio locations from Hartford to Ft. Atkinson, Wis., and decrease power from 500 to 250 w daytime on 1540 kc. (Filed simultaneously for assignment of license to Fort Bcstg. Co.). Filed March 31.

WHED Washington, N. C.—Beaufort Bcstg. Co. Requests mod. of CP for 1340 kc, 250 w unlimited, to move studio and transmitter from Washington to Havelock, N. C. Contingent upon grant of this request, application for assignment of license to Havelock Bcstg. Co. will be filed. Consideration to be $25,000. Filed April 9.

Applications Dismissed

KWPM West Plains, Mo.—Robert F. Neathery. Dismissed request to change frequency from 1450 kc to 1330 kc, boost power from 250 w to 500 w night and 1 kw day. Announced April 9.

New FM Stations . . .

Call Letters Assigned

KVOK (FM) Honolulu, Hawaii—The Kamehameha Schools, new noncommercial educational FM station, Ch. 201, power 10 w.

Applications

San Bernardino, Calif.—San Bernardino Valley Jr. College Dist. Granted new noncommercial educational FM station, Ch. 220 ERP, 770 w; antenna minus 240 ft. Granted April 6.

Gary, Ind.—School City of Gary. Seeks noncommercial, educational station on Ch. 201 (88.1 mc), 10 w. Filed April 15.

Independence, Kan. — Central Bcstg. Co. (KIND), Ch. 226 (93.1 mc), ERP 326 kw. Estimated construction cost $2,000, first year operating cost $3,500, first year revenue $4,000. Filed April 6.

Ithaca, N. Y.—Northeast Radio Corp. Requests new FM station on Class B Ch. 279 (103.7 mc) 5.58 kw. Northeast is subsidiary of Cooperative Grange League Federation, to which Rural Radio Network has filed to assign its five FM stations plus facilities of its former Ithaca station, which this application seeks to reactivate. Filed April 1.

State College, Pa. — Penn. State College. Granted new noncommercial educational FM station, Ch. 220, ERP 860 w, antenna minus 10 ft. Granted April 6.

Existing FM Stations . . .

Decisions

WXHR (FM) Cambridge, Mass. — Middlesex Bcstg. Co. Granted boost in ERP from 5 kw to 6.9 kw; reduce antenna height from 450 ft. to 440 ft. Assigned Ch. 245 (96.9 mc). Granted April 6.

WSPD-FM Toledo, Ohio — Storer Bcstg. Co. Granted change in ERP from 20 kw to 28 kw and antenna height from 470 ft. to 420 ft. Assigned Ch. 264 (101.5 mc). Granted April 6.

WNOW-FM York, Pa.—Helm Coal Co. Granted cancellation of CP to change facilities of existing FM station. Action April 6.

Call Letters Assigned

KUTF (FM) Salt Lake City, Utah—Utah Bcstg. & TV Co., existing FM station on Ch. 246. Change of call from KUTV, now assigned to new uhf Ch. 2 TV station there. Principals in KUTF (FM) and KUTA there are part owners of new TV grantee corporation.

Stations Deleted

WFJS (FM) Freeport, Ill.—Stephenson Corp. Granted cancellation of license for FM station on Ch. 273 (102.5 mc). ERP 9 kw, and deletion of call letters. Deleted April 6.

WXNJ (FM) Plainfield, N. J.—WXNJ Inc. Granted cancellation of license for Class A FM station on Ch. 280 (103.9 mc), ERP 1 kw, and deletion of call letters. Deleted April 6.

WIST-FM Charlotte, N. C.—Bcstg. Co. of the South. Granted cancellation of license for Class B FM station on Ch. 284 (104.7 mc), ERP 5 kw, and deletion of call letters. Deleted April 6.

KXOK-FM St. Louis, Mo.—KXOK Inc. Granted cancellation of license for Transit Radio FM station on Ch. 229 (93.7 mc), ERP 7 kw, and deletion of call letters. Deleted April 6.

KTUL-FM Tulsa, Okla. — Tulsa Bcstg. Co. Granted cancellation of license (BRH-567) for Class B Ch. 246 (91.1 mc), ERP 1.25 kw, and deletion of call letters. Deleted April 10.

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Ownership Changes . . .

Decisions

KWKW-AM-FM Pasadena, Calif. — S. Calif. Bcstg. Co. Granted involuntary assignment of license to Marshall Neal, M. B. Buhlig, individually and as personal representative of Paul Buhlig, deceased, and Edwin Earl d/b as S. Calif. Bcstg. Co. Granted April 10.

Strcator, Ill.—Streator Bcstg. Co. Granted assignment of AM permit from limited to general partnership. Roland De Marco, Charles Campbell, Frank Wolf, H. Paul Waterbury and Josephine Grandini drop from partnership and Charles Vandever, Joel Townsend, Ben Townsend, Morris Kemper, T. Keith Coleman and Jack Wiedemann are added. Consideration $675 (expense of processing application). Granted April 15.

WGAI Elizabeth City, N. C.—WGAI Radio Co. Granted consent to transfer control from Herbert Peele, deceased, to Mrs. Kate Ford Peele, executrix of Mr. Peele's estate. Granted April 14.

KPAM, KPFM (FM) Portland, Ore.—Broadcasters Oregon Ltd. Granted assignment of licenses to new partnership of same name with same principals minus Robert T. Zabelle, deceased, adding Dolores Zabelle (16%), his executrix. No consideration. Granted April 15.

KGKL San Angelo, Texas. Granted assignment of license from KGKL Inc. to Lewis O. Siebert, formerly 10% owner. Consideration: Herbert Taylor, $39,375; Edward Harte, $133,750; Houston Harte, $116,250; Houston Harriman Harte, $83,750 plus four minority portions. Total: $417,500. Granted April 15.

Applications

WBRC-AM-TV Birmingham, Ala.—Eloise H. Hanna. Requests assignment of license to Storer Bcstg. Co. Consideration $2,400,000. Move would bring Storer's TV ownership to five and AM ownership to eight. Therefore Storer has filed to drop its applications for Ch. 10 at Miami and Ch. 9 at Wheeling and proposes to dispose of WSAI-AM-FM Cincinnati upon grant of instant application. Filed April 10.

WKRG-AM-FM Mobile, Ala.—Kenneth R. Giddens, Shirley Rester and T. J. Rester d/b as Giddens & Rester. Request voluntary assignment of license to WKRG-TV Inc., contingent on grant of television application for vhf Ch. 5 (BPCT-690). Principals are aggregate 40% stockholders in WKRG-TV. Consideration $150,000. Filed April 1.

KOCS (AM) KEDO-FM Ontario, Calif.—Mrs. Jerene Appleby Harnish, Carlton Appleby, Walter Axley and Ernest Atkinson d/b as Daily Report Co. Requests assignment of license to new partnership adding Andrew Appleby and Rolph Fairchild. Minor transfer of stock as gift to Mr. Appleby and sale of 1% to Mr. Fairchild for consideration of $4,300. Filed April 14.

WJAS Albany, Ga.—James S. Rivers tr/as Southeastern Bcstg. System. Requests assignment of license to James S. Rivers (90%), Doris Rivers (10%) and Bruce Smith db/as Radio Station WJAZ. For tax purposes. No consideration. Filed April 13.

KAUS Austin, Minn.—Cedar Valley Bcstg. Co. Requests voluntary relinquishment of negative control from Harry M. and Albert W. Smith (25% each). Stock distributed to other four stock holders so that each of the six will have equal interest. Consideration 25% of full purchase price, unspecified. Filed March 31.

WJDX-AM-FM Jackson,Miss.—Lamar Life Insurance Co. Requests transfer of control of licensee to Murchison Bros., Dallas, by assignment of 234 shares from Wiley P. Harris. Consideration $24,570. Interest of Murchison Bros., at present 49.83%, increased to 50.66%. Filed April 7.

WSAT Salisbury, N. C.—Mid-Carolina Bcstg. Co. Requests transfer of control from number of existing stockholders to C. H. Wentz, now 16⅔% owner, who increases holding to 50%, and to newcomers Harry Welch (30%), salesman, and Elbert Sherman (20%), WSAT chief engineer. Consideration $36,000. Filed April 13.

KORE Eugene, Ore.—Lane Bcstg. Co. Requests voluntary transfer of control from Glen E. McCormick (KSLM) to Lee P. Bishop and four minority stockholders. Mr. McCormick would sell his interest (70%) to the group. Mr. Bishop, now owning 30%, would increase his holding to 51%. Consideration $122,500. Filed April 7.

KGAL Lebanon, Ore.—W. Gordon Allen. Requests voluntary assignment of CP to Linn County Bcstg. Co. CP was pending when license assignment to Linn was approved. Filed April 3.

WTVU Scranton, Pa.—Frank J. Collins, Dahl W. Mack and Henry J. Geist d/b as Appalachian Co. Request assignment of CP for uhf Ch. 73 (BPCT-506) to Appalachian Co., a corporation, 100% interest to be owned jointly by Mr. Collins and Jane C. Collins, his wife. Consideration: to Mr. Mack, $16,100; to Mr. Geist, $9,800. President **Frank Collins**, coal dealer; Vice Presidents **Philip V. Mattes**, Scranton attorney; and **Norman E. Jorgensen**, Washington attorney; Secretary **Robert E. Scragg**, Scranton attorney; and Secretary **Jane Collins**, equal partner in husband's enterprises. Filed April 9.

WRAK-TV Williamsport, Pa.—Sun-Gazette Co. Requests voluntary assignment of CP for uhf Ch. 36 to Margaretta Steele, George Joy and Anne Steele Joy. Confirming transfer of properties of WRAK-AM-FM (BTC-1395) made prior to grant of television CP. No consideration. Filed April 10.

WPRP Ponce, Puerto Rico—Voice of Porto Rico, Inc. Requests transfer of control from original four stockholders to **Antonio Susoni** (20%), **Arturo Valldejuly** (15%), **Luis Ferre** (10%), **Celso Garcia** (5%), **Radio Americas Corp. (WORA)** (20%), **F. M. Susoni Jr.** (20%) and **Julio Conesa** (10%). Last two named among original stockholders. Others relinquish interest. Consideration not stated. Filed April 3.

WNRI Woonsocket, R. I.—Friendly Bcstg. Co. Requests voluntary assignment of CP to People's Bcstg. Co. Raymond Mailloux and Roger Nault withdraw from Friendly partnership. Joseph Britton and John Costa join Jack Salera, remaining partner, in People's Bcstg. No consideration. Station owes $2,490 on transmitter and tower. Filed April 7.

WAKN Aiken, S. C.—Aiken Electronics Advertising Corp. Requests transfer of control from John Mare (56⅔%) by addition of three stockholders. Mr. Mare sells 133⅓ shares for consideration $13,333, reducing his holding to 30%. Filed April 6.

KIVY Crocket, Tex. — Hamilton H. Callen and James H. Gibbs d/b as Pioneering Bcstg. Co. Requests voluntary transfer of license to Mr. Gibbs by assignment of one-half interest of Mr. Callen, recently deceased, by his wife and executrix of his estate. Consideration $24,500. Filed April 9.

KGKO Dallas, Tex. — Lakewood Bcstg. Co. Requests voluntary transfer of control from **Eldridge C. Harrell** and **Delbert Davison** to **W. L. Pickens** (16,250 shares), **H. H. Coffield** (16,250 shares), **Leonard Coe** (12,500 shares) and **Ross K. Prescott** (4,998 shares). Consideration $1 per share. Filed April 9.

KTXL-TV San Angelo, Tex.—Armistead D. Rust and B. P. Bloodworth, co-partners in Westex TV Co. Request assignment of CP for vhf Ch. 8 (BPCT-1407) to Wastex TV Co., a corporation. President **Mr. Rust** (49.7%), Vice President **Mr. Bloodworth** (50%), and Secretary-Treasurer **Sarah J. Rust** (0.3%). Filed April 7.

WTKM Hartford, Wis.—Kettle-Morain Bcstg. Co. Requests voluntary assignment of license to Fort Bcstg. Co. (contingent on grant of CP to remove to Ft. Atkinson, Wis.). Consideration $30,000. Filed March 31.

WEKZ Monroe, Wis.—Green County Bcstg. Co. Requests voluntary assignment of license from corporation to partnership of same principals for tax reasons. Filed March 31.

WDSM Superior, Wis.—Lake Superior Bcstg. Co. voluntary assignment of license to Lake Superior Bcstg. Co. (WREX). Ridson to receive 51% control of assignee, which assumes Ridson's debts amounting to $150,000 and issues 1% demand note on 100/49th of the amount Lake Superior's current liabilities exceed its current assets (currently $144,000). Purpose: to merge interests. This request mutually contingent on application for transfer of control of station from Ridson to Northwest Publications, its sole stockholder. Filed March 24.

WDSM Superior, Wis.—Lake Superior Bcstg. Co. Contingent on assignment of license from Ridder Inc. to Lake Superior, for consideration of stock control of Lake Superior, Ridder seeks to transfer this stock to Northwest Publications (WCCO-AM-TV, KILO, KSDN), its sole stockholder. No consideration. Filed March 24.

New Petitions . . .

April 8

Danville, Ill., Vermilion Bcstg. Corp. Final decision to grant new AM station, 980 kc, 1 kw, unlimited (BP-7114; Docket 9496)—Petition for reconsideration or rehearing filed by WCFL Chicago, charging interference within normally protected service area.

April 9

KBIG Avalon, Calif. Application for license to cover CP for new station, 710 kc, 10 kw daytime, directional (BL-4897)—Supplemental memorandum filed by KMPC Los Angeles in support of earlier petition to designate application of KBIG for hearing.

Harrisburg, Pa. New TV, uhf Ch. 27. Kendrick Bcstg. Co. (WHGB) (Docket 10278; BPCT-937) and Rossmoyne Corp. (WCMB Lemoyne) (Docket 10279; BPCT-966)—Request filed by Kendrick that time for filing proposed findings be extended from April 17 to May 18.

Sacramento, Calif. New TV, uhf Ch. 40. Maria Helen Alvarez (Docket 10340; BPCT-1041) and Ashley L. Robinson and Frank E. Hurd d/b as Cal Tel Co. (Docket 10341; BPCT-1330)—Petition by Cal Tel to amend its application to reduce tower height, increase power and make other minor changes.

Duluth, Minn.-Superior, Wis. New TV, vhf Ch. 6. Ridson Inc. (WDSM Superior) (Docket 10291; BPCT-728) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292; BPCT-921)—Opposition and motion to dismiss filed by Ridson against petition of Head of the Lakes Bcstg. Co. (WEBC Duluth), applicant for vhf Ch. 3 at Superior (Docket 10289; BPCT-621), which asked amendment to Ch. 6 and designation for comparative hearing.

April 10

KOB Albuquerque, N. M. Initial decision to grant SSA for 770 kc, 50 kw-D, 25 kw-N (Docket 10336; BSSA-275)—Petition filed by American Bcstg.-Paramount Theatres Inc. (WJZ New York) for extension of time from April 15 to May 8 within which to file exceptions to initial decision.

KSBW-TV Salinas, Calif., and KMBY-TV Monterey, Calif. Share-time grantees for vhf Ch. 8—Joint petition filed for reconsideration and setting aside of memorandum opinion and order, based on protest of KICU (TV) Salinas-Monterey, which postponed effective date of share-time Ch. 8 grants and set applications for hearing.

Wichita, Kan. New TV, vhf Ch. 3. Radio Station KFH Co. (KFH) (Docket 10259; BPCT-698), Taylor Radio & TV Corp. (KANS) (Docket 10260; BPCT-946) and Wichita TV Corp. (Docket

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10261; BPCT-961)—Petition filed by Taylor for review of examiner's ruling which denied earlier petition for leave to amend its application.

In matter of new policy to govern assignment of operational fixed stations in 72-76 mc band so as to prevent harmful interference to TV Chs. 4 and 5 (Docket 10315)—Comments filed by California Public-Safety Radio Assn. Inc., National Committee for Utilities Radio, Rural Electrification Administration of U. S. Dept. of Agriculture, NBC, law firm of Bingham, Collins, Porter & Kistler in behalf of group of clients, Associated Police Communications Officers Inc., WSM-TV Nashville, Michigan State Police, KSL-TV Salt Lake City and NARTB.

Chattanooga, Tenn. New TV, vhf Ch. 3 WDOD Bcstg. Corp. (WDOD) (Docket 676; BPCT-10438) and Mountain City TV Inc. (Docket 882; BPCT-10439)—Mountain City filed (1) reply to partial opposition of WDOD to Mountain City's request for deletion of certain issues and (2) its alternative request for enlargement of issues to determine whether WDOD is financially qualified.

April 13

Flint, Mich. New TV, vhf Ch. 12. WJR, The Goodwill Stations Inc. (WJR Detroit) (Docket 10268; BPCT-967), Trebit Corp. (WFDF) (Docket 10269; BPCT-968) and W. S. Butterfield Theatres Inc. (Docket 10270; BPCT-953)—Statement filed by Acting Chief of FCC Broadcast Bureau indicating he will not file comments on proposed findings by applicants. Insufficient time cited.

Spokane, Wash. New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422; BPCT-920) and TV Spokane Inc. (Docket 10423; BPCT-1087)—Acting Chief of FCC Broadcast Bureau indicated he would not oppose addition of comparative issue on engineering proposals of applicants, said issue requested by Wasmer.

WGBI-TV Scranton, Pa. Assignment of permit from Scranton Bcstrs. Inc. to MCL Telecasting Corp. (BAPCT-32)—Joint reply filed to FCC letter of March 11 pursuant to provisions of Sec. 7 of Public Law 554 (McFarland letter respecting transfer).

WTVM (TV) Muskegon, Mich. Versluis Radio & TV Inc., grantee for uhf Ch. 35 (Docket 10442; BPCT-1208)—Music Bcstg. Co. (WGRD Battle Creek), protestant of TV grant, requests FCC to strike third paragraph of appearance filed April 7 by Versluis in hearing on uhf Ch. 35 grant, effective date of which has been postponed. In third paragraph, Versluis reserved right to contest standing of Music in proceeding.

KTXC Big Spring, Tex., renewal of license (Docket 9918; BR-2332), and KFST Ft. Stockton, Tex., revocation of CP (Docket 9919)—Supplemental opposition filed by KTXC to request of FCC Broadcast Bureau Chief for postponement of final decision to consider new evidence.

Sacramento, Calif. New TV, vhf Ch. 10. McClatchy Bcstg. Co. (KFBK) (Docket 9013; BPCT-450) and Sacramento Telecasters Inc. (Docket 10298; BPCT-976)—McClathy filed notice of intention to take depositions of 19 witnesses to be taken commencing April 20 at Sacramento, Modesto, Fresno, San Francisco, Los Angeles and Atlanta. Sacramento Telecasters on April 14 asked FCC for order that depositions not be taken, contending hearing is over except for submission of certain exhibits and McClatchy depositions are in nature of rebuttal testimony, therefore improper.

April 14

Milwaukee, Wis. Allocation of vhf Ch. 10—Hearst Corp. petitioned for reconsideration of memorandum opinion and order of April 1 which denied request for return of Ch. 10 to commercial status. Hearst contends reservation of Ch. 10 for education is illegal and that its pre-thaw application for facility should be granted.

WJET Erie, Pa. Application to change from 250 w daytime on 1570 kc to 250 w full time on 1400 kc (BP-8739)—WBNY Buffalo petitions for hearing, contending proposed operation would cause objectionable interference to WBNY.

KDIA Auburn, Calif. License renewal (Docket 10405; BR-2544)—Acting Chief of FCC Broadcast Bureau petitions that hearing, scheduled at Auburn April 22, be continued to Aug. 13 because of FCC budget limitations for travel during present fiscal year and because of demands of current TV hearings and other proceedings.

Hearing Calendar . . .

Hearings in Progress

Portland, Ore.—New TV, vhf Ch. 8. Further hearing. Examiner Elizabeth C. Smith. Contestants: Westinghouse Radio Stations Inc. (KEX) (Docket 9138), Portland TV Inc. (Docket 10245), Cascade TV Co. (Docket 10324) and North Pacific TV Inc. (Docket 10319).

Fort Wayne, Ind.—New TV, uhf Ch. 69. Hearing to begin. Examiner Annie Neal Huntting. Contestants: Radio Fort Wayne Inc. (WANE) (Docket 10425) and Anthony Wayne Bcstg. (Docket 10424).

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa) (Docket 10253), Orange TV Bcstg. Co. (Docket 10255) and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa) (Docket 10330).

Sacramento,Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd, d/b as Cal Tel Co. (Docket 10341) and Maria Helen Alvarez (Docket 10340).

April 20

San Juan, P. R.—New TV, vhf Ch. 4. Hearing to begin. Contestants: American Colonial Bcstg. Corp. (WKVM) (Docket 10437) and Jose Ramon Quinones (WAPA) (Docket 10436). Examiner Benito Gaguine.

Chattanooga, Tenn.—New TV, vhf Ch. 3. Contestants: WDOD Bcstg. Corp. (WDOD) (Docket 10438) and Mountain City TV Inc. (WAPO) (Docket 1039). Examiner J. D. Bond.

April 22

KDIA Auburn, Calif.—License renewal. Hearing set for Auburn. Examiner not designated. (Docket 10405). Acting Chief of FCC Broadcast Bureau asks continuance to Aug. 13.

Muskegon, Mich.—New TV, uhf Ch. 35. Sec. 309(c) protest proceeding. Versluis Radio & TV Inc., permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co., operator WGRD Battle Creek. Examiner not designated. (Docket 10442).

Sacramento, Calif.—New TV, vhf Ch. 3. Further hearing. Examiner Thomas H. Donohue. Contestants: KCRA Inc. (KCRA) (Docket 10294) and Sacramento Bcstrs. Inc. (KXOA) (Docket 9012).

Wichita, Kan.—New TV, vhf Ch. 10. Further hearing. Examiner Hugh B. Hutchison. Contestants: Mid-Continent TV Inc. (Docket 10262) and KAKE Bcstg. Co. (KAKE) (Docket 10263).

April 27

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc. (Docket 10246), Columbia Empire Telecasters Inc. (KPOJ is 40% owner) (Docket 10247) and Northwest TV and Bcstg. Co. (Docket 10317).

May 4

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423).

May 11

Portland, Ore.—New TV, vhf Ch. 6. Hearing to begin. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 9137) and Pioneer Bcstrs. Inc. (KGW) (Docket 9136).

May 18

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Sharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

Continued Without Date

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC Port Arthur) (Docket 10285) and Smith Radio Co., Port Arthur (Docket 10352). Jefferson Amusement Co., Beaumont, seeks to be included as party.

WVCH Chester, Pa.— Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion, (Docket 10089). Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) (Docket 10272) and Stark Telecasting Corp. (WCMW) (Docket 10273). Additional uhf channel to be sought after June 2.

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 6. Further hearing. Examiner Herbert Sharfman. Contestants: Ridson Inc. (WDSM Superior) (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292). Merger has been proposed and Lakehead seeks dismissal [B•T, March 30]. Head of the Lakes Bcstg. Co., Duluth Ch. 3 applicant, seeks amendment to Ch. 6.

Lancaster, Pa.—New TV, vhf Ch. 8. Examiner J. D. Bond. Contestants: WGAL-TV (now on Ch. 8 conditionally) (Docket 10366) and Peoples Bcstg. Co. (WLAN) (Docket 10365).

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) (Docket 9013) and Sacramento Telecasters Inc. (Docket 10298).

Sacramento, Calif.—New TV, uhf Ch. 36. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Wichita, Kan.—New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH) (Docket 10259), Taylor Radio & TV Corp. (KANS) (Docket 10260) and Wichita TV Corp. (Docket 10261).

Theatre Television—Allocation of frequencies for exclusive theatre TV circuits. Before Commission *en banc*. (Docket 9552).

Routine Roundup . . .

April 9 Applications

ACCEPTED FOR FILING

License for CP

WCRT Birmingham, Ala., Chapman Radio & Television Co.—License for CP (BP-7977), which authorized new AM (BL-4965).

KIBS Bishop, Calif., Inyo Bcstg. Co.—License for CP (BP-8328), as mod., which authorized new AM (BL-4966).

WJVB Jacksonville Beach, Fla., Jacksonville Beach Bcstg. Co.—License for CP (BP-8296), which authorized increase in power and installation of new trans. (BL-4968).

KSVP Artesia, N. M., Artesia Bcstg. Co.—License for CP (BP-8245), which authorized change in frequency increase in N power, change in ant. system and change type trans. (BL-4967).

WTOB Winston-Salem, N. C., Winston-Salem Bcstg. Co.—License for CP (BP-8360), which authorized increase in D power, installation of new trans. and change from DA-DN to DA-N (BL-4971).

Modification of CP

WVAM Altoona, Pa., The General Bcstg. Corp.—Mod. CP (BP-8325), as mod., which authorized installation of new trans., to change trans. and studio locations (BMP-6174).

WPFP Park Falls, Wis., Radio Station WIGM Inc.—Mod. CP (BP-8544), which authorized new AM, for approval of ant., trans. and studio locations (BMP-6172).

APPLICATION RETURNED

Authority to Transmit Programs

WRNY Rochester, N. Y., Rochester Bcstg. Co.—Authority to transmit baseball games from Rochester to CFRA Ottawa, Can.

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Two announcer-engineers, emphasis on announcing. Two commercial managers for present and new operation. Details first letter with late photo. Winston Ward, KIMP, Mt. Pleasant, Texas.

Managerial

5000 watt, upper midwest, looking for young man with potential or older man who can produce, for sales managership on attractive basis. Box 384W, B•T.

Commercial manager (or station manager). Single market station only. Must have complete charge all sales with cooperation for programming that will sell. Not a "hot shot" one time over type man. Mature, fine appearance, many years varied radio, excellent success record, very best reference. Want to stay in south . . . Florida, near Gulf Coast or warm climate. Box 422W, B•T.

Management doctor—Is your station run down? Dragging sales? Red ink showing? You've tried kid managers, fast talking chaps; just about everything? Well, don't sacrifice your station. Call in the "Doctor of Radio Management" and he will make your station healthy, wealthy and satisfying. Doc is a mature man of many years experience. Finest reference. Not high priced. Moderate salary with percent on sales increase on a permanent base or 90 day consultant basis. Box 423W, B•T.

Immediate opening for experienced salesman as commercial manager. Liberal draw against commission. Contact Manager, WAPF, McComb, Mississippi.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Excellent opportunity for experienced aggressive man. We're a successful, clean, profitable operalimited prospects and earnings, good promotional backing. Pleasant salesmen have big earnings. Independent 1000 watt progressive station with good things to sell. One of America's most interesting cities, 60,000 population and home of a major college. Liberal draw, wonderful future. Send full information first letter. Box 326W, B•T.

Salesman-announcer. Good salary plus immediate commission on all new business. Short announcing shift. Upper midwest. Box 327W, B•T.

Successful southwestern station in single station city 30,000 needs real salesman to head sales staff. Permanent. Excellent opportunity. Box 331W, B•T.

Excellent opportunity for medium market salesman. We're a successful, clean, profitable operation—third in state. Looking for top calibre man. Attractive salary, plus commission for good man. If you're looking for permanency, a good job and a good market, this is it. Box 392W, B•T.

Wonderful opportunity for energetic young radio salesman at one of North Carolina's best operated stations in large market, 5000 watts CBS Network. Liberal draw against commissions. Prefer man from North Carolina or adjoining states. Box 411W, B•T.

Salesman experienced and on the way up wanted for 1000 watt independent in Pennsylvania. Block of accounts to new man. Guaranteed $60 to start. Incentive plan will permit right man to earn over $6000 per year. Box 438W, B•T.

Help Wanted—(Cont'd.)

Need two salesmen-announcers. $200 month plus good commission. Good market, nice town, wonderful climate. Send full details to James B. Childress, WHCC, Waynesville, N. C.

Salesman. Only network station in 100,000 market, heart of resort area. Experience necessary to combat pushcart competition. Grand opportunity for ethical salesman of proven ability. No phones accepted. Please write Manager, WKBZ, Muskegon.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer-salesman, Florida. Your sales chance. Salary plus commission. Box 111W, B•T.

Experienced, versatile announcer. Texas network affiliate in 17th year. Send audition, photo. Outline background, salary requirements. This may be opportunity you're seeking. Replies acknowledged, auditions returned. Box 332W, B•T.

Experienced announcer, morning shift Penna. local. Intelligent DJ and all-round announcing. $70 and up. Only replies with auditions considered. Box 370W, B•T.

Minnesota network station wants sports and staff announcer. Good salary. Box 390W, B•T.

Announcer, thoroughly experienced in DJ, news, quiz shows for top-salaried opening with extra talent fees plus opportunity for unlimited additional talent income. Need magnetic personality. Successful southeast AM station. Apply quickly Box 402W, B•T.

Desire experienced announcer who can handle general shifts. KFRO, Longview, Texas.

Wanted. Topnotch staff announcer. Salary from $70 to $90 per week depending on ability. Interview necessary. KNCM, Moberly, Missouri.

Announcer—Immediate opening. Accent on news and sports or programming. KSUE, Susanville, California.

5000 watt NBC station losing good announcer to Army and need replacement by May 1st. Send disc, picture, references and letter giving full details. Specify marital and draft status. Address Ray Beals, KVGB, Great Bend, Kansas.

Wanted—Commercial announcer capable of gathering five minute local news. No phone calls. Radio Station KVOU, Uvalde, Texas.

5 kilowatt station northern New England needs two staff announcers to replace personnel transferred to station TV operation. Pay commensurate with ability, good opportunity to grow with expanding operation. Experience desirable but not essential. Full details 1st letter to Program Manager, WABI, Bangor, Maine.

Good staff announcer. Immediate opening. Prefer some experience. Good hours and salary. Contact WBOB, Galax, Virginia.

Wanted: Combination man, announcer and engineer with a first class license. Good pay. Contact Radio Station WCDT, Winchester, Tennessee.

Hillbilly DJ for morning show, must be sober and willing to work. Good pay and good hours, apply at once to WDKD, Kingstree, S. C.

Combination announcer - engineer wanted for 1 kw independent station. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Newsman wanted, must have gathering, writing and re-write ability and also do creditable air work. Position offers, advancement, good pay, bonus, benefits. Apply WHFB, Benton Harbor, Michigan.

Help Wanted—(Cont'd.)

Ideal opening for announcer with imagination. Salary is up to you. WICY, Malone, N. Y.

Announcer-engineer, first class ticket. Immediate opening. Personal interview required. WKAN, Kankakee, Illinois.

Announcer. Only network station western Michigan. Heart of famous resort area. Nice living conditions. Full details requested. No phones accepted. Please write Manager, WKBZ, Muskegon.

Announcer-engineer, emphasis on announcing, send resume WKNK, Muskegon, Mich.

Wanted—Combo man for daytime radio station. Pleasant working conditions, limited experience acceptable. Send details to Radio Station WPMP, Pascagoula, Mississippi.

Wanted: Announcer with news, hillbilly and disc jockey shows. Needed at once. Joe Phillips, Manager, WSSO, Starkville, Miss.

Technical

Wanted. First class engineer-announcer. Box 810S, B•T.

First class operator-announcer. Small midwest market. Box 141W, B•T.

Virginia kw needs engineer. State minimum salary expected. Box 295W, B•T.

Wanted: First class engineer with FM affiliate. Has TV grant. Box 324W, B•T.

Chief engineer for 100 kw VHF TV station. RCA equipment. Construction soon. Man we want probably experienced number two man existing TV station. Write in confidence giving complete details, present salary and expected salary. Box 330W, B•T.

Urgently need first engineer Indiana station by April 20th. Phone collect if available. Box 355W, B•T.

1st class engineer with car for Ohio 1 kw. Box 383W, B•T.

Wanted, first class transmitter operator. Permanent position. $50 for 40 hours. Time and one-half for all over 40 hours. Box 412W, B•T.

Engineer-announcer. First class license: Technical ability and car required. Responsible maintenance AM and FM transmitters. Central Pennsylvania. Very good salary. Reply quickly Box 418W, B•T.

Wanted—Chief and two transmitter engineers all with first phone licenses. No announcing, send full data, desired earnings, references, etc. Box 439W, B•T.

Immediate opening for first phone transmitter operator. $60.00. No experience necessary. Box 362W, B•T.

Transmitter engineer, 50 kw southwest. Write giving education, experience, references and salary expected to Chief Engineer, Box 8788, Oklahoma City, Oklahoma.

Wanted: 1st phone transmitter engineer. Excellent working conditions and benefits. Car necessary. KAYL, Storm Lake, Iowa.

Wanted—Engineer with 1st class license for radio and television transmitter and control room duty. Good salary and working conditions. Contact Lloyd Amoo, Engineer in Charge, KCJB-TV, Minot, North Dakota.

KJAY, 5000 watts, Topeka, Kansas, desires first class straight engineer or first class combo man. $65-$75 respectively, 40 hours.

Chief engineer immediate opening. 40-hour week nights and Sundays off. Permanent regular staff. State salary, complete information first letter. KRLN, Canon City, Colorado.

Wanted: First phone transmitter operator, no announcing required, good pay and hours for steady man. 1000 watt ABC affiliate. Apply at once, KSDN, Aberdeen, South Dakota.

First class operator. Transmitter work, union. Experience not necessary. Permanent. 40 hour 1½ overtime. WAOV, Vincennes, Indiana.

Combo man, first class ticket required. Good salary, West Virginia location. Write, wire Manager, WBRW, Welch, W. Va.

Transmitter engineer or combo. No experience necessary. 1 kw regional. WDBC, Escanaba, Michigan.

Wanted—Transmitter engineer for 5 kw station. Must have car. Advise experience and salary expected. Contact Chief Engineer, WGAC, Augusta, Ga.

Help Wanted—(Cont'd.)

Midwest - ABC affiliate. Transmitter operator some remotes and recordings. Car necessary. Give full details, first letter. WGEM Quincy, Illinois.

Immediate opening, engineer 1st class license. No experience necessary. $50—40 hours. WHDL-WHDL-FM, Olean, N. Y.

Wanted three, first class, engineers. Prefer experienced men now working in midwest. Car required. Contact Wayne Lovely, WEEK, Peoria, Illinois.

Applicant for high power UHF-TV needs AM transmitter engineer who is interested in TV. Broadcast experience necessary. WINR, Binghamton, New York.

Opening for engineer in AM and television—WKZO-TV, Kalamazoo, Mich.

Wanted, engineer with 1st phone and car. Promotion possible for experienced, aggressive man. Metropolitan Washington, D. C. area. WPIK, Alexandria, Virginia.

First ticket engineer — Liberal starting salary, vacation and sick benefits. Apply James Hilderbrand, Radio Station WTIM, Taylorville, Illinois.

Production, Programming, Others

Young, experienced husband-wife team. Man for 6 A.M.-12 noon announcing shift, Woman to run copy department. Good opportunity at 250 Mutual in east North Carolina. Send salary requirements, full data. Box 354W, B•T.

PD for rural Penna. market. Must be versatile announcer with small station experience. Tell all and send audition first reply. Confidential. Box 369W, B.T.

WOAI, 50,000 clear-channel watts, San Antonio now seeking young girl western singer for early morning show. Possibility some TV later. Excellent set-up, good pay. Contact Perry Dickey, P. O. Box 2641 or telephone G. 4221. No collect calls.

Young lady — Experienced continuity writer. 1,000-watt NBC affiliate has immediate opening offering exceptional opportunity. TV anticipated. Send sample copy and photo to WFDF, Flint, Michigan.

Michigan network affiliate needs immediate top staffer with mature, pleasing voice, news, music background essential. Call Fred Krell, WSGW, Saginaw, Michigan.

Television

Salesmen

Television salesman. New midwest TV station market over 100,000 has opening for experienced television person in sales department. Prefer man who has television production experience in middle market, but wishes to switch to sales and sales service. Draw against commission. Opportunity to work into local sales manager. Send details and photo to Box 435W, B.T.

Technical

Immediate openings for two first phone engineers at TV station. Send qualifications. Marvin Ingerson, Chief Engineer, WTVN Inc., P. O. Box 718, Columbus, Ohio.

Situations Wanted

Managerial

Sales Manager—four years experience in television sales-regional, national and local. Presently local sales manager in one of top ten city markets. Desires position as sales manager or manager. College graduate. Married, family. Box 342W, B•T.

Experienced young commercial manager seeking small market station to settle with family. College graduate. Box 381W, B.T.

Experienced local-regional AM-TV sales manager seeks same or top sales assignment. Aggressive, creative-minded executive, 38, single, university graduate (LLB and LLM). Thoroughly familiar all phases AM-TV station operation. Solid advertising background includes 11 years metropolitan newspaper and advertising agency experience. Realistic sales insurance for progressive organization in competitive market. Available immediately. Box 388W, B.T.

Manager or sales manager. Mature, responsible, efficient. Regional network experience. Outstanding record. Prefer west, southwest, northwest, west coast area. Box 410W, B.T.

Stop! Need manager? Here's one with 13 years solid experience. Industrious, resourceful, successful. Fine references. Box 424W, B.T.

Situations Wanted—(Cont'd.)

General manager—Almost half my life all phases radio, television, engineering through management. Unusual man seeking unusual substantial southern situation. Can start with CP and do all planning amenable to long range planning. May we talk? Will be at convention. Box 420W, B•T.

Assistant manager-program director for southern, regional radio station planning television. College graduate, 30, 12 years experience announcing and programming. Excellent record! Correspondence mutually confidential. Box 437W, B•T.

Salesman

Moving up in June! Five years experience production and sales. Degree, 29, family. Desire to relocate in larger market. Yours? Box 378W, B•T.

Announcers

Manhattan announcer, DJ seeks steady and permanent position. Will be available May 1. Reply Box 321W, B•T.

Baseball play-by-play, football, basketball, 5 years experience. Excellent voice, highest recommendations. Baseball a must. Desire sports minded station. Consider all offers. Box 341W, B•T.

Experienced writer-announcer desires to locate in or near Washington, D. C. College graduate, board operator, DJ, news, all phases station promotion. Can handle radio production, traffic, or gather and edit news, if desired. Presently employed by 10 kw indie in major market as copy chief-announcer. Young, versatile, steady, dependable, like people, good references. Prompt reply. Box 379W, B.T.

Announcer, 6 years experience, news, music, sports play-by-play, will consider all replies. Hold first phone license. Box 380W, B.T.

Announcer-DJ, special events. 26, married, $80. Permanent. Florida only. Box 382W, B.T.

Experienced staff announcer desires position with minimum board work and future possibility to specialize in newscasting. Tape, references, etc., on request. Box 386W, B.T.

Hillbilly DJ specialist. Sing, play guitar, piano. Must play personals. General announcing, news, spots. Well experienced. Permanent, progressive only, please. Interviews? OK, you pay. How about it, Ohio? All considered. Box 387W, B.T.

Announcer, experienced. All-round staff man. Single, 28, prefer eastern states. Box 394W, B•T.

DJ, informal, friendly wants morning, afternoon or night show (no shift or staff) also special events, local news, public relations. Good agency connections. Available immediately. Box 395W, B.T.

Fair weather forecast!!! Experienced announcer, sales appeal, sports, news, DJ. Box 398W, B.T.

Announcer, 1st phone, 6 years experience. Good on any type program, excellent on sports play-by-play. Know programming, little sales. Presently employed, looking up. Box 409W, B•T.

Announcer, pianist, novelty DJ. 3 years experience. Top television material. Married, congenial, reliable, excellent references. Box 413W, B.T.

Summer replacement announcing desired by experienced, former announcer. Copy experience. Film narration. Directing experience. Taught radio. Mature, dependable, able, good voice. Box 417W, B•T.

Capable announcer, 10 years radio experience. Music degree, theater experience, age 32, married, wants announcing, program director or production job. Available immediately. Box 419W, B•T.

Summer position sought by announcer-newsman. College grad, radio and newspaper experience. Box 421W, B•T.

One of Texas' top DJs desires all disc jockey work beginning June first. All offers considered. Six years experience. Best references, contacts. Presently in 400,000 southwest market. Box 436W, B•T.

Announcer-engineer. Experienced, sincere delivery, college, 26, draft 5-A, all phases, available at once. Box 440W, B•T.

Announcer-engineer-news, deejay, four years experience. Prefers location in upper midwest. Box 3, Paynesville, Minnesota.

Announcer, first phone. Southeast. 853 SW 12th Street, Ft. Lauderdale, Florida.

Situations Wanted—(Cont'd.)

Announcer, draft exempt. Experience slight. Strong play-by-play, news, DJ control board. Restricted ticket. Andy Denonn, 169 Columbia Heights, Brooklyn, New York. Main 4-0088.

Very versatile announcer, some experience. Copy man, control board knowledge. HY 8-5479. Brad Harris, 331 Alabama Avenue, Brooklyn, New York.

Announcer, newscaster, DJ, combo man free to travel. Will consider all offers. Walter Kern, 307 East 9th Street, New York City.

Sober, reliable, ambitious—need I say more? 8 months experience. Available immediately. Contact Chris Martin, c/o Hermedes 18-37 21st Road, Astoria 5, N. Y. Ravenswood 8-4576.

Midwestern graduate. Announcer-operator. Age 39. Strong on news, write or rewrite. Tape or disc. Edward McCarthy, 5619 South St. Louis, Chicago 29, Illinois.

Announcer-DJ - sportscaster, all play-by-play. Last season covered Washington Senators Class B baseball affiliate. Mail pull on record shows tops. I will sell for you. Six years experience radio and TV—married with one child. Desire permanent association with growing station. Write or wire Ted Work, 6805 Red Top Road, Takoma Park, Maryland, or call Juniper 8-1219 after 6 P.M. or Oliver 4-2800 between the hours of 8 A.M. to 5 P.M. in Washington, D. C.

Technical

Engineer — Experienced AM-FM construction, maintenance, studio, remotes, recording. Present chief. Box 408W, B•T.

Technician — Studio control room, transmitter, tape, disc recordings, remotes, first phone. Box 416W, B•T.

First phone man wants employment in broadcast station, Virginia or nearby. Can begin immediately. Lehman, Parkview, Harrisonburg, Virginia. Phone 4-3110.

Radio engineer with first class license, two years college education and three years experience in maintenance and operation. Prefer San Francisco area, but will consider other localities. Chester Stromswold, Winthrop E 32, Harvard College, Cambridge, Massachusetts.

Production, Programming, Others

Triple value for eastern newsroom. Married, veteran, college graduate, with three years radio journalism experience plus TV news work, plus civic interest. Available in June to be asset to locally active station and fair-sized community. Box 305W, B•T.

Newscaster: special events; skilled gathering, writing, airing local news. Top voice. Now making $5,200. Box 375W, B•T.

Desire change. What have you? Presently PD 12 years experience. Box 396W, B•T.

Special events with something extra special. Two young college graduate veterans with a combined total of ten years radio and writing experience offer to turn the news and sports department of a promising station into a highly successful, profitable operation. Will handle complete news and sports coverage, including play-by-play and news commentary. Prefer eastern or midwestern locale. Box 405W, B•T.

0 married veteran, TV Workshop graduate needs start TV studio operations. Relocate Siberia if necessary. Not allergic to work! Don't expect executive salary!! Box 406W, B•T.

Continuity writing—traffic—broadcasting. Excellent references. Beverly Kutil, Lane, South Dakota.

Television

Salesmen

TV salesman, 7 years in TV, 4 years in spot sales. Agency contacts. Box 344W, B•T.

New York TV account executive (31) seeks sales position, national sales preferred, with new television station. 2 years major rep. Background plus 3 years aggressive retail sales. Box 404W, B.T.

TV salesmanager—Can build your department. Five years experience. Now TV salesman, medium market. Ready to move up. Sales manager job paying above $8,000 in fair salary, override. Box 414W, B•T.

Situations Wanted—(Cont'd.)

Announcers

Announcer, 5 years radio, desires TV. Married, 26, veteran. Tape, photo on request. Box 407W, B•T.

Technical

Engineer. Experienced all phases. Wants connection with a TV station. Box 434W, B•T.

Production, Programming, Others

Experienced film technician, formerly with medium sized midwestern station. Capable of heading department, training crew. Best references. Box 360S, B•T.

Want producer-director position in up-and-coming television station. Married, responsible, capable. Educated in theatre, radio and television. Four years television experience in large eastern market. Box 391W, B•T.

TV news, film editor, outstanding newsman currently picture editor of one of the nation's leading dailies. All-round background in visual presentation and editing of news working against stringent deadlines and highest standards. Best references. Box 393W, B•T.

Newsman—Desire to set up television news operation. Experienced, stable. Box 399W, B•T.

Humorist and showman can do a great half-hour television show. Write Box 400W, B•T.

Television programming executive . . . don't buy claims. Invest in a successful career. Young executive with proven record during thirteen years in TV, films and radio. Known for ingenuity in creating productive, low cost programming. Experienced in all phases of studio operation, publicity, programming, production, FCC regulations. Interested in program management of major market TV operation or TV radio department of live agency. Write for history and terms. Box 415W, B•T.

New TV station wanted, to utilize this experience—ten years women's director radio; three years top network video—1500 hours on camera. Producing, programming, commentating—news, interviews, childrens', shopping, puppets. Continuity, script writing, agency selling. Capable administrative assistant available too. Salary open to discussion. Permanent only. Box 433W, B•T.

Experienced TV film specialist, formerly with medium sized midwestern station. Capable of heading department, training crew. References. Ans. Box 441W, B•T.

Writer—Political analyst and specialist. Soviet and Iron Curtain countries; foreign reporting; wide connections Washington and emigre circles. Experienced newsreel production. Interested producer-writer TV commentary documentary or panel. Box 831, Wheaton, Silver Spring, Maryland.

For Sale

Stations

Southern California 250 watt station in community of 12,000. Collins equipment. Box 262W, B•T.

Midwest 1000 W independent. No competition. Majority control $40,000. Half down. Box 376W, B•T.

Equipment, etc.

For sale RCA heavy duty FM Pylon 4-section antenna. Type 14D, Gain 6, tuned to 105.1 MC. Will support 6-bay TV antenna. Approximately 500 ft., 1⅝ inches rigid transmission line and assorted group elbows, gas stops, etc. Box 256W, B•T.

Print your own opaques and slides. Used 14 inch Embosograph, excellent condition, complete set of types. Ready for your new television station. Price reasonable. Write Box 397W, B•T.

New K-10 Presto disc recorder. Makes microgrooves. Price $310 cash. Includes stylus. Box 403W, B•T.

RCA Channel 13 Diplexer, complete set Channel 13 crystals and ovens for RCA TT5A transmitter. Western Electric 25B audio console. WHIO-TV, Dayton, Ohio.

For sale, one RCA-BTF-3B, 3 kw, FM transmitter. Also, one W.E. 506-B1, 10 kw FM transmitter and one G.E. BM-1A frequency and modulation monitor. All in excellent condition with top performance record. Make offer. Write, wire, phone Art Rekart, Chief Engineer, KXOK Inc., 12th and Delmar, St. Louis 1, Missouri. (CHestnut 6000).

For Sale—(Cont'd.)

Lehigh 200 foot insulated self-supporting tower with A-3 lighting. Used six years. Make offer. WNEB, Worcester, Mass.

230′ self-supporting insulated tower, two-bay RCA Batwing FM antenna, 230′ 1⅝″ Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

For sale, like new Gates 250 watt AM transmitter $1,595.00. Call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

New #10 bare copper wire for ground systems. Tower Construction Co., Box 1828, Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Professional wax recorder. Prefer RCA type 73-B or equivalent. Must be in first-class condition without modifications. Give full details on type of filter, head, and other associate equipment, along with best price. Box 313W, B•T.

Want several used FM transmitters. Send complete information, location and price of same. Box 314W, B•T.

1,000 watt transmitter. Must be in good condition. State price. WMFC, Monroeville, Alabama.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, California.

Help Wanted

Announcers

ANNOUNCER WITH EXPERIENCE

NBC station with TV grant. Location in Western Carolina . . . industrial community with excellent recreation facilities.

PAY: Start—$80 to $90 depending on ability and experience.

We are interested in a man with good educational and experience background. Excellent future with high ranking, long established operation. Prefer announcer with first or third class license, although this not ESSENTIAL.

Send immediately with your background and references, photo and audition to Box 389W, B•T.

Technical

COMMERCIAL ENGINEER FOR LEADING FIRM

Television transmitter and studio equipment for expanding foreign markets; New York office. Design and operating experience desired. Knowledge Spanish helpful. State salary requirements in reply. BOX 425W, B•T.

Television

Technical

COLLEGE GRADUATE *RADIO ENGINEER*

with knowledge and experience in TV for UHF licensee, excellent opportunity for thoroughly trained and competent young man now actively engaged in UHF who wants to come to New England preferred. Give step by step story of record, references and starting salary expected. Box 427W, B•T.

Situations Wanted

TOP GAL PROGRAM DIRECTOR *WILL TRADE HOLLYWOOD* FOR SMALL TOWN U.S.A.

Wants to work and live on long term basis. 16 of 36 years in broadcasting as announcer-control operator, production head, disc jockey, program director, administrator of aggressive stations. 5 years TV experience as writer, producer, performer. Community and public service-minded, sales conscious. Best west coast references and unusual success story.

Wire or write Box 431W, B•T.

Managerial

GENERAL OR SALES MANAGER *AVAILABLE*

Presently sales, 5 kw indie, major market, east coast. Age 38, family man, 17 years experience *all* phases. *Top* industry references. Will make money for all concerned in *any* market. $7,800 plus bonus or percentage. Personal interview arranged. Write Box 430W, B•T.

Television

Managerial

TV STATION MANAGER AVAILABLE

Veteran AM-TV General Manager-Technical Director. Experience includes two TV networks, three TV stations. Helped build, place on air two TV stations. Strong AM background. Will build your station from scratch, arrange for equipment, personnel. Heavy on organization, management, promotion, sales, engineering. Experienced all phases FCC rules, regulations. Best industry connections, references. Confidential. Box 428W, B•T.

5½ YEARS OF SOLID TV EXPERIENCE

If the opportunity is lucrative I will give up $18,000 per year position as chief announcer with top net TV station in 2nd largest market. Finest references available, including those from net executives. Married, have Masters Degree. Formerly in charge of TV operations for Army headquarters. Contractual security with eventual investment desired. Box 426W, B•T.

Wanted to Buy

Stations

Want To Purchase Station

with growth potential in city with desirable living conditions. Please give complete details.

Will contact promptly for personal discussion if interesting.

Box 377W, B•T

Miscellaneous

For the best in Complete Erection of Tower ■ Antenna ■ Lights ■ Co-Ax Cable

Write • Call • Wire

J. M. HAMILTON & COMPANY

Painting ■ Erection

Maintenance

YEARS OF EXPERIENCE

Box 2432, Tel 4-2115, Gastonia, N. C.

GET READY NOW FOR THIS SUMMER'S WORK

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N.W., Washington, D. C.

Wanted OPPORTUNITY TO BUY INTO RADIO STATION

. . . by 33 year old man with ten years radio selling and program. Married, two children, industrious, intelligent, hard worker, good references and some money and willing to prove worth desires to work with and purchase over five to ten year period radio station in midwest market capable of grossing $200,000. Has good and responsible position now. Box 429W, B•T.

Co.—Mod. CP (BP-8693), which authorized new AM, for approval of ant., trans. and studio location and change type trans. AMENDED to change ant., trans. and studio location (BMP-116 AMENDED).

KBLP Falfurrias, Tex., Ben L. Parker—Mod CP (BP-8587), which authorized new AM, for approval of ant., trans. and studio locations (BMP-6179).

License Renewals

Following stations request renewal of license: KGAR Garden City, Kan., Ark-Valley Bcstg. Co. (BR-2352); KLWN Lawrence, Kan., Lawrence Bcstrs. Inc. (BR-2622).

April 14 Decisions

BY BROADCAST BUREAU

Modification of CP

WPCT Putnam, Conn., The Israel Putnam Bcstg. Co.—Granted mod. CP to change type trans. of AM station (BMP-6170).

KRSD Rapid City, S. D., Heart of the Black Hills Station—Granted mod. CP for approval of ant., trans. location, specify main studio location (BMP-5661).

WKMT Kings Mountain, N. C., Southern Radiocasting Co.—Granted mod. CP to change type trans. (BMP-6178).

WFRM Coudersport, Pa., Farm & Home Bcstg. Co.—Granted mod. CP to change type trans. (BMP-6168).

WPXY Punxsutawney, Pa., Jefferson Bcstg. Co.—Granted mod. CP to change type trans. (BMP-6169).

KFSA-TV Fort Smith, Ark., Southwestern Pub. Co.—Granted mod. CP to install new trans. (BMPCT-1055).

Extension of Completion Date

Following granted mod. CPs for extension of completion dates as shown:

KPTV (TV) Portland, Ore., to 11-5-53 (BMPCT-1025); **WHKC Columbus, Ohio** to 5-1-53 (BMP-171); **WROV-FM Roanoke, Va.**, to 5-1-53 (BMPH-4820).

Granted Authority

Paramount Television Productions Inc., Hollywood, Calif.—Granted authority to deliver telerranscriptions or kinescope recordings of TV programs broadcast in the U. S. over KTLA, owned and operated by Paramount Television Productions Inc., to XELD-TV Matamoros, Tamps, Mexico, for broadcast in Mexico by XELD-TV, for period ending Feb. 1, 1954;

Paramount Television Productions Inc., Hollywood, Calif.—Granted authority to transmit various TV programs broadcast in U. S. over KTLA, owned and operated by Paramount Television Productions Inc., to CBFT Montreal, Que., and CBLT Toronto, Ont., for broadcast in Canada over these stations, for period beginning with date of grant and ending not later than Feb. 1, 1954.

Granted License

WHLN Harlan, Ky., Blanfox Radio Co., Inc.—Granted license covering changes in ant. and ground system of AM station; condition (BL-1933).

WBET Brockton, Mass., Enterprise Pub. Co.—Granted license covering change in frequency, hours of operation and installation of DA-N; 1460 kc, 1 kw, U, DA-N (BL-4934).

WICC Bridgeport, Conn., The Bridgeport Bcstg. Co.—Granted license covering installation of new trans. (BL-4925).

KVOM Morrilton, Ark., Morrilton Bcstg. Co.—Granted license for new AM; 800 kc, 250w D (BL-4909).

WAEW Crossville, Tenn., Arthur Wilkerson Lumber Co.—Granted license for new AM; 1340 kc, 100 w. Unl. (BL-4923) (conditions).

WWOD Lynchburg, Va., Old Dominion Bcstg. Corp.—Granted license covering change in facilities to 1390 kc, 5 kw-D, 1 kw-N, DA-N, Unl., change to DA-N and installation of new trans. (BL-4921).

WAPI Birmingham, Ala., The Tele. Corp.—Granted license to use old main trans. as aux. trans. to be located at present location of main trans. and operated on 1070 kc, 5 kw (BL-4929).

WBEZ (FM) Chicago, Ill., Board of Education, City of Chicago — Granted license covering changes in existing station; Ch. 218; ERP 16 kw; ant. 550 ft. (BLED-133).

WNVA Norton, Va., Blanfox Radio Co. Inc.—Granted license covering changes in ant. and ground system (BL-4941). Condition.

WWVA-FM Wheeling, W. Va., Storer Bcstg. Co.—Granted license for new FM; Ch. 254, ERP 7.4 kw, Unl. (BLH-859).

Granted CP

WCSH Portland, Me., Congress Square Hotel Co.—Granted CP to install new trans. at present location of main trans., to be used as an aux. only; 970 kc, 250 w (BP-8810).

WBTH Williamson, W. Va., Williamson Bcstg. Corp.—Granted CP to install new trans. (BP-8811).

KCKY Coolidge, Ariz., Gila Bcstg. Co.—Granted CP to install new trans.; condition (BP-8814).

Extension of Completion Date

WVAM Altoona, Pa., The General Bcstg Corp.—Granted mod. CP for extension of completion date to 7-1-53; condition (BMP-6153).

April 14 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WBHP Huntsville, Ala., Wilton Harvey Pollard—Mod. CP (BP-8460), as mod., which authorized change in trans. and studio location and change type trans., for extension of completion date (BMP-6177).

KCAR Clarksville, Tex., Texo Bcstg. Co.—Mod. CP (BP-7997), as mod., which authorized new AM, for extension of completion date (BMP-6184).

WBEL Beloit, Wis., Beloit Bcstrs. Inc.—Mod. CP (BP-8261), which authorized increase in power, change trans. location, install DA-D and install new trans. for extension of completion date (BMP-6185).

Change Antenna System

WHYL Carlisle, Pa., Richard Field Lewis Jr.—Mod. CP (BP-8603), which authorized change in frequency and ant. system, to make changes in ant. system (decrease height of tower) (BMP-6182).

Modification of CP

WKYR Keyser, W. Va., Glacus G. Merrill—Mod. CP (BP-8503), which authorized new AM, for approval of ant., trans. and studio location as on State Rd. 46, ½ mi. E. of Keyser, W. Va. (BMP-6138).

License Renewal

Following stations request renewal of license: **KCKY Coolidge, Ariz.**, Gila Bcstg. Co. (BR-2128); **KOLT Scottsbluff, Neb.**, Hilliard Co. (BR-771); **KGGF Coffeyville, Kan.**, Midwest Bcstg. Co. (BR-710).

APPLICATION RETURNED

Modification of CP

KXXL Monterey, Calif., S. S. Cisler—Mod. CP (BP-8076), which authorized new AM, to increase power, change hours of operation and install DA.

April 15 Decisions

BY COMMISSION EN BANC

License Renewals

Following stations granted renewal of licenses for regular period:

WARC Brighton, N. Y.; WBOC Salisbury, Md.; WERH Hamilton, Ala.; WGST Atlanta, Ga.; WHA Madison, Wis.; WJMX Florence, S. C.; WKRT Cortland, N. Y.; WLOF Orlando, Fla.; WNOW York, Pa.; WOKY Greenfield Township, Wis.; WPEN Philadelphia, Pa.; KVAN Vancouver, Wash.; KFEL Denver, Colo.; KFJI Klamath Falls, Ore.; KOEL Oelwein, Iowa; KPRC Houston, Tex.; KROW Oakland, Calif.; KTW Seattle, Wash.; KWAD Wadena, Minn.; WAAT Jersey City, N. J.; WBAA West Lafayette, Ind.; WLBL Auburndale, Wis.; WPAT Paterson, N. J.; WREN Lawrence, Kan.; WRNL Richmond, Va.; WRUN Utica, N. Y.; WSAZ Huntington, W. Va.; WSBA York, Pa.; WSIX Nashville, Tenn.; WSKB McComb, Miss.; WSPA Spartanburg, S. C.; WSUI Iowa City, Iowa; WTMA Charleston, S. C.; WWST Wooster, Ohio; KIUP Durango, Colo.; WCUE Akron, Ohio; WDAY Fargo, N. D.; WDVA Danville, Va.; WSLI Jackson, Miss.; KELP El Paso, Tex.; KLTF Oshkosh, Wis.; KOOL Phoenix, Ariz.; KOVO Provo, Utah; KPOF Denver, Colo.; KREM Spokane, Wash.; KRKD Los Angeles; WORA Mayaguez, P. R.; WORL Boston, Mass.; WWWR Russellville, Ala.

Advised of Hearing

WCOH, WCOH-FM Newnan, Ga., Newnan Bcstg. Co.—Is being advised that application to transfer control from D. T. Manget to James O. Hardin Jr., indicates necessity of a hearing (BTC-1434).

April 15 Applications

ACCEPTED FOR FILING

License for CP

KNIM Maryville, Mo., Maryville Radio & Television Corp.—License for CP (BP-8188), as mod., which authorized new AM (BL-4974).

License Renewals

Following stations request renewal of license: **KPHO Phoenix, Ariz.**, Meredith Engineering Co. (BR-2004); **WTCO Campbellsville, Ky.**, South Central Kentucky Bcstg. Co. (BR-1925); **KMTV (TV) Omaha**, May Bcstg. Co. (BRCT-67); **WOW-TV Omaha**, Meredith WOW Inc. (BRCT-39); **KOTV (TV) Tulsa, Okla.**, Wrather-Alvarez Inc. (BRCT-48).

Remote Control Operation

Following stations request remote control operation:

WGUY-FM Bangor, Me., Guy Gannett Bcstg. Services (BRCH-1); **WIOD-FM Miami, Fla.**, Isle of Dreams Bcstg. Corp. (BRCH-2); **WRHI-FM Rock Hill, S. C.**, York County Bcstg. Co. (BRCH-3); **WLLH-FM Lowell, Mass.**, Merrimac Bcstg. Co. (BRCH-4); **WPPA-FM Pottsville, Pa.**, Pottsville Bcstg. Co. (BRCH-5); **WPAM-FM Pottsville, Pa.**, Miners Bcstg. Service Inc. (BRCH-6).

Upcoming Events

April 21: Advertising panel, Assn. of Advertising Men, Biltmore Hotel, New York.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 21-23: Advertising exposition sponsored by Alpha Delta Sigma and BBDO, Morris Hall, New York U. School of Commerce.

April 22: AP Broadcasters regional meeting (Virginia, Maryland-District of Columbia, West Virginia, Pennsylvania-Delaware AP groups), state and joint sessions, National Press Club Auditorium, Washington, D. C.

April 23: Oral argument on Denver TV Ch. 4 before FCC *en banc*, 10 a.m.

April 23-24: NARTB, TV Code Review Board, San Marcos Hotel, Phoenix.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 24: Peabody Awards, Radio Executives Club of New York, Starlight Roof, Waldorf-Astoria, New York.

April 27: Annual dinner, Radio Pioneers, Statler Hotel, L. A.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28: Transportation and communication luncheon, 41st National Chamber of Commerce meeting (April 27-28-29), Washington, D. C.

April 28-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 28-May 2: National Television News Seminar, co-sponsored by Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 1-3: Fourth District of Adv. Federation of America convention, Floridan Hotel, Tampa, Fla.

May 2: Southwest Journalism Forum, Dallas, Texas.

May 2-3: Spring meeting, Radio-TV News Directors Assn., Orrington Hotel, Evanston, Ill.

May 5-8: 38th annual meeting, Canadian Assn. of Advertisers, Royal York Hotel, Toronto.

May 9: Middle Atlantic District, Catholic Broadcasters Assn., meeting in the Hotel Denis, Atlantic City.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

May 22: Annual convention, Nebraska Broadcasters Assn., Clarke Hotel, Hastings.

May 25: Sigma Delta Chi awards, Conrad Hilton Hotel, Chicago.

May 26: Alfred Sloan Foundation Highway Safety Awards, Hotel Plaza, New York.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting, Rice Hotel, Houston.

June 9-10: All-Advertising-Trades exposition sponsored by Advertising Trades Institute, Hotel Biltmore, New York.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 14-17: Advertising Federation of America, 49th Annual Convention, Hotel Statler, Cleveland.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 20-21: Catholic Broadcasters Assn. convention, Roosevelt Hotel, Hollywood.

June 21-25: Advertising Assn. of the West, Fairmont Hotel, San Francisco.

June 25-26-27: Annual meeting of Florida Assn. of Bcstrs., Miami Beach.

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EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5. D. C.

TV STUDIO PERSONNEL

Summer replacements available immediately. Top men screened for your station, meeting your qualifications. All men experienced with RCA cameras and projection room operations. More than 1000 workshop men already employed by TV stations throughout the nation. *Wire or phone collect your personnel needs.*

TELEVISION WORKSHOP of N. Y.
1780 Broadway, N. Y., 19 Plaza 7-3721

Profit & Logs

IT WASN'T long ago that quite a few newspapers had the idea they should charge radio and television stations for running program listings. In most cases broadcasters were able to dissuade publishers from that course by pointing out that program listings constituted news and had wide reader interest.

If this issue arises again, broadcasters will have new proof to support their argument. Nine midwestern dailies are now selling space adjacent to radio-TV schedules at twice the open rate for run-of-the-paper space. These papers intersperse small ads between channel and station listings, getting a total of 10 column inches of ads daily.

These ads, we must emphasize, are not sold to stations but to local advertisers. There is no tie-in with broadcasting, except that the ads appear near the heavily-read program listings and hence command premium rates.

Almost everybody in the advertising world agrees that local advertisers are shrewd buyers of local advertising. These nine papers, it stands to reason, would not be able to sell out this special space, at premium rates, unless it was a good buy. Evidently, local advertisers think pretty highly of reader interest in radio and television.

By the way, we picked up the news of this development from *Editor & Publisher* which devoted three full columns to it April 11. If memory serves, *Editor & Publisher* used to advocate that newspapers charge radio and television for printing program listings.

Don't Sell Uhf Short

A WONDERLAND of new equipment will greet the broadcasters who attend the NARTB convention in Los Angeles next week. A preview of this exposition of broadcast equipment is provided in the feature section of this issue.

The trend is toward miniaturization and refinement, together with economy in operation. Results have been achieved that took decades in the corresponding days of aural radio.

Greatest interest is destined to center upon uhf, which ultimately will be the haven for most telecasters. Today vhf is the major service, and will be for the foreseeable future.

Uhf, on the other hand, is having its troubles. It's mainly a case of getting enough power out of the antennas to do a consistent coverage job comparable with vhf. The FCC rules allow for this, providing for power up to one megawatt (1,000 kw or 1,000,000 w) for uhf, which would be roughly the equivalent of 100 kw for low-band vhf (channels 2-6) and 316 kw for high-band vhf (channels 7-13). The manufacturers haven't yet developed tubes that can generate this uhf output.

Some look at uhf with disdain. They ask whether it isn't "another FM" (and now we'll probably hear again from the FM champions). To our lay mind, they are not comparable. AM was an old-established aural service. FM was a new method, which had its onset after AM was well entrenched.

In TV, both vhf and uhf get practically a simultaneous start. Moreover, with only 12 channels for vhf, there isn't enough spectrum space to accommodate anything approaching competitive nationwide service.

Whatever the uhf shortcomings—and we'll know more about them after the NARTB convention—there's no question about correcting them. History underwrites this. From the start of "wireless communication" the engineers have been achieving the impossible.

The vagaries of uhf, which presently result in spotty coverage and limitations on signal strength, are not surprising. These same flaws affected propagation on the high end of the vhf band just months ago. The higher the frequency, the worse the trouble. At that time the demand was for the low end of the vhf band.

Just as surely as the engineers overcame the difficulties in high band vhf, they will solve the seemingly insuperable problems in uhf. Don't sell uhf short.



Drawn for BROADCASTING • TELECASTING by Duane McKenna

"Say, Bub, can anyone here convert my set to uhf?"

Dispel The Color Fog

BECAUSE of unprecedented political interest, the question of color television has been raised anew and with enough emphasis to rearouse widespread confusion among both public and industry.

We have the testimony of the chairman of the House Interstate & Foreign Commerce Committee that the new compatible color system is ready for adoption. From a technological viewpoint, the chairman apparently is not too far out on a limb; qualified observers at last week's demonstration noticed a marked improvement in the RCA transmissions both on color and black and white sets.

It may be true that a compatible color system is technically ready, or nearly so, but a number of economic questions inherent in the development of a national color structure remain wholly unresolved. Until acceptable and forthright answers to these questions are forthcoming, nothing but harm can be done to the general progress of U.S. television—color or monochrome.

The millions of Americans living in areas to which post-freeze TV is now beginning to be introduced will want and indeed are entitled to know whether color is in the immediate offing and if so how much they must spend on the equipment needed to receive it. To perhaps a lesser degree, the same questions will trouble those who now own black and white receivers. Telecasters, especially those opening up new markets, will hardly welcome the addition of these as yet unanswered color questions.

Like it or not, however, the questions have been raised—by politicians. They must now be answered—by industry.

The industry is now forced into the position of making a clear-cut statement about the state of compatible color. Is it ready, and can it meet the FCC standards? If it is ready or nearly so, how much will it cost for receivers and how much will it cost to transmit?

We think it unfortunately premature that the color controversy has been re-opened at this moment. The point, however, is that it has been re-opened and hence must be settled as quickly as possible.

Footnote to 'Dangerous Nonsense'

LAST WEEK on this page we assailed the latest effort of the FCC's legal staff to give the newcomer preference over the licensee in television. The barristers argue that the radio broadcaster has a strike against him because of the desirability of promoting "diversification" in the molding of public opinion. But, it appears, the lawyers went farther. If the broadcaster also happened to have an FM license, he had two strikes against him. That, in contrast to the notion that the maintenance of an FM station is a plus factor, indicating a willingness to help develop a new service. This revelation will come as a shock to broadcasters who have been losing money in FM because they thought it would help them in TV.

Thank You Thank You Thank You

In Washington...

WTOP broadcasts the 10 most-listened-to daytime programs...

7 of the 8 most-listened-to evening programs...

9 of the 10 most-listened-to weekend programs..

More people continue to listen to WTOP than to any other radio station in Washington!*

wtop CBS

THE WASHINGTON POST—CBS STAT

Represented by CBS Radio Spot Sales

APRIL 27, 1953

35c PER COPY

BROADCASTING TELECASTING

1953 NARTB CONVENTION ISSUE

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Revamp in View
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adio TV Service
Page 45

AA Hears Radio, TV
lp Bolster Economy
Page 64

EATURE SECTION
Starts on Page 99

22ND year

THE NEWSWEEKLY OF RADIO AND TV



The PUBLIC is you, the man next door . . . around the corner . . . on the next farm. The Storer Stations always keep this in mind. Their public service programs are directed to the individual—not to a mysterious unknown "public." For example . . .

The "Public" in Public Service









WJBK-TV DETROIT

"The Community News Reel" gives vivid, human interest support to community activities . . . Better schools, Civil Defense, Community Chest, Health Drives, Traffic Safety, Good Citizenship . . . all dramatized with actual people, real events. "Nothing interests people more than people."

WMMN FAIRMONT

"School Of The Air". Vital programs broadcast five times weekly to 88 schools. So valuable to the school system that many rural schools were electrified to receive these classes.

WAGA-TV ATLANTA

"This is Georgia" — a colorful TV series spotlighting Georgia communities. Officially cited by the Georgia State Chamber of Commerce as one of the most productive public service programs ever created in Georgia.

WWVA WHEELING

"Tri-State Farm & Home Hour" — famous rural program now in its 18th successful year. A must for rural dwellers in three states. As one loyal listener said, "As much a part of modern farming as the tractor and electricity."

Programs like these are typical of the many public service activities sustained by all seven radio and four television stations of the Storer Broadcasting Company . . . a company which, for 26 years, has offered its whole-hearted support to every enterprise designed to strengthen and enlighten the community.

STORER BROADCASTING COMPANY

WSPD-TV — Toledo, Ohio · WJBK-TV — Detroit, Mich. · WAGA-TV — Atlanta, Ga. · KEYL-TV — San Antonio, Texas

WMMN — Fairmont, W. Va. · WSPD — Toledo, Ohio · WJBK — Detroit, Mich. · WAGA — Atlanta, Ga. · WWVA — Wheeling, W. Va. · WGBS — Miami, Fla. · WSAI — Cincinnati, Ohio

TOM HARKER, V. P., National Sales Director

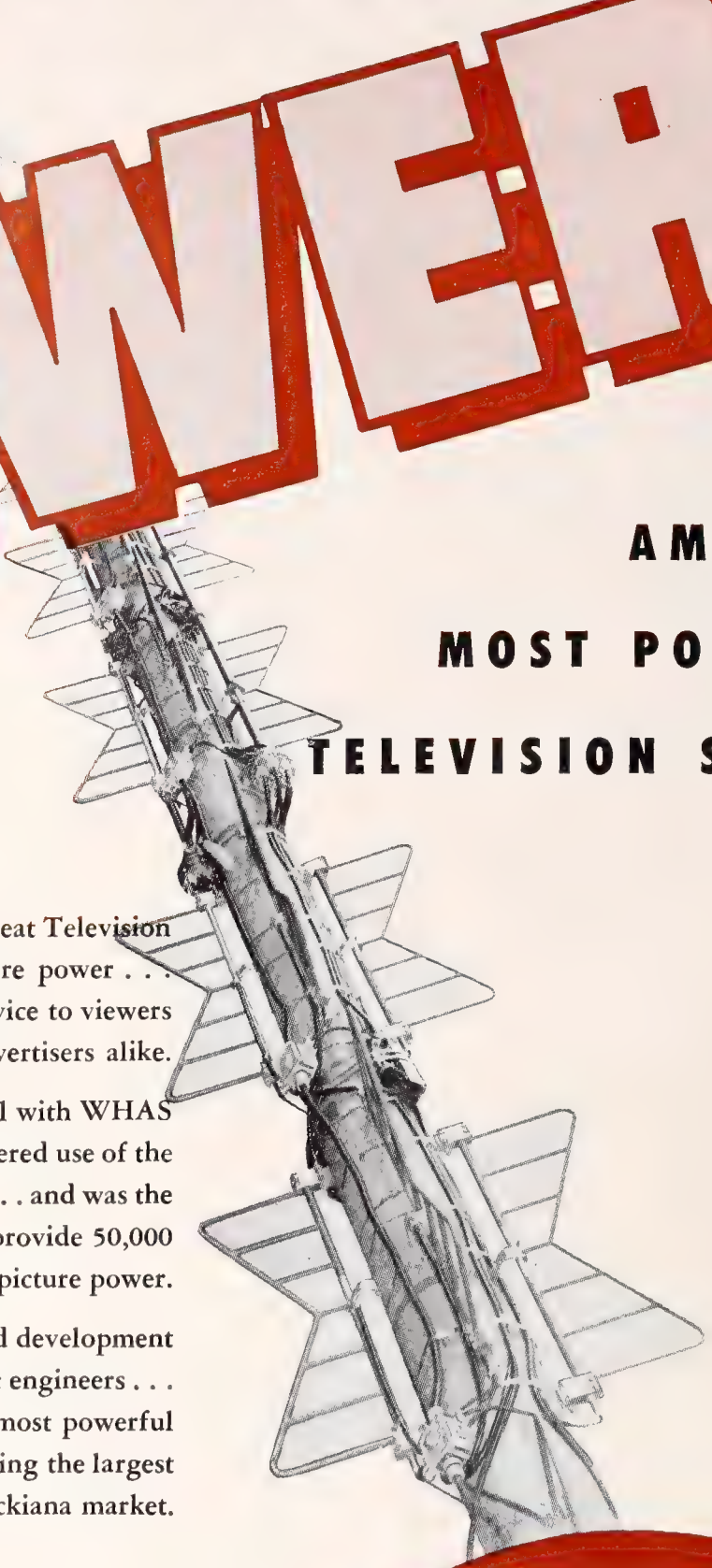
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316,000 WATTS . . .

POWER!

AMERICA'S MOST POWERFUL TELEVISION STATION



WHAS now achieves another great Television *FIRST* . . . 316,000 watts of picture power . . . 316,000 watts of greater service to viewers and advertisers alike.

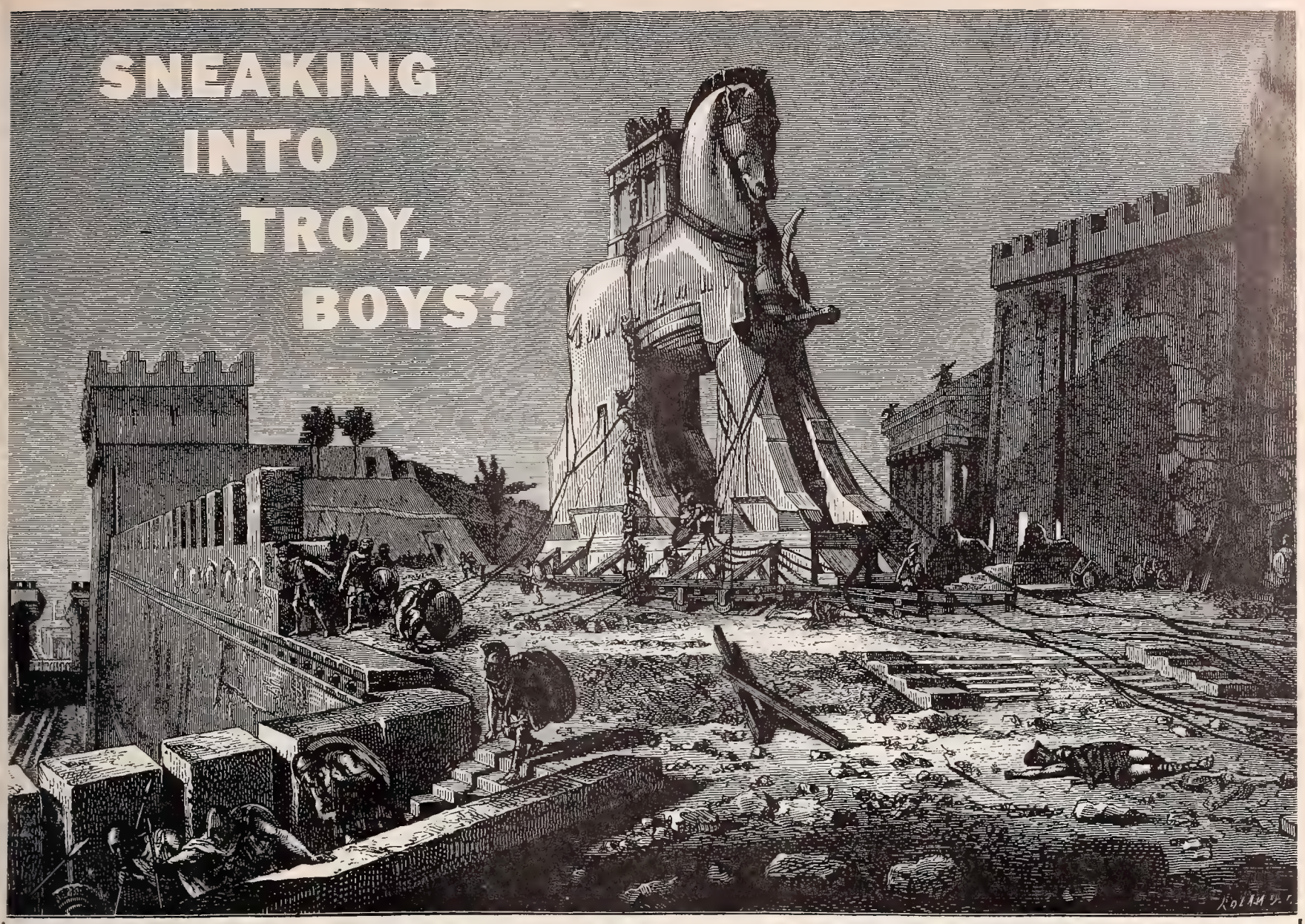
This leadership is traditional with WHAS Television . . . which pioneered use of the 12-bay high gain antenna . . . and was the nation's first station to provide 50,000 watts of picture power.

First again . . . because of bold development work with General Electric engineers . . . WHAS becomes the nation's most powerful television station . . . serving and selling the largest number of viewers in the Kentuckiana market.

Channel 11
Basic CBS

WHAS-TV
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Station Manager
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco



The Trojan Horse, used by the Homeric Greeks in the Siege of Troy, beginning of 12th Century, B.C.

WELL, we don't want to take issue with ancient history, but you're going about this thing all wrong. You'll get into Troy, alright. And you'll find there the fairest girls, the best made shirts, and the nicest people in the world. But Troy is only a part of a three-city market, Albany-Troy-Schenectady, the nation's 27th in retail sales.

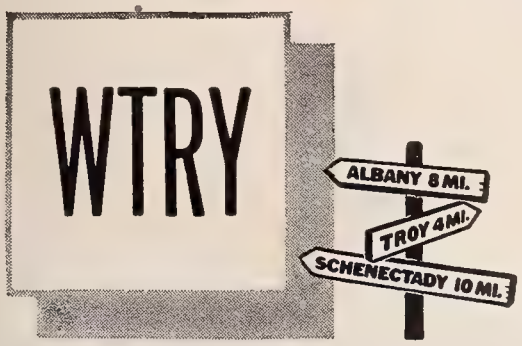
That's what you want: the rich, metropolitan Albany-Troy-Schenectady market.

The best way to get into the Albany-Troy-Schenectady market is by using WTRY . . . *the station people in the area listen to most.*

And there's a lot of people listening, all day long, to close to a million radio sets, as many, for instance, from 7 PM to 10 PM, as from 10 AM to 11:30 AM when Arthur Godfrey is on . . . and everybody up here listens to him.

Survey after survey shows WTRY *continuing to hold the lion's share of audience. The Sept. '52 Pulse gives* WTRY *31% morning, 23% afternoon, and 20% evening. The remainder is divided among 7 other radio stations.*

Most local advertisers know these things. WTRY's local sales increased more than 22% in 1952 over 1951 . . . itself a banner year. And last November and December were the biggest months in the station's history.



Call Headley-Reed for the full inside story

ALBANY - TROY - SCHENECTADY

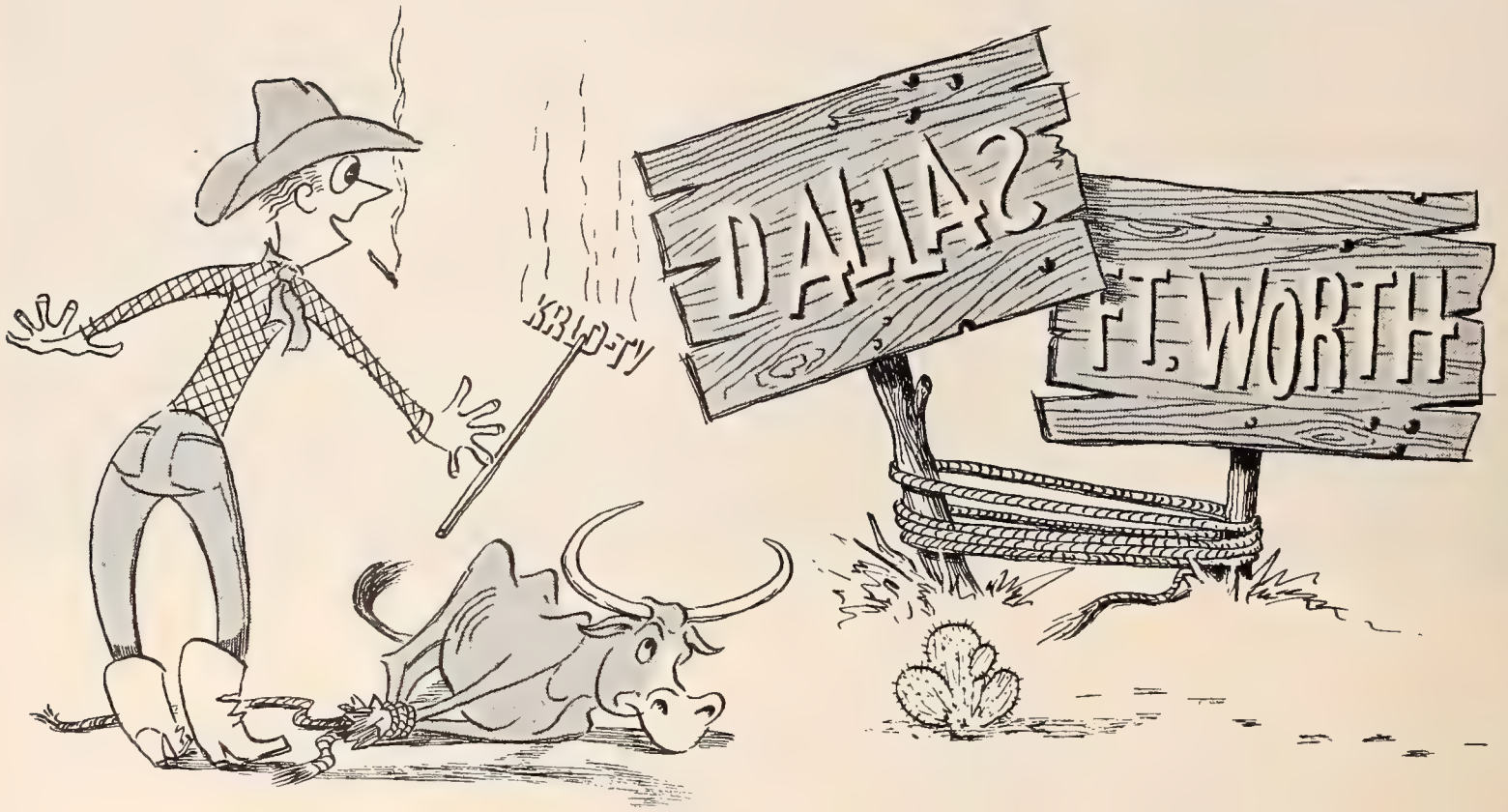
980 - CBS - 5000 WATTS

represented by HEADLEY-REED

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 187[illegible].

PREFERRED

On "SALES MANAGEMENT'S"
list of
"HOT SPOT CITIES"



ADVERTISERS WHO KNOW . . . BUY KRLD-TV CHANNEL 4

Consistently, KRLD-TV is favored by local and regional advertisers who know that KRLD-TV telecasts the full CBS Television network programs exclusively for Dallas and Fort Worth. KRLD does not divide its network programming with any other station in north Texas.

MORE COVERAGE, TOO! A survey of north Texas Television Sales and Service Dealers, proves KRLD-TV gives the better picture and audio signal than any of the other three stations serving the north Texas area. The score was 94.7% more "firsts" for KRLD-TV than the second station. AND HIGHER RATINGS: 8 out of 15 top evening shows on KRLD. (February Pulse — Dallas.)

MAXIMUM POWER FOR KRLD-TV, MAY 3rd
100,000 WATTS VIDEO AND 50,000 WATTS AUDIO

John W. Runyon,
Chairman of the Board

Clyde W. Rembert,
President

KRLD-TV
Channel 4, Dallas
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FT. WORTH AREAS

The BRANHAM CO.
Exclusive Representatives

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

closed circuit

IN FINAL stages is two-way deal whereby 50,000 w facilities of WLAW, Boston-Lawrence ABC outlet, will be purchased by Yankee Network (Division of General Teleradio-Mutual) for nearly $500,000. Facilities of present Yankee Boston key, WNAC, being sold to Victor C. Diehm, WAZL Hazleton, Pa., for about $120,000. WNAC call would be transferred to high power station which operates on 680 kc to be operated by O'Neil interests with WNAC-TV. Present WNAC operates on 1260 kc with 5,000 w.

★ ★ ★

PRESIDENT Hal Fellows is attending NARTB convention in Los Angeles this week against his doctor's orders. He underwent minor surgery ten days ago.

★ ★ ★

ADVERTISERS and agencies are protesting quietly about number of station general managers flooding New York within past few weeks. Station representatives, too, are finding going a bit rough due to managers' march. Plaint: When representative has covered agency one day, visit with out-of-town station man few days later necessitates another trip to same timebuyer for same issue, wasting time of all concerned.

★ ★ ★

HOWARD KANEY, crack newsman who has headed AP radio operations in Washington for past decade, has resigned effective May 4 to become manager of Washington office for CBS-TV news and newsfilms. Bill Wood, heretofore Washington head of CBS-TV news and public affairs, becomes head of public affairs.

★ ★ ★

STRONGLY endorsed by New York state Republican organization for secretary of FCC is Lt. Col. William B. Campbell, Signal Corps Reserve, now on active duty in Washington. Former head of Press Wireless European operations, Col. Campbell was on Gen. Eisenhower's SHAEF staff during World War II, and his wife was active party worker at Eisenhower headquarters before elections. Campaign developed spontaneously among New York radio, newspaper and communications men, it's reported.

★ ★ ★

COST of making film commercials in New York reportedly has been reduced to almost one-third due to the keen competition among film companies in East. As result, Hollywood film people trying to recapture some of this commercial business with lure of even lower TV commercial costs.

★ ★ ★

FRANK P. SCHREIBER, general manager of *Chicago Tribune* stations (WGN-AM-TV, WGNB [FM]), as member of board of WPIX (TV) New York interviewed 28 people in 10 days for upcoming general manager's vacancy at *New York News'* station. Man will succeed Ben Larson, who resigned to become president and 20% owner of KDYL-AM-TV Salt Lake City under Time Inc. acquisition, now awaiting FCC approval [B•T, April 6]. Mr. Schreiber will act as liaison at WPIX (TV) until new manager is indoctrinated.

★ ★ ★

TEMPORARILY serving as legal assistant to new FCC Chairman Rosel H. Hyde is Dee W. Pincock, assistant to general counsel. He, like Mr. Hyde, is native of Idaho.

★ ★ ★

TO PROVIDE more effective service in sparsely settled areas, KXLY-TV Spokane (Ed Craney-Bing Crosby) expected to ask FCC to raise 100 kw power limit on its Ch. 4 to 150 kw. Transmitter is located atop Mt. Spokane.

★ ★ ★

FIRST "strike application" case to come up for hearing before FCC will probably be determined in mid-May—when Commission holds its regular full meeting. Staff has been prodded to get several cases up at earliest opportunity out of some 18 petitions pending alleging "strikes" or "shakedowns."

★ ★ ★

NATIONAL Electronic Distributors Assn. has professed "surprise" over Federal Trade Commission charges alleging unfair methods of competition. NEDA feels that practices are traditional within industry and points out it has supported constructive proposals in suggested trade practice rules for manufacturers and distributors. NEDA was to have discussed charges with attorneys this past weekend and will file reply with FTC sometime this week.

★ ★ ★

NEXT DEVELOPMENT in series surrounding U. S. propaganda operations expected to be separation of information program from State Dept. Dr. Robert L. Johnson, former president of Temple University, definitely will head new project with certain of present IAA functions going to Central Intelligence Agency. All present top directors expected to be replaced. Plan contemplates stripping Voice operations to bone except for Iron Curtain countries and troubled areas.

★ ★ ★

OPTIMISM pervaded FCC following hearing before Senate Appropriations subcommittee last Thursday on fiscal 1954 budget. Sen. Edwin C. Johnson (D-Colo.), although not committee member, pitched for increased appropriations to speed TV hearings and indications were $1 million might be added by Senate to $7.1 million bill passed by House. Assuming this increase is halved by compromise, FCC would wind up with $7.6 million or $1.1 million above 1953.

IN THIS ISSUE

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The broadcasters' gold rush is under way. *Page 35.*

A convention highlight: Rosel Hyde, newly named FCC chairman, will make major address. *Page 37.*

Eisenhower lauds radio and television. *Page 46.*

ADVERTISERS & AGENCIES

Soaps spearhead flurry of radio-TV buying. *Page 48.*

FACTS & FIGURES

New analysis by Weed Television shows TV rates throughout the nation. *Page 53.*

TRADE ASSOCIATIONS

Annual meeting of American Assn. of Advertising Agencies sees need to intensify advertising efforts, to take up anticipated economic slack, and agrees radio-TV will figure big. *Page 64.*

American Newspaper Publishers Assn. investigates changes wrought by television. *Page 64.*

GOVERNMENT

Sen. Johnson starts campaign for extra $1.6 million FCC appropriation to speed up TV processing. *Page 68.*

STATIONS

Three new vhf stations begin operations. *Page 74.*

More than 200 stations have joined the Station Representatives Assn. "crusade for national spot radio." *Page 78.*

NETWORKS

A new NBC summer radio plan draws fire from Station Representatives Assn. but is defended by Harry Bannister, NBC vice president in charge of station relations. *Page 80.*

FEATURES

How radio revived downtown shopping in Gary. *Page 101.*

A major analysis of how many television stations the U. S. can support. *Page 102.*

Portrait page of the NARTB staff. *Page 111.*

FOR THE RECORD

Peabody Awards are presented at meeting of Radio & Television Executives Society of New York. *Page 136.*

UPCOMING

April 27-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 27-May 1: Society of Motion Picture & Television Engineers Convention, Statler Hotel, Los Angeles.

April 30-May 2: American Women in Radio & Television Convention, Atlanta Biltmore, Atlanta.

May 5-8: Canadian Assn. of Advertisers Meeting, Royal York Hotel, Toronto.



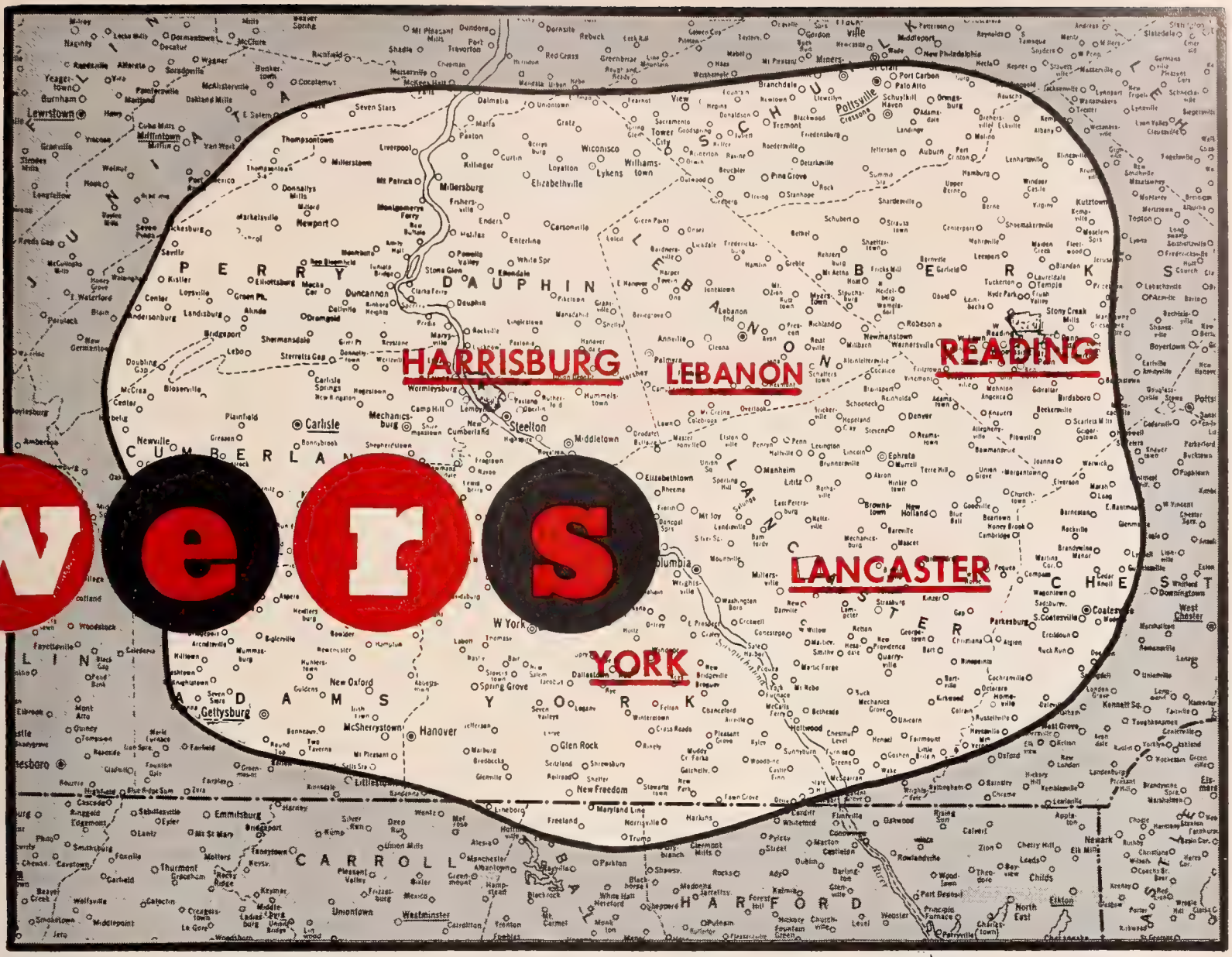
vie

...not just
market
data

WGAL-TV

NBC • CBS • ABC • Du Mont

Lancaster, Pa.



WGAL-TV viewers support Mr. Channel 8, symbol of WGAL-TV's increased power, in his market claims. Although mail comes to WGAL-TV from a great many miles away, the heaviest response comes from the white area above. WGAL-TV didn't draw the map...its viewers from Harrisburg, York, Lancaster, Reading, and Lebanon did! For larger coverage, bigger audience, greater sales potential, *buy* WGAL-TV.



Mr. Channel Eight

WGAL

AM FM TV
A Steinman Station
Clair R. McCollough, Pres

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

HERE WE GO AGAIN
or
(Who Sez Radio's Daid?)

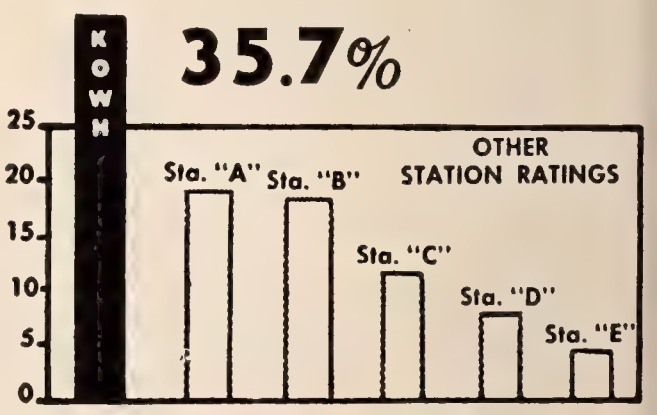




After the NARTB Convention this month, the citizenry of Los Angeles will need only to consult Seismographic records for proof radio's still going great guns!

Like the bee (proved by experts to be aerodynamically incapable of flight) radio continues to "get off the ground" in the Omaha, Council Bluffs area too—as dramatically proved by KOWH. If you can tear your eyes away from elsewhere on this page, take a gander at KOWH's Hooper—*averaged below for the 17-month period from Oct., 1951, to Mar., 1953.*

How's that for a honey?



● ***Largest total audience*** **of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Mar., 1953.)**

● ***Largest share of audience,*** **in any individual time period, of any independent station in all America! (March, 1953.)**

Kowh

OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

NARTB Membership Shows Sharp Increase in Year

AM STATION membership of NARTB totaled 1,112 AM stations on eve of Los Angeles convention, representing increase of 139 AM members in last year. Total membership includes 376 FM stations (370 last year), two radio networks (MBS, NBC); 153 TV stations (83 last year); four TV networks (ABC, NBC, CBS, DuMont); 105 associates (74 last year).

NARTB convention headquarters said Friday that banquet program for next Thursday will be "surprise package," refusing to divulge names of talent.

FCC Comr. Frieda Hennock was last-minute addition to convention program. She completed arrangements at weekend to attend meeting and is to be member of special Friday panel composed of FCC members.

Better Media Research Advocated by Harper

MILLIONS of dollars in media decisions being made on basis of unevaluated data, Marion Harper Jr., McCann-Erickson president, told AAAA convention at White Sulphur Springs, W. Va., Friday (early story page 64). He said $250,000 budget of Advertising Research Foundation should be quadrupled.

Evaluation of radio-TV ratings is one of ARF's big projects, he said, and added ARF work will bring better media data with wider acceptance.

Bennett Cerf, Random House president and radio-TV panelist, urged use of more humor in copy. He said some advertising underrates American intelligence, citing radio-TV commercials that are "insulting, elementary, sirupy and raspy."

Stockton Helffrich, NBC continuity acceptance manager, took part in AAAA closed panel on advertising content. CBS Radio represented at convention by Adrian Murphy, president, and John J. Karol, network sales vice president.

AAAA discussed TV costs but took no formal action. Main concern of meeting was to find ways of increasing advertising budgets.

NBC Offers Summer Radio Sales Plan

NBC's new summer radio sales plan (see early story page 80) is being officially announced today (Monday) by network, which calls it "one of the greatest economy buys ever offered in network radio." Effective May 31 through Aug. 28, plan is called "Summer Tandem" and offers participations in one to six shows, for any length of time, at $3,856 per participation. This figure covers time (one-minute commercial plus opening and closing billboards) and talent on full 197-station network. Graduated discounts for each additional participation during week. NBC merchandising assistance also available to summer tandem sponsors.

CONGRESS ON SPOT

STARTING yesterday (Sunday), WTOP-TV Washington scheduled large number of station breaks pointing finger at Congress for failure to reach decision by weekend on whether District of Columbia is to have daylight saving. Announcements note that many favorite CBS programs are heard an hour earlier. They conclude: "It is now -- o'clock EDT, -- o'clock EST."

Coca-Cola's NBC Programs On 375 MBS Stations

COCA-COLA Co. signed late Thursday for sponsorship of its forthcoming NBC radio-TV series on more than 375 Mutual stations in towns without NBC affiliates. Signing came after union officials and company, who had been negotiating over problem posed by fact that Mutual's broadcasts would be second use of taped program, agreed musicians and vocalists on show would be paid regular fees. Featuring Eddie Fisher, program starts on NBC-TV on April 29 (Wed. and Fri., 7:30-7:45 p.m.). Audio portion, taped, will be carried by NBC radio starting May 5 (Tues. and Fri., 8-8:15 p.m.). Mutual will then carry tapes (Mon. and Thurs., 10:30-10:45 p.m.) starting May 11. Agency: D'Arcy Adv., N. Y.

Radio Pioneers to Honor Conrad, 'Father of Radio'

AWARD to Dr. Frank Conrad, whose experiments led to founding of KDKA Pittsburgh, pioneer Westinghouse station, to be made tonight (Monday) at annual Radio Pioneers dinner at Hotel Statler, Los Angeles. Selection was unanimous and was made by committee headed by William S. Hedges, NBC.

R. A. Neal, Westinghouse Electric Corp. vice president, to accept award on behalf of Dr. Conrad, scientist. Dr. Conrad had served Westinghouse 20 years until death in 1941. His son, Francis Conrad, ABC vice president, to receive award on behalf of Dr. Conrad, the man. Other awards in past have gone to Thomas Alva Edison, Guglielmo Marconi and Reginald Fessenden.

Citations to outstanding living leaders in radio will be presented by Mr. Hedges to Dr. Vladimir K. Zworykin, RCA Labs.; Dr. E. F. W. Alexanderson, General Electric Co.; John V. L. Hogan, Hogan Labs.; Dr. Orestes H. Caldwell, Caldwell-Clements Inc., and Donald Manson, former general manager of CBC.

WCAU-TV Readjusts Rates

BOTH day and night rates readjusted effective May 1 by WCAU-TV Philadelphia. New time class, AA, set up for 8-10:30 p.m. hours, seven days per week, with base rate ranging from $1800 per hour to $187.50 for 10-second spot. No change made in A, B or D rates. Class C rates up 11.1%.

• BUSINESS BRIEFLY

P & G CONSIDERING • Procter & Gamble Co., Cincinnati, through Dancer-Fitzgerald-Sample, N. Y., considering, but has not yet approved, radio campaigns in about 75 markets starting mid-May.

RAZORS MAY USE SPOT • American Safety Razor, through BBDO, N. Y., is considering spot radio campaign in Texas and Arizona on behalf of its Blue Star blades. Definite decision expected in about 10 days.

LINING UP TV • Newman Lynde & Assoc., Jacksonville, Fla., lining up TV spot availabilities for schedule for its client, King Edward Cigars.

PACKARD ANNOUNCEMENTS • Packard Cars, through Maxon Inc., N. Y., and Detroit, placing radio spot announcement campaign to start May 8 in number of pre-selected markets for eight spots each.

NEW PRODUCT LOOKING • Enzo Jel Co., Sheboygan, Wis. (tomato aspic, pudding), introducing new product, Jelex (sugar-free gelatin) to leading chain, super-market and wholesale grocery stores. General and cooperative advertising campaign planned, with radio and TV probably being used. Agency: Schoenfeld, Huber & Green Ltd., Chicago.

GUM CAMPAIGN • Pharmaco Inc., for new product, Ora-Gum, starting spot announcement campaign in five radio markets on May 4 for eight to 13 weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

INSURANCE SPOT TEST • Liberty Mutual Fire Insurance starting spot test on May 4 in St. Louis and one other radio market, for four weeks and one week, respectively. Agency: BBDO, Boston.

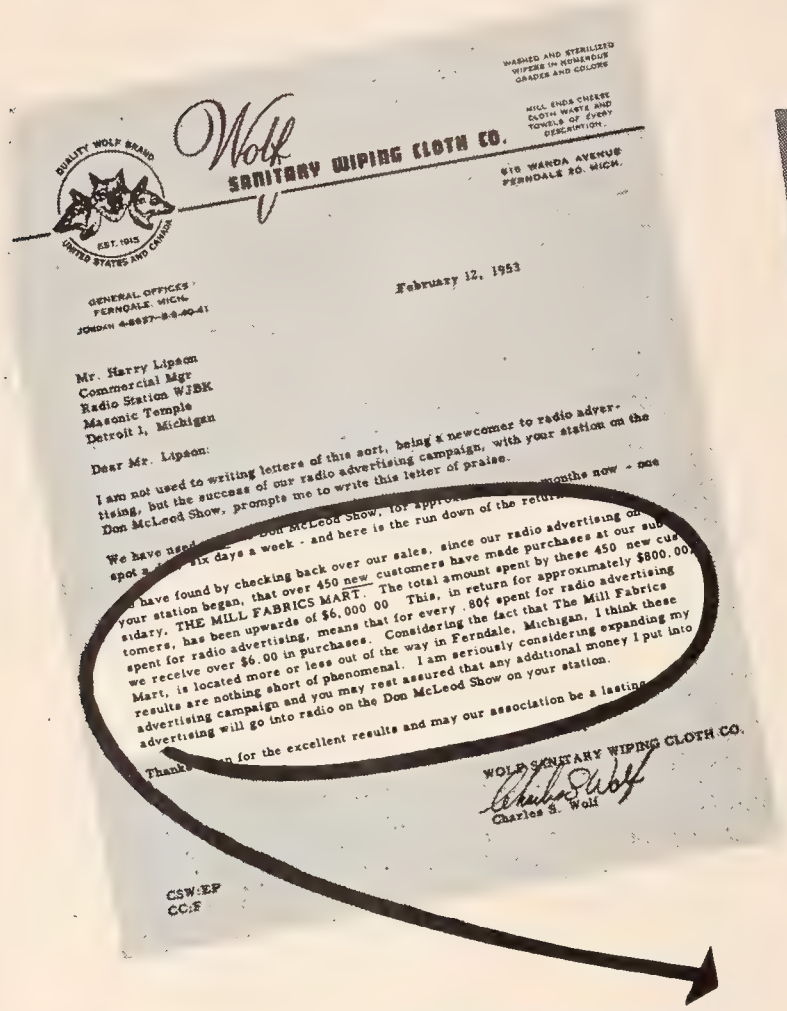
VITAMINS ON RADIO • McKesson & Robbins, N. Y. (Bexel vitamins), buying radio spot announcement campaign in about five markets, effective May 1 for 13 weeks. Agency: Ellington & Co., N. Y.

GAINES PLANS DRIVE • Gaines Dog Food (dog meal), through Benton & Bowles, N. Y., preparing radio spot announcement campaign in scattered markets, starting in May.

Lucille, Desi at Convention

LUCILLE and Desi Arnez, of CBS-TV *I Love Lucy* program, will officially open NARTB convention Wednesday morning. They will appear promptly at 10 o'clock and will be introduced by Clair R. McCollough, Steinman Stations, convention committee chairman. Mr. McCollough said their role in convention is timed for 10 o'clock sharp because of shooting schedule.

$800 Budget Brings 450 NEW Customers



Wolf
SANITARY WIPING CLOTH CO.
QUALITY WOLF BRAND
EST. 1915
UNITED STATES AND CANADA
WASHED AND STERILIZED WIPERS IN NUMEROUS GRADES AND COLORS
MILL ENDS CHEESE CLOTH WASTE AND TOWELS OF EVERY DESCRIPTION
616 WANDA AVENUE
FERNDALE 20, MICH.
GENERAL OFFICES
FERNDALE, MICH.
JORDAN 4-8697—8-8-40-41

February 12, 1953

Mr. Harry Lipson
Commercial Mgr
Radio Station WJBK
Masonic Temple
Detroit 1, Michigan

Dear Mr. Lipson:

I am not used to writing letters of this sort, being a newcomer to radio advertising, but the success of our radio advertising campaign, with your station on the Don McLeod Show, prompts me to write this letter of praise.

We have used ... Don McLeod Show, for approx... months now - one spot a day, six days a week - and here is the run down of the return. We have found by checking back over our sales, since our radio advertising on your station began, that over 450 new customers have made purchases at our subsidary, THE MILL FABRICS MART. The total amount spent by these 450 new customers, has been upwards of $6,000 00 This, in return for approximately $800.00 spent for radio advertising, means that for every 80¢ spent for radio advertising we receive over $6.00 in purchases. Considering the fact that The Mill Fabrics Mart, is located more or less out of the way in Ferndale, Michigan, I think these results are nothing short of phenomenal. I am seriously considering expanding my advertising campaign and you may rest assured that any additional money I put into advertising will go into radio on the Don McLeod Show on your station.

Thank... for the excellent results and may our association be a lasting...

WOLF SANITARY WIPING CLOTH CO.
Charles S. Wolf

CSW:EP
CC:F

WJBK GIVES QUICK RESULTS

in the Booming Detroit Market

Want Proof? Here's a Typical WJBK "Success Story"

"We have used *only* the Don McLeod Show, for approximately two months now—one spot a day, six days a week—and here is the run down of the return. We have found by checking back over our sales, since our radio advertising on your station began, that over 450 *new* customers have made purchases at our subsidiary, THE MILLS FABRICS MART. The total amount spent by these 450 new customers, has been upwards of $6,000.00. This, in return for approximately $800.00, spent for radio advertising, means that *for every 80c spent for radio advertising we receive over $6.00 in purchases.* Considering the fact that The Mills Fabrics Mart is located more or less out of the way in Ferndale, Michigan, I think these results are nothing short of phenomenal."

WJBK Detroit

A STORER STATION

Tops in MUSIC, NEWS and SPORTS

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY

at deadline

Examiner Recommends Grant Of Uhf Ch. 33 to WKJG

INITIAL decision recommending grant of uhf TV Ch. 33 at Fort Wayne, Ind., to WKJG there was issued Friday by FCC Hearing Examiner Fanney Litvin. Ruling recommends denial of competitive Ch. 33 bid of WGL Fort Wayne. This is second initial TV decision since thaw. Conclusions cited greater ownership-management integration, more diversified business interests of controlling parties and their lack of connection with either newspaper there.

WTVM (TV) Answers WGRD

WTVM (TV) Muskegon, Mich., uhf Ch. 35 permittee and subject of initial Sec. 309(c) economic injury protest hearing, presented engineering evidence Friday before FCC Hearing Examiner Gifford Irion to refute charges by protestant WGRD Grand Rapids that WTVM (TV) fails to put minimum signal to whole of Muskegon. WGRD charged FCC violated own rules in making grant since small part of city isn't covered (early story page 68). WTVM (TV) argues disputed area is public park, never will be built up, but by its revised computations is fully covered. Further session set May 5.

Osborne Answers WSTV

Charging possible "actionable" material in local broadcasts and petition to FCC by WSTV Steubenville, Ohio, which alleged theatreman John R. Osborne's competitive Ch. 9 application there was filed only to "delay," Mr. Osborne told FCC Friday WSTV bid may be "defective." In letter to WSTV attorney, Mr. Osborne asked for broadcast scripts and other data. Petition also alleged WSTV "encouraged" circulation of petitions to be mailed to Congress questioning his "good faith."

Merger, New TV Bids, FCC Actions

Merger proposal filed Friday:

KHMO-TV Hannibal, Mo.—Courier-Post Pub. Co. Requests assignment of CP for vhf Ch. 7 to Lee Bcstg. Inc. (WTAD Quincy, Ill.), contestant for vhf Ch. 10 Quincy with Quincy Bcstg. Co. Consideration $7,580. Courier-Post gets option on 20% interest in WTAD for $100,000. Lee plans auxiliary studio in Quincy and will dismiss bid there should FCC require it.

New TV applications:

Phoenix, Ariz.—Desert Adv. Co. (H. R. Askins (30%) and four other local businessmen) requests vhf Ch. 3, effective radiated power 100 kw visual and 50 kw aural; antenna height above average terrain 1,630.5 ft.

Oak Hill, W. Va.—Robert R. Thomas Jr. requests vhf Ch. 4 (assigned Fayetteville), ERP 5 kw visual and 3 kw aural, antenna 738 ft.

Granted power changes and STAs:

KFXD (TV) Nampa, Idaho—Issued special temporary authority to commence commercial operation, effective April 17-Sept. 17. Vhf Ch. 6.

WTVO (TV) Rockford, Ill. — Issued STA to commence commercial operation, effective April 19-April 29. Uhf Ch. 39.

WLBC-TV Muncie, Ind.—Issued STA to commence commercial operation, effective April 17-June 29. Uhf Ch. 49.

WKLO-TV Louisville—Granted ERP boost on uhf Ch. 21 from 200 kw visual and 100 kw aural to 215 kw visual and 110 kw aural.

WPAG-TV Ann Arbor, Mich.—Issued STA to commence commercial operation, effective April 20-April 30. Uhf Ch. 20.

WFTV (TV) Duluth, Minn.—Issued STA to commence commercial operation, effective April 22-Oct. 22. Uhf Ch. 38.

WOR-TV New York—Granted ERP drop on uhf Ch. 9 from 316 kw visual and 158 kw aural to 130 kw visual and 65 wk aural and move transmitter to atop Empire State Bldg.

TOP TALENT ON WJAR-TV

WJAR-TV Providence has signed Bobby Breen, movie personality, as m. c. and soloist on new Monday-Friday 5-5:15 p.m. program titled *Bobby Breen Talent Club*. Variety series will present aspiring New England talent.

Shouse Chief Executive Of Crosley Division

JAMES D. SHOUSE, Avco senior vice president and chairman of Crosley Broadcasting Corp., becomes chief executive official of all Crosley Division operations including radio, TV and appliance activities, according to Friday announcement by Victor Emanuel, Avco board chairman-president, and Thomas E. Wood, board chairman of Aluminum Industries Inc.

John W. Craig, vice president of Avco and general manager of Crosley Division since 1948, has resigned those positions to become chief executive official of Aluminum Industries.

Mr. Shouse, also Avco director and member of executive committee, will supervise division plants in Cincinnati area as well as Nashville; Richmond, Ind.; Batavia, Ill., and Carrollton, Ky. He continues as chairman of Crosley Broadcasting Corp. (WLWT [TV] Cincinnati; WLWD [TV] Dayton; WLWC [TV] Columbus; WLWA [TV] Atlanta; WLW Cincinnati; WINS New York).

Nielsen Ratings

CBS RADIO's Jack Benny show topped evening, once-a-week category in A. C. Nielsen Co.'s national ratings for week of March 15-21, on basis of 5,863,000 homes reached. Weekday programs topped by Arthur Godfrey for Nabisco and Liggett & Myers, with 3,536,000 and 3,401,000 homes reached.

William J. Moser Killed

WILLIAM J. (Mike) MOSER, 37, creator-producer of ABC-AM-TV *Space Patrol*, and Toni Slott, 32, his secretary, were killed early Friday when struck by auto in Hollywood. They were leaving cerebral palsy campaign meeting, of which Mr. Moser was honorary chairman. Surviving Mr. Moser is his wife, Helen.

NO AFM OBJECTIONS

AMERICAN Federation of Musicians (AFL) announced Friday it "would interpose no objection to distribution of TV films containing music of the Coronation [of Queen Elizabeth] within U. S. and Canada." James C. Petrillo, AFM president, said he had written British musicians union that cooperation was extended out of deference to Queen Elizabeth II and "to aid in furtherance of international good will."

PEOPLE

JOHN MacVANE, well-known commentator-reporter, signed as member of ABC news staff starting June 15, network announced Friday. He will replace Pauline Frederick—who's moving to NBC (see separate story, this page), —in handling nation-wide news commentary program heard 8:45-55 p.m. Mon.-Fri.; will be heard Sat., 7:15-7:30 p.m., and also will be available for TV news assignments, plus regular appearances on ABC-TV's *All-Star News* (Sun., 8-9 p.m.).

CLYDE McDANNALD Jr., account executive, Harry B. Cohen Adv., N. Y., to American Safety Razor Co. as media manager.

JAMES E. ANDERSON, former salesman with WGN Chicago and *Chicago Tribune,* and **GEORGE B. ANDERSON,** with W. Biggie Levin Radio-TV production firm past nine years, have opened their own radio and television agency at 53 W. Jackson Blvd., Chicago.

HENRY C. BONFIG, vice president of Zenith Radio Corp., Chicago, will address Chicago Federated Advertising Club luncheon Thursday on rising TV advertising costs.

WINFIELD HOSKINS, formerly with Biow Co., N. Y., appointed television copy supervisor at Needham, Louis & Brorby, Chicago. In newly-created position, he will supervise creative copy production of TV commercials for network shows of agency.

F. CARLETON McVARISH, manager of audience promotion for Mutual for seven years, appointed to newly-created post of director of audience promotion and merchandising. He joined MBS after 14 years with Yankee Network where he was director of merchandising and research.

RCA Tube Dept. Exhibit In Renaissance Room

LARGE exhibits of RCA Tube Dept. products will be on display in Renaissance Room of Biltmore Hotel, Los Angeles. Department was not included in NARTB's official convention exhibitor list made available in advance (see list page 84).

Products on display will include over 75 types of tubes used in broadcast and industrial applications, including TV camera, power cathode ray, rectifier, photo tubes, Ignitrons, Thyratrons, and special types.

At the exhibit will be H. C. Vance, manager, Industrial Tube Sales; R. E. Johnson, broadcast tube specialist; C. A. Brokaw, Los Angeles district sales manager; J. E. Kelley, Boston district sales manager; G. R. Vance, Seattle sales representative; W. L. Lessing, Los Angeles sales representative; R. W. Frisbee, San Francisco sales representative; E. W. Mann, Los Angeles sales representative.

Frederick, Harsch to NBC

APPOINTMENTS of radio commentators Pauline Frederick and Joseph C. Harsch to NBC's news staff will be announced today (Monday) by William R. MacAndrew, manager of news and special events, who also reported NBC newscaster Clifton Utley will take over additional 10:30-10:35 p.m. EDT network news program, Monday-Friday, effective May 4. Miss Frederick, currently ABC news commentator, will join NBC radio on June 15 with Mon.-Fri. 1:30-1:45 EDT *Home Edition of News* show. Mr. Harsch, *Christian Science Monitor* Washington correspondent, already has launched special Saturday night commentary, 11:15-11:30 p.m. EDT.

★ GROWING WITH SOUTHERN CALIFORNIA

During 1952, the eight counties covered (.5MV) by KMPC added 171,358 buyers to this already wealthy, fast-growing market! And more and more advertisers are using KMPC to really *cover* Southern California. It's the *one-station network!* Write or call for availabilities now. Represented nationally by H-R Representatives, Inc.

50,000 Watts Days
10,000 Watts Nights
THE ONE-STATION NETWORK

KMPC

★ RADIO... AMERICA'S GREATEST ADVERTISING MEDIUM

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THE NEWSWEEKLY OF RADIO AND TELEVISION
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Duane McKenna, *Art and Layout.*

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BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager.*

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 isues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg, U.S. Patent Office

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NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

WEED AND COMPANY

RADIO STATION REPRESENTATIVES



WORLD SEL
SUPER-SA

TH

AGAIN! Another Smashing

MONEY-MAKING 1ST from WORLD!

"YO

A WORLD
AND PR


DAVID ROSE


LYN MURRAY


CARMEN DRAGON


DICK HAYMES

Featuring

★ FAMOUS STARS

★ VALUABLE MERCHANDISE PRIZES



★ EXCITING ENT

★ A POPULAR LOCAL PERSONALITY

★ FINE MUSIC


MIMI BENZELL


RAY BLOCH


ROBERT MONTGOMERY


THREE SUNS


SUSAN REED


CARMEN CAVALLARO

PLUS
A STAR-STUDDE
SHOW CASE O
WORLD ARTIST

ID SELLS AND SELLS FOR RADIO . . . AND WORLD'S MANY
LE RADIO FEATURES WILL SELL FOR YOUR STATION!

YNAMIC NEW TELEPHONE QUIZ PROGRAM...

"WIN!"



10 FUN-PACKED APPEALING GAMES!

1. KNOW YOUR WORLD
2. HOLLYWOOD HOOPLA
3. LET'S GO SOMEPLACE
4. WHOOZIT-WHATZIT
5. LOVE STUFF
6. BONUS TIME
7. SPORTS STUFF
8. CONCERT CORNER
9. MUSICAL TELEPATHY
10. OUT OF THE HAT

ANOTHER PRIZE-WINNER FREE TO WORLD-AFFILIATES!

ons hit the jackpot as World sets her precedent in local programming aking available this clever, original audience-compelling quiz show. U WIN!" is packed with appeal for rtisers and audiences alike . . . just rt of the steady flow of spectacular ey-making ideas sent to World-iates month after month.

You owe it to your station to find out more about World's top-quality, big-name programming and diversified advertising ideas. Write, wire or phone today for more information on World . . . the Service that means more profitable operation for World-Affiliate stations from coast to coast!


DY HOWARD


MONICA LEWIS


CASS COUNTY BOYS


HELEN FORREST


TINY HILL

Visit World's N.A.R.T.B. Convention Exhibit . . .

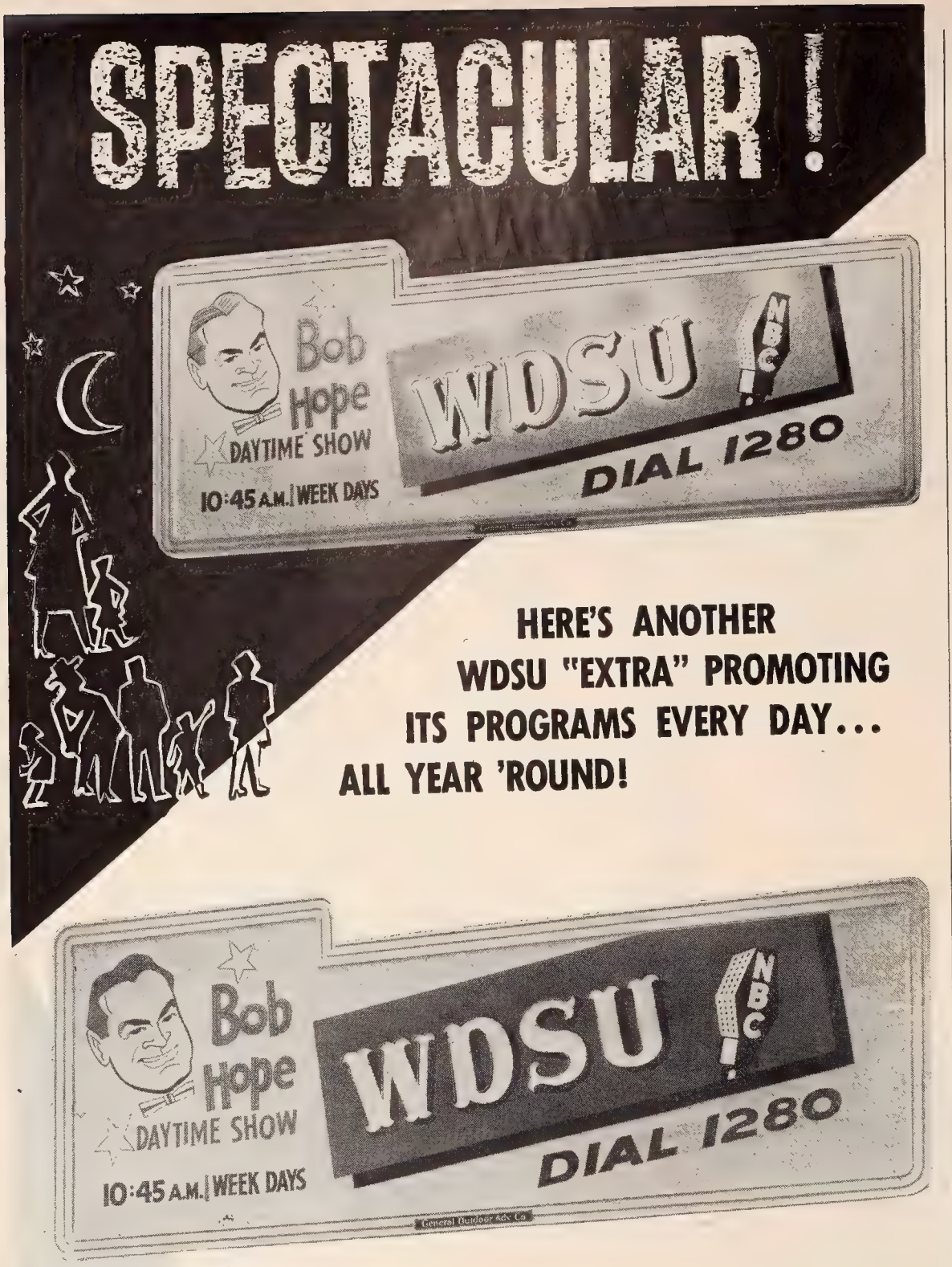
Rooms 2362-2215, Biltmore Hotel, Los Angeles

WORLD

The Only All-Purpose LOCAL SALES SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
An Affiliate of The Frederic W. Ziv Company

CINCINNATI HOLLYWO



IN REVIEW

ABC ALBUM

ABC-TV, Sunday, 7:30-8 p.m. EST, 4-19-53.
Director: Sir Cedric Hardwicke.
Executive Producer: Herbert Brodkin.
Produced by ABC in association with Richard H. Gordon Jr. and Jay Garon, Brooke, Schultz Assoc.
Designer: Bob Bright.
Music: Glenn Osser.
Story: "Mr. Glencannon Takes All."
Based on *Saturday Evening Post* story by Guy Gilpatrick.
Adapted for television by Alvin Sapinsley.
Cast: Robert Newton, Melville Cooper, Myron McCormick, Bibi Osterwald, Cliff Hall, Henry Lascoe, Mercer McLeod, Phil Coolidge.

CHAPTER II of the *ABC Album*, a new weekly, half-hour show first seen three weeks ago on ABC-TV, was telecast April 19. The network's newest and much-publicized dramatic undertaking was described in some introductory comments as a series designed to bring the viewer the best in drama, comedy and mystery. The "best" was altogether possible after a look at the roster of talent engaged by ABC. But the play offered April 19 fell short of the eulogy that preceded it in spite of the pains that were probably taken with its production.

"Mr. Glencannon Takes All," an adaptation of a magazine story and the series' second show, was billed as a comedy. Not too many minutes passed before it was clear that the comedy label had been only figurative.

The plot traced some escapades of a Mr. Glencannon, an outspoken sea-going gambler whose tactlessness lost and, through a series of supposedly comic incidents, ultimately regained a fat contract for the shipping firm which employed him. As the unpredictable Mr. Glencannon, Robert Newton did his level best. He had a fine supporting cast. The show was under direction of Sir Cedric Hardwicke, a gentleman with a lengthy and varied theatre background.

Not Enough Time

But the director and his cast were limited by a script that ambitiously set out to cover more ground than the clock would permit. Since the play was largely a character study of the lead role, a successful production hinged on Mr. Newton's ability to fully develop his interpretation. Mr. Glencannon's comic quality unfortunately was lost in a rush-rush attempt to get the story told in 30 minutes. There wasn't time for anything else.

Adaptations of detailed dramatic or narrative works are a risky business when the story must be cut to fit a half-hour format. Quality scripts written especially for TV production of this type might be few and far between but it would pay ABC to send out a search party to track them down. The series, which will continue to present the tops in the acting profession, seems to have everything else.

* * *

THE NATION'S BUSINESS

Transcribed quarter-hour on 17 stations.
Sponsor: Fairbanks-Morse Co.
Agency: The Buchen Co.
Writer: John Cole, The Buchen Co., Chicago, in collaboration with editors of *Nation's Business*.
Producer and Director: Robert Long, The Buchen Co.

BUSINESS problems and current events, as they affect the world in general and the United

States in particular, got an aural going-over on the initial broadcast of a new program series heard last Monday and Tuesday nights on thirteen and four stations, respectively. The transcribed quarter hour news analysis titled *The Nation's Business* has attracted the sponsorship of Fairbanks-Morse Co., Chicago industrial manufacturing firm. Eventually the show will be aired in some 40 markets.

Magazine Is Source

Source material for the series is being supplied by *Nation's Business,* a U. S. Chamber of Commerce publication whose guiding principle seems to be that a business-conscious and well informed public is a healthy thing for all enterprise. Any resemblance between the magazine and radio program of the same name is purely intentional.

The tone of the first broadcast reflected the *March-of-Time* influence both in narration and presentation. The script was keyed to show how today's developments—tax legislation, communist infiltration in our school system, social security extension and such matters—will affect America's tomorrow. A straight question-answer format was used to supply facts (not answers, it was pointed out) on which Mr. Citizen can base his own conclusions. There was a tendency in this first broadcast to place emphasis on minor points. A better production might have been forthcoming if important facts were not bogged down in considerable and superfluous detail. In this respect no apparent attempt was made to bridge the gap between the written and spoken word.

Rewrite for Radio

In content, the magazine is making the most of its new sounding-board. The *Nation's Business* (radio version) showed little evidence of tailoring the editorial matter found in *Nation's Business* (magazine, that is) to fit the radio medium. Here was a verbatim presentation of last week's issue. Some radio-wise soul thought of using the voice montage technique in the show's production. This added some vocal variety to what otherwise would have been a dry quarter hour.

* * *

BOOKS

THE PEOPLE'S RIGHT TO KNOW by Harold L. Cross. Columbia U. Press, 2960 Broadway, New York 27, N. Y. 405 pp. $5.50.

CHAIRMAN of the American Society of Newspaper Editors' Freedom of Information Committee, James S. Pope (*Louisville* (Ky.) *Courier-Journal* and *Times,* and WHAS-AM-TV), and his committee directed Harold Cross, a 40-year veteran of newspaper law, to make a study of freedom of information in this country. Dr. Cross' findings, released during the ASNE convention [B•T, April 20], are primarily directed toward newspapermen, but in many areas are applicable to broadcasters and telecasters as well. The report opens with a general background, including the sources of our laws, a short history of public record keeping and its accessibility, and necessary definitions. He next discusses virtually every phase of inspection of non-judicial state and municipal records, then state judicial records. Three other major topics consider the accessibility of judicial proceedings, access to state and municipal legislative and administrative proceedings, and federal non-judicial records and proceedings. Dr. Cross blames the press for some of the secrecy in government, and states that part of the trouble can be attributed to a tendency on the part of the press to let adverse trends go unchallenged. Dr. Cross' crisp, clear writing and extremely well-documented study embodies the best traditions of good journalism.



© 1949 WACKER
Always out in front!

AKRON'S **TOP** STATION

WAKR

TOWERS OVER AKRON



COMING!
WAKR-TV
Akron's FIRST TV Station
ch. 49

© 1949. SUMMIT RADIO CORPORATION

5000 WATTS • ABC • Represented by WEED & CO.

Don't miss the RCA Exhibit!

- *See RCA's famous 1-kw UHF installation—similar to the 13 RCA-equipped UHF stations now "on-air"*
- *See the one and only 10-kw transmitter for VHF*
- *See RCA's complete TV station layouts in miniature—for UHF and VHF*
- *See RCA's comprehensive line of AM transmitters*
- *See RCA's new audio equipment*

The place: Renaissance Room,
Biltmore Hotel, Los Angeles

OPEN MIKE

Welcome Mat

EDITOR:

It is with pleasure that I join in welcoming the members of the National Assn. of Radio and Television Broadcasters to our state for their annual convention.

We in California are proud of the leading position of our state in radio and television, and I am sure that those attending this meeting will find much of interest. I hope that those coming here from other parts of the country will have a most enjoyable visit.

I send my best wishes for the success of the convention.

[*Governor*] *Earl Warren*
Sacramento, California

EDITOR:

It is indeed an honor and a privilege to welcome the National Assn. of Radio and Television Broadcasters which once again has chosen Los Angeles for its convention, the 1953 Gold Rush, opening April 27.

Los Angeles, the largest and fastest growing city in the West, is proud of its position today as the national focal point of airborne communications. In view of this, it is particularly fitting that the association should hold its 31st annual session here, for from this area today there emanates an expanding variety of programs of entertainment and instruction which are beamed to homes throughout our land and to remote foreign countries.

And particular credit is due the twin industries of radio-television, dealing as they do in the communication of ideas, that such programs are so free from expressions inimical to our democratic form of government and to our cherished ideals and traditions as a free people.

So it gives me pleasure, as mayor of the City of Los Angeles, to extend a hearty welcome to the association members, and to congratulate B•T on its special edition dedicated to the 31st annual convention of the NARTB. Your publication, now entering its 23rd year, has grown with the expansion of radio-television, continuing its outstanding position among trade publications.

[*Mayor*] *Fletcher Bowron*
Los Angeles

Split Run?

EDITOR:

Perhaps your readers would be interested in thinking about and discussing a new idea in the use of network broadcasting . . .

Here is how "split run" broadcasting or telecasting would work: The network would be split into two sections. There would be two advertisers for each program. They would alternate their commercials on each of the two sectional networks.

On television, the policy is towards bi-weekly sponsorship. This means the advertiser must wait two weeks to reach any of his market. This new plan would allow him to influence half of his market each week.

This plan would help solve the problem of the national advertiser with a limited budget who needs frequency in his advertising. His results would not "peak" every two weeks but would be available in part of the market each week.

Strip shows could also be used on a "split run" basis. Up to five accounts could cooperate. . . . Advertisers would continue to buy entire programs rather than merely participations on a show.

It would be interesting to read what your

In Which Algy writes to . . .

Miss Mary Dunlavey
Radio-TV Media Director
Harry B. Cohen Inc.
New York City



Dere Mary:

Time was when folks used to mix up Charleston, W.Va. with you-know-where. Now we got an American Assn. baseball club which gits us national publicity so the man in th' street know where we are. Of course, you folks in the big city who do radio buyin' hev knowed fer some time about Charleston and WCHS with 5,000 on 580 rite here in the coal and chemicul center of th' world. Effen you'll pardon th' pun, there ain't no four-way race fer tops in this state....WCHS has more W.Va. listenurs then any othur station. Pls. give my best to Lydia th' next time you see her.

Yrs.,

Algy



WCHS
580 KC
5000 WATTS
CHARLESTON
THE TIERNEY COMPANY
CBS Radio • The Branham Company
West Virginia's Leading Advertising Medium



A great

RESPONSIBILITY

has been placed in our hands



Before you can sell a market of people . . . . you must have their trust and confidence.

WMC's privilege of broadcasting, since its inception in 1923, has always been regarded as a great responsibility to its listeners.

More than thirty years of outstanding public service has built for WMC an audience of unfailing loyalty . . . has created a prestige that is unparalleled for any other station in Memphis and the Mid-South.

WMC

MEMPHIS

NBC—5,000 WATTS—790 K. C.

National representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

other readers thought about this new concept of "Split Run" advertising.

Allen P. Solada, Sales Director
WHGB Harrisburg, Pa.

Hirsute Harmon

EDITOR:

Thought you'd be interested in the enclosed picture that I took while down in Durham, N. C. They were having their Centennial and



I took the picture of Harmon Duncan, president of WTIK. They all had to join the "Bushwhackers" or buy a shaving permit at $2 per week.

Barry Keit
Headley-Reed Co.
New York

Both Are Radio

EDITOR:

B•T issue of April 13 just followed me down here to Daytona Beach (yes, Mr. Hollingsworth, an FM station operator *can* take a vacation) and I couldn't help commenting on Mr. Hollingsworth's letter in OPEN MIKE.

FM has long since passed the "it's somebody else's fault" stage. It is a sound business with specialized *and* general audience appeal. Any one in FM now (and believe it or not, Mr. Hollingsworth, people are going into FM every week) is in because he wants to be, not because he is trying to pioneer or prove himself right.

Forget about the hi-fidelity if you want, but it would be quite a shock to many AM station managers to attempt to listen to their own stations in the suburbs at night. If an FM affiliate in a 30% FM area can get five times as much area and population coverage as the AM, which is often the case, the AM-FM had better shine up that FM transmitter and treat it with the respect it deserves.

No, Mr. Hollingsworth, I am too busy running a successful FM business to argue AM vs FM; they are both *radio* so let's stop bickering and start promoting *radio,* AM *and* FM.

Edward A. Wheeler
President
WEAW-FM Evanston, Ill.

Dissent from Dissenter

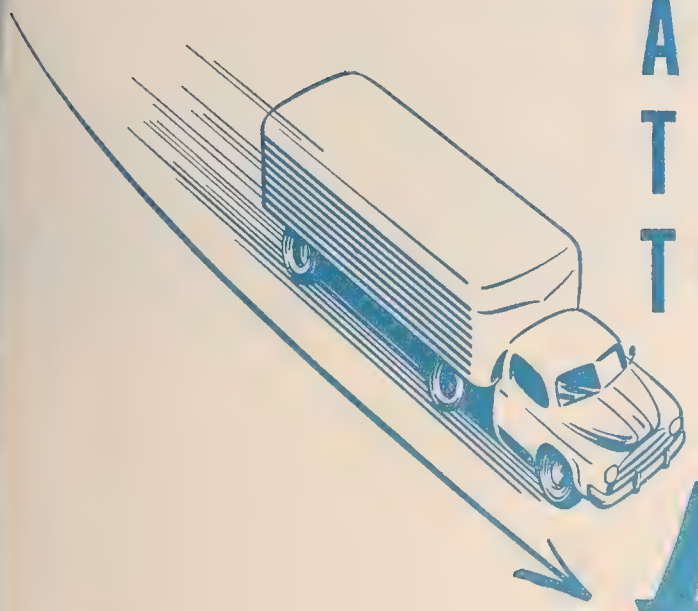
EDITOR:

Have watched with ironic amusement, the long record of dissents by Comr. Freida Hennock through the years. When the discussion of cancellation of educational TV reservations comes up sometime in the near future, we shall undoubtedly see another glorious dissent on

Standard Electronics Corporation

delivers

ANOTHER
TELEVISION
TRANSMITTER



AHEAD of schedule

MORE POWER
to **WAFM-TV**

CHANNEL 13
Birmingham, Alabama

VISIT OUR EXHIBIT
AT THE
NARTB CONVENTION
LOS ANGELES

Standard Electronics Corporation
A SUBSIDIARY OF CLAUDE NEON, INC.
285-289 EMMETT STREET • NEWARK 5, N. J.

STANDARD SE ELECTRONICS

What every producer should know



There's no music like Capitol's "Q" MUSIC

NEW! ORIGINAL! And just what you want—where, how and when you want it! Newly-composed music, with recording and performance rights FREE to subscribers! You'll find music created for every scoring need... written, arranged and played by fine artists, and orchestrated as you'd order it yourself!

If you're running a radio or TV station... making films for TV, industrial, religious or educational use... you need Capitol's "Q" Series Production Music Library. Once you've used it, you'll agree—there's no music like Capitol's "Q" Music.

- 900 separate tracks... actually a total of more than 12 hours of modulation time... superbly recorded on 12" vinylite disks.
- Music of all kinds – in 10 basic categories: Light-humorous... news-documentary... mystery-dramatic... romantic-neutral... metropolitan-mechanical... fantasy-children... western... religious... foreign... dance.
- Everything you need – bridges, tags, openings, closes, production themes, fanfares, special effects, TV station breaks, mood music of all kinds – and all new and original! Not a public domain piece in the entire library!

Come up and see me

Delegates to NARTB Convention cordially invited to Rooms 2341 and 2344, Biltmore Hotel. Complete information on Capitol Transcription Library and Capitol "Q" Music... Refreshments... Audition Facilities "At Your Service."

Complete with a new type of catalog to put everything at your fingertips. Cross referenced three ways so you can score in seconds:

- BY FUNCTION
- BY MUSICAL CATEGORY
- BY LIBRARY NUMBER

ONLY A LIMITED NUMBER OF THESE LIBRARIES ARE AVAILABLE SO DON'T WAIT! WRITE... WIRE... OR SEND THE COUPON FOR FULL DETAILS AND A DEMONSTRATION RECORD.

What every station manager should know

There's no sales punch like Capitol's SONOVOX



AND CAPITOL BRINGS YOU this sensational new sales maker EXCLUSIVELY — in conjunction with its all new Flexible-Format Transcription Library! Never before have you been able to offer agencies and advertisers this supercolossal attention getter which turns ordinary live commercials into piles of profits!

You'll find Capitol's Transcription Library with Sonovox makes spots practically sell themselves—yes, even the ones you couldn't give away! And instead of time on your hands, you should have a long waiting list of eager sponsors, itching to keep every broadcast second jam full of paid announcements.

All This in One Plentiful Package:

- SONOVOX "talking" Westminster chimes — the most unusual time breaks in the industry — every hour and half-hour through the day!
- SONOVOX "attention getter" announcements — 26 tracks from A to Z, with *general* Sonovox sound and voice spots adaptable for any and every kind of product or sponsor! And more to come!

And it's ALL YOURS — when you order Capitol's Transcription Library — the finest, most complete, most useful Transcription Library money can buy! 330 disks — including 20 script shows! New releases every month, including special Shows of the Month. *Top quality*, featuring *top artists* and *top music!* A new catalog, cross indexed *3 ways* so you can find anything — in seconds! Steel storage cabinets! Program formats!

Remember! Only Capitol can offer you a Transcription Library and Sonovox! Just a limited number of these libraries are available . . . so if you don't get to the convention, we suggest you . . .

WRITE • WIRE • PHONE
Or use this coupon — today!

By return mail, you will receive complete details of Capitol's new Flexible-Format Transcription Library, special sound effects AND Sonovox!

Capitol Records Distributing Corp.
Broadcast Sales Division
5515 Melrose Ave., Hollywood 38, California

Please send full information on "Q" Music and/or Capitol Transcriptions with Sonovox, as checked:

☐ **"Q" MUSIC** ☐ **ET WITH SONOVOX**

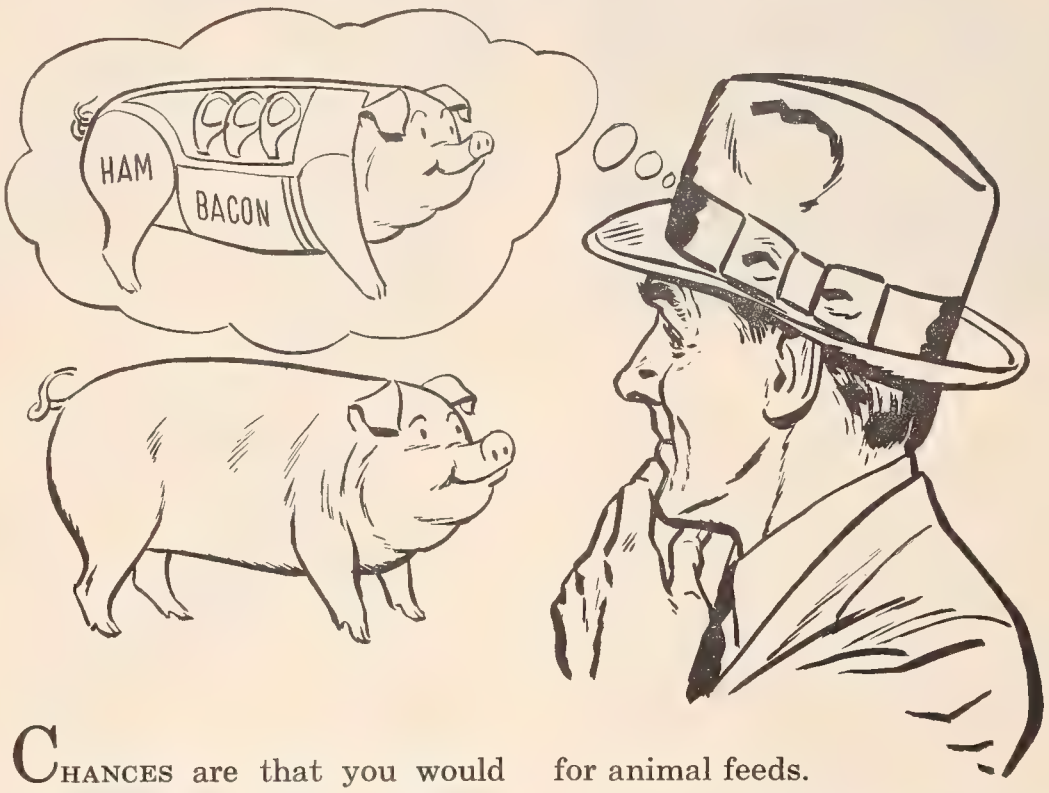
STATION
OR COMPANY_____

ADDRESS_____

CITY_____ STATE_____

BY_____ TITLE_____

Would you save money on pork if you bought a WHOLE PIG?



CHANCES are that you would come out short on the deal. Here's why:

From a 240-pound porker you would get about 100 pounds of the more popular cuts:

(29 lbs. ham, 27 lbs. bacon, 10 lbs. pork chops, 18 lbs. pork roast, 11 lbs. smoked picnic and butts, 8 lbs. pork sausage.)

You'd get about 20 pounds of cuts you buy infrequently, if at all—such as tail, feet, neckbones, spareribs and salt pork.

You'd get a whopping big pailful of lard—35 pounds of it—which you could buy at the store for less per pound than the hog cost per pound.

The remainder—a full 90 pounds—would be waste—of absolutely no use to you. But to the meat packer it is the source of many valuable by-products—from glands for medicines to bone meal for animal feeds.

The money he gets from these by-products helps to cover the costs of turning the pig into pork, converting it into store-size cuts, smoking hams and bacon (expenses *you'd* have to *add* to the price of the pig).

Does that help you understand the meaning of the saying that "the meat industry doesn't make money, it *saves* it?"

Did you know

. . . pigs come into a packing plant in "one piece" . . . they leave in as many as 80 different pork products . . . that when you speak of the "meat packing industry" you mean *4,000 different companies* . . . that through their competition, efficient modern methods and full utilization of by-products, your meat is marketed at a *lower service cost* between farm and table than almost any other food?

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

the part of Comr. Hennock.

It seems to me that if all she has to do is go around dissenting and burning holes in the industry with her educational "torch," it's no wonder that President Eisenhower is looking around for someone to re-place her.

Donald W. Lloyd
Syracuse U.
Radio-TV Center
Syracuse, N. Y.

Another Curtain Call

EDITOR:

. . . I have pulled the entire "ABC's of Radio and Television" out of the March 30 issue for a special evening of reading at home. I think the caption which begins, "Even the most experienced radio and television executives would find it hard . . ." is a very fair statement, and I for one am looking forward to this piece as much as anything I have seen published for a long time.

John H. Heiney
Ford Motor Co.
Dearborn, Mich.

EDITOR:

My congratulations to BROADCASTING • TELECASTING for its "ABC's of Radio and Television."

You know how many times I get caught going around making speeches. This is one of the best factual reports that I have seen, and I congratulate you on your being willing to devote that much space of an already crowded issue to bring the information to the industry.

Robert T. Mason
Pres. & Gnl. Mgr.
WMRN Marion, Ohio

Long Way from St. Louis

EDITOR:

Texas is a big state but does not yet reach St. Louis. Thanks for the publicity, but KTSM-TV is not in St. Louis as reported in . . . the April 13 issue of BROADCASTING • TELECASTING . . .

Karl O. Wyler, President
KTSM El Paso, Texas

[EDITOR'S NOTE: KTSM-TV, which is scheduled to go on the air Sept. 15, is herewith restored to El Paso.]

Wage Scales

EDITOR:

Page 48 of your April 6 issue carried an article captioned "Doherty Warns TV Men of Personnel Scarcity." With due respect to the NARTB vice-president, I would inform him of a vast reservoir of trained men that exists. A group, a large percentage of whom are World War II veterans, have been professionally trained under the GI Bill in all phases of TV broadcasting.

Mr. Doherty stated to the Florida television applicants the difficulties of acquiring trained personnel at a reasonable wage scale. I wish to say that after one has invested his time and money in education, has out-freezed the freeze and can demonstrate his abilities, he is commanding of a livable wage. It has been my experience having received many queries from the smaller TV applicants in how little will I do it for rather than how much can I do. One offer of $35 weekly as a projectionist is, I believe, $1 more per week than a Western Union messenger receives.

William Reis
Brooklyn, N. Y.



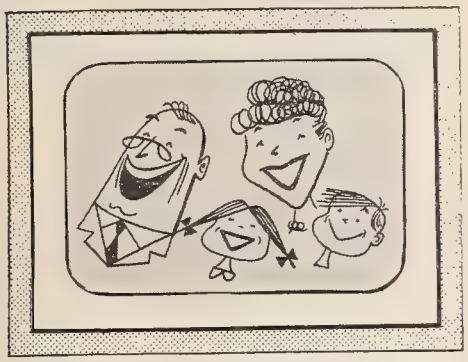
ROYAL PLAYHOUSE (Fireside Theatre)—Highest rated dramatic film program in its first run as "Fireside Theatre." 52 outstanding half-hours.



HEART OF THE CITY (Big Town)—52 half-hours that scored smashing successes for Lever Brothers as "Big Town."



DOUBLE PLAY (With Durocher and Day)—Baseball's "Royal Family" presents guests from the Sports World's "Who's Who". 39 quarter-hours.



NEW HANK McCUNE SHOW—TV's first half-hour situation comedy show for syndication. A riot of fun and laughs.



OLD AMERICAN BARN DANCE—Twenty-six half-hours starring famous National Dance entertainers . . . Pee Wee King, Tennessee Ernie, others.



THE CHIMPS—A unique quarter-hour series starring "Bonzo". Each film a mystery satire played by chimps. Produced by Bing Crosby Enterprises.

LOOK TO UTP...FOR TV THAT COMBINES

Showmanship and Salesmanship



DICK TRACY—39 exciting half-hours featuring America's No. 1 detective. Big ratings and big results everywhere it's shown!



COUNTERPOINT (Rebound)—Bing Crosby Enterprises' series of 26 dramatic half-hour suspense shows. A national award winner.



HOLLYWOOD OFF-BEAT—Action-packed half-hour series starring Melvyn Douglas as a sophisticated sleuth.



ENCHANTED MUSIC—13 brilliant half-hours featuring ballet, symphony and opera. Ideal for prestige advertiser.



STUDIO TELESCRIPTION LIBRARY—Featuring Peggy Lee, June Valli, King Cole trio. Mel Torme and 150 other stars in a library of all-time favorites.

UNITED TELEVISION PROGRAMS Inc.

New York
444 Madison Avenue — PL 3-4620

Chicago
360 North Michigan — CE 6-0041

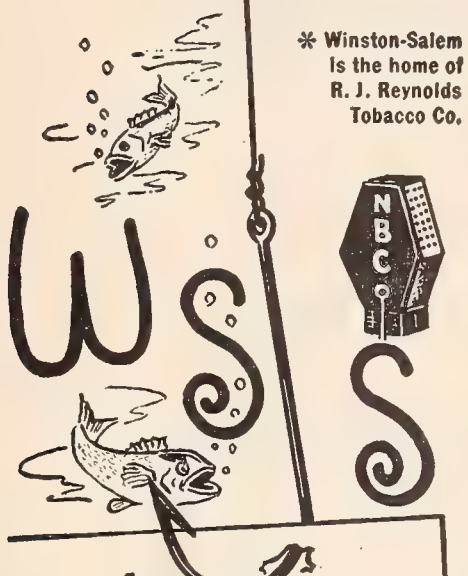
Hollywood
650 North Bronson Avenue

See us at the NARTB Convention, April 28,
Room 2100, Biltmore Hotel, Los Angeles

SELL MORE IN THE
SOUTH'S
No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem is the home of R. J. Reynolds Tobacco Co.



1/5th* of all
Automobiles
Sold in North Carolina
ARE SOLD IN
WINSTON-SALEM'S
WSJS
15-COUNTY
MARKET
*$104,500,000
S.M. 1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

our respects

to ROBERT HECTOR O'BRIEN



WHEN Bob O'Brien left Montana to enter college in Wisconsin back in 1923, he told folks he was "going East to school."

Bob O'Brien has come a long way since then, geographically and professionally. Today he is a key figure in the topmost councils of ABC, which he serves as executive vice president, and of ABC's parent company, American Broadcasting-Paramount Theatres Inc., of which he is financial vice president-secretary. Robert E. Kintner, president of ABC, has described his functions as "having overall supervision of all that is here."

As indicated by Mr. Kintner's description, Mr. O'Brien is an important part of the "new blood" with which radio and television broadcasting was infused through the merger of ABC and United Paramount Theatres last February. He is an articulate and forceful advocate of both of the broadcast media.

"It's become a cliche to say that television is the greatest medium of advertising that ever existed," he observes. "But there's no better way to say it."

His confidence in radio is expressed equally concisely:

"There is one statistic that is pretty conclusive, and that is the number of radio sets. People are not using these sets as coffee grinders."

Being a financial expert as well as an administrator and a lawyer, Mr. O'Brien might be thought to have some ideas about the perennial subject of radio and television rates. He has.

He is well aware of the rumblings among big advertisers who contend that television costs are getting stratospheric, and he feels that TV's overall pricing—despite its relative inexpensiveness when broken down to a cost-per-thousand basis—is a thing that must be watched by seller as well as buyer. He does not feel that rates are apt to go down, but that, rather, the ingenuity of TV broadcasters and of advertisers will succeed in devising new, less expensive, and equally or even more effective ways of using TV.

Radio, he contends with conviction, is the most substantially underrated of all advertising media. Aside from, or perhaps because of, its vastness (105 million sets), he feels that radio has now become the "personal" medium for the public.

"When a reliable way of measuring radio's total audience is found—and it will be—then radio's problems will be over," he asserts with confidence.

Robert Hector O'Brien, now 48, was born in Helena, Mont., Sept. 15, 1904, the son of Joseph and Margaret O'Brien. His father was connected with the mining business, a field which attracted young Bob briefly some years later.

After attending grade schools in Elkhorn and Helena, and being graduated at Butte—the mining business is not necessarily a stationary one—he went to Beloit (Wis.) College and then "came East" to the U. of Chicago. Between attendance at Beloit and Chicago he entered his mining interlude, working for about three years in the geological and mining engineering departments of Anaconda Copper Mining Co. before entering the U. of Chicago Law School.

He received his degree from the Chicago Law School in December 1932, got his license to practice in Illinois, did so in Chicago for a few months with the firm of Chapman & Cutler, and then proceeded to Washington to begin his government service.

Mr. O'Brien served first with the Public Works Administration's Legal Division, starting in 1933. The following November he moved over to the Securities & Exchange Commission. Leaving the agency briefly in 1936, he returned to Chicago to practice law, but in 1937 he was back at the SEC.

This tenure saw him rise from member of the legal staff to member of the commission in a five-year span.

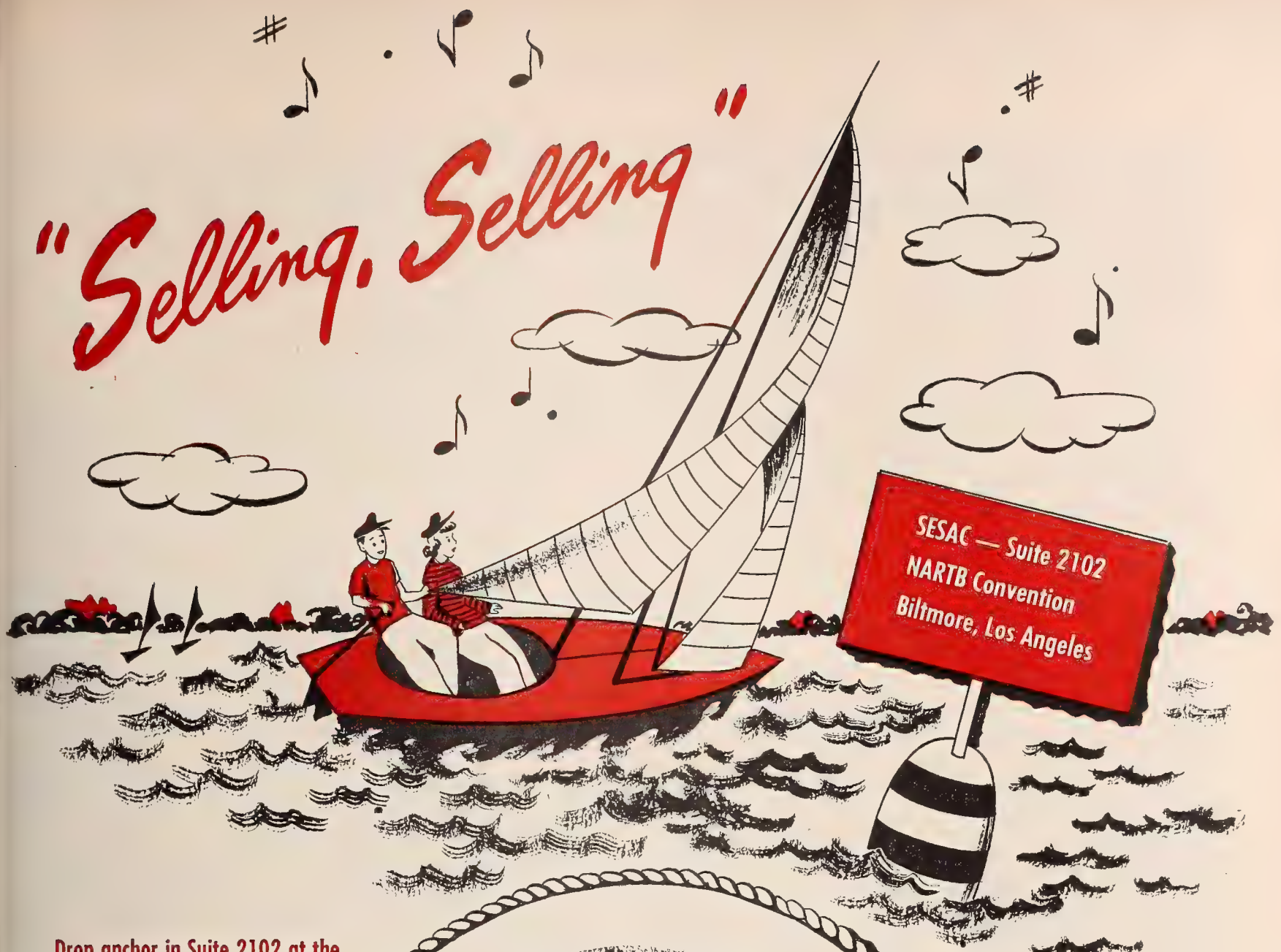
He was a SEC commissioner until January 1945, when he left to become assistant to the president of Paramount Pictures. There his executive ability earned him promotion to secretary of the film company a year after he joined. When United Paramount Theatres was formed as a separate company on Jan. 1, 1950, he was named secretary-treasurer of the new organization and also was put in charge of its radio-TV operations, which consisted of WBKB (TV) Chicago, half interest in WSMB New Orleans, and theatre TV development.

Mr. O'Brien was married to Ellen Ford of his native Montana, Aug. 27, 1938, and they have one child, Jo Ellen, who will be 14 in July. They live at Scarsdale, N. Y.

An outdoors enthusiast, the ABC-AB-PT executive is especially fond of trout-fishing the streams of Montana, but finds it impossible to get back there often. He also likes golf, but, again, finds little time for it. On the less strenuous side—physically, that is—he is addicted to reading over books on mathematics in his out-of-office hours.

Mr. O'Brien is a member of the Larchmont Shore Club. He is also a member of the Alumni Advisory Council of the U. of Chicago and is on the Advisory Council of Commerce of the U. of Notre Dame.

"Selling, Selling"



Drop anchor in Suite 2102 at the NARTB Convention to see and hear the transcribed library that keeps "Selling, Selling" time for subscribers.

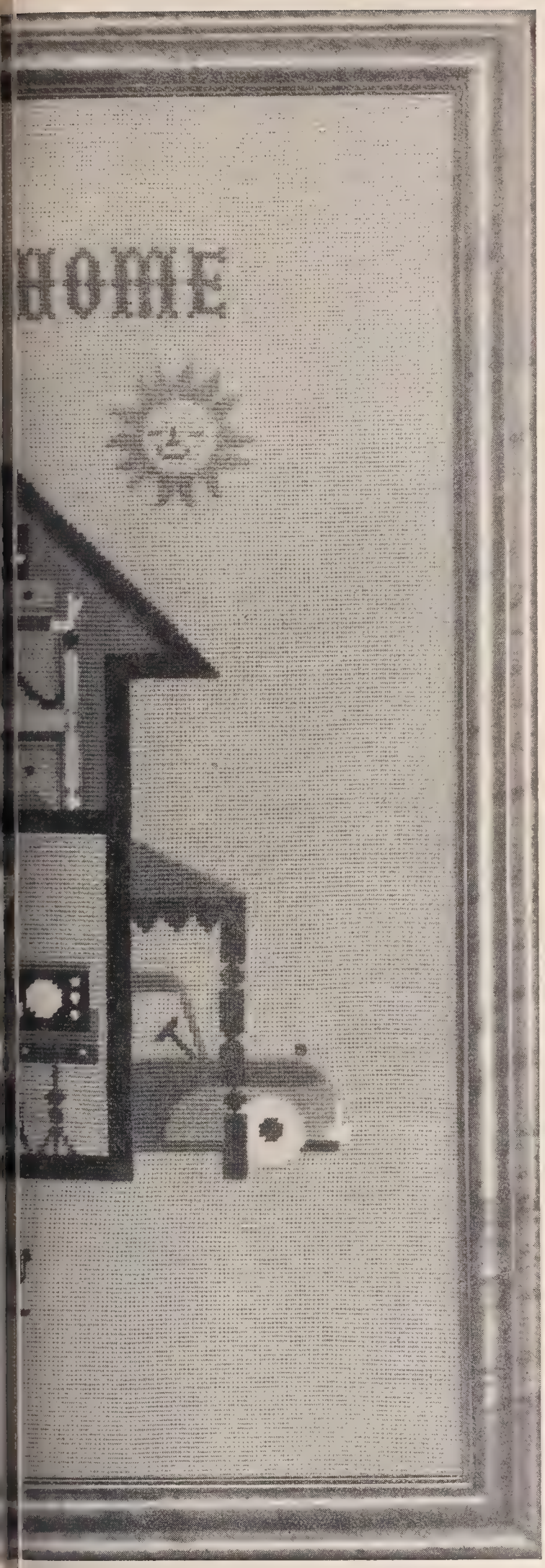
The Lowest-Priced Complete Program Service

- Sales Aids that Sell Time for You
- Network-quality Scripts
- Program Notes
- Bridges, Moods and Themes
- Music for Every Type of Program and Sponsor

Drop SESAC A Card for Samples, Discs and Data

SESAC Transcribed Library 475 Fifth Avenue • New York 17, N. Y.


GOD BLESS OUR ENTIR
AM · 1953 · FM



Samplers of buckram and wool used to hang around the parlor.

Samplers of radio audiences also used to hang around the parlor—but like good statisticians, they too are changing with the times, because...

Of the 100 million new radios America has bought in just the last seven years, three times as many sets are now outside the living room as in it.

Some 20 million, for example, are now in bedrooms. 14 million in kitchens. And close to 25 million in that home-away-from-home, the family car. No other medium reaches out to so many people—no matter who they are, where they are, or what they're doing.

And even though listening to these 59 million "extra" sets has yet to be fully figured in, radio's cost-per-thousand still comes out the lowest of any media. So for any advertiser, the additional coverage—on the road and in the home—is gravy.

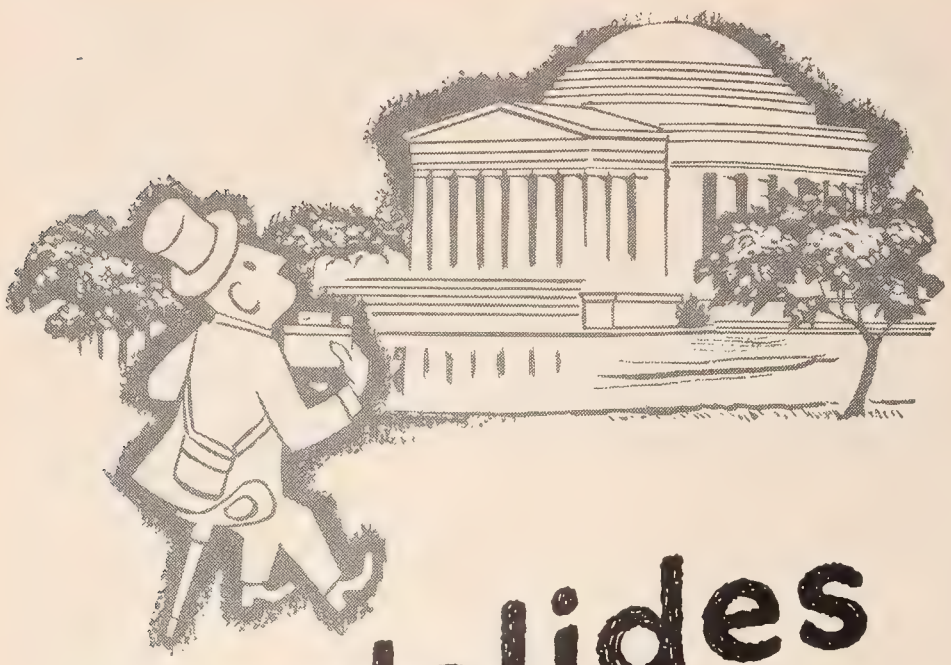
Everywhere there's radio. And most of it is CBS Radio.

CBS Radio is the only network ever to have all of the most popular programs, day and night. And because CBS Radio programs go into more homes (and get more hours of attention in both television and non-television areas) CBS Radio advertisers reach prospects at a cost-per-thousand rate that's 16% lower than on any other network.

If you're building your product a bigger home, shape your plans around the network *where America listens most*...

CBS RADIO NETWORK

Landmarks in history . . and . .



landslides in sales

The Nation's Capital is famous for both.

If you're looking for landmarks, try the Jefferson Memorial . . . if you're looking for a landslide in sales, buy "Midday Comics" with Eddie McIntyre on WNBW television . . . participations on this kid-appeal program will help you reach the Washington metropolitan area youngsters and their parents who annually spend $813.51 per household in grocery stores.

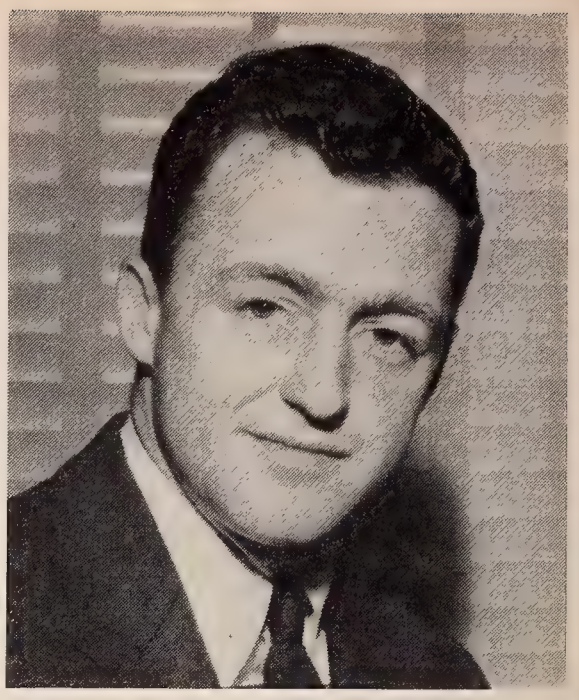


WNBW

NBC in Washington

CHANNEL 4

Represented by NBC Spot Sales



James John McCaffrey

on all accounts

AS somehow befits a modern young man who has been jetted into a vice presidency while scarcely into his thirties, James John McCaffrey, vice president and director of media for Hewitt, Ogilvy, Benson & Mather, New York, first conquered space before tangling successfully with time.

Born in New York on May 15, 1922, Mr. McCaffrey began his higher education at Princeton, where visions of syntax contended with a fancy for the law, and a BA degree in English was prelude to an LLD at Harvard Law School.

But LLD and BA proved no match for Y & R. An executive for Young & Rubicam came upon young McCaffrey while the latter was vamping until ready to enter Harvard. Mr. McCaffrey went to work for the agency as an assistant space buyer and remained seven years to become one of the experts in the field and advance to associate media director of Y & R, one of the dominant advertising firms in the industry.

Wanted Radio-TV Experience

Reluctantly, in April 1951, he left Young & Rubicam to join Anderson & Cairns as media director, with the object of acquiring radio and TV experience.

In his one-year tenure at A & C, he serviced successfully the Masland Carpet and Rootes Motor accounts, and the radio and TV operations of General Shoe.

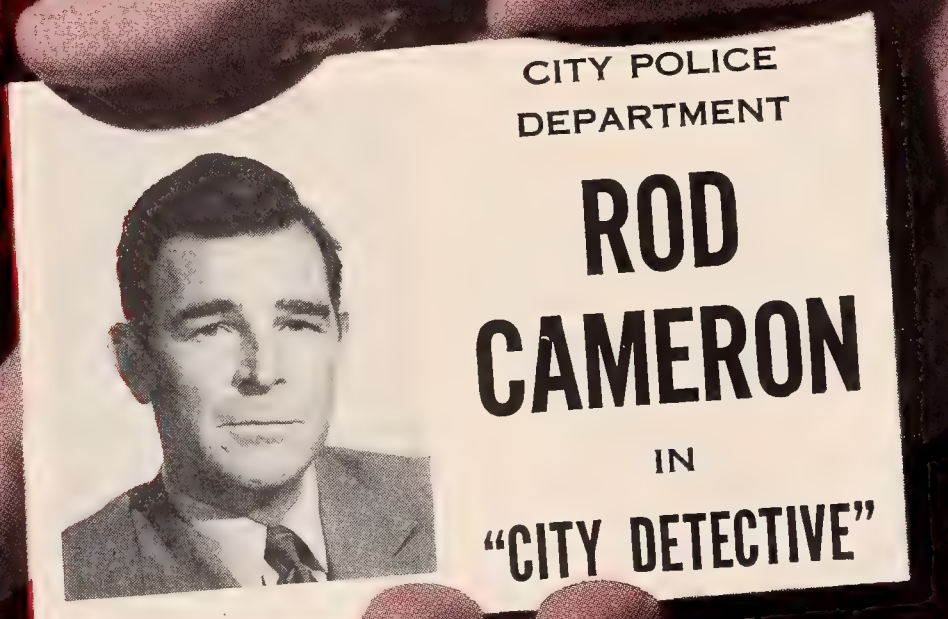
In March 1952, he moved to Hewitt, Ogilvy, Benson & Mather, as media director. Among the accounts he oversees in their advertising are: Lever Brothers' Rinso, Good Luck Margarine, Helena Rubenstein cosmetics and the Chase National Bank.

It was this agency which, under Mr. McCaffrey's direction, first put into effect the celebrated four- and eight-second regional radio spot announcement campaign for Good Luck, followed this year with a national but similarly oriented campaign for Rinso.

The McCaffreys—his wife is the former Virginia Given—have been married seven years. They have a daughter, Nancy, 5. They own a home in Briarcliff Manor, New York.

Mr. McCaffrey's principal hobby is fishing—mostly fly fishing in Maine and Canada for salmon and trout.

THIS MAN IS GOING TO ARREST YOU



because "CITY DETECTIVE", starring Rod Cameron

. . . is a brand-new series of 26 half-hour films—created expressly for television—with the kind of powerful appeal that arrests the attention (and sponsor loyalty) of TV families who are your best prospects in your market.

Available now to local and regional advertisers—another outstanding Advertising Showcase from MCA-TV—"City Detective" offers a truly arresting sales medium. Week after week, its masterful combination of suspense and high entertainment wins new viewers, builds ratings, makes more customers.

Put Rod Cameron in "City Detective" to work for you! Find out how by contacting any of these MCA-TV offices.

another advertising *SHOWCASE* from MCA TV Ltd.

NEW YORK: 598 Madison Avenue — PLaza 9-7500
CHICAGO: 430 North Michigan Ave. — DElaware 7-1100
BEVERLY HILLS: 9370 Santa Monica Blvd. — CRestview 6-2001
SAN FRANCISCO: 105 Montgomery Street — EXbrook 2-8922
CLEVELAND: Union Commerce Bldg. — CHerry 1-6010
DALLAS: 2102 North Akard Street — PROspect 7536
DETROIT: 1612 Book Tower — WOodward 2-2604
BOSTON: 45 Newbury Street — COpley 7-5830
MINNEAPOLIS: Northwestern Bank Bldg. — LIncoln 7863

Vic RADIO PROFIT Diehm Says:



I'm Mighty Proud of My Helpers!

Take ZEL here at the mike. He represents WAZL in Pennsylvania's Highest City, Hazleton. ZEL has consistently delivered 70% of the listening audience to advertisers on WAZL. If you want the Hazleton trading area, you have to buy WAZL! No other station can deliver it to you.



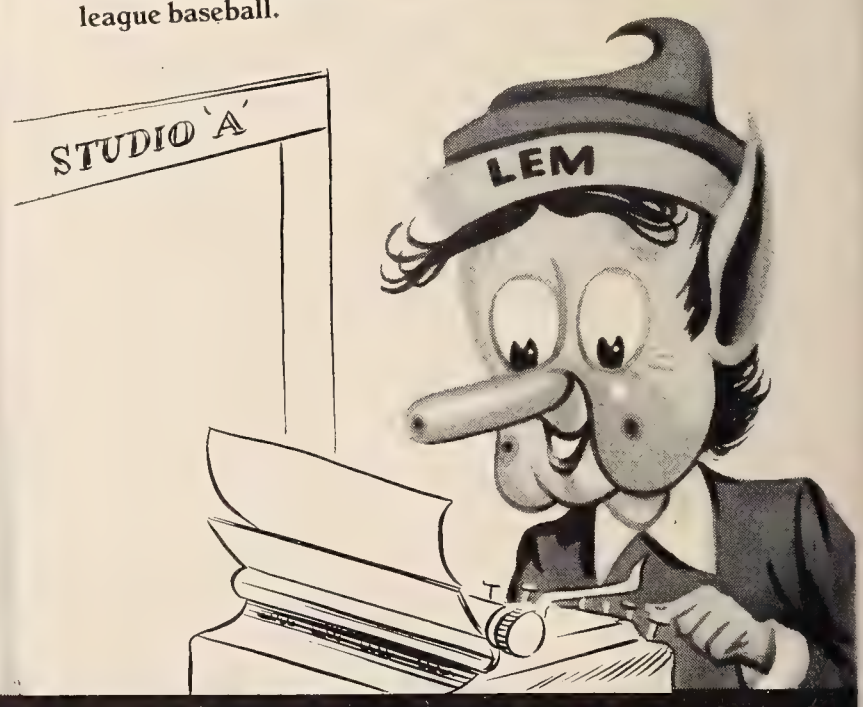
OL is in control of that aggressive WHOL station in prosperous, progressive Allentown, Pa. Serving a trading population of nearly a half million people,who tune in WHOL for good diversified programming. In a 6-station area WHOL is the buy.



WID hails from WIDE in the twin cities of Biddeford-Saco, Me., a prosperous textile manufacturing center and the leading resort area of the state. WID has a WIDE variety of sales records that have played a melody in money for the advertiser.



LEM puts his talents to work at WHLM, that powerful 1,000 Watt station in Bloomsburg, Pa.,covering a prosperous manufacturing and farming area, WHLM leads all other daytime stations by a huge margin. This will be the 6th year in succession for major league baseball.



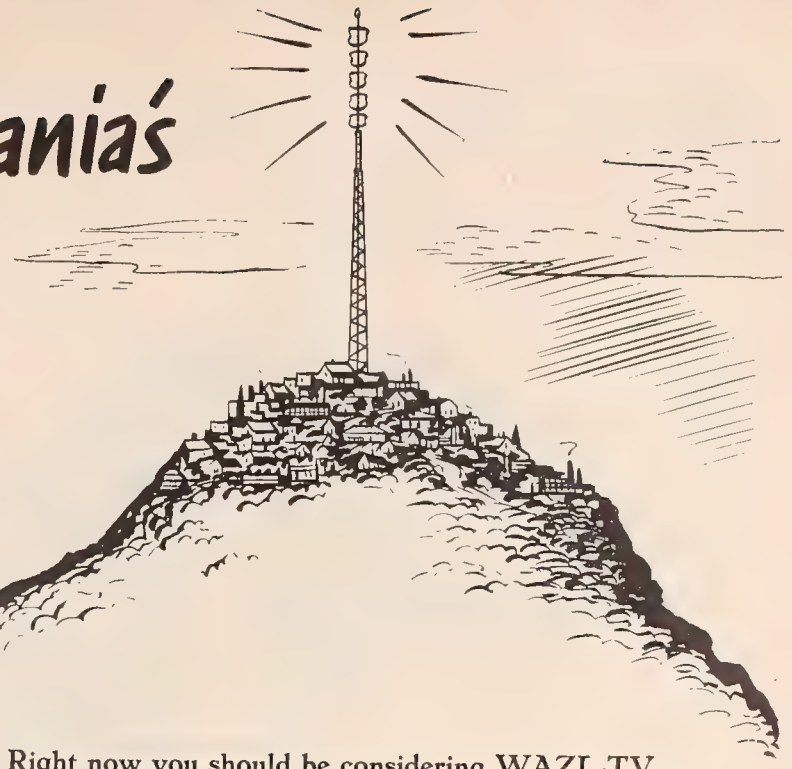
WAZL HAZLETON, PA. NBC-MBS (Represented by Robert Meeker Associates).

WHOL ALLENTOWN, PA. CBS

WHLM BLOOMSBURG, PA. (Owned and Operated by Harry L. Magee).

WIDE BIDDEFORD-SACO, ME. MBS-YANKEE (Promotion Rep. Robert S. Keller).

On Top of Pennsylvania's Highest City is Channel 63



Right now you should be considering WAZL-TV Channel 63 located in Pennsylvania's highest city (to be on the air early this Fall), because WAZL-TV will serve the 4-county area shown on the map. We will serve one of the most densely populated areas in Pennsylvania . . . and areas that will not be served by any TV station from Wilkes-Barre or Scranton. The service area which WAZL-TV will serve will reach 271,927 in its Grade A coverage and 498,330 in its Grade B coverage, totaling 770,257 people within both categories.



We will be glad to send Time Buyers a brochure showing in detail population and marketing data, representing the audience for WAZL Television Viewing.



Like squirrels go for nuts

Just like squirrels go for nuts, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce low-cost results for you, too. Get your Forjoe man to give you all the details.

IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

BROADCASTING TELECASTING

April 27, 1953 Vol. 44, No. 17

'GOLD RUSH' CONVENTION UNDERWAY IN LOS ANGELES

The industry focuses its attention this week where the NARTB annual sessions will be held on a theme of radio and TV swift development as the dominant medium.

THE fast-developing transition of broadcasting into a dominant sight-sound advertising medium provides the theme for a series of NARTB convention workshops and meetings to be held this week at the Biltmore Hotel, Los Angeles (condensed schedule page 38).

This first NARTB convention on the West Coast since 1948 will get underway informally today (Monday) with the annual NARTB Golf Tournament for the B•T trophy. The convention carries a "Gold Rush" banner. A series of business meetings and clinics will be held tomorrow, with the formal opening scheduled Wednesday morning when Brig. Gen. David Sarnoff, RCA board chairman, delivers the keynote address (see story page 42).

Last-minute interest in the convention sessions was stimulated by the Presidential appointment of FCC Comr. Rosel H. Hyde as new Chairman of the Commission. Chairman Hyde is expected to outline at the Thursday luncheon his regulatory policies as the FCC faces the expansion of TV into a truly national medium. The retiring FCC Chairman, Comr. Paul A. Walker, will introduce his successor.

Practical Sessions Planned

A full schedule of practical sessions designed to aid both sound and visual broadcasters in their business and program operations has been developed by the NARTB Convention Committee, headed by Clair R. McCollough, Steinman Stations. Working with the committee in program arrangements has been Robert K. Richards, NARTB administrative vice president. Convention management is handled by C. E. Arney Jr., secretary-treasurer. William L. Walker, NARTB auditor, is in charge of registration. Arthur C. Stringer is in charge of the annual equipment exposition.

A separate NARTB Engineering Conference opens Wednesday morning at Burdette Hall, with industry scientists presenting a series of papers on technical progress and engineering techniques (see special story page 88).

Harold E. Fellows, NARTB president, takes part in his second industry convention since assuming office two years ago. Judge Justin Miller, chairman of the board and general counsel, will be participating in his eighth convention.

President Fellows told B•T the Pacific Coast locale was drawing "an amazing response" from the membership, with the convention to be "truly representative of the nation as a whole." Noting that more delegates were bringing their families than at any past convention, he said the total registration may closely approach the figure for meetings in Chicago.

Attendance will be "above original expectations," Mr. Fellows predicted on the basis of a 1,300 mid-week advance registration. At least 250 women guests will take part, he predicted. At the same time he conceded that the number of delegates from smaller stations in the East may fall below the normal level at Chicago conventions.

The annual equipment exposition is described as the best in the association's history. Manufacturers and service organizations have shipped extensive displays to Los Angeles. These are found in the Biltmore Ballroom, Galeria, Renaissance Room and second floor sample rooms. The number of exhibitors and associate member participants sets an all-time record.

Monday's schedule includes the golf tournament, MBS affiliate advisory meeting and luncheon, engineering discussion of FCC rules, briefing of panel participants and Radio Pioneers dinner (at Statler Hotel).

Tuesday's events include a series of network affiliate meetings; session of NARTB Recording & Reproducing Standards Committee; FM clinic; NARTB TV membership session and election of four new directors; BAB board luncheon; BAB radio sales clinic, and meeting of the All-Industry Affiliates Committee.

Gen. Sarnoff Receives Award

The convention formally opens Wednesday morning. Gen. Sarnoff will receive the first keynoter award at noon. President Fellows will deliver an address at the Wednesday luncheon. The afternoon will be devoted to an extensive market study conducted under direction of Richard M. Allerton, NARTB research manager. This report is expected to show how radio stations are faring in TV markets and how they should be managed in the increasingly competitive era. It is described as the most comprehensive market analysis in broadcasting history. The results are claimed by NARTB to provide "must material" for every station operator, since they are based on scientific evaluation of actual station histories.

Wednesday also marks opening of the three-day Engineering Conference. Engineering delegates will attend the Wednesday and Thursday luncheons. Side meetings include BAB state membership chairmen, BMI dinner, Society of Motion Picture & Television Engineers dinner (at Statler) and the NARTB engineering reception.

On the Thursday program is a TV general session in the morning, an address by Chairman Hyde at luncheon and series of workshop panels in the afternoon. The annual banquet will be held in the evening at the Palladium. Among side meetings are those of ASCAP Per Program Committee and Clear Channel Broadcasters Assn.

Friday's general session opens with presentation of membership campaign awards. Following will be an FCC panel in which several Commissioners will take part, then a TV Code meeting and finally a noon business meeting followed by adjournment.

Special events for women delegates have been arranged by the committee in cooperation with Southern California stations and networks. Daily Hollywood studio tours have been arranged along with numerous receptions for delegates and their wives.

The NARTB TV membership meeting tomorrow morning will be opened by Judge Miller. Robert D. Swezey, WDSU-TV New Orleans, TV board chairman, will address the meeting as will Thad H. Brown Jr., vice president and TV counsel.

Directors whose terms expire are Campbell Arnoux, WTAR-TV Norfolk, Va.; William Fay, WHAM-TV Rochester, N. Y.; Henry W. Slavick, WMCT (TV) Memphis, and Kenneth L. Carter, WAAM (TV) Baltimore. A list of 42 TV station delegates eligible for nomination has been certified by Mr. Arney [B•T, April 13]. New directors will be elected for two-year terms.

Nine new members of the Radio Board take office this week, with three others re-elected.

Radio directors re-elected in mail balloting last March include Kenyon Brown, KWFT Wichita Falls, Tex., Dist. 13; John H. DeWitt Jr., WSM Nashville, large stations; Edgar Kobak, WTWA Thomson, Ga., small stations, and Ben Strouse, WWDC-FM Washington, FM stations.

New board members are Herbert L. Krueger, WTAG Worcester, Mass., Dist. 1; George H. Clinton, WPAR Parkersburg, W. Va., Dist. 3; John Fulton, WGST Atlanta, Dist. 5; F. Ernest Lackey, WHOP Hopkinsville, Ky., Dist. 7; Hugh K. Boice Jr., WEMP Milwaukee, Dist. 9; John F. Meagher, KYSM Mankato, Minn., Dist. 11; William D. Pabst, KFRC San Francisco, Dist. 15; Richard M. Brown, KPOJ Portland, Ore., Dist. 17, and G. Richard Shafto, WIST Charlotte, N. C., medium stations (see biographical sketches, page 86).

CONVENTION COVERAGE IN THIS ISSUE

ON this and consecutive pages is presented B•T's advance report of the NARTB convention, except four features placed elsewhere as follows:

The Nine New Faces on the NARTB Board. *Page 86.*

Summaries of Technical Papers at the Engineering Conference. *Page 88.*

Portrait Page of the NARTB Staff. *Page 111.*

Advance Registration. *Page 112.*

Convention in a Nutshell

MONDAY, April 27

9 a.m. NARTB Golf Tournament, Wilshire Country Club.
10 a.m. MBS affiliates advisory meeting and luncheon, Conf. Rms. 2, 4.
11 a.m. Engineering Committee on FCC Rules, meeting and luncheon, Conf. Rm. 7.
12 noon: NBC Spot Sales—KNBH (TV) Frolic, NBC Burbank Studios.
2:30 p.m. NARTB panel participants, Music Room.
7 p.m. Radio Pioneers Dinner, Hotel Statler.

TUESDAY

8:30 a.m. CBS-TV Pacific Network. Conf. Rm. 2.
9:30 a.m. SMPTE "Television Day," Hotel Statler.
10 a.m. NARTB Recording & Reproducing Standards Committee.
10 a.m. NARTB TV membership business meeting, election. Biltmore Theatre.
10 a.m. NARTB FM workshop. Biltmore Bowl Foyer.
10:30 a.m. Committee of Presidents, State Associations. Conf. Rm. 4.
12 noon. ABC affiliates luncheon, Conf. Rm. 1.
12 noon. CBS affiliates luncheon. Conf. Rm. 9.
12 noon. NBC radio affiliates luncheon. Conf. Rm. 2.
12:30 p.m. BAB board of directors. Conf. Rm. 3.
2 p.m. Annual BAB radio sales clinic. Biltmore Theatre.
3 p.m. Tea party for wives of CBS-TV affiliates. CBS Television City, Studio 43.
4 p.m. All-Industry Affiliates Committee.
5-7 p.m. Southern California Broadcasters Assn. and Television Broadcasters of Southern California reception. Hotel Ambassador, Embassy Room.

WEDNESDAY

8:30 a.m. BAB state membership chairmen. Conf. Rm. 8.
9:15 a.m. Engineering Conference opens. Burdette Hall.
10 a.m. Formal opening of NARTB general sessions, Biltmore Theatre.
12:30 p.m. NARTB luncheon, address by President Harold E. Fellows, Biltmore Bowl.
2:15 p.m. NARTB general session, Five-Cities Market Report, Biltmore Theatre.
6:30 p.m. BMI dinner.
6:30 p.m. NARTB Engineering reception. Music Room.
7:30 p.m. SMPTE dinner, Hotel Statler.

THURSDAY

8:30 a.m. ASCAP Per-Program Committee. Conf. Rm. 4.
9:15 a.m. Engineering Conference. Burdette Hall.
10 a.m. NARTB general session on television. Biltmore Theatre.
12:30 p.m. Luncheon address by FCC Chairman Rosel H. Hyde. Biltmore Bowl.
2:15 p.m. Small Market TV Panel. Biltmore Theatre.
3:15 p.m. Labor workshop (radio and TV). Biltmore Theatre.
3:15 p.m. Radio program workshop. Biltmore Music Room.
3:30 p.m. Clear Channel Broadcasters Service. Conf. Rm. 5.
4 p.m. Radio merchandising panel. Biltmore Music Room.
4 p.m. Sports and public events panel (radio and TV). Biltmore Theatre.
7:30 p.m. Annual banquet. Palladium.

FRIDAY

9:15 a.m. Engineering Conference. Burdette Hall.
10 a.m. NARTB general session. Membership campaign awards. Biltmore Theatre.
10:30 a.m. Panel of FCC members.
11:15 a.m. Television Code program.
12 noon. NARTB business meeting; adjournment.
12:30 p.m. Luncheon, Hollywood Farmers Market, followed by tour of Hollywood studios.

SATURDAY

12 noon. Engineers tour of Mt. Wilson antenna farm.

B•T Delegation

CONVENTION headquarters of BROADCASTING • TELECASTING's delegation will be found in Rooms 4311-4312-4314 of the Biltmore Hotel. Representing B•T at the Los Angeles sessions are Sol Taishoff, Maury Long, Winfield R. Levi, William H. Shaw, Kenneth Cowan, Art King, J. Frank Beatty, Rufus Crater, David Glickman, John Osbon and Marjorie Thomas.

THE WHITE HOUSE
WASHINGTON

April 8, 1953

Dear Mr. Fellows:

I am glad to extend to the delegation attending the Thirty-first Annual Convention of the National Association of Radio and Television Broadcasters my warm greetings and good wishes.

Our Nation's vast broadcasting system, developed over a period of only three decades, testifies again to the extraordinary achievements that are possible in a free and competitive economy. Today radio reaches into ninety-eight per cent of the homes of America. Television soon may match that record.

This vast coverage imposes an impressive responsibility upon those operating our broadcasting stations and directing network activities.

To inform the people fully, fairly and freely, to hearten their spirit with healthy entertainment, to encourage in every possible way aspiration toward a better state for all mankind -- these are the high purposes to which you are dedicated.

I am confident that the Nation's broadcasters will continue to meet this extraordinary responsibility.

Sincerely,

Dwight D. Eisenhower

Dr. Harold E. Fellows
President
National Association of Radio
and Television Broadcasters
1771 N Street, N. W.
Washington, D. C.

BAB Briefing Plans Showman's Format

DRAMATIC format will be used Tuesday afternoon by Broadcast Advertising Bureau in presenting NARTB convention delegates with an up-to-the-minute briefing on radio sales objectives for 1953-54. The session will be held in the Biltmore Theatre, Los Angeles.

Titled "BAB's Operation Sales Weapons," the 2-4 p.m. briefing will utilize costume and prop facilities of the theatre.

Charles C. Caley, WMBD Peoria, Ill., BAB board chairman, will report on BAB accomplishments. William B. Ryan, BAB president, will cover general objectives for the coming year. Kevin B. Sweeney, BAB vice president, and John F. Hardesty, director of local promotion, will present the specific objectives.

REVAMPED FCC IN VIEW; HYDE BECOMES CHAIRMAN

Chairman Hyde is first Republican to head FCC since its creation. He succeeds Walker who remains as Commissioner. Appointment is for one year—a precedent. Hyde may disclose his philosophy of administration at NARTB convention.

A NEW ERA of better understanding in government-industry relations is foreshadowed with the assumption of the FCC chairmanship last Monday by Rosel H. Hyde, first Republican to head the agency since its creation in 1934 and first "career man" to move to the top.

Mr. Hyde, who succeeded Paul A. Walker, will make his first public pronouncement as to

A CONVENTION HIGHLIGHT

his philosophy of administration this Thursday in Los Angeles. He will be the principal speaker at the NARTB Thursday luncheon session, and, based on his past record, it is expected his topic will be free, private enterprise.

President Eisenhower announced Mr. Hyde's appointment from Augusta, Ga., where he was vacationing, on Saturday, April 18. He said the appointment would be for a one-year term —establishing another FCC precedent. He also disclosed that Mr. Walker had tendered his resignation, as Chairman, on March 13, but that he would remain a member of the Commission. Mr. Walker, only charter member still serving on the FCC, presumably will serve until June 30, when his term expires.

While Mr. Hyde's elevation to the chairmanship had been widely predicted and strongly endorsed both by Republican political leaders and by industry, there had developed opposition to the promotion of any "hold-over" Republicans. It was not until the week of April 13 that the situation began to crystallize—after the swearing in of John C. Doerfer of Michigan, as a new Republican member, and after the White House had been besieged with new endorsements of Mr. Hyde. There had been an insistent demand from some politicians that a newcomer be named to the chairmanship to "clean house" because of wide-spread criticism of the agency almost during its entire two-decade tenure under Democratic control.

Appointment Thought Compromise

The one-year appointment, it was thought, was a compromise between the pro-Hyde forces and the "clean sweep" advocates. It is reasoned that if Mr. Hyde did not reorganize the agency, cleaning out the left-wingers and New Dealers in policy posts, within the allotted year, the President will be free to select a new Chairman. Heretofore the President has selected the Chairman without specifying the length of his tenure. Mr. Hyde's term as a Commissioner runs until June 30, 1959.

A consistent advocate of cooperation between licensee and licensor, Mr. Hyde is expected promptly to set in motion machinery for overall reorganization of the FCC. His initial efforts will be to replace department heads, probably leaving to them the matter of filling subordinate posts. All such appointments, however, are subject to Commission approval and Mr. Hyde, certainly at the outset, will have the support of his two Republican colleagues (Messrs. Doerfer and George E. Sterling), probably that of E. M. Webster (Independent) and perhaps one or two of the hold-over Democratic members (Walker, Robert T. Bartley and Frieda B. Hennock).



ROSEL H. HYDE
New FCC Chairman

Among those department heads and key employes in the patronage category, are Secretary T. J. Slowie, Iowa Democrat, Benedict P. Cottone, general counsel, and his three assistants, Curtis B. Plummer, former chief engineer and now chief of the Broadcast Bureau, and Joseph M. Kittner, assistant chief of the Bureau and an attorney. All of these posts are in the upper grades, ranging from $10,800 to $11,300 per year.

Another Vacancy June 30

Mr. Walker has served as Chairman since the resignation on Feb. 21, 1952 of Wayne Coy. Upon expiration of his term on June 30, President Eisenhower is expected to name a fourth Republican to the Commission, giving the Republicans control for the first time. The balance then will be four Republicans, two Democrats and one Independent.

While many names have been mentioned for the remaining vacancy, those in the forefront reportedly are Charles Garland, general manager of KOOL Phoenix, who has strong industry and political endorsement, and William Speare, former AT&T attorney, now practicing law in Fremont, Neb. Another candidate reportedly is Mary Jane Morris, attorney in the FCC Litigation Division, a Michigan Republican who for several years worked in the offices of Rep. Leonard W. Hall, new chairman of the Republican National Committee. Miss Morris reportedly also is interested in other executive staff posts in the event the commissionership does not go to a woman. Among these are Broadcast Bureau chief, general counsel and secretary.

It was thought, in some quarters, that President Eisenhower might announce the new Republican Commissioner by mid-May. This would permit the nominee to have his hearing before the Senate Interstate & Foreign Commerce Committee well in advance of the vacancy and enable him, with Senate confirmation, to assume office the day Mr. Walker's term expires.

While it appeared that Mr. Hyde would be named a fortnight ago, neither the Republican committee nor the White House secretariat was willing flatly to predict this. The alternative, apparently, was to name Mr. Doerfer, who had resigned as chairman of the Wisconsin Public Service Commission to accept the FCC assignment as successor to Eugene H. Merrill, Utah Democrat.

To be watched with great interest will be Mr. Hyde's policy views on a number of important issues. These include educational television reservations (he has contended that nothing happens automatically on June 2), color television, "pay-as-you-go" TV, large screen theatre television and perhaps most important, questions of diversification of ownership of more than one class of station by newspapers or others identified with media for the dissemination of information.

Strike Applications Concern Hyde

Of immediate concern to Mr. Hyde has been the question of strike applications in TV, wherein a newcomer applicant files for the same facility sought by a qualified applicant just prior to scheduled Commission consideration. This automatically throws the contested applications into hearing.

There are a half-dozen such cases now pending before the Commission but under Democratic direction, the staff has contended it has not had sufficient time to develop the cases. Even while the Democrats were in policy control, Mr. Hyde pressed for action on strike applications. Hence he is expected to move at once to have the staff complete consideration on one or more pending cases which will serve as examples and show the Commission's intent to crack down.

Mr. Hyde will move into the Chairman's suite at the New Post Office Bldg. upon his return from Los Angeles on May 4.

Talk of a rotating chairmanship has been heard for several weeks [B•T, April 13]. Mr. Hyde's appointment for a one-year term does

The New Chairman . . .

ROSEL HERSCHEL HYDE, a Republican from Idaho, now holds a seven year re-appointment to FCC which was made by former President Truman in May 1952. Vice chairman and a "career" Commissioner, he worked on the old Federal Radio Commission in 1928. An assistant general counsel from October 1942 until March 1945, when he became general counsel, Mr. Hyde was appointed a Commissioner for the first time in April 1946, filling an unexpired term which continued until June 1952.

He was born in Downey, Ida., in 1900, and attended schools there before enrolling at Utah Agricultural College. In 1924, when he married Mary Henderson, a Downey school teacher, Mr. Hyde worked as manager of the Downey State Bank. The following year, he entered George Washington U.'s law school, gaining admission to the District of Columbia bar in 1929. Before joining the Federal Radio Commission, he was a clerk with the Civil Service Commission and an accountant at the Office of Public Buildings and Parks.

Editor's Note: The above story has been "on galley" for B•T since the present administration took office on Jan. 20.

Everywhere You Go . . .

HOW DID Rosel H. Hyde learn of his appointment to the FCC chairmanship? By radio, of course. He was listening to a noon news broadcast when first word came through Saturday, April 18. No one at the White House or at Republican National Committee had called him, nor had he received word from Augusta where President Eisenhower was vacationing. The formal notification came through Monday afternoon (April 20). It read:

"ORDER

Pursuant to the provisions of the Communications Act of 1934, I hereby designate

ROSEL H. HYDE

as chairman of the Federal Communications Commission for a period of one year.

/s/ Dwight D. Eisenhower

April 18, 1953
The White House"

not necessarily mean that the chairmanship will rotate. Actually the one-year method was used on a "probationary" basis, with Mr. Hyde to succeed himself if he satisfies the White House during the first year. Both Presidents Roosevelt and Truman selected their Democratic chairmen to serve until they completed their terms or resigned. Other independent agencies, like the Interstate Commerce Commission and Federal Trade Commission, have had rotating chairmanships in the past.

Mr. Hyde's elevation to the chairmanship is an Horatio Alger story. He started his career in Washington as a clerk in the Civil Service Commission in 1926. He joined the old Federal Radio Commission, predecessor of the FCC, in 1928 as a docket clerk, attending law school at night. He rose through the ranks, becoming a hearing examiner and then assistant general counsel in 1942. In 1945 he was named general counsel and the following year, President Truman appointed him to the Commission to fill an unexpired term which ended in 1952. He was then renamed for a regular seven year term which he is now serving. Three years ago, Mr. Hyde was elected vice chairman by his fellow commissioners—a post not specified in the statute. The vice chairman automatically serves as acting chairman in the absence of the chairman.

27 NARTB Staffers Plan Convention Work

TWENTY-SEVEN members of the NARTB headquarters staff are taking part in the 31st annual convention in Los Angeles.

Those manning the association's facilities and directing the convention operation are:

President's Office—Harold E. Fellows, Robert K. Richards, Florence Mitchell.
Chairman of Board and General Counsel—Justin Miller, Helen A. Fruth, Vincent Wasilewski.
Secretary-Treasurer—C. E. Arney Jr., Arthur C. Stringer (exposition manager), Ella P. Nelson, William L. Walker, LaRue Courson.
Employe-Employer Relations—Richard P. Doherty, Charles H. Tower.
Engineering—Neal McNaughten, Ruth Brewer.
Promotion and FM—John H. Smith Jr.
Government Relations—Ralph W. Hardy.
Publications and Publicity—Oscar Elder, Fran Riley.
Research—Richard M. Allerton.
Station Relations—William K. Treynor, Jack Barton, Gene Daniel.
Television—Thad H. Brown Jr., Howard H. Bell, Edward H. Bronson, Helen S. Hamilton.

OFFICIAL NARTB CONVENTION AGENDA

Tuesday, April 28

10 a.m.—Biltmore Theatre
NARTB TV Membership Meeting. Business session and election. Introduction, Judge Justin Miller. Remarks: Robert D. Swezey, WDSU-TV New Orleans, chairman of NARTB Television Board.

10 a.m.—Biltmore Bowl Foyer
FM Panel—Paul Bartlett, president-general manager, KRFM Fresno, Calif.; Hugh Boice Jr., general manager, WEMP Milwaukee; Walter J. Brown, president, WDXY Spartanburg, S. C.; Miss Frances Knight, owner-general manager, WORX (FM) Madison, Ind.; Ben Strouse, general manager, WWDC-FM Washington; George J. Volger, general manager, KWPC Muscatine, Ia.; John H. Smith Jr., manager of FM, NARTB staff representative.

2 p.m.—Broadcast Advertising Bureau Sales Clinic, Biltmore Theatre

4 p.m.—All-Industry Affiliates Committee

Wednesday, April 29

GENERAL SESSION
10 a.m.—Biltmore Theatre
Opening—Clair R. McCollough, chairman, 1953 NARTB Convention Committee (president, WGAL Lancaster, Pa.).

Invocation—
James Francis Cardinal McIntyre of Los Angeles.

10:15 a.m.
Speaker—to be announced.

10:50 a.m.
Introduction of Brig. Gen. David Sarnoff, RCA board chairman, by Mr. McCollough.
Keynote Address—Gen. Sarnoff.

12 noon
Presentation of First Annual Keynoter Award to Gen. Sarnoff by Harold E. Fellows, NARTB president.

12:15 p.m.
Adjournment for luncheon.

12:30 p.m.
Luncheon, Biltmore Bowl
Address by Mr. Fellows—Introduction by Mr. McCollough.

2:15 p.m.—Biltmore Theatre
The Five Cities Report—Mr. Fellows presiding.
Paul W. Morency, vice president-general manager, WTIC Hartford, Conn., chairman; Richard M. Allerton, manager of research, NARTB.
Floor Discussion, featuring Special Panel (AM Committee members):
John Esau, vice president-general manager, KTUL Tulsa; William C. Grove, general manager, KFBC Cheyenne; Lee Little, president, KTUC Tucson; John F. Patt, president, WGAR Cleveland; G. Richard Shafto, vice president-general manager, WIS Columbia, S. C.; F. C. Sowell, general manager, WLAC Nashville.

Thursday, April 30

GENERAL SESSION
10 a.m.—Biltmore Theatre

BY HAROLD E. FELLOWS

President of the National Assn. of Radio and Television Broadcasters

The days move so swiftly in the broadcasting business that it seems hardly a year since the members of the National Association of Radio and Television Broadcasters foregathered in Chicago for their 30th annual meeting. Now we have number 31 coming up, and it certainly appears that we are going to mark a new and important milestone in the development of broadcasting in this country.

I should like to express the deep gratitude of the members of the Association and of the Boards of Directors to the members of the 1953 Convention Committee who have devoted so much time from their busy lives to planning this year's convention.



Mr. FELLOWS

The members of the Committee are:

Clair R. McCollough, WGAL Lancaster, Pa. (Chairman); Jack Harris, KPRC Houston, Tex.; Howard Lane, KOIN Portland, Oregon; Albert Johnson, KOY Phoenix, Arizona; Henry Slavick, WMCT Memphis, Tenn.; Calvin Smith, KFAC Los Angeles, Calif., and Hugh Terry, KLZ Denver, Colo.

Acknowledgment certainly is due also the following who have underwritten the cost of the banquet entertainment which all of the delegates and their guests will enjoy on the evening of Thursday, April 30th, at the Palladium in Los Angeles:

The American Broadcasting Company; Broadcast Music Inc.; Columbia Broadcasting System; DuMont Television Network; Mutual Broadcasting System, and the National Broadcasting Company.

This year, too, we are going to have one of the greatest exhibits in the history of the Association—and I think that's particularly significant since many of the manufacturers have gone to great expense in transporting their exhibit materials all the way from the East Coast to the West.

There is no time during the year when the unity of all elements of broadcasting is more apparent than during these weeks leading up to the annual convention. It's wonderful to know that all one needs to do is dial a telephone or write a letter or send a telegram to get all the help in the world in making the annual sessions a success. And that's what I anticipate that this meeting is going to be: a huge success.

If I may add one more note of "thank you"—it would go to the radio and television trade press and the advertising trade media, which have contributed so much to creating interest in the national meeting through the fine coverage they have given to the various announcements of our plans.

IOWA PEOPLE
Work-Play-Live
BY RADIO!



Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!

After all is said and done, you can't watch television, read newspapers, thumb through magazines, or pass billboards — while you push an iron. But you *can* listen to radio while doing the ironing — and that's exactly what most Iowa women do.

The 1952 Iowa Radio and Television Audience Survey proves that Iowa radio users spend more than twice as much time with radio as with all other media *combined.* Iowa women reported themselves as using the radio 44.6% of all the weekday time they are at home and awake. (45.9% of the women using radio-equipped automobiles listen while they drive, too.)

And oh yes — 68.5% of all Iowa families hear WHO *regularly,* daytime — as compared with 31.9% for Station B!

Write for your copy of the Survey, *today.* It's authentic, reliable, valuable and amazing. . .

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

Windfall!



In Paul Bunyan's time, so the story goes, weather in the Northwest was particularly unpredictable. Often the wind blew straight up and down, and the four seasons were likely to come and go all in a single month!

A more recent but equally fantastic weather myth was the one about Summer in the Northwest being less desirable for sales than other seasons. The fact is, Summertime is just like the rest of the year—wonderful! National retail sales figures show there's less than 1% difference, on the average, between sales in Summer and in other seasons. But the Northwest does *far better* . . . because vacationists pour in and spend close to half a billion dollars in our cities and resorts every summer.* Add that to the spending of year-round residents and you've got a real windfall. And remember: WCCO Radio reaches far more people in the Northwest than *any other station in the entire area . . . year-round.*

That's why advertisers who know which way the wind blows (62 local and national spot sponsors last year) stay on WCCO Radio *all year round!*

*(Last year, there were more than *2½ million* fishing licenses issued in the Northwest states. There are more than 3,500 resorts in Minnesota alone!) Sources on request.

WCCO RADIO

Minneapolis-St. Paul • 50,000 watts

Represented by CBS Radio Spot Sales

Opening—Robert D. Swezey, general manager, WDSU New Orleans, presiding.
Address—Thad H. Brown Jr., vice president in charge of Television Affairs, NARTB.

10:15 a.m.
Panel Discussion—"What About Uhf?"
Herbert Mayer, president, WXEL (TV) Cleveland (Empire Coil Company Inc., New Rochelle, N.Y.), chairman;
Frank P. Barnes, manager, General Electric Co., Syracuse;
Kenyon Brown, president, KWFT Wichita Falls, Tex.
Martin Silver, manager, Federal Telecommunications Labs. Inc., Nutley, N. J.
James B. Tharpe, manager, Television Transmitter Div., Allen B. DuMont Labs., Clifton, N.J.;
Alan C. Tindal, vice president, WWLP (TV) Springfield, Mass.;
E. C. Tracy, manager, RCA Victor Div., Camden, N.J.

11:15 a.m.
Panel Discussion—"Film's Place in Television"
Paul Adanti, vice president-general manager, WHEN (TV) Syracuse, chairman;
E. H. Ezzes, general sales manager, Motion Pictures for Television Inc., New York;
Gerald King, president, United Television Programs Inc., Hollywood;
John H. Mitchell, vice president-general sales manager, Screen Gems Inc., New York;
Ralph W. Nimmons, manager, WFAA-TV Dallas, Tex.
Peter M. Robeck, national sales manager, Consolidated Television Sales, Hollywood;
Lee Ruwitch, vice president-general manager, WTVJ (TV) Miami;
Robert W. Sarnoff, vice president, NBC Inc., New York;
Harold P. See, manager, KRON-TV San Francisco;
John L. Sinn, president, Ziv Television Programs Inc., New York.

12:15 p.m.
Adjournment for Luncheon

12:30 p.m.—Biltmore Bowl
Luncheon—Harold E. Fellows, presiding
Address—FCC Chairman Rosel H. Hyde, with introduction by Comr. Paul A. Walker, retiring FCC chairman.
Special Feature—Voice of Democracy, Frank Lammedee, 1952-53 co-winner.

GENERAL SESSION

2:15 p.m.—Biltmore Theatre
"Small Market Television"—Panel Discussion
W. D. Rogers Jr., president-general manager, KDUB-TV Lubbock, Tex., chairman;
Gaines Kelley, general manager, WFMY-TV Greensboro, N. C.;
Robert Lemon, general manager, WTTV (TV) Bloomington, Ind.;
Lawrence H. Rogers, general manager, WSAZ-TV Huntington, W. Va.;
James D. Russell, president-general manager, KKTV (TV) Colorado Springs, Colo.

WORKSHOP SESSIONS

3:15 p.m.—Labor Workshop (Radio and TV)
Biltmore Theatre
Leslie C. Johnson, general manager, WHBF Rock Island, Ill., chairman;
Victor C. Diehm, president, WAZL Hazleton, Pa.;
Joseph A. McDonald, treasurer, NBC, New York;
Richard A. Moore, general manager, KTTV (TV) Los Angeles;
Victor A. Sholis, general manager, WHAS-AM-TV Louisville;
Richard P. Doherty, vice president, NARTB staff representative.

3:15 p.m.—Radio Programs
Biltmore Music Room
William D. Pabst, general manager, KFRC San Francisco, chairman;
George H. Clinton, executive vice president, WPAR Parkersburg, W. Va.;
Jack L. Pink, general manager, KONO San Antonio;
William B. Quarton, general manager, WMT Cedar Rapids;
Barney Schwartz, partner, KPRL Paso Robles, Calif.

4 p.m.—Radio Merchandising
Biltmore Music Room
John M. Outler Jr., general manager, WSB Atlanta, chairman;
Lee W. Jacobs, president, KBKR Baker, Ore.;

BY CLAIR R. McCOLLOUGH

Chairman, 1953 Convention Committee, National Assn. of Radio and Television Broadcasters

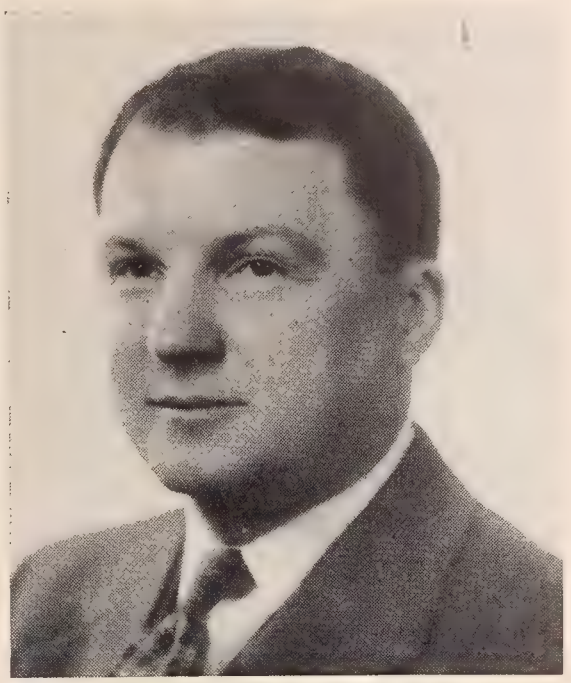
It seems like every National Convention that we have scheduled since the broadcasters organized themselves into an Association has fallen during a critical year; this seems to be the nature of the business. This year's Convention is no exception.

Within our industry this is a critical year because we are now in the midst of the rapid post-freeze development of television broadcasting which really was just getting underway when we met a year ago in Chicago. Reflecting upon the developments within the past twelve months since we gathered together, it seems to me that broadcasters individually and as a group have much for which to be thankful. All of the dire predictions about what might happen to radio, with the advent of full television service, now can be forgotten because there is every evidence—in the strength of the Association, in the income reported by radio broadcasting stations, and in the growth of television stations and network services—that these two media are in many ways complementary and can live together.

Consequently at this year's Convention we are getting down to the business of trying to solve some of the problems that are inherent in both operations—radio and television. We haven't attempted—the Convention Committee—to put together a "high-level" type conference. The agenda, as you will examine it, is replete with work-aday sessions having to do with those problems of operation which are foremost in the minds of broadcasters:

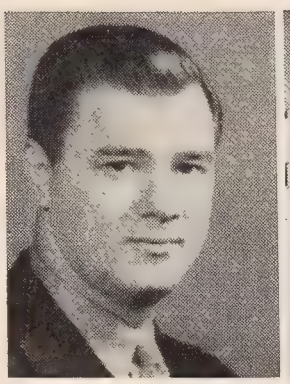
A session on UHF and its future; on films and television; on the unveiling of a great new study of the economics of radio station operation; discussions about labor and sports and public events; a report on the Television Code; panels dealing with radio programs and with radio merchandising. Of course the customary report by our president and our new feature—the Keynote Award Address, this year by Brigadier General David Sarnoff, Chairman of the Board of the Radio Corporation of America, whose words of wisdom are always heard with great interest by members of the broadcasting profession.

The Convention Committee and the staff of the Association have worked arduously in trying to put together the kind of a program which will send everyone home feeling that he has profited by making the trek to Los Angeles. We trust that the sum total of this annual meeting will be an awareness of the great future that still lies ahead in the electronic mass media within the United States; we have every confidence that the broadcasters will take from this meeting new will to pursue that future energetically and confidence in the media to which they have given so much of themselves.



CLAIR McCOLLOUGH

Convention Committee:



Jack Harris



Howard Lane



Al Johnson



Hugh Terry



Calvin Smith



Henry Slavick

Ben Ludy, general manager, WIBW Topeka, Kan.;
Jay B. Rhodes Jr., genefal manager, KIBE Palo Alto, Calif.;
Gilmore N. Nunn, president, WLAP Lexington, Ky.

4 p.m.—Sports and Public Events (Radio and TV), Biltmore Theatre
Paul W. White, executive editor, KFMB San Diego, chairman;
Bob Dillon, sales manager, KRNT Des Moines;
George B. Storer Jr., general manager, KEYL (TV) San Antonio;
E. R. Vadeboncoeur, president, WSYR Syracuse.

ADJOURNMENT

7:30 p.m.

ANNUAL BANQUET, The Palladium

Friday, May 1

GENERAL SESSION—Mr. McCollough presiding.

10 a.m.—Biltmore Theatre
Special Feature—Award of Special Certificates on Membership Campaign.

10:30 a.m.
Panel of FCC members

11:15 a.m.
The Television Code (Television Code Review Board)
John E. Fetzer, president-general manager, WKZO-TV Kalamazoo, chairman;
Mrs. A. Scott Bullitt, president, KING-TV Seattle;
E. K. Jett, vice president-director of television, WMAR-TV Baltimore;
J. Leonard Reinsch, managing director, WSB-TV Atlanta, vice chairman.

12 noon
Annual Business Meeting—Judge Justin Miller, board chairman and general counsel, NARTB, presiding.

12:30 p.m.
ADJOURNMENT

Official Agenda Broadcast Engineering Conference

Wednesday, April 29

MORNING SESSION: 9:15 a.m.-12:30 p.m.

Presiding Officer: Frank L. Marx, vice president in charge of Engineering, ABC

Automatic Station Operation
By: Russell J. Tinkham, midwest district manager, Ampex Electric Corp.

Waveguides For UHF Television
By: R. C. Bickel, general manager, Andrew California Corp.

Contouring Of Television Antenna Patterns
By: L. O. Krause, section engineer, Commercial and Government Equipment Dept., General Electric Co.

Methods Of Control Of The Vertical Pattern Of Uhf And Vhf Antennas
By: L. J. Wolf and O. O. Fiet, engineers, Radio Corp. of America

The Studio Zoomar For Television Cameras
By: Frank G. Back, secretary, Television Zoomar Corp.

3-D Television—A Progress Report
By: Alex Quiroga and Glen Akins, staff engineers, ABC Hollywood

Conelrad
By Comr. George E. Sterling, FCC

Luncheon: 12:30 p.m.-2:30 p.m.

Address by Harold E. Fellows, president NARTB

AFTERNOON SESSION: 2:30 p.m.-5:30 p.m.

Presiding Officer: Royal V. Howard, executive engineer, Committee for Free Asia (formerly director of engineering, NARTB

Operation And Installation Problems Of Remote Control Equipment
By: William F. Rust, Jr., president, Rust Industrial Co.

Remote Control Of FM 10 kw Transmitter
By: Ben Akerman, chief engineer, WGST Atlanta

Proof Of Performance Measurements For Television
By: Rodney D. Chipp, director of engineering, DuMont Television Network

Experimental Booster Station For WSM-TV
By: John H. DeWitt, Jr., president, WSM-TV Nashville

High Efficiency AM Radiation From High TV Towers
By Glenn Gillett, Glenn Gillett & Associates

The Proper Care Of A Tower And Installation From A Tower Designer's Viewpoint
By: J. Roger Hayden, sales manager, Ideco Towers

Thursday, April 30

MORNING SESSION: 9:15 a.m.-12:30 p.m.

Presiding Officer: Raymond F. Guy, manager radio and allocations engineering, NBC

How To Set Up A Television Technical Operation With Two Persons
By: Albert J. Baracket, head of Studio Equipment Dept.; James Valentine, manager of TV Installation Dept., Federal Telecommunication Laboratories

The Multi-Scanner—A Versatile Scanner For Films, Opaques And Slides
By: George R. Tingley, head, Color and Video Techniques Department, and Jesse H. Haines, intermediate engineer, Color and Video Techniques, Allen B. DuMont Laboratories

Mechanisms In Transistor Electronics
By: Robert M. Ryder, electronics apparatus development engineer, Bell Telephone Laboratories

Developments In The Application Of Transistors
By: Allen A. Barco, section head, RCA Laboratories Div.

Television Transmission Test Equipment
By: Roy Moffett, staff engineer, NBC

NTSC Color Television
By: Dr. W. R. G. Baker, General Electric Co. chairman, National Television System Committee; Alternate: I. J. Karr, General Electric Co., vice chairman, NTSC Panel 18

Luncheon 12:30-2:30 p.m.

Address by the Chairman of the FCC

AFTERNOON SESSION: 2:30 p.m.-5:00 p.m.

Presiding Officer: Neal McNaughten, manager of engineering, NARTB

New Developments In Television
By: Neal McNaughten, manager of engineering, NARTB

Video Tape Recording
By: John T. Mullin, chief engineer, Electronics Div., Bing Crosby Enterprises

SYMPOSIUM—Low Budget Television Operations
Moderator: James L. Middlebrooks, engineering director, KING-TV Seattle
Panel: Leroy E. Kilpatrick, vice president and technical director, WSAZ-TV Huntington; Joseph Herold, station manager, KBTV Denver; Orrin Towner, director of engineering, WHAS-TV, Louisville

Friday, May 1

MORNING SESSION: 9:30 a.m.-12:30 p.m.

Presiding Officer: William B. Lodge, vice president in charge of engineering for CBS Radio and CBS Television

A Television Film Scanner Using Continuous Motion Film
By: Ernest H. Traub, project engineer, Philco Corp.

Installation Problems And Operating Results Of Diesel Electric Standby Units
By: R. V. Bradley, Sales Development Div., Caterpillar Tractor Co.

Development Of The Staticon Camera
By: Louis L. Pourciau, head of TV Development Section, General Precision Laboratory

Requirements For High Quality Television Film Projectors
Projectors
By: W. Earl Stewart, manager, TV Projector Engineering, RCA

Projector Maintenance And Test Films
By: Fred Whitney, test film engineer, Society of Motion Picture and Television Engineers, and Paul Huhndorff, chief engineer, KPRC-TV Houston

Approved Wiring And Control Methods And Devices For Television Studio Lighting
By: Herbert A. Kliegl, vice president, Kliegl Bros.

Progress In Studio Lighting
By Charles Shevlin, Sales and Development Engineering Staff, Century Lighting

CBS Television City Audio And Video Facilities
By: R. S. O'Brien, R. B. Monroe and P. E. Fish, senior engineers, CBS

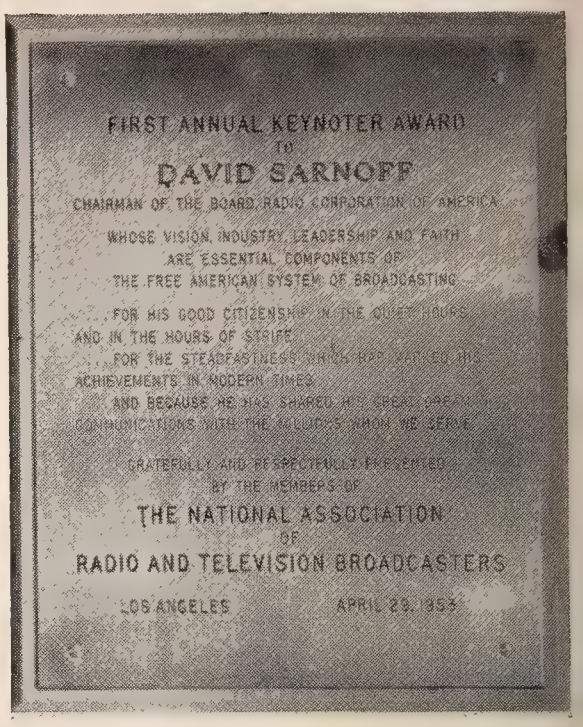
B•T Trophy Play Today

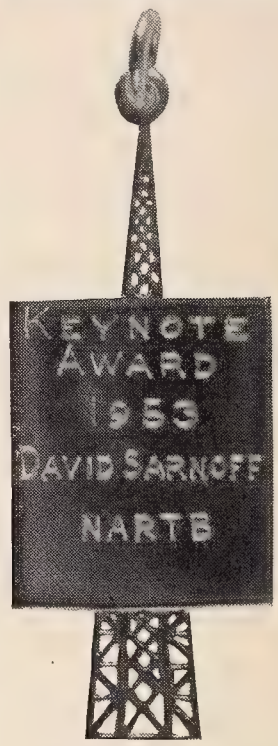
ANNUAL NARTB golf tournament for the B•T silver trophies will be held today (Monday) at Wilshire Country Club, 301 N. Rossmore Ave., Los Angeles. Trophies will be awarded for low gross and net scores. Buses will leave the Biltmore Hotel at 9:15 a.m., with play starting at 10 a.m. Blind bogey scoring will be used to determine handicaps. Last-minute entrants may take part in the tournament. Maury Long, B•T business manager, is in charge.

KEYNOTER AWARD CEREMONY WED.

BRIG. GEN. David Sarnoff, RCA board chairman, will receive NARTB's first annual Keynoter Award at the opening of the formal convention program Wednesday morning. The presentation will be made on the stage of the Biltmore Theatre, Los Angeles.

A new feature of the NARTB convention





Plaque above will be presented to Brig. Gen. David Sarnoff, RCA chairman of the board, at the NARTB convention. Gen. Sarnoff, who will deliver the keynote address at the convention's formal opening, will receive NARTB's first annual Keynoter Award Wednesday morning. At left is the pocket key symbolizing that award.

format, the award creates the setting for delivery of the keynote address by Gen. Sarnoff. A gold plaque and key (see photos) will be presented to him.

Clair R. McCollough, Steinman Stations, chairman of the NARTB Convention Committee, will introduce Gen. Sarnoff to the convention at 10:50 a.m. Wednesday. After the keynote address, NARTB President Harold Fellows will present the plaque and key.

The award will be presented to Gen. Sarnoff for his "vision, industry, leadership and faith." Specific citations include: "For his good citizenship in the quiet hours and in the hours of strife; for the steadfastness which has marked his achievements in modern times, and because he has shared his great dream of communications with the millions whom we serve."

NETWORK AFFILIATES PONDER PROBLEMS

NETWORK affiliates, stirred by recent rate-cutting trends, will take up their problems at a series of early-week meetings at the Biltmore Hotel, Los Angeles (NBC rate story page 80). The All-Industry Affiliates Committee, headed by Paul W. Morency, WTIC Hartford, meets Tuesday at 4 p.m.

Mr. Morency has flatly indicated he does not wish to continue as chairman of the committee, formed two years ago during the industry convention when the national networks began a series of radio rate reductions based on the effect of TV. He will submit his report on committee activities.

The program will be informal. Election of a new chairman is scheduled following Mr. Morency's resignation, with the membership itself to decide what form the committee's future program should take. Open discussion of current rate problems is on the program.

NBC radio affiliates are scheduled to hold an organization lunch tomorrow (Tuesday) at the Biltmore [B•T, April 13]. About 75 stations will be represented, judging by advance reservations. Their first job will be to decide whether they should form an NBC radio affiliates committee functioning as opposite number to the NBC-TV Affiliates headed by Walter J. Damm, WTMJ-TV Milwaukee. The TV group was formed in late 1951 to handle special problems affecting NBC TV outlets.

Active in sponsoring the new NBC radio committee are:

William Fay, WHAM Rochester; Robert B. Hanna Jr., WGY Schenectady; Mr. Damm; P. A. Sugg, WKY Oklahoma City; John H. DeWitt Jr., WSM Nashville; H Quenton Cox, KGW Portland, Ore.; Joseph E. Baudino, Westinghouse Radio Stations Inc.; Mr. Morency; Harold Essex, WSJS Winston-Salem, N. C.; Campbell Arnoux, WTAR Norfolk, Va.; Wayne Coy, KOB Albuquerque; G. Richard Shafto, WIS Columbia, S. C.; Robert D. Swezey, WDSU New Orleans; George W. Norton Jr., WAVE Louisville; E. R. Vadeboncoeur, WSYR Syracuse, and Clair R. McCollough, Steinman Stations.

The list of events scheduled for the week includes network reception and business sessions. An MBS affiliates advisory meeting is scheduled at 10 a.m. this (Monday) morning, with a luncheon to follow.

A CBS-Pacific Network session is scheduled at 8:30 a. m. tomorrow (Tuesday). ABC and CBS affiliates luncheons also are scheduled that day.

Networks List Executives To Attend NARTB Convention

TOP EXECUTIVES of all the major networks, radio and TV, are slated to be in Los Angeles this week in conjunction with the NARTB convention.

Members of the various delegations, as indicated late last week, include in addition to those stationed on the West Coast:

NBC

President Frank White; Vice Presidents—William S. Hedges, in charge of integrated services; Robert Sarnoff, in charge of Film Div.; Charles R. Denny, in charge of o & o stations and staff engineering; Harry Bannister, in charge of station relations; O. B. Hanson, chief engineer; Frank Russell, in charge of Washington office. Treasurer—Joseph A. McDonald and the following: Sheldon Hickox, director of station relations; Thomas Knode, manager of station relations, and Donald Mercer, Raymond O'Connell, Paul Hancock, and Alan Courtney, station relations representatives.

Fred N. Dodge, director of merchandising, and Fred M. Keifer of merchandising department; Hugh M. Beville Jr., research director; Raymond Guy, manager of radio and allocations engineering, and Leroy Moffett, o & o staff engineering; John Cron, manager of TV film sales; Leonard Warrager, TV film sales; Charles Henderson, Film Div. director of publicity, and Thomas B. McFadden, director of national spot sales.

CBS-Radio

President Adrian Murphy, Station Relations Vice President William Schudt Jr., and Sales Vice President John Karol.

CBS-TV

President J. L. Van Volkenburg; Merle S. Jones, vice president in charge of owned stations and general services; H. V. Akerberg, vice president in charge of station relations; Robert F. Jamieson, sales service manager; Craig Lawrence, general manager of WCBS-TV New York; William B. Lodge, vice president in charge of engineering; Fritz Snyder, director of station relations; Robert Wood, assistant director of station relations, and Bert Lown, station relations representative; Wilbur S. Edwards, general sales manager, CBS-TV Film Sales, and Walter Scanlon, merchandising and promotion manager, CBS-TV Film Sales; George Arkedis, general sales manager, WBBM-TV Chicago, and William Ryan, production manager, WBBM-TV.

ABC

Charles T. Ayers, vice president in charge of the radio network; Ernest Lee Jahncke Jr., vice president and assistant to the president; Alexander Stronach Jr., vice president in charge of TV network; Robert H. Hinckley, vice president in charge of Washington office; Frank Marx, vice president in charge of engineering and general services; Alfred R. Beckman, national director of station relations, and William A. Wylie, manager of station relations.

Mutual

Thomas F. O'Neil, president and board chairman of Mutual, president of General Teleradio, General Tire & Rubber Co. subsidiary which operates its radio-TV properties, including Mutual; Glen Taylor, vice president of General Teleradio; Robert Schmid, Mutual vice president in charge of advertising, public relations and research and also a General Teleradio vice president; E. M. Johnson, Mutual vice president in charge of station relations and engineering and also a vice president of General Teleradio; James E. Wallen, secretary and treasurer of General Teleradio; Charles Godwin, Mutual director of station relations; Bob Carpenter, eastern manager of station relations; Roy Danish, director, commercial operations department; Dwight Martin, vice president of General Teleradio.

DuMont

Chris J. Whiting, managing director; Donald H. McGannon, administrative assistant to the director; Rodney D. Chipp, director of engineering; Elmore B. Lyford, director of station relations; Robert L. Coe, manager of station relations, and Robert S. Wolf, manager of Tele-Transcriptions dept.

FCC Ex-Chiefs at L. A.

FOUR former FCC Chairmen will join the new Chairman, Rosel H. Hyde, in taking part in NARTB convention week events at Los Angeles. The ex-Chairmen are Paul A. Walker, who continues as a member of the Commission; Charles R. Denny, NBC, and Paul A. Porter and James Lawrence Fly, practicing radio attorneys. NARTB convention headquarters said ex-Chairman Wayne Coy, KOB Albuquerque, N. M., has indicated he will be unable to attend because of illness. Ex-Chairman-Comr. Walker will introduce Chairman Hyde, principal speaker at the Thursday convention luncheon.

GE to Demonstrate One-Man 'Package' TV

A LOW-COST "package TV station" will be demonstrated Tuesday by General Electric Co. at its NARTB convention exhibit in the Biltmore Hotel, Los Angeles. Designed to hasten the advent of TV in 1,100 small cities (under 50,000 population) alloted channels by the FCC, the station requires only a single technical operator to prepare and broadcast film and network programs.

Equipment will cost about a fourth that of today's average station, which employs upwards of three technicians, according to GE.

Frank P. Barnes, GE broadcast equipment sales manager, said the package station, available in uhf or vhf and in several different power ratings, "is not intended as a cure-all for technical operations of a TV station but rather to provide a means for station owners to get on the air with a minimum investment."

Heart of the unit is a new switching system developed by GE permitting a single operator to control from a central point the transmitter, slide and film projectors, audio and transcription facilities, and network programs. All gear would be in the transmitter building, with the operator setting up slides and films in advance. Additional equipment may be added easily. Several transmitter-antenna combinations are available.

Standard Electronics Unveils New All-Purpose TV Camera

NEW all-purpose TV camera, which can be used for both live and film pick-ups and which is cheaper, lighter and smaller than the usual TV camera, was previewed Tuesday at a news luncheon in New York by its maker, Standard Electronics Corp. Unit will receive its formal debut this week, when it will be demonstrated and displayed at the NARTB Convention.

Named the "Multi-Con," the camera weighs 72 pounds, compared to 125 pounds for the conventional camera, William Zillger, Standard vice president, said, and is about one-third smaller. These factors are important when in remote pickup use. Because it can be used for film as well as live programming, he said, two of these cameras, costing approximately $15,000 each, can do the work of three in the usual station set up—two studio cameras at $17,500 each and a film camera at $11,500—saving the station about a third in its camera expense.

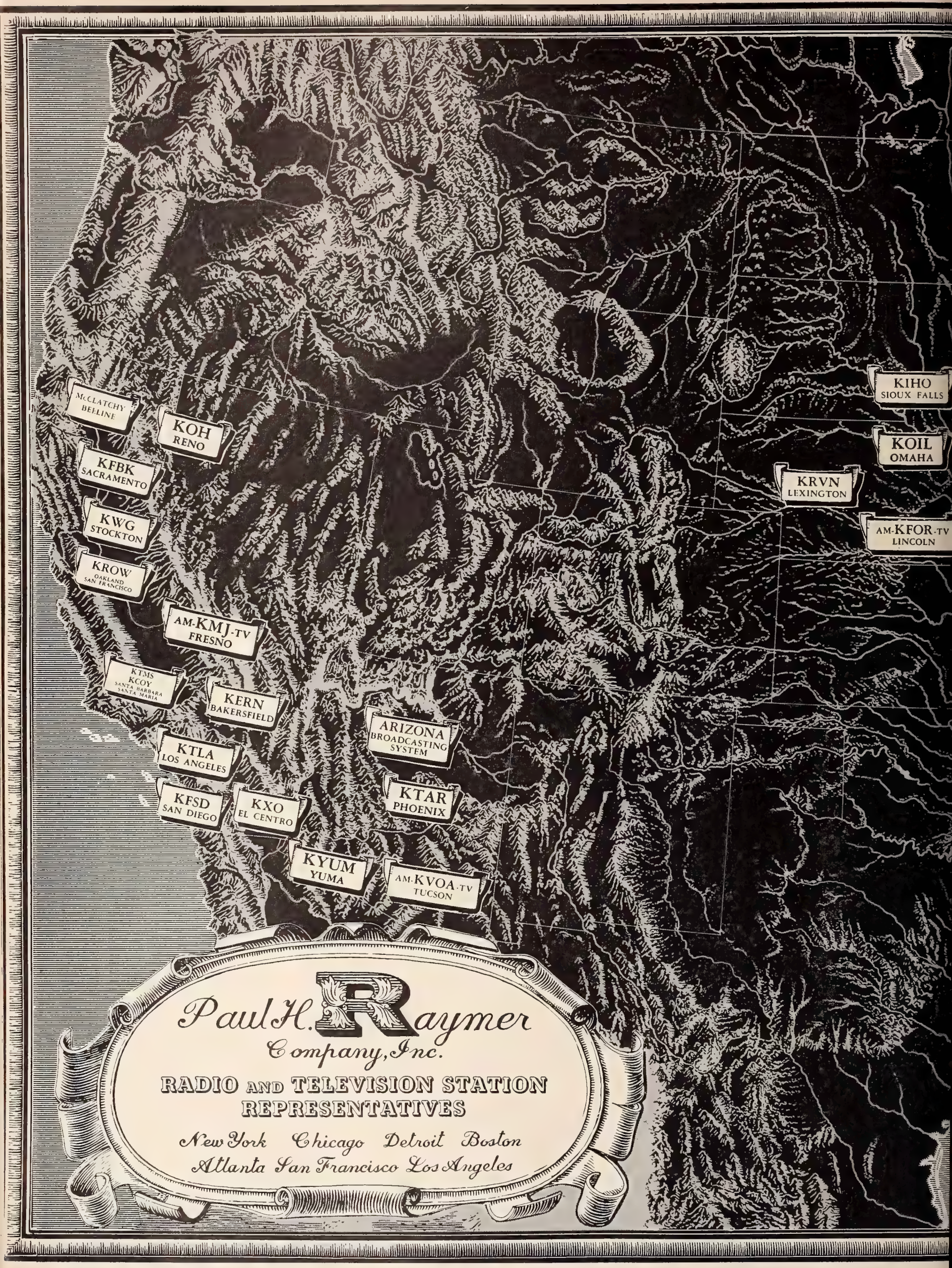
Operating costs with the "Multi-Con" also are less, Mr. Zillger said, because of its special tube which costs only $300, compared to $1,200 for an Image Orthicon camera tube, and has a life of "at least 1,000 or 1,200 hours." He declined to reveal details of the tube's construction, but said it could be used continuously, without rest periods.

With most of the electronic controls removed, the Multi-Con camera has only a single control for lens position and focusing and an electronic viewfinder, Mr. Zillger said. The lens is a 16mm Zeiss, he said, costing $150 instead of $900 for a 35mm lens.

NARTB Exhibits Add Six

SIX exhibitors made last-minute arrangements to take part in the NARTB exposition at the Biltmore Hotel, Los Angeles, during convention week. Their applications were approved after the April 20 B•T had gone to press with an article summarizing all exhibits (see list of display space, page 84).

Late exhibitors were announced as follows: Cinetel Products Co., Room 2334; Harriscope Inc., Room 2311; International Business Machines Corp., Room 2336; Hank McCune Show (Video Pictures), Room 2310, and Translux Corp., Room 2352.


McCLATCHY
BEELINE
KOH
RENO
KFBK
SACRAMENTO
KWG
STOCKTON
KROW
OAKLAND
SAN FRANCISCO
AM-KMJ-TV
FRESNO
KTMS
KCOY
SANTA BARBARA
SANTA MARIA
KERN
BAKERSFIELD
KTLA
LOS ANGELES
KFSD
SAN DIEGO
KXO
EL CENTRO
KYUM
YUMA
ARIZONA
BROADCASTING
SYSTEM
KTAR
PHOENIX
AM-KVOA-TV
TUCSON
KIHO
SIOUX FALLS
KOIL
OMAHA
KRVN
LEXINGTON
AM-KFOR-TV
LINCOLN
Paul H. Raymer
Company, Inc.
RADIO AND TELEVISION STATION
REPRESENTATIVES
New York Chicago Detroit Boston
Atlanta San Francisco Los Angeles


50 0 50 100 150 200 250
Scale of Miles
AM-WTAC-TV
FLINT
WARC
ROCHESTER
WDRC
HARTFORD
WPRO
PROVIDENCE
WQXR
NEW YORK
AM-WSBT-TV
SOUTH BEND
WTOL
TOLEDO
WKJG
FORT WAYNE
AM-WKBN-TV
YOUNGSTOWN
WCAO
BALTIMORE
WHKC
COLUMBUS
WDNC
DURHAM
WDOD
CHATTANOOGA
AM-WNOK-TV
COLUMBIA
AM-WBRC-TV
BIRMINGHAM
WLOF
ORLANDO
WINZ
MIAMI

EISENHOWER AMONG THOSE LAUDING RADIO, TV SERVICE

President lauds broadcasters for their voluntary contributions of time and facilities to public service activities of the government and other private agencies. Joins executives of federal agencies as well as civic agencies in paying respects to stations and networks as well as the Advertising Council.

HIGH officials of government and private organizations, including President Dwight D. Eisenhower, have joined in paying tribute to radio and TV stations and networks, along with the Advertising Council, for their outstanding role in promoting public service projects.

Letters and telegrams to NARTB President Harold E. Fellows and to Theodore S. Repplier, Advertising Council president, will be dramatically displayed by the council at the NARTB convention in Los Angeles this week.

President Eisenhower wrote Mr. Fellows that the nation's broadcasting system testifies to the "extraordinary achievements that are possible in a free and competitive economy." He noted that radio reaches 98% of U. S. homes and TV "soon may match that record." (See facsimile of letter page 36.)

In a letter to Mr. Repplier, President Eisenhower observed that advertising media have demonstrated the benefits of cooperation in a free society, contributing to the welfare of all Americans.

Mr. Repplier will attend the Los Angeles convention. At the Wednesday convention luncheon he will present to Mr. Fellows the American Heritage Foundation's media award. This award is based on the concededly dominant role played by radio and television in promoting registration and voting during the last Presidential campaign.

Joining President Eisenhower and others in recognizing advertising's role in public welfare, Secretary of the Treasury G. M. Humphrey wrote President Fellows last Wednesday, asking him to extend the Treasury's "deep appreciation for the splendid contribution of the broadcasting industry to the U. S. Savings Bonds program."

Mr. Humphrey continued:

"Through the years, radio and television stations and networks have played a leading part in promoting the Savings Bond thrift habit. Their generous donation of time and service has been one of the key factors in the building of individual Savings Bond holdings to the present $45.9 billion total. This represents both an important measure of security to the citizens who own them, and a powerful stabilizing force in our national economy."

Among nearly two-score letters and telegrams to be displayed by the council are these excerpts from greetings from important officials of leading public and private groups:

Henry Cabot Lodge Jr., head of U. S. mission to United Nations—"Let me express my sincere appreciation for the splendid cooperation you gave in bringing to the American people the story of the day-to-day activities of the United Nations."

'Distinguished Public Service'

E. Roland Harriman, president, American Red Cross—"A salute from the American Red Cross to your station members and the Advertising Council for their distinguished record of public service."

Paul Comly French, executive director, CARE—"Everyone connected with radio and television has been wonderful to CARE and the results are close to 15 million CARE packages sent to our needy friends abroad."

Basil O'Connor, president, National Foundation for Infantile Paralysis—"I would like to take this opportunity to salute broadcasters and the Advertising Council for their fine cooperation with the work of the foundation and its March of Dimes activities. Without this wholehearted voluntary assistance I sincerely believe the conquest of infantile paralysis would not be as close as it actually is today."

Arthur S. Flemming, Director of Defense Mobilization—"I wish to thank you for willing and generous cooperation in helping us collect blood. The increased collections and added public awareness of the real need for blood have been due in large part to the fine work by your members and the Advertising Council."

Commenting on advertising's contribution to public welfare, President Eisenhower has formally voiced the off-record comments he made March 24 at the ninth annual White House Conference of the council [B•T, March 30].

Nearly 200 advertising and business executives representing a substantial portion of the American economy took part in the White House conference, which was addressed by high government officials. Philip L. Graham, publisher of *The Washington Post* (WTOP-AM-TV Washington, WMBR-AM-TV Jacksonville, Fla.), in accepting the council's board chairmanship, told the group that media have given $1½ billion in time and space donations for public service causes.

Text of the President's letter follows:

Dear Mr. Repplier:

Thank you for your gracious letter of March twenty-seventh.

The Advertising Council and the business concerns associated with it need no praise from me. The results of your work are obvious. The various government departments whose programs you have done so much to forward have reason to be grateful to you. Your combined efforts have been worth many millions of dollars to our government. And I like to think that the public spirit which has motivated you will continue to grow under this administration.

When I spoke to your group on March twenty-fourth, I said I thought it one of the most important agencies in the country. In contrast to the controlled or totalitarian society, ours flourishes on free cooperation among individuals toward common purposes. So long as individuals do cooperate to get things done, freely instead of under coercion, our kind of society retains its elasticity and its dynamism. Your activity fits importantly into this framework. Once appreciating a need, the American people are quick to act. But public education and communication are difficult. Through the Advertising Council complex, people are made aware of the programs in which they can cooperate. Whether the cooperative action be donation of blood or investment in Savings Bonds, the collection of steel scrap or conservation of natural resources, you have demonstrated the possibility of public response in witness of a free society in action, at its best.

Sincerely,

(Signed) Dwight D. Eisenhower



ONE of the largest Baltimore radio contracts is claimed by WITH that city in its sale to North Avenue Market of one-hour *Melody Market* three times a week. Signing (l to r): Seated, Dick Scott, director of North Avenue Market, and Mrs. Ellen Stoutenberg, program director; standing, John Lampe, Lampe Adv.; Dan Hydrick, WITH account executive; Howard Rudolph, *Melody Market* m.c., and George Horshoff.

Radio-TV Media Praised For Defense Bond 'Sales'

ABILITY of radio and TV broadcasting to "sell" Defense Bonds provides a "success story" that has drawn official praise from Elihu E. Harris, director of advertising and promotion, U. S. Savings Bond Division.

On the eve of the NARTB Los Angeles convention, where the division will have an exhibit, Mr. Harris said, "What people hear on radio, and see on television, has an important bearing on what they do." He described the media as "more than purveyors of entertainment—messengers of service—salesmen of merchandise. They are an integral element of American life—part of the very fabric of modern living."

Reminding that 43 million people own $49.5 billion dollars' worth of savings bonds, Mr. Harris added, "Broadcasting is people, too—the millions of families who listen to radio each day, the millions to whom television is opening new vistas of life and experience." His tribute to broadcasting was titled, "Three (hundred) Little Words Which Simply Say—'Thanks a 49½ Thousand Million'."



It's the exclusive

REG U S PAT OFF
SCOTCH
BRAND

"V" SLOT 7" PLASTIC REEL

Now—enjoy the ultimate in easy handling, in smooth performance on all machines with the all new, all improved "Scotch" Brand "V" slot 7″ reel. It's the first truly *functional* plastic reel. 1200 ft. lengths of 111A and the sensational new 120 "*High-Output*" "Scotch" Brand Magnetic Tape are wound on this new "V" slot 7″ reel—splice free.

Check these exclusive features:

- **"V" SLOT.** Say goodbye to threading problems with the easiest, quickest threading device yet perfected.
- **LARGE 2¼" HUB.** The only reel that accommodates standard lengths of all magnetic tapes and minimizes timing errors. Eliminates tape spillage in rewind.
- **WIDE SPOKES.** 45% more plastic has been added for extra rigidity. Runs true, balanced to a whisper.
- **TAPERED FLANGES** eliminate frayed tape edges. Get a smoother wind with this precision feature.
- **EASIER LABELING.** Extra large unobstructed writing and labeling surface for added convenience.

Your electronic parts distributor has it!
Order today!

● 111-AP Magnetic Tape also available on the "SCOTCH" Brand professional reel.

Costs no more than ordinary reels

REG U S PAT OFF
SCOTCH Magnetic Tape
BRAND



3M COMPANY

High Output and HO *TM 3M Co.* The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

SOAP COMPANIES FORM FRONT RANK IN BUSY WEEK OF RADIO-TV BUYS

B•T cross-check reports: P&G shows preference for daytime TV; Lever Bros. reaffirms belief in nighttime radio; Colgate takes nighttime video and experiments in color commercials. Drugs, automotives, and one appliance firm add to the impressive week of industry action.

SOAP COMPANIES spearheaded impressive radio-TV action last week, followed strongly by drugs and automotives and one appliance firm—in all, eight major advertisers representing four large industries.

That was the tally of a B•T business cross check, which showed activity by Procter & Gamble Co., Colgate-Palmolive-Peet Co., Lever Bros., Pearson Pharmacal Co., Bristol-Myers, Pontiac cars, Chrysler cars, and Sunbeam Co.

Procter & Gamble's daytime television activity, starting in June, will include sponsorship of three half-hours of *Welcome Travelers* per week and three alternating half-hours of another NBC-TV show yet to be set in the same time spot, 3:30-4 p.m. In the fall the firm will expand the *Welcome Travelers* show to four half-hours per week, still retaining three half-hours for the alternate program. The time of the shows will then be moved 30 minutes to 4-4:30 p.m.

P&G, through Benton & Bowles, New York, also is considering two possibilities as a replacement for its Red Skelton show next season. One of the programs is *Oops Miss Daisy,* an NBC-TV show which, if purchased, would enable the firm to retain its 10-10:30 p.m. Sunday time on the NBC-TV network. The other offering being considered is the Ray Bolger show, which ABC-TV is actively pressing for that network's 10 p.m. Sunday time. Talent cost on the show is approximately $41,000. NBC-TV officials are fairly confident that they will be able to keep the sponsor for the Sunday time, it was understood. P&G definitely will retain its 7 p.m. Sunday night time on NBC-TV with the new *Paul Winchell-Jerry Mahoney Show,* slated to start next fall.

P&G plans for Oxydol and Dreft (through Dancer-Fitzgerald-Sample) have not yet been formulated, a company spokesman told B•T. Sponsorship of the *Beulah* show on ABC-TV will be cancelled, effective in October, and the fate of this budget still is in the balance.

Colgate-Palmolive-Peet, meanwhile, has started shooting experimental television color commercials. The company feels that it should be prepared for the eventual advent of color and that all possible difficulties should be understood and ironed out before its arrival.

Leslie Harris, director of radio-TV for Colgate, told B•T that the firm will experiment with all the various brands of film, such as Kodachrome, Ectachrome, and Ansco.

Lever Bros. (Rayve Creme Shampoo) displayed its faith in nighttime radio when it placed an order for five MBS evening programs on 480 stations, effective June 1. This will be one of the largest known nighttime network radio hookups for a single product. The shows were bought under the Mutual Multi-Message Plan on a Monday-through-Friday basis, 8-8:30 p.m. EDT. Programs are *Adventures of the Falcon, Mickey Spillane Mysteries, Crime Files of Flamond, Official Detective,* and *Take A Number.* Other sponsors of the programs are General Mills and R. J. Reynolds Tobacco Co.

Nighttime radio is the only medium to be used for Rayve for its 26-week campaign, which was placed direct by the advertiser. In addition, Lever Bros.' Lux, which normally takes an eight-week summer hiatus for *Lux Radio Theatre* on CBS radio, has decided to retain the program and has cut the hiatus period to four weeks. Lever also will increase its three-days-a-week sponsorship of Art Linkletter's *House Party* to four days, effective May 1 (CBS-TV 3:30-4 p.m. EDT). Lever is taking over the time normally sponsored by Green Giant (corn and peas). The latter firm asked to be allowed to drop out for 13 weeks while it renews its stock, reportedly depleted as a result of sales for which the program was given a large share of credit. Green Giant will return, it was understood, directly after the 13-week breather.

Another Mutual sale was rung up when Bristol-Myers, in behalf of Vitalis, signed to sponsor the five-minute warm-up session, immediately preceding the seven-a-week broadcasts of *Game of the Day,* effective last Wednesday. With the addition of the Vitalis sponsorship, the MBS sports feature is completely sold out. Falstaff Brewing Corp., R. J. Reynolds, and General Mills are the other sponsors. Doherty, Clifford, Steers & Shenfield, New York, is the agency for Vitalis.

Pearson Pharmacal Co., New York, for Ennds, dropped its alternate-week sponsorship of *Eye Witness* on NBC-TV, Mondays, 9-9:30 p.m., claiming "non-delivery" of clearance on stations previously promised. The firm also pulled out of its contract with NBC-TV for sponsorship of the *Ethel & Albert* show on NBC-TV which was to go on the air last Saturday.

Lester Amster, president of Pearson Pharmacal, told B•T that the company had called off its participation because of the "non-delivery of the circuit of stations promised" by the network. Mr. Amster said, however, that the firm probably would return to television.

An NBC executive denied the report that the stations weren't cleared and pointed out that under FCC regulations no network could guarantee complete delivery of all stations.

While NBC's legal department studied its moves in the matter, NBC-TV signed another sponsor for *Ethel & Albert.* Sunbeam Iron Co. will underwrite the show, effective May 9, through Perrin-Paus, Chicago agency, in the Saturday, 7:30-8 p.m. EDT time.

My Hero, sponsored by Dunhill in the 7:30-8 spot to be taken over by Sunbeam, will move into the 8-8:30 p.m. EDT period and will be followed by the *Original Amateur Hour* (8:30-9 p.m. EDT).

Chrysler Corp., through BBDO, New York [B•T, April 20], is conferring with Worthington Miner for a show called *Medallion Theatre.* The problem there, however, is that Mr. Miner has an NBC exclusive contract.

Pontiac cars, through McManus, John & Adams, New York, is looking for a half-hour television show for next fall. Among the programs being considered is one in which Dave Garroway would be featured in a nighttime show.

MacManus, John & Adams Realigns Executive Staff

REALIGNMENT in account supervision on an executive level was announced last week by MacManus, John & Adams, Detroit. W. A. P. John, agency board chairman, has assumed active supervision of the Pontiac account, with Vice President Paul Foley continuing as account manager. Harvey G. Luce, executive vice president, has been given additional duties as agency general manager.

Hovey Hagerman, vice president, has been relieved of direct connection with the agency's Bendix Aviation account to become chairman of the plans board, a newly-created post. Replacing Mr. Hagerman as supervisor of Bendix is Vice President John R. MacManus. The latter also will continue to supervise the Champion Spark Plug account.

National Biscuit Co. Sets $2.5 Million for Radio-TV

NATIONAL BISCUIT Co.'s radio-TV budget this year will be 30% over that of 1952, marking a total of approximately $2.5 million allocated for the two media, George Oliva, advertising manager, told B•T last week.

National Biscuit will continue to sponsor its Arthur Godfrey segment on CBS Radio and to place its local supplementary radio spot campaigns. The company plans to increase its TV spot schedule.

McCann-Erickson, New York, is the agency.

Gen. Foods Names Three

THREE promotions for marketing personnel in General Foods' Associated Products Div. were announced last week by Robert H. Bennett, general manager. They are: Robert I. Garver, sales and advertising manager for Certo and Sure-Jell fruit pectins, will assume additional duties as Calumet Baking Powder sales and advertising manager; Joseph Axelrod, merchandising manager for the Jell-O line and other bulk products, will become sales and advertising manager for these products, and William J. Ross, Chicago district sales manager for Diamond Crystal Salt, will take over the new post of division field promotion manager.

Gillette Signs for Derby

GILLETTE Co. last week signed to sponsor the broadcast and telecast of the Kentucky Derby from Louisville May 2 over CBS Radio and CBS-TV, after Red Cross entered discussions and Derby officials reduced the rights price, which now goes to the Red Cross (CLOSED CIRCUIT, April 13.) CBS-TV coverage will extend from 5-5:45 p.m. EDT; CBS Radio's, 5:15-5:45 p.m. EDT. Gillette agency: Maxon Inc., N. Y.

NEW BUSINESS

Pan American Coffee Bureau, N. Y., starts alternating five-minute segment of *Jimmy Wakely Show* on 22 Columbia Pacific Radio Network stations, Mon. through Fri., 4:10-4:30 p.m. PDT, for 52 weeks from May 4. Agency: Cunningham & Walsh, N. Y.

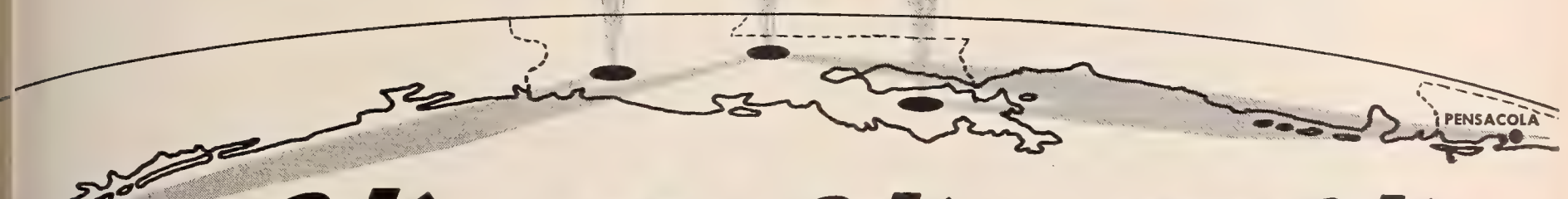
Sheaffer Pen Co. will co-sponsor *Jackie Gleason Show* over CBS-TV for 26 weeks starting June 20. Firm will also sponsor May 9 show. Agency: Russel M. Seeds Co., Chicago.

Leslie Salt Co., S. F., starts first quarter-hour segment of *Meet the Missus Varieties* on 27 Columbia Pacific Radio Network stations, Sat., 11:30 a.m.-12 noon (PDT), for eight weeks from May 2. Agency: Honig-Cooper, S. F.

the OK Group

YOUR BEST BUY . . . COVER THE GOLD COAST OF THE GULF AREA

CONTINUOUS COVERAGE FROM THE TEXAS BORDER TO PENSACOLA, FLORIDA



KAOK

LAKE CHARLES 1400 KC
Pop. 60,000 Family Income $9078

Highest income to workers in the state and one of the highest in the South. Large industrial, high paid working force that respond to mass appeal programming of the station.

Top Rated Air Salesmen

The highest rated disc jockey in the state in the morning . . . outsells and outpulls every national competitive show. A famous name negro disc jockey also beats all competition of other air shows. Nielsen and O'Connor surveys show KAOK leads the town in audience appeal.

Low Cost

Combine your buying on this 3 station network and by making this thrifty buy KAOK comes to you at a cost that makes this a bonus buy for the smart advertisers. National brands have been sold in a proven and tested manner on KAOK.

WXOK

BATON ROUGE 1260 KC
Pop. 135,000 Family Income $5912

Big payroll town. Large potential sales area . . . one of the ten fastest growing cities in America.

Towns Most Popular DJ's

The most famous hillbilly in the town . . . the best known country character . . . the idol of the negro jazz and jive fans and the hero of the negro women's audience . . . these disc jockeys have captured a buying audience that believes in them.

Low Cost

Now national and regional advertisers can wrap up this market at a new low cost . . . buying three markets and getting a discount that brings this important market in at an amazing low rate. Every type of merchandiser has already gotten results.

WBOK

NEW ORLEANS 800 KC
Pop. 600,000 Family Income $5225

Fast industrial growth. Higher spendable income . . . Unusual city improvements . . . a natural major market for a national advertiser seeking larger trading area coverage.

Nationally Recognized Disc Jockeys

Great performers including the number one negro disc jockey for jivers and the number one negro spiritual disc jockey also the two best known hillbilly air salesmen in the area. They sell . . . sell . . . sell for more national advertisers than all other 6 independent stations combined.

Low Cost

Latest Nielsen Survey proves WBOK to have the lowest cost per listener of any station in the city of New Orleans. Hooper first showed it . . . O'Connor verified it—now Nielsen confirms the fact that WBOK is the most listened to independent station in New Orleans.

THRIFTY PURCHASE . . . One Contract . . . One Affidavit . . . One Billing.

Save time . . . make the network buy and save money. Give your advertiser coverage that equals high power and high priced coverage at less than half the cost to you.

WRITE . . . WIRE . . . FOR AVAILABILITIES.

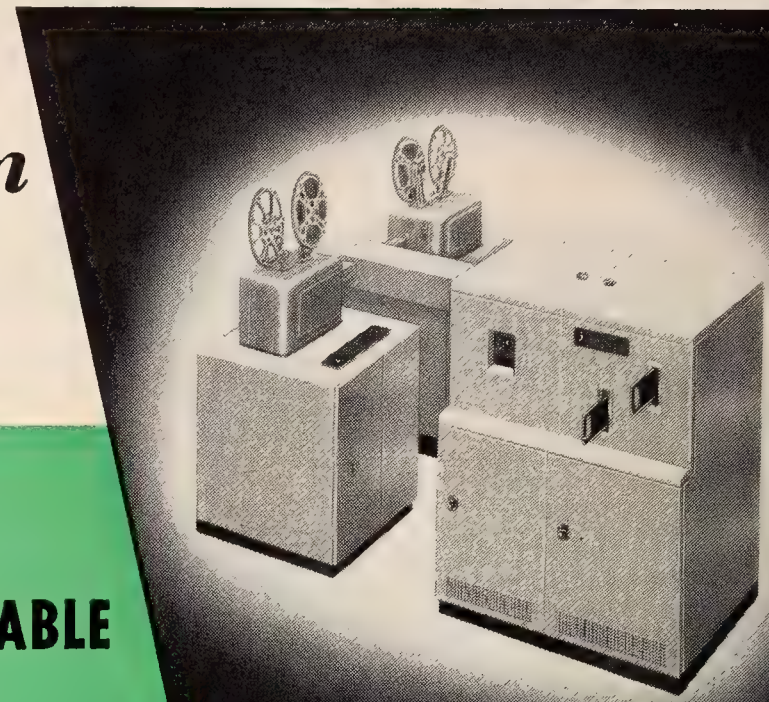
Forjoe and Co.
National Reps.
New York, Chicago, Los Angeles, San Francisco and Atlanta

the OK Group

Stanley W. Ray Jr.
Vice President and General Manager
505 Baronne Street
New Orleans, La.

THIS IS THE *Only* WAY...

to guarantee
the finest TV film
reproduction



Now COMMERCIALLY AVAILABLE

REVOLUTIONARY NEW...

a full year ahead of schedule



FOR THE COMPLETE STORY
ON THE FILM-SCANNER
WRITE FOR BROCHURE TR-394

A year ago when the Film-Scanner was first shown, everyone who saw it operating wanted to know, "When?" Deliveries were quoted as being, at the earliest, in 1954. Through a tremendously stepped-up development program, the Film-Scanner is now ready for scheduled production. Some time will elapse before production can possibly catch up to the unprecedented demands for this equipment. Orders are being accepted and deliveries scheduled on a priority basis.

DU MONT HAS CONSTANTLY MAINTAINED LEADERSHIP IN TELEVISION SCANNER PRODUCTION AND DEVELOPMENT

SMOOTH, SIMPLE OPERATION: 16 mm film pickup can be remotely started, stopped, *reversed*, or operated single frame. Simple switching of video from 16 mm film to opaque pickup.

NO SHADING OPERATOR REQUIRED: Shading controls are not required. Picture inherently free from edge flare and shading—simple, high quality operation.

FILM MOVES CONTINUOUSLY: No noisy, wearing, tearing, intermittent claw mechanisms — extremely quiet, continuous-motion operation.

NEW CATHODE-RAY TUBE: The Heart of the Film-Scanner. The result of years of Du Mont leadership in Cathode-Ray Tube design. The brightest scanner raster yet developed — light intensity many times the output of conventional tubes—extremely long life.

SPECIALLY DESIGNED MULTIPLIER PHOTOTUBE: Extremely high gain accomplished by extra-sensitive photocathode averaging 60 ua/lumen—multiplication factor: 700,000 to 2,000,000. High degree of stability. Spectral response predominates in visible region.

FILM AND OPAQUE-SLIDE PICKUP: Finest reproduction of 16 mm movie or 4" x 5" glossy or matte finish prints.

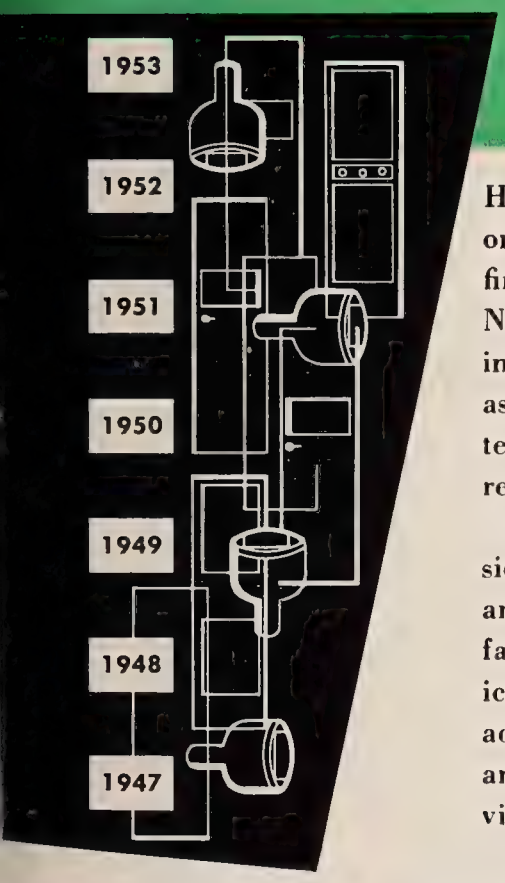
SIMULTANEOUS SIGNALS: Simultaneous video from each of two 16 mm film pickup machines or from each of two opaque pickups.

FILM SHRINKAGE COMPENSATOR: Built-in unit reproduces old or new film alike—smooth operation.

GAMMA CORRECTED: Excellent reproduction of the gray scale.

AUTOMATIC SLIDE CHANGER: Provision made for 2" x 2" glass slide automatic changer — a plus feature of the Film-Scanner.

Film-Scanner



HERE is the film pickup system everyone has been talking about since its first public demonstration at the 1952 N.A.R.T.B. Show. Here is the seemingly magic device that has been hailed as one of the greatest advancements in television . . . now as a commercial reality . . . ready for you.

The Film-Scanner offers the television broadcaster entirely new standards of *film, opaque and slide* pickup far superior to any system employing iconoscope or image orthicon tubes. In addition, operating costs of this system are a fraction of the costs of any previous system.

The development of scanner techniques is backed by knowledge gained through years of experience. From the great engineering achievements of the Monochrome and Universal Color Scanners, Du Mont has applied these well learned and proved principles to the ultimate in fine film reproduction equipment—the FILM-SCANNER. Years of experience in scanner techniques combined with the new continuous motion mechanism has resulted in a film pickup system of extreme simplicity. This is the final solution in answering all television film pickup problems of small and large stations alike.

TELEVISION TRANSMITTER DIVISION
ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

DU MONT

You can multiply exposures with strobe light—but not nearly so effectively as you can multiply impressions in the rich Indianapolis market. On WFBM-TV, one picture is worth 332,000 homes. *(number of sets in area April 20, 1953).*

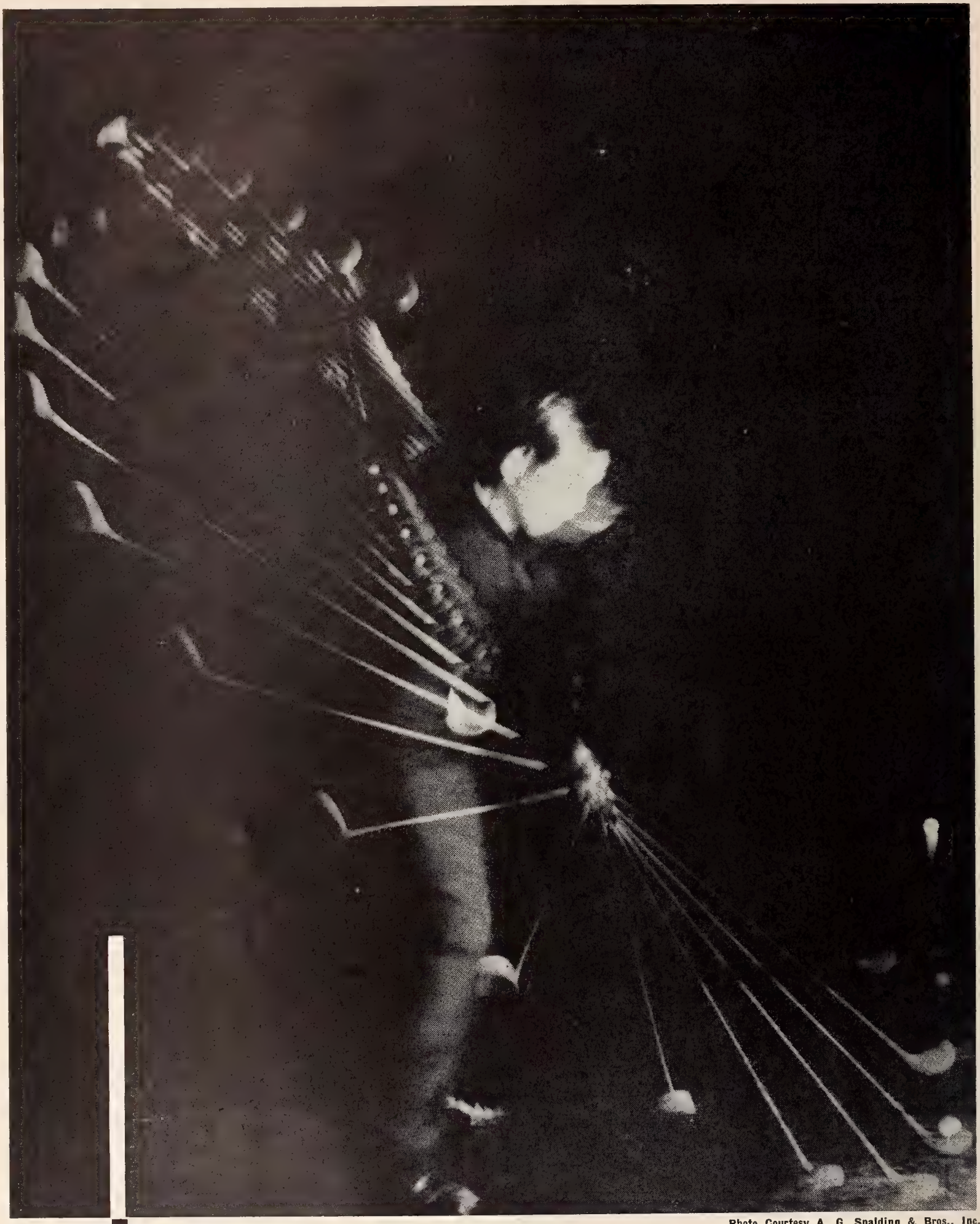


Photo Courtesy A. G. Spalding & Bros., Inc.

WFBM-TV

INDIANAPOLIS
CHANNEL 6
REPRESENTED NATIONALLY BY THE KATZ AGENCY

Affiliated with **WFBM (AM)**; **WEOA**, Evansville; **WFDF**, Flint; **WOOD (AM & TV)**, Grand Rapids

WEED TV ANALYSIS BREAKS DOWN RATE AVERAGES ON NATION'S 162 STATIONS

An advertiser buying a 20-second spot on each of the nation's 162 operating video outlets would pay $22,453.75, Weed Television's annual compilation of station rate cards reveals.

A 20-second spot announcement on each of the nation's 162 operating television stations would cost an advertiser $22,453.75, based on their one-time, Class A rates, according to Weed Television's annual analysis of TV station rate cards, being released today (Monday).

Station by station, the 20-second rate ranges from a low of $20 to a high of $875, for an overall average of $138.60—38 cents less than the average per-spot cost shown in the station representation firm's November 1951 analysis, when 109 stations were operating and the total cost of one 20-second spot on each was $15,149.

An exhaustive compilation, the analysis is

TELESTATUS®

Weekly TV Set Summary—April 27, 1953—Telecasting Survey

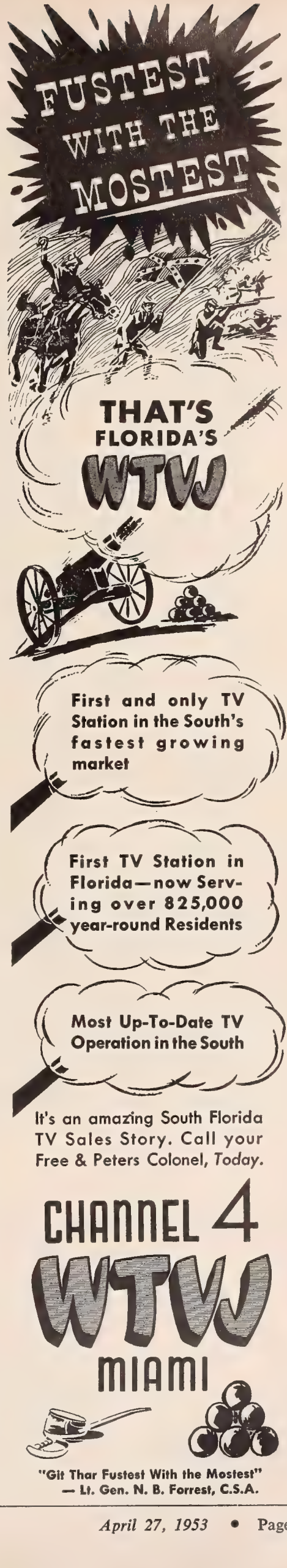
City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	167,569	.....
Amarillo	KGNC-TV, KFDA	21,495	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	270,000	.....
Atlantic City	WFPG-TV	.....	9,308
Austin	KTBC-TV	27,062	.....
Baltimore	WAAM, WBAL-TV, WMAR-TV	473,873	.....
Bangor	WABI-TV	16,000	.....
Baton Rouge	WAFB-TV	.....	.....
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	155,000	.....
Bloomington	WTTV	221,800	.....
Boston	WBZ-TV, WNAC-TV	1,043,130	.....
Bridgeport	WICC-TV	.....	11,031
Buffalo	WBEN-TV	343,998	.....
Charlotte	WBTV	317,215	.....
Chicago	WBBM-TV, WBNK, WGN-TV, WNBQ	1,363,674	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	407,000	.....
Cleveland	WEWS, WNBK, WXEL	750,709	.....
Colorado Springs	KKTV	16,500	.....
Columbia	WCOS-TV	.....	.....
Columbus	WNBS-TV, WLWC, WTVN	279,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	262,586	.....
Davenport	WOC-TV	190,000	.....
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Dayton	WHIO-TV, WLWD	272,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	22,216	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	262,586	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	233,961	.....
Green Bay	WBAY-TV	.....	.....
Greensboro	WFMY-TV	161,030	.....
Harrisburg	WHP-TV	35,000	.....
Holyoke	WHYN-TV	.....	.....
Honolulu	KGMB-TV	17,597	.....
Houston	KPRC-TV	242,450	.....
Huntington-Charleston	WSAZ-TV	188,992	.....
Indianapolis	WFMB-TV	332,000	.....
Jackson	WJTV	.....	13,420
Jacksonville	WMBR-TV	112,000	.....
Johnstown	WJAC-TV	642,428	.....
Kalamazoo	WKZO-TV	282,511	.....
Kansas City	WDAF-TV	288,366	.....
Lancaster	WGAL-TV	216,701	.....
Lansing	WJIM-TV	174,350	.....
Lawton	KSWO-TV	.....	.....
Lima	WLOK-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Little Rock	KRTV	.....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,559,976	.....
Louisville	WAVE-TV, WHAS-TV	238,066	.....
Lubbock, Tex.	KDUB-TV	22,104	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	201,800	.....
Miami	WTVJ	178,500	.....
Milwaukee	WTMJ-TV	427,045	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	363,300	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Montgomery	WCOV-TV	.....	4,000
Muncie	WLBC-TV	.....	.....
Nashville	WSM-TV	111,309	.....
New Britain	WKNB-TV	.....	53,017
New Castle	WKST-TV	.....	27,763
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	182,111	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	167,133	.....
Oklahoma City	WKY-TV	206,765	.....
Omaha	KMTV, WOW-TV	181,433	.....
Peoria	WEEK-TV	.....	18,075
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,217,138	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	610,000	.....
Portland, Ore.	KPTV	.....	84,245
Providence	WJAR-TV	429,005	.....
Pueblo	KDZA-TV	16,000	.....
Reading	WHUM-TV, WEEU-TV	.....	84,748
Richmond	WTVR	164,742	.....
Roanoke	WROV-TV, WSLS-TV	50,100	19,000
Rochester	WHAM-TV	180,000	.....
Rockford	WTVO	.....	.....
Rock Island	WHBF-TV	190,000	.....
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Saginaw-Bay City-Midland	WKNX-TV	.....	20,125
St. Louis	KSD-TV	502,000	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	138,180	.....
San Diego	KFMB-TV	173,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	558,200	.....
Schenectady-Albany-Troy	WRGB	265,900	.....
Seattle	KING-TV	254,100	.....
Sioux City	KVTV	37,097	.....
Sioux Falls	KELO-TV	21,500	.....
South Bend	WSBT-TV	.....	35,500
Spokane	KHQ-TV, KXLY-TV	28,442	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	.....	.....
Syracuse	WHEN, WSYR-TV	217,263	.....
Tacoma	KTNT-TV	243,000	.....
Tijuana (Mexico) San Diego	XETV	.....	.....
Toledo	WSPD-TV	224,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	142,360	.....
Utica-Rome	WKTV	91,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	443,680	.....
Wichita Falls	KWFT-TV, KFDX-TV	.....	.....
Wilkes-Barre	WBRE-TV	.....	58,800
Wilmington	WDEL-TV	134,034	.....
York	WSBA-TV	.....	30,000
Youngstown	WFMJ-TV, WKBN-TV	.....	31,300

Total Stations on Air 169*. Total Markets on Air 115*

Total Sets In Use 22,705,800

* Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico.

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U. S., however, is unduplicated estimate.



based on rate information for 162 operating stations in 105 markets (for purposes of the study, some closely related cities are counted as a single market), plus a separate study of stations due to start operating this spring.

Most of the operating stations, Weed officials said, have not set up three or more time classifications. Eight have an AA rate on spots (usually covering prime evening time); 85 have A, B and C Classifications; 30 have A, B, C and D; three also have E classifications; 34 have only A and B, while in two cases a single rate covers all time periods.

It also was noted that of the 162 stations—139 vhf and 23 uhf—a total of 123 listed a combined rate for one-minute or 20-second announcements; 31 have a one-minute spot rate; 39, a 20-second rate, and 149 an ID rate. Eight stations listed no one-minute rate in Class A time and 13 showed no ID rate, although on IDs, it was pointed out, the general practice is to charge 50% of the minute rate.

The new study also reports that 31 stations are scheduled to commence operations within the next few months. These are located in 29 cities, six of which already have stations on the air, and it was reported that a 20-second spot on each of these 31 outlets will cost $1,144, or an average of $36.90 per station. Total of 18 of these stations listed A and B time classifications; nine have A, B and C, while four showed one rate for all time periods. Several of the outlets are offering discounts—usually about 25% of the card rate—for business signed before the stations go on the air, Weed officials said.

Following is the Weed Television analysis, with markets grouped according to set circulation as of April 15. It is based on the Class A, one-time basic rate for film facilities (AA rates are used for stations which have AA rates). In each circulation group, the low to high range is shown, along with the average.

Under 25,000 circulation: 35 stations (20 vhf, 15 uhf), 30 cities—Amarillo; Ann Arbor; Austin; Atlantic City; Bangor; Bethlehem; Bridgeport; Brownsville-Matamoras; Colorado Springs; Columbia, S. C.; El Paso; Jackson, Miss.; Lima; Lawton, Okla.; Lubbock; Minot; Mobile; Montgomery; Muncie; New Castle, Pa.; Peoria; Pueblo; Roanoke; (uhf count only); Sioux Falls; Spokane; Springfield, Mo.; Springfield-Holyoke; Tucson; Wichita Falls; York, Pa.

One hour—$150 to $300 (avg. $200)
Half-hour—$90 to $180 (avg. $121)
Min./20 secs.—27 stations, $20 to $60 (avg. $37.59)
Minute—8 stations, $30 to $40 (avg. $33.40)
20 seconds—8 stations, $20 to $30 (avg. $24.69)
IDs—34 stations, $10 to $30 (avg. $18.38)

25,000 to 50,000: 9 stations (4 vhf, 5 uhf), 8 cities—Albuquerque; Green Bay; Lincoln; New Britain; Sioux City; South Bend; Wilkes Barre; Youngstown, Pa.

One hour—$200 to $300 (avg. $233.33)
Half-hour—$120 to $180 (avg. $144.44)
Min./20 secs.—8 stations, $34 to $60 (avg. $44.25)
20 seconds—1 station, $28
IDs—$17 to $30 (avg. $21.66)

50,000 to 75,000: 4 stations (3 vhf, 1 uhf), 4 cities—Lynchburg, Va.; Phoenix; Portland, Ore.; Roanoke, Va. (vhf count).

One hour—$250 to $450 (avg. $325)
Half-hour—$150 to $270 (avg. $195)
Min./20 secs.—$50 to $90 (avg. $66.25)
IDs—3 stations, $25 to $37.50 (avg. $29.16)

75,000 to 100,000: 5 stations (3 vhf, 2 uhf), 3 cities—Reading; Salt Lake City; Utica, N. Y.

One hour—$250 to $575 (avg. $410)
Half-hour—$150 to $345 (avg. $246)
Min./20 secs.—$40 to $100 (avg. $75)
IDs—$20 to $50 (avg. $35)

100,000 to 150,000: 16 stations (vhf), 13 cities—Altoona; Binghamton; Denver; Erie; Greensboro; Jacksonville; Lansing; Miami; Nashville; San Antonio; San Diego-Tijuana, Mex.; Tulsa; Wilmington, Del.

One hour—$225 to $700 (avg. $470.31)
Half-hour—$135 to $420 (avg. $282.18)
Min./20 secs.—14 stations, $60 to $100 (avg. $88.92)
Minute—1 station, $40
20 seconds—2 stations, $30 to $130 (avg. $80)
IDs—15 stations, $13.33 to $70 (avg. $43.05)

150,000 to 200,000: 20 stations (vhf), 15 cities—Ames; Birmingham, Ala.; Davenport-Rock Island; Huntington, W. Va.; Johnstown; Lancaster; Louisville; Memphis; New Orleans; Norfolk; Oklahoma City; Omaha; Richmond; Rochester; Syracuse, N. Y.

One hour—$375 to $700 (avg. $541.25)
Half-hour—$225 to $420 (avg. $324.75)
Min./20 secs.—15 stations, $75 to $140 (avg. $107.60)
Minute—5 stations, $90 to $130 (avg. $108)
20 seconds—5 stations, $80 to $115 (avg. $94.25)
IDs—18 stations, $38 to $70 (avg. $50)

200,000 to 300,000: 19 stations (vhf), 12 cities—Bloomington; Charlotte; Columbus, O.; Dallas-Fort Worth; Dayton; Galveston-Houston; Grand Rapids; Kalamazoo; Kansas City; Schenectady; Seattle-Tacoma; Toledo, O.

One hour—$500 to $785 (avg. $652.36)
Half-hour—$300 to $471 (avg. $389.53)
Min./20 secs.—15 stations, $90 to $157 (avg. $126.46)
Minute—3 stations, $80 to $140 (avg. $118.33)
20 seconds—4 stations, $70 to $125 (avg. $110)
IDs—17 stations, $45 to $70 (avg. $55.44)

300,000 to 400,000: 11 stations (vhf), 6 cities—Atlanta; Buffalo; Cincinnati; Indianapolis; Minneapolis-St. Paul; New Haven, Conn.

One hour—$500 to $900 (avg. $769.09)
Half-hour—$300 to $540 (avg. $461.45)
Min./20 secs.—8 stations, $104 to $180 (avg. $145.75)
Minute—3 stations, $75 to $150 (avg. $112.33)
20 seconds—3 stations, $60 to $135 (avg. $93)
IDs—10 stations, $36 to $90 (avg. $61)

400,000 to 500,000: 9 stations (vhf), 4 cities—Baltimore; Milwaukee; Washington; Providence.

One hour—$600 to $1,100 (avg. $792.77)
Half-hour—$360 to $660 (avg. $475.66)
Min./20 secs.—8 stations, $100 to $165 (avg. $136.87)
20 seconds—1 station, $160
IDs—$40 to $75 (avg. $61.39)

500,000 to 600,000: 1 station (vhf), 1 city—St. Louis.

One hour—$950
Half-hour—$570
Min./20 secs.—$175
ID—$37.50

600,000 to 700,000: 4 stations (vhf), 2 cities—Pittsburgh; San Francisco.

One hour—$750 to $1,200 (avg. $950)
Half-hour—$450 to $720 (avg. $562.50)
Min./20 secs.—2 stations, $150 to $180 (avg. $165)
Minute—1 station, $190
20 seconds—2 stations, $165 to $190 (avg. $177.50)
IDs—3 stations, $75 to $90 (avg. $81.66)

700,000 to 800,000: 3 stations (vhf), 1 city—Cleveland.

One hour—$625 to $1,000 (avg. $808.33)
Half-hour—$375 to $600 (avg. $485)
Min./20 secs.—1 station, $160
Minute—1 station, $200
20 seconds—2 stations, $165 to $200 (avg. $182.50)
IDs—$80 to $100 (avg. $86.66)

800,000 to 900,000: 3 stations (vhf), 1 city—Detroit.

One hour—$1,250 to $1,400 (avg. $1,350)
Half-hour—$750 to $840 (avg. $810)
Min./20 secs.—$225 to $252 (avg. $242.33)
IDs—$100 to $126 (avg. $112)

1 to 1½ million: 9 stations (vhf), 3 cities—Boston; Chicago; Philadelphia.

One hour—$1,020 to $1,800 (avg. $1,457.77)
Half-hour—$612 to $1,080 (avg. $874.66)
Min./20 secs.—8 stations, $250 to $425 (avg. $303.12)
20 seconds—1 station, $350
IDs—7 stations, $125 to $212.50 (avg. $156.78)

1½ to 2 million: 7 stations (vhf), 1 city—Los Angeles.

One hour—$1,000 to $1,500 (avg. $1,271.43)
Half-hour—$600 to $900 (avg. $798.57)
Min./20 secs.—3 stations, $220 to $300 (avg. $273.33)
Minute—4 stations, $180 to $250 (avg. $230)
20 seconds—4 stations, $120 to $230 (avg. $181.15)
IDs—$60 to $150 (avg. $117.86)

3 to 3½ million: 7 stations (vhf), 1 city—New York.

One hour—$1,000 to $4,250 (avg. $2,507.14)
Half-hour—$600 to $2,550 (avg. $1,504.28)
Min./20 secs.—1 station, $800
Minute—5 stations, $200 to $650 (avg. $390)
20 seconds—6 stations, $150 to $875 (avg. $400)
IDs—5 stations, $100 to $400 (avg. $270)

SPRING-EARLY SUMMER OPENINGS

31 stations (24 uhf, 7 vhf), 29 cities—Akron, O.; Baton Rouge, La.; Battle Creek, Mich.; Belleville, Ill.-St. Louis; Colorado Springs, Col., Columbia, S. C.; Duluth, Minn.; Elmira, N. Y.; Fort Lauderdale, Fla.; Fort Smith, Ark.; Lafayette, Ind.; Little Rock, Ark.; Lubbock, Tex.; Massillon, O.; Monroe, La.; Oshkosh, Wis.; Pensacola, Fla.; Pueblo, Colo.; Raleigh, N. C.; Rochester, Minn.; Rockford, Ill.; Rome, Ga.; St. Joseph, Mo.; St. Petersburg, Fla.; Santa Barbara, Calif.; Scranton, Pa.; West Palm Beach, Fla.; York, Pa.; Zanesville, O.

One hour—$125 to $400 (avg. $205.48)
Half hour—$75 to $240 (avg. $123.61)
Min./20 secs.—28 stations, $20 to $80 (avg. $36.12)
Minute—3 stations, $30 to $100 (avg. $55.83)
20 seconds—3 stations, $22.50 to $80 (avg. $44.17)
IDs—29 stations, $10 to $40 (avg. $19.29)

VISIT

Blackburn-Hamilton Company Headquarters

at the Biltmore Hotel

during the NARTB Convention

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

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James W. Blackburn
William T. Stubblefield
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CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

CBS Sweep Nielsen Poll On Radio for March 8-14

ALL the top 10 evening once-a-week network radio shows for the week of March 8-14, 1953, were on CBS, according to the A. C. Nielsen Co. report of homes reached. They are:

EXTRA-WEEK
March 8-14, 1953
EVENING, ONCE-A-WEEK

RANK	PROGRAM	HOMES REACHED (000)
1	Jack Benny (CBS)	5,863
2	Lux Radio Theatre (CBS)	5,460
3	Amos 'n' Andy (CBS)	5,013
4	Charlie McCarthy Show (CBS)	4,968
5	People Are Funny (CBS)	4,520
6	Our Miss Brooks (CBS)	4,341
7	My Little Margie (CBS)	4,252
8	Dr. Christian (CBS)	4,207
9	Life With Luigi (CBS)	4,162
10	Godfrey's Talent Scouts (CBS)	3,894



"THEY REALLY WATCH SARRA COMMERCIALS"

SARRA INC.

New York: 200 East 56 Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

An appeal to every radio station interested in integrity . . . . .

RATES REGISTERED WITH

AMERICAN RADIO ASSOCIATION

ARA

ARA

American Radio Association*

60 East 42nd Street

New York, N. Y.

*** An Association of radio stations selling time *only* at their published rates.**

. . . . . JOIN the A.R.A.!

WHAT YOU GET:

Advertisers and agencies will immediately recognize that, as a member of the "American Radio Association," you sell time at your published rates. Use the seal on your rate cards, stationery and trade paper ads. Remember, you retain full and complete rights to revise your rates in any way that you see fit. As a member of the "American Radio Association," you agree only that your station will *sell time at published rates only*—you retain complete rate changing authority.

WHAT YOU MUST DO:

Mail in the below coupon. Because of limited funds we cannot send mailings direct to individual stations, or make personal solicitations for your membership. To become a member, you must reply to this ad. Your inquiry will not obligate you—since you cannot become a member until you have fulfilled all the obligations of membership.

TO BECOME A MEMBER:

1. Send the Association a copy of all your rate material, including local, regional and national rates. The reason for this (and the next provision) is that this organization must have the respect of advertisers and agencies. To gain this respect, all stations must provide actual proof to the Association that they sell time only at their published rates.

2. After you become a member of the Association, send the organization an extra copy of all contracts for the sale of time on your station. These contracts will be spot checked in our offices against your published rate information. In the event of a discrepancy you will be contacted.

3. Pay dues. Although the Association is a non-profit organization, there are certain expenses that are unavoidable. Dues will be one-half of your daytime one minute spot rate per month. At the end of our first year of business our books will be audited, and the balance on hand will be refunded to stations paying dues on a proportionate basis.

It is not the purpose of this organization to "convert" any stations. Rather than that, we want an association of stations already selling time only at their published rates. If the organization works as we anticipate, it will no longer be necessary for you to spend hours saying, "No," to advertisers and agencies asking for "deals." When they see you are a member of the Association they won't even bother to ask for "deals."

The bylaws of the organization call for the nomination, and election, of new officers and directors in November, 1953. If the organization is successful by that time, its organizers plan to decline nomination for offices and, in effect, turn the corporation over to member stations expressing interest in it. The Association has been organized by management people at KOWH, Omaha. All officers and directors are from that station.

Yes! We are interested in the American Radio Association.
Please send us all the details.

NAME .....

TITLE ..... STATION .....

ADDRESS .....

CITY ..... STATE .....

NCS REPORTS 12-15% NON-HOME AUDIENCE

Nielsen Coverage Service research shows auto listening adds 6.5% to 10.6% to in-home listening.

AUTOMOBILE listening adds about 6.5% to in-home listening on weekdays and 10.6% on weekends while all types of non-home listening represent an addition to in-home listening of about 11.9% on weekdays and 14.8% on weekends.

These figures were given by A. C. Nielsen Co., Chicago, in a report on non-home listening and viewing which it is mailing to all Nielsen Coverage Service subscribers.

The Nielsen company claimed that "this is the first research project which measures non-home listening and TV viewing—nationwide, accurately, quantitatively and in relation to in-home listening." It heralded the report as the first "authoritative, detailed measure" of radio's full dimensions as an advertising medium.

The measure is obtained, according to Nielsen, by adding Nielsen Radio Index (NRI) figures on in-home listening to new Nielsen Coverage Service (NCS) figures on non-home listening.

The market research firm plans to mail a complete edition to all NCS subscribers. Additionally, it will release at the NARTB convention this week a special edition of the report on non-home radio listening and televiewing. Data on non-home viewing is "similar but somewhat less detailed," it was explained.

Referring to its statistical data, A. C. Nielsen cited "authoritative" figures as a national average for the hours of 6 a.m. to 12 midnight for both automobile and all non-home listening combined. The firm found that all figures fluctuate by hours of the day and vary by territories. Nielsen also claimed "reliable data" for each hour and audience composition—that is, the percentage of men, women and children.

NCAA TV Stand Backed by NORC

GLOOMY view that live telecasting of college football has a bad effect on attendance, habitually held by the National Collegiate Athletic Assn. and the members of its Television Committee received statistical support from a survey of the 1952 gridiron season made for NCAA by National Opinion Research Center.

Compared to the pre-TV years 1947-48, NCAA reported, paid admissions to college football games during the 1952 season were up 10.2% in areas where there was no TV competition, but were down 16.2% where TV competition was present. NCAA concluded that the controlled telecasting plan administered by NCAA in 1951 and 1952, but not in 1950, cut the losses in attendance by at least 13%.

As set ownership increased from 3 million in 1949 to 20 million last year, the adverse effects on football attendance also have mounted, "though in the most recent season there was evidence of a leveling off in the most heavily saturated areas," NCAA said. However, no evidence was found that TV's impact on attendance at college games was a "novelty effect" which will wear off, or that TV has produced any strong stimulative effect on the box office, NCAA reported. Blackouts are not effective in raising attendance, the report commented.

SRCAM to Discuss NCS, SAMS 'Misuse'

MEETING designed to clear up the widespread misunderstanding and misuse of Nielsen Coverage Survey and Standard Audit & Measurement Service reports on station audiences [B•T, April 20] probably will be held the week of May 10 in New York, Ward Dorrell, chairman of the Station Representatives Committee on Audience Measurements, said Thursday.

Both A. C. Nielsen, president of A. C. Nielsen Co., and Kenneth Baker, president of SAMS, have accepted invitations by the committee to meet with station representatives and agency timebuyers and to explain their services, Mr. Dorrell said.

HOOPERATINGS ADD 10 TV MARKETS

TV HOOPERATINGS will cover 50 cities instead of the current 40 beginning with October, C. E. Hooper Inc. announced today (Monday). There will be no increase on subscription rates to advertisers, agencies or TV stations, the announcement said.



Mr. Hooper

The 10 added markets are: Denver, Grand Rapids-Kalamazoo, Mich., Huntington, W. Va.; Miami, Fla.; New Orleans; Norfolk, Va.; Portland, Ore.; Rochester, N. Y.; Wilmington, Del., and Youngstown, Ohio. Reports for the new markets will cover all hours of operation from sign-on to sign-off with daily quarter-hour Hooperatings and share of audience as well as program ratings, Monday-Friday averages, and day-part indexes.

RADIO OUT-OF-HOME AUDIENCE UP

Pulse survey shows more families tuned in away from their home sets than did in 1952.

OUT-OF-HOME listening added 18.6% to mid-winter radio audiences of 16 major cities, according to Pulse surveys made in January-February of this year. The figure represents a new high in out-of-home listening, states Pulse, which in 1952 checked 12 areas and found a plus of 15.2%, and in 1951, in seven areas, found an out-of-home bonus of 13.7%.

The level of out-of-home listening also was up this winter, Pulse noted, with an average of 3.5% of families reporting listening to radios outside their homes for each quarter-hour from 6 a.m. to midnight, up from 3.2% the previous winter. Los Angeles had the highest level, 4.2%, followed by New York, 4.0%; San Francisco, 3.9%; Boston 3.8%, and Philadelphia, 3.5.% Philadelphia, however, had the largest total away-from-home audience, 21.7%. Lowest of the 16 cities surveyed was Seattle, with a 12.3% out-of-home listening bonus.

Antitrust Suit Defendants To File Answers by July 15

DEFENDANTS in the Dept. of Justice antitrust suit to force release of 16mm feature motion pictures to television and other outlets, have waived objections to the government's interrogatories and stipulated they would file answers by July 15.

The 29 detailed questions concern activities of the 12 motion picture and distributing companies back to 1936 [B•T, March 23]. Attorneys for the companies originally had been given a time extension to April 15 for filing objections.

The antitrust suit was filed last July 22 [B•T, July 28, 1952] and is before Federal Judge William Byrne. Listed as defendants are Columbia Pictures Corp. and its subsidiary, Screen Gems Inc.; Universal Pictures Corp. and its subsidiary, United World Films Inc.; Warner Bros. Pictures Inc.; Warner Bros. Pictures Distributing Corp.; RKO Radio Pictures Inc.; 20th Century-Fox Film Corp.; Republic Pictures Corp.; Republic Productions Inc.; Films Inc., and Pictorial Films Inc. Although not a defendant in the suit, Theatre Owners of America (TOA) is named a co-conspirator.

Film Sales

Sale of NBC's syndicated film series, *The Visitor*, in five new markets was reported last week by **John B. Cron,** national sales manager for NBC's film division. Latest are to **KPRC-TV** Houston, **KPOR-TV** Lincoln, **WMTV (TV)** Madison, **KNBH (TV)** Hollywood and **XETV (TV)** Tiajuana-San Diego.

Mr. Cron added that the *Douglas Fairbanks Presents* filmed series has been sold in the Yakima market for sponsorship by Rainier Beer Co., San Francisco; on **WBAL-TV** Baltimore for National Brewing Co., Baltimore, and also to **WMTV (TV), KNBH (TV)** Hollywood and **WTVP (TV)** Decatur, Ill.

* * *

Consolidated Television Sales reports that it has sold its "Station Starter Plan" in 22 of the 42 new TV markets and a total of 24 in all. Under the plan, new stations receive nine Consolidated filmed program series at a total weekly price equal to the station's Class "A" starting one-hour rate [B•T, March 16].

* * *

Distribution

Snader Releases Inc., 177 S. Beverly Dr., Beverly Hills, has been formed by **Louis D. Snader** to distribute outside TV films in addition to programs filmed by **Snader Productions Inc. Robert Carroll,** New York state sales manager for Ziv TV Programs Inc., joins the new firm as national sales manager. Mr. Snader has announced plans to start shooting a new library of 3½-minute color telescriptions for fall release.

With the relinquishment of interest by Mr. Snader and **Reub Kaufman,** now president of Guild Films Inc., **Snader Telescriptions Sales Inc.** has become **Combined Television Pictures Inc.,** headquartered at 328 S. Beverly Dr., Beverly Hills. The firm controls a motion picture package of Alexander Korda productions and Dick Tracy TV film series, now being distributed by **United Television Programs.** New officers are **Alexander Bisno,** president; **Morris Krakowsky,** vice-president, and **Henry Bisno,** secretary-treasurer.



United Press Photo

SPONSORSHIP KEEPS CLIMBING . . .

AND CLIMBING!

Year after year, sponsorship of United Press radio news shows keeps climbing and climbing. The latest canvass of U.P. clients shows that it's higher than ever before.

Every kind of U.P. news show is making new records. Time-buyers are hitching their sales wagons to both the year-round scheduled reports and features and to the seasonal and topical specials, those bonus programs United Press is so famous for.

This height and spread of sponsorship is one reason why United Press has more radio news clients than any other service—more than 1350 today in the United States alone

United Press

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

AP Newspaper Members Drop, Radio Clients Up

Net gain of 59 radio stations reported by AP's board of directors at New York meeting, for total radio membership of 1,185.

STEADY growth in the number of radio stations belonging to AP and an accompanying decrease in newspaper membership were highlighted in the 1952 report by the AP board of directors at its annual meeting in New York last Monday.

The report indicated a net gain of 59 radio stations during 1952, bringing total membership to 1,185. Newspaper membership at the close of the year, it was reported, dropped from 1,733 to 1,725 "due chiefly to consolidations and discontinuance of publication." It was reported there are some 3,138 newspapers, radio stations and other publications represented in AP outside the U. S. Total AP membership at the end of 1952 was placed at 6,048.

Touching on television, the report acknowledged "a need for development of specialized picture services for TV stations," but added that a projected AP news service on films had failed to develop. It offered the following reasons for not following through on the project: (1) "Such a service was too expensive for the average station"; (2) "There was no quick delivery method which would make it possible for stations to receive the films while the news was still fresh," and (3) "There were an insufficient number of television stations on the air able to support the project on a practical basis."

Six directors were re-elected: Robert McLean, AP president, *Philadelphia Bulletin* (WCAU-AM-TV); Norman Chandler, *Los Angeles Times* (KTTV [TV]); Paul Miller, *Rochester Democrat & Chronicle* (WHEC); Robert B. Choate, *Boston Herald-Traveler* (WHDH); James M. North Jr., *Fort Worth Star Telegram* (WBAP-AM-TV), and Harry F. Byrd Jr., *Winchester* (Va.) *Evening Star.*

28 New Radio, 57 New TV Stations Signed by INS

Seymour Berkson, INS general manager, reported on new INS clients at annual business meeting. He also stressed importance of INS facsimile service for TV stations.

TOTAL of 28 radio clients and 57 TV stations, along with 50 newspaper and 16 special service clients, were among the new foreign and domestic clients signed by International News Service during the past 12 months, General Manager Seymour Berkson reported at the organization's annual business meeting last Tuesday in New York.

In addition, Mr. Berkson said, a large number of other radio stations and newspapers in overseas areas are receiving INS dispatches.

The number of U. S. TV stations which currently receive INS' Telenews, newsreels, films and associated TV services was placed at 95.

Mr. Berkson stressed INS' recent inauguration of its facsimile wire service for the transmission of news and photos for TV stations [B•T, March 30, Jan. 12] as "another historic first" for INS in the TV field.

"International News Facsimile is truly the long-awaited answer to fast, efficient and economical transmission of news and photos for television," Mr. Berkson asserted.

Noting that WBAL-TV Baltimore was the facsimile service's initial client and reporting that six other TV stations are slated to join "shortly," with coast-to-coast service to be available "soon," he continued:

"It is the first basic news service created for television stations in which both news and photos are transmitted on a single circuit . . . news, photos, maps and other visual material are ready for telecasting as soon as they emerge from the receiving unit."

Mr. Berkson also told the INS executives that the organization, in association with Telenews Productions Inc., has maintained leadership in sale and distribution of newsreel film and associated news elements for TV stations.

He emphasized the importance INS has placed on interpretative and behind-the-scenes reporting which provides background and gives added insight on major news developments, and also reported that INS will continue to stress the public service type of news-features.

UP Said Biggest Supplier Of News Film to Television

Direct service to 3,736 radio and TV stations and newspapers by UP is reported by executives of the news service at New York meeting. UPMT is described as biggest supplier of news films to TV stations.

UP now serves directly 3,736 radio and TV stations and newspapers around the globe, a rise of 203 in the past year, Jack Bisco, vice president and general business manager, reported at meetings of UP executives Tuesday and Wednesday in New York, at which UP President Hugh Baillie presided.

UP Movietone News, a joint effort of UP and 20th Century-Fox Movietone News, now is the largest supplier of news film for television, according to William C. Payette, UP's TV manager, who said UPMT has contracts with 56 TV stations.

LeRoy Keller, vice president and general sales manager, said UP now offers the largest variety of services in its history.

With expansion of its picture circuits, Telephoto coverage for TV stations and newspapers has been brought within reach of many smaller markets, Mr. Keller said. Mims Thomason vice president in charge of UP's picture service, said 71 new picture clients had been gained in the last year, bringing the total to 340.

UPMT now supplies films and scripts to points as far as Toronto, Sao Paulo, Brazil, Mexico City, and Honolulu, it was said.

UP TV innovations were said to include processing of each story as an individual item instead of assembling the output into a newsreel. A substantial majority of TV stations now have UP service in one form or another, it was stated.

More than 300 commentators, magazines and recipients of the Washington City News information service are served by UP in addition to its newspaper and broadcast station clients, it was reported.

BAKER, GRAY TAKE AD COUNCIL POSTS

APPOINTMENT of William R. Baker Jr., chairman of Benton & Bowles, as chairman, and Robert M. Gray, advertising and sales promotion manager of Esso Standard Oil Co., as vice-chairman of the Advertising Council's 1953-54 Radio-TV Committee was announced Tuesday by Philip L. Graham of The *Washington Post* (WTOP-AM-TV), chairman of the board of the Council's board of directors.

Stuart Peabody, assistant vice president of the Borden Co., and Harold E. Fellows, NARTB president, were named chairman and vice chairmen, respectively, of the Government Relations Committee.

Other committee officials announced:

Executive Committee—Louis N. Brockway, executive vice president of Young & Rubicam, chairman, and Kerwin H. Fulton, president, Outdoor Adv. Inc., vice chairman.

Nominating Committee — Fairfax M. Cone, president of Foote, Cone & Belding, chairman, and Albert E. Winger, board chairman of Crowell-Collier Pub. Co., vice chairman.

Planning Committee—Howard J. Xorgens, vice president in charge of advertising for Procter & Gamble Co., chairman, and Thomas D'Arcy Brophy, board chairman of Kenyon & Eckhardt, vice chairman.

Promotion Committee—F. Bourne Ruthrauff, vice president, Ruthrauff & Ryan, chairman, and William Reydel, vice president, Cunningham & Walsh, vice chairman.

Round Table Committee—James Webb Young, senior consultant for J. Walter Thompson Co., chairman, and Chester J. LaRoche, C. J. LaRoche & Co., vice chairman.

Sponsorship Committee—Henry G. Little, president, Campbell-Ewald Co., chairman, and H. M. Warren, vice president of advertising and sales promotion of the National Carbon Co., vice chairman.

Campaigns Review Committee—Leo Burnett, president of Leo Burnett Inc., chairman, and Philip J. Everest, vice president of sales and promotion, Transportation Displays Inc., vice chairman.

Maxwell To BAB N. Y. Sales

APPOINTMENT of Charles E. (Ted) Maxwell, ABC account executive, as a salesman for BAB in New York was announced last week by BAB President William B. Ryan.

Noting that plans for the new sales division had been approved by the BAB board, Mr. Ryan said that "full organizational details including the announcement of a second sales representative will be released shortly."



Mr. Maxwell

Mr. Maxwell joins BAB May 15. He will make presentations on radio advertising to national advertisers and agencies and to headquarters of national chain stores, his work to be closely coordinated with the sales activities of the networks and radio station representatives, BAB's announcement said.

ASCAP Elects Officers

STANLEY ADAMS, 45 youngest member of the ASCAP board, was elected president of the society last Thursday. Other officers were elected as follows: Louis Bernstein, Fred E. Ahlert, vice presidents; John Tasker Howard, secretary; George W. Meyer, assistant secretary; Frank H. Connor, assistant treasurer. Mr. Adams succeeds Otto A. Harbach, who had served three years.

BIG MIKE...
THE MANUFACTURER



BIG MIKE is the physical trademark of KFAB, Nebraska's most powerful station.

It's true . . . Big Mike more or less grew up on the farm . . . but now many of his friendly followers have taken up trades in town. They have combined their efforts with their "country cousins" to help build the perfect *balanced economy* of industry and agriculture. Industry in Nebraska and other "Midwest Empire" states has grown tremendously in the past ten years. Big Mike listeners manufacture everything from toys to boats—from shirts to steel tanks. Brooms, windmills and electric farm water systems, steel buildings, plows and all kinds of farm machinery, structural materials— are only a few of the Internationally distributed Midwest manufactured products. . . . Big Mike will welcome the opportunity to tell your sales story to his followers in industry as well as in agriculture. Free and Peters will be glad to tell you about availabilities . . . or, contact Harry Burke, General Manager.

THE MIDWEST-EMPIRE STATION

1110 K.C.

KFAB

50,000 WATTS OMAHA CBS RADIO

Thesaurus MINTS NEW SHOW FOR

The Sammy Kaye

a sparkling quarter-hour radio series that will

swing big audiences and sway new sponsors



Music for Millions featuring

THE SAMMY KAYE ORCHESTRA
PEGGY POWERS ★ JEFFREY CLAY
THE KAYDETS ★ THE KAYE CHOIR

MORE STATION SALES





HERE's the same Sammy Kaye who's built television and radio audiences in the millions . . . who's smashed attendance records in hotels, night clubs and theatres across the country . . . the same Sammy Kaye that every Thesaurus subscriber can now sell to sponsors !

Sammy Kaye makes music for millions—music with solid family appeal. That's why *no matter what the product*—any sponsor can be sure of a tremendous ready-made audience for his selling message.

It's powerful entertainment—put together in a sparkling quarter-hour program to sell time and make talent fees for you !

It's brand new material, including recordings available only through Thesaurus . . . complete with Sammy Kaye voice tracks: openings and closings, tie-ins, lead-ins, pre-broadcast and on-the-air audience promotion breaks.

SELL THESAURUS SHOWS AND YOUR LIBRARY PAYS ITS OWN WAY

Phil Spitalny's "Hour Of Charm"
"Date In Hollywood" (Eddie Fisher & Gloria De Haven)
"Music Hall Varieties" (Joe E. Howard & Beatrice Kay)
"Sons Of The Pioneers"
"The Tex Beneke Show"
"The Freddy Martin Show"
"Music By Roth"
"The Wayne King Serenade"

And many, many more — complete with sponsor-selling brochure, audience-building promotion kit, sales-clinching audition disc.

Phone, write, wire today for Thesaurus brochure

recorded program services

TMKS®

RADIO CORPORATION OF AMERICA — RCA VICTOR DIVISION
Dept. BB-40

630 Fifth Avenue, New York 20, N. Y. . . . . JUdson 2-5011
445 N. Lake Shore Drive, Chicago 11, Ill. . . . . WHitehall 4-3215
1016 N. Sycamore Ave., Hollywood 38, Calif. . . . . HIllside 5171
522 Forsyth Bldg., Atlanta 3, Ga. . . . . WAlnut 5948
1907 McKinney Ave., Dallas 1, Texas . . . . . RIverside 1371

RADIO-TV CAN SHORE UP U.S. ECONOMY, 4A IS TOLD

Lacking at the White Sulphur Springs meeting last week was apprehension over TV costs—a sentiment that pervaded the ANA sessions a few weeks previous. Rather, it was pointed out that savings can accrue to the advertiser using radio and TV.

THE U. S. ECONOMY, and how to bolster it while lifting living standards, filled the opening phase of the annual meeting of the American Assn. of Advertising Agencies last week.

Both the long and short range programs studied entailed the radio-TV media.

The short range program as it was developed at the April 23-25 meetings held at the Greenbrier Hotel, White Sulphur Springs, W. Va., was this:

Defense spending faces sharp cuts. This will bring some business curtailment, and certainly will bring a slack. If advertisers step into the breach and spend more on low-cost national media some, if not much, of this slack can be taken up.

If this program were followed through, it was acknowledged, radio and television would be prime benefactors.

Resolution to place AAAA on record in favor of using more advertising as a key to counteract any reduction in the economy failed formal approval by the new board. It may be brought up again at board's June meeting.

At last week's sessions talk was soft on increased TV costs. While the Assn. of National Advertisers in its convention a few weeks ago showed fear of rising TV costs, AAAA spokesmen pointed up savings in dollars for the advertiser whether he uses radio or television. The closest reference to the media cost factor was made Friday by John P. Cunningham, retiring AAAA board chairman and executive vice president of Cunningham & Walsh, New York. In an address at the annual AAAA dinner, he said that advertising has caused an economic miracle—elimination of the middlemen between producer and consumer. Advertising, Mr. Cunningham stated, "is slowly taking the place of countless numbers of door-to-door salesmen, counter salesmen, demonstrators, and jobbers' salesmen." While only a few salesmen enter the door of the typical home in a month, "When you turn your television dial they will leap into being by the dozen," he said.

Mr. Cunningham advises meeting the problem of advertising costs this way: "Advertisers would do well to re-evaluate their monies budgeted for personal selling versus that budgeted for advertising."

Another speaker, Henry Dreyfuss, industrial designer, noted Friday that both the advertising agency and the designer must have a keen sense of timing in merchandising their individual products, and said "we not only must know what to sell, but also when to sell it."

The long-range problem of raising living standards, as expressed by Vergil D. Reed, vice president and associate director of research, J. Walter Thompson Co., had this idea behind it:

"It (cultural attainment) not only means greater consumption of goods and services in itself, but it creates the means and the leisure time for raising our non-economic culture, too." Money-wise, he saw this "cultural attainment" as creating "new and varied demands for goods and services." Mr. Reed pointed to The Advertising Council as a good example of how the public can be aided to "market" its creations. He paid particular attention to radio and television, saying that "despite criticism" they have done much to boost cultural attainment.

The opening meeting Thursday morning, restricted to members, was devoted to the election of new officers and directors. It named Frederic R. Gamble to continue as AAAA president and director.

Henry M. Stevens, vice president, J. Walter Thompson Co., New York, was elected chairman of the board. He succeeds Mr. Cunningham.

Earle Ludgin, president, Earle Ludgin & Co., Chicago, was elected vice chairman, and Winthrop Hoyt, chairman of the board, Charles W. Hoyt Co., New York, was elected secretary-treasurer.

Mr. Stevens also is chairman of the board of the National Outdoor Advertising Bureau. Mr. Ludgin has been serving as a director of the Advertising Research Foundation. Mr. Hoyt has been director-at-large of AAA from 1949 to 1952.

Others elected were:

Directors-at-large:

Kenneth W. Akers, president, the Griswold-Eshleman Co., Cleveland; Marion Harper Jr., president, McCann-Erickson, New York, and Victor O. Schwab, president, Schwab & Beatty, New York.

Directors Representing AAAA Sectional Councils:

New York Council—Edwin Cox, senior vice president, Kenyon & Eckhardt, New York.

New England Council—J. Paul Hoag, president, Hoag & Provandie, Boston, re-elected.

Atlantic Council—Dan W. Lindsey Jr., partner, Lindsey & Co., Richmond, re-elected.

Michigan Council—George P. Richardson Jr., vice president, J. Walter Thompson Co., Detroit, re-elected.

Central Council—Harold H. Webber, vice president, Foote, Cone & Belding, Chicago.

Pacific Council—Charles R. Devine, secretary and treasurer, Devine & Brassard, Spokane.

Continuing in office are the following directors-at-large:

William R. Baker Jr., president, Benton & Bowles, New York; B. C. Duffy, president, BBDO, New York; Clifford L. Fitzgerald, chairman of the board, Dancer-Fitzgerald-Sample, New York; Henry G. Little, president, Campbell-Ewald Co., Detroit; E. E. Sylvestre, president, Knox Reeves Advertising, Minneapolis, and Lawrence Valenstein, president, Grey Advertising Agency, New York.

Three speakers were prepared to say Saturday morning that the copywriter must be taken along the creative path. Walter O'Meara, senior vice president, Lennen & Newell, New York, emphasized basic values of "good copy" as "promise, repetition, talent . . . that, it seems to me, is about the net . . . all the rest, I have heard the head of a great agency often say—all the rest is 'plumbing'."

William D. Tyler, vice president of Leo Burnett Co., Chicago, agreed, saying "we are tending to lean on research findings as a substitute for original thinking." In addition to the over emphasis on research, Mr. Tyler listed several other reasons why "we have a smaller elite of creative people today than a few years ago." The reasons: Higher taxes—they decrease personal incentive; easy times—"the past few years have not been calculated to develop lean and hungry types," TV—it diverted talents of many "potential creative people into a specialized channel." Probably most important, he said, was the factor of agency growth. Agencies are bigger, "three times as big as they were before the war."

Mr. Tyler's approach in solving the problem of "creating leaders" in the agency field is this: "Advertising that excites the client excites the sales force, excites the trade, and has twice the chance of success with the consumer."

John H. Tinker Jr., senior vice president and creative director of McCann-Erickson, New York, followed the same theme, adding the observation: Writers must be prodded into doing more visual thinking and art directors must think about ideas.

Other speakers scheduled were Marion Harper Jr., president, McCann-Erickson, New York, and vice chairman of the Advertising Research Foundation; Bennett Cerf, publisher and *What's My Line?* panelist on CBS-TV; Philip L. Graham, publisher, *The Washington Post* (WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.) and recently elected board chairman, The Advertising Council, and Under-Secretary of Commerce Walter Williams. [For more on AAAA meetings, see AT DEADLINE].

NO DEATH THREAT IN TV, ANPA TOLD

Newspapers can take TV in their stride, says George Biggers, Atlanta 'Journal' and 'Constitution' (which have a video tieup). Other publishers second him at ANPA New York convention.

TELEVISION was pictured as "another means of competition" but in no way an insurmountable challenge to newspapers in talks before the 67th annual convention of the American Newspaper Publishers Assn. in New York last week.

This theme was enunciated at the opening session of the three-day meeting at the Waldorf-Astoria Tuesday by George C. Biggers, new ANPA president and publisher of *Atlanta Journal* and *Constitution* (WSB-AM-TV Atlanta), and echoed by subsequent speakers Wednesday and Thursday.

Mr. Biggers told a meeting of executives that "Newspapers years ago took radio in their stride and I think they will do the same with television," but that "they will have to extend themselves to improve their product."

His talk struck a conciliatory note when he voiced the opinion that "newspapers, radio and TV will get along together—just as newspapers and radio have lived together for several years—each complementing the other.

Charles F. McCahill, ANPA ex-president and general manager of the *Cleveland News,* maintained that television is not a substitute for newspapers, but warned that:

" 'The old order changeth' and newspapers must recognize along with others the new order."

A "grass roots" appraisal of the effects of television on newspaper advertising was offered at meetings Tuesday. It was acknowledged at both sessions that TV results in a loss of national advertising, primarily in the beer and food products classifications.

Methods by which newspapers may capitalize on television's popularity to increase advertising lineage and circulation were described at the 10,000-50,000 circulation session. A study of network programs to learn what products were being advertised in their areas was the suggestion of Albert Spendlove, publisher of the *Nashau* (N. H.) *Telegraph.*

J. H. Gorman, circulation director of Gan


IT'S THE
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MARKET WEST OF
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You reach it best with
KBIG
10,000 watts at 740 kc
KBIG brings your
sales message to 5,887,135 people
over an area of
26,799 square miles
Giant Economy Package of
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KBIG—the Catalina
Island Station delivers
Los Angeles, San Diego and
105 other incorporated cities
PLUS vast rural populations
in eight big counties.
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nett Newspapers (which owns radio stations in New York, Connecticut, and Illinois) cited the experience of the evening newspapers in that chain in moving up its home delivery schedule to 5 p.m. to give subscribers more time to read before the popular evening TV programs begin. He and other publishers also pointed out that publication of a Sunday TV log on Saturday afternoon had increased sale of newspapers on that day.

William Dwight, managing editor of the *Holyoke* (Mass.) *Transcript-Telegram,* complimented television for its "terrific coverage" of the Oscar awards and noted that circulation of his newspaper "jumped tremendously" the next day.

A report by Stuart M. Chambers, the ANPA advertising bureau's board chairman, showed total newspaper advertising reached an all-time high of $2,309,000 in 1952 and national advertising a record of $526 million. Mr. Chambers commented:

Almost overnight a giant new advertising medium entered the field. Last year, advertisers spent some $580 million on television, and most of this came from the national advertiser. Yet newspapers are today carrying more national advertising, both in lineage and dollars, than a year ago."

An election of officers and directors named Mr. Biggers to succeed Mr. McCahill as president of ANPA for the 1953-54 year. Richard W. Slocum, publisher of *Philadelphia Bulletin,* (WCAU-AM-TV Philadelphia), secretary, was named vice president. Among newly-elected directors is Julius Ochs Adler, vice president and general manager of *New York Times* (WQXR-AM-FM New York).

SMPTE Extends Today's Meet; Will Devote Time to 3-D

SOCIETY of Motion Picture and Television Engineers' 73d semi-annual convention starting today (Monday) will be extended through May 2. Added time is needed to discuss new technical developments in three-dimensional and wide-screen motion picture processes.

With some 1,000 movie and TV technicians expected to attend, this will be the first time that a SMPTE convention has gone six days, according to Boyce Nemec, secretary. The program will include 61 technical papers and demonstrations, with several on TV to accommodate video engineers attending the NARTB convention at the Los Angeles Biltmore Hotel. Various phases in video development will be discussed tomorrow (April 28) when the SMPTE convention devotes the day to television.

Walters Heads Editors

BASIL L. WALTERS, executive editor of the Knight Newspapers (WAKR Akron, WIND Chicago, WQAM Miami), was elected president of American Society of Newspaper Editors at its concluding Washington session April 18 [B•T, April 20]. He succeeds Wright Bryan, *Atlanta Journal* (WSB-AM-TV). Other officers were elected as follows: James S. Pope, *Louisville Courier-Jounral,* (WHAS-AM-TV), first vice president; Kenneth MacDonald, *Des Moines Register & Tribune* (KRNT), second vice president; J. Donald Ferguson, *Milwaukee Journal,* (WTMJ-AM-TV), secretary, and Virginius Dabney, *Richmond Times-Dispatch* (WRNL), treasurer.

FOUR NEW TV GRANTS MADE

Post-thaw station authorizations reach a total of 349. New Hampshire gets its first TV CP.

FOUR new TV stations, including the first commercial grant to New Hampshire and a noncommercial, educational permit for Ohio State U., were approved by FCC last week.

Vhf Ch. 7 was awarded Tri-City Broadcasting Co. at Wheeling, W. Va., following withdrawal a fortnight ago of the Ch. 7 competitor, WKWK TV Corp. [B•T, April 20]. Principals in the latter have received option for part interest in Tri-City, which is licensee of WFTR Bellaire, Ohio.

Post-thaw TV grants now total 349, including 15 non-commercial, educational permits. Total TV authorizations in the U. S. now is 457. Vermont is now the only state without a TV authorization.

Last week's new station grants included:

Keene, N. H.—WKNE Corp. (WKNE), granted uhf Ch. 45, ERP 23 kw visual and 12.5 kw aural; antenna height above average terrain 800 ft. (City priority group A-2, No. 348).

Columbus, Ohio — Ohio State University (WOSU), granted uhf Ch. 34 for noncommercial educational station; ERP 205 kw visual and 110 kw aural; antenna height above average terrain 560 ft.

Miami, Okla.—Miami TV Co., granted uhf Ch. 58, ERP 1.75 kw visual and 0.87 kw aural; antenna height above average terrain 230 ft. (City priority group A-2, No. 443).

Wheeling, W. Va. — Tri-City Bcstg. Co., granted vhf Ch. 7, ERP 316 kw visual and 160 kw aural; antenna height above average terrain 580 ft. (City priority group: A-2, No. 31). Comr. Frieda B. Hennock favored request for additional information on the proposal. Comr. John C. Doerfer did not participate.

Two existing Baltimore stations were awarded power boosts. WBAL-TV, on vhf Ch. 11, was granted change from ERP of 27 kw visual and 13 kw aural to 310 kw visual and 160 kw aural. Antenna height above average terrain is changed from 540 ft. to 1,010 ft. WAAM (TV), on vhf Ch. 13, received change in ERP from 26.1 kw visual and 14 kw aural to 316 kw visual and 158 kw aural. Antenna is changed from 530 ft. to 1,000 ft.

Switches to Empire State

WOR-TV New York, last of the New York area TV stations to gain access to the Empire State Bldg. for its antenna, last week was granted approval to switch its transmission site from North Bergen, N. J., to Empire State. ERP is boosted from 22.5 kw visual and 11 kw aural to 130 kw visual and 65 kw aural. Antenna height above average terrain changes from 975 ft. to 1,240 ft.

In other actions, FCC adopted a notice of proposed rule making to add vhf Ch. 5 to Glenville, W. Va., upon petition by Polan Industries, permittee of WPTV (TV) Ashland, Ky., and WUTV (TV) Youngstown, Ohio. Offset carrier characteristics of Ch. 5 allocations at Washington, D. C., Gainesville, Fla., Raleigh, N. C., and Charleston, S. C., would be altered.

The Commission advised Sangamon Valley TV Co., vhf Ch. 2 applicant at Springfield, Ill., that its merger application proposal "indicates the necessity of a hearing." Fortnight ago, competitor WMAY-TV Inc. dropped its Ch. 2 bid, acquiring part interest in Sangamon Valley [B•T, April 13]. WTAX Springfield and WSOY Decatur, Ill., also hold part interest. WMAY Springfield holds 60% of WMAY-TV Inc.

FCC denied petition of Jacob A. Newborn Jr. for amendment of the TV rules so as to place an educational reservation upon vhf Ch. 7 at Tyler, Tex., and to add another commercial uhf assignment there instead. Mr. Newborn is permittee of KETX (TV) Tyler on uhf Ch. 19. Ch. 7 is the only other channel allocated there and it is in contest between KGKB and KTBB, both Tyler.

Nine TV applications were designated for comparative hearings to begin in Washington in late May. They are:

Chattanooga, Tenn.—Hearing on vhf Ch. 12 set May 25. Contestants: Southern TV Inc., Tri-State Telecasting Corp. and WDEF Bcstg. Co. (WDEF).

Honolulu, T. H.—Hearing on vhf Ch. 2 set May 27. Contestants: Royaltel and Pacific Frontier Bcstg. Co. (KULA).

Shreveport, La.—Hearing on vhf Ch. 3 set May 29. Contestants: KTBS Inc. (KTBS) and International Bcstg. Corp. (KWKH).

Worcester, Mass.—Hearing on uhf Ch. 14 set May 29. Contestants: Salisbury Bcstg. Corp. and New England Bcstg. Co.

In the long-pending Beaumont-Port Arthur, Tex., vhf Ch. 4 hearing, FCC last week dismissed the Port Arthur application of Jefferson Amusement Co., successor to former Lufkin Amusement Co., Beaumont. Jefferson sought to be included in the comparative hearing between Smith Radio Co. and Port Arthur College, both Port Arthur, where the latter operates KPAC.

HYDE SUPPORTS INTERIM TV PLAN

IDEA of trusteeship for TV stations—so communities can get TV service while FCC is choosing among competing applicants—won FCC Chairman Rosel Hyde's tentative support last week when queried on the subject by Sen. Charles Tobey (R-N.H.), chairman of Senate Commerce Committee.

Subject came up during FCC's meeting with Senate Commerce Committee on educational TV (see story page 70).

Chairman Hyde called attention to the fact that all applicants would have to agree to the plan. He also referred to a suggestion he made last year that trusteeship plan might work out if non-applicants in a city took over community-sponsored TV station construction and operation while opposing applicants fought for an FCC grant [B•T, Feb. 16]. Ownership of operating station would then be relinquished to successful applicant.

Idea of interim ownership of a TV station was first broached by Paul R. Bartlett (KFRE Fresno, Calif.) last month [B•T, March 2].

Zenith Appeals FCC Refusal

ZENITH Radio Corp. appealed to the U. S. Court of Appeals in Washington last week to upset FCC's decision refusing a comparative hearing with WBBM-TV for Ch. 2 in Chicago. The radio-TV manufacturer, which has had a TV application on file since 1948, asked the court not only to require that FCC grant it a hearing on its application, but also asked the Court to issue a temporary stay order forbidding WBBM-TV to move from its present Ch. 4 to Ch. 2.

Two weeks ago, in a four to three decision, the Commission denied Zenith's request for reconsideration [B•T, April 13]. Zenith's application was dismissed when FCC approved the sale of WBKB (TV) Chicago from United Paramount Theatres to CBS for $6 million. The station became WBBM-TV thereafter.

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February 10, 1953

Mr. Del Courtney
Del Courtney Television
12th & Clay Streets
Oakland, California

Dear Del:

As you know, we have been advertising our Norge Washers in connection with the give-away of "ALL" on your program for the past three or four months.

We have also been advertising on [redacted] program, as well as [redacted] and [redacted].

It is a pleasure to give you our costs per inquiry on all programs concerned. They are as follows:-

[redacted]	([redacted])	cost per inquiry $ .22.
[redacted]	([redacted])	cost per inquiry .28.
[redacted]	([redacted])	cost per inquiry 1.25.
KPIX-TV	(Del Courtney)	cost per inquiry .03.

In case Lou Simon ever tries to give you a bad time, Del, you can show him these figures.

As you know, we have increased our schedule with you to five spots per week on Norge, two on James Dishwashers, and intend to go even further.

Best regards.

Cordially,

THOMPSON & HOLMES, LTD.
Bob Colman.

R. E. Colman, Manager
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London Records, but a preponderance of exclusive pop concert favorites performed in Mantovani's hypnotic style. "Musical Magic by Mantovani" is an outstanding contribution to commercial radio . . . signed, sealed and delivered, by

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2319-20-21, Hotel Biltmore, Los Angeles

GOVERNMENT

JOHNSON URGES BIGGER FCC BUDGET

Sum would mean Commission could clear contested TV applications in two years, he says.

CAMPAIGN to clear up all contested TV applications in two years was initiated last week by Sen. Edwin C. Johnson (D-Colo.), former chairman of the powerful Senate Interstate & Foreign Commerce Committee and a close observer of FCC's activities on television processing.

Sen. Johnson's activities took two roads: (1) He wrote to all 95 other senators in the upper chamber and (2) he appeared before the Senate Appropriations Independent Offices subcommittee.

He urged FCC be given $1.6 million so that conflicting TV applications can be resolved in the next 24 months.

FCC Chairman Rosel Hyde also spoke to the Senate subcommittee.

Sum total needed to take care of Sen. Johnson's plan, plus additions requested, Mr. Hyde said would add $1 million to the $7.1 million passed by the House last week. The House bill, same as recommended by the House Appropriations Committee [B•T, April 20], earmarked $935,000 for TV application processing and $809,000 for safety and special radio services. Mr. Hyde asked that the allocations of funds be eliminated so FCC could use the total as it deemed necessary.

The House-passed $7.1 million budget permits the addition of eleven more examiner teams, Mr. Hyde explained. The Commission now has 12 examiners.

Therefore, in order to reach the total of 40 recommended by Sen. Johnson, it would be necessary to have $780,000 more for 17 extra examiner teams.

Chairman Hyde also asked that budget of $110,000 for travel expenses, $88,000 land and construction, and $16,000 for automobiles be restored. The House bill approved only $73,000 for travel, $3,000 for land and construction, and nothing for automobiles.

Mr. Hyde said 1,189 TV applications had been received since the freeze was lifted a year ago. Since then 335 grants have been made, about 50 applications are involved in hearings, and there are still about 550 conflicting applications not yet set for hearing.

In AM, Mr. Hyde reported, there were 145 applications in hearing status and 445 awaiting action.

FIRST TV PROTEST CASE HEARD AT FCC

THE PRECEDENT case involving a protest of a TV grant on grounds of alleged economic injury—that of WGRD Grand Rapids against Leonard Versluis' WTVM (TV) Muskegon, Mich.—went into hearing at FCC last week but appeared possibly headed for washing out as "precedent" for subsequent hearings [B•T, April 13].

Engineering testimony introduced Wednesday by WGRD before Hearing Examiner Gifford Irion contends the uhf Ch. 35 grantee will not render to all of Muskegon the minimum signal required by FCC's standards, indicating FCC possibly erred in making the grant in violation of its own rules. There was no

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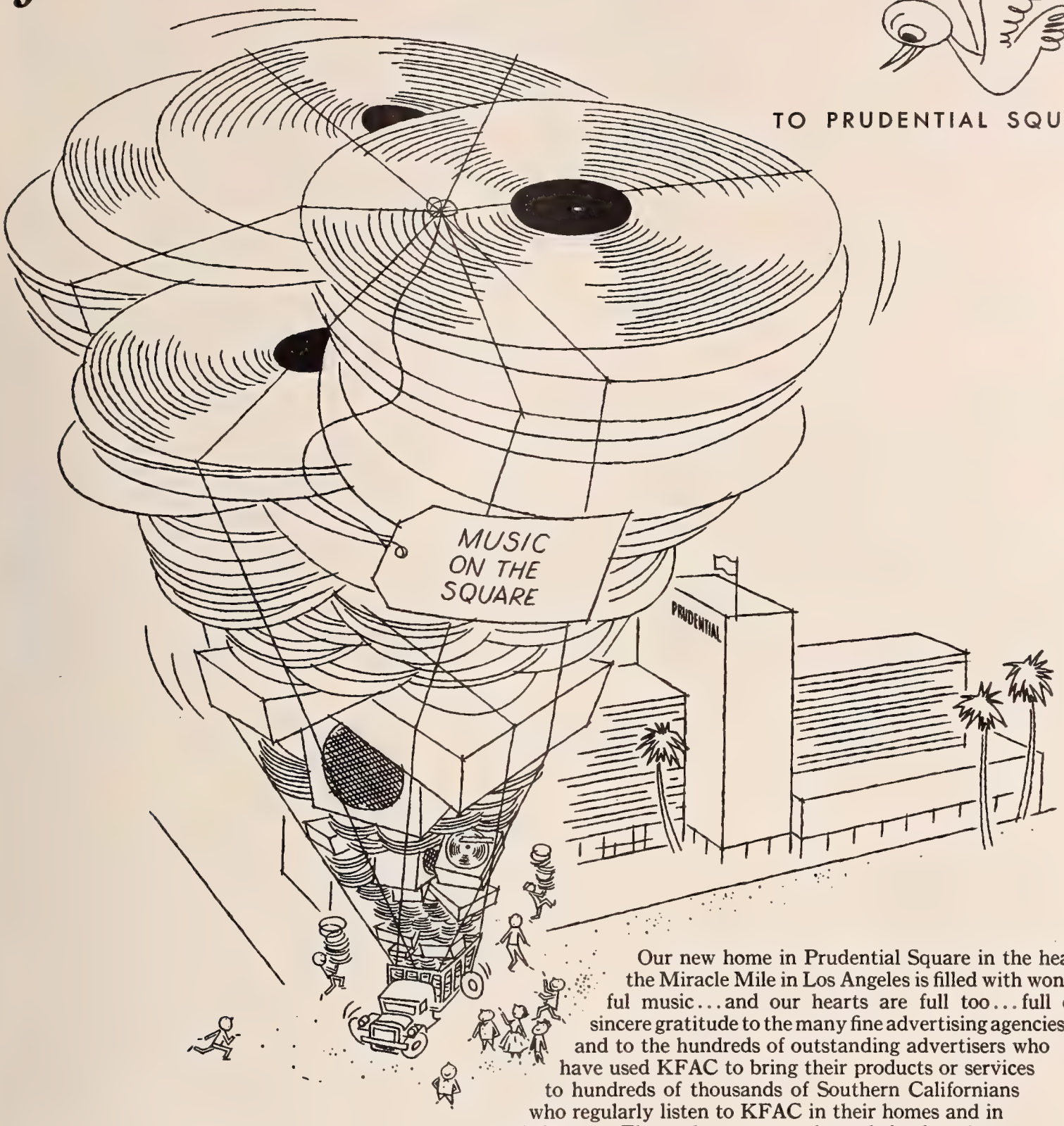
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To the distinguished group of business and service organizations throughout the country who regularly speak to 4,000,000 Southern Californians through KFAC, we say thanks... thanks for listening... thanks for your business.

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dispute that WTVM (TV) puts the required signal over Grand Rapids.

WTVM (TV) was to present rebuttal engineering evidence on Friday.

Aside from the engineering aspect of the hearing, the proceeding involves issues of whether or not Versluis Radio gave "false information" in balance sheets submitted to the Commission and whether the applicant's sale of WOOD-TV Grand Rapids (formerly WLAV-TV) establishes lack of "necessary character qualifications to be a TV licensee" [B•T, March 30]. Mr. Versluis denied the allegations.

Heretofore, the principal conflict in the case has been the legal question of "party in interest" as set forth by Sec. 309(c) of the Communications Act, the provision which permits protests, within 30 days, of non-hearing grants on grounds of either electrical interference or economic injury.

WGRD protested the uhf Ch. 35 grant to Versluis Radio on grounds that it would be a Grand Rapids rather than Muskegon station since the transmitter site is nearer Grand Rapids. WGRD contended Mr. Versluis thus could offer combination rates on WTVM (TV) and his WLAV-AM-FM Grand Rapids thereby afflicting economic injury upon WGRD.

Initially, FCC turned down the WGRD protest, holding it not to be a party in interest within the meaning of Sec. 309(c). However, after Justice Dept. indicated it could not support this view of FCC in an answer to WGRD's appeal to the courts, the Commission reversed itself. In a precedent action, FCC called for hearing upon the Ch. 35 application and declared WGRD to be a party in interest under Sec. 309(c). Effective date of the Muskegon grant was "postponed" pending outcome of the present hearing.

Since its unique reversal in the Muskegon case, FCC has set aside several other TV grants and called for hearings following the receipt of "economic injury" protests pursuant to Sec. 309(c).

Broadcast Bureau-KMYR: 'Does NBC Control KOA?'

DOES NBC have a "controlling" interest in KOA-AM-FM Denver or does it not?

That seems to be the nub of the question raised by FCC's Broadcast Bureau and KMYR Denver, competing applicant for the Colorado capital's Ch. 4, in proposed findings filed last week with FCC Hearing Examiner James D. Cunningham.

In similar filings, KOA averred that NBC has no interest in KOA. It also stated that should the Commission find that the $1¼ million note held by NBC to secure its loan to comedian Bob Hope and his group constitutes control, the note will be paid off immediately.

Both applicants also propose findings favorable to their case for a TV grant on the basis of qualifications and financial responsibility. Hearing for Denver's Ch. 4 began in October 1952 and the record was closed Feb. 10 of this year.

At issue in the allegations of the Broadcast Bureau and KMYR are the terms of the sale of the 50 kw, NBC-affiliated Colorado station (on 850 kc) last year. Station was bought from NBC by a Denver group (headed by Mayor Quigg Newton) and Bob Hope and associates on a 50-50 ownership basis. Sales price was $2¼ million. The Hope group said $175,000 and gave note to NBC for $1¼ million payable in five years at 4.5% interest. For security, Hope group pledged its share of KOA securities.

NEW TACK TAKEN IN HENNOCK'S STAND

Commissioner tells senators she is convinced the law does not prohibit commercial TV applicants from filing for reserved educational channels.

SOME of the steam behind educational TV enthusiasts' argument that FCC extend noncommercial channel reservations for another two years [B•T, April 20] was lost last week.

This development was indicated on Capitol Hill when FCC Comr. Frieda B. Hennock admitted to the Senate Interstate & Foreign Commerce Committee that parties interested in petitioning the Commission to change reserved channels to commercial frequencies cannot be legally prohibited from doing so.

Her testimony was delivered as the committee resumed its hearing of FCC members on educational TV reservations. Two weeks earlier, Miss Hennock strongly urged a permanent "freeze" on reservations.

In her new testimony, Comr. Hennock said she was convinced that the Administrative Procedures Act requiring government agencies to permit filing of requests for rule changes must be followed. She did say, however, that commercial petitioners should be required to challenge the general concept of educational reservations, rather than be allowed to question individual channels.

The half-day session last week saw general agreement by senators that legally the FCC could not extend the reservations after June 2. The ban on any changes in the TV allocation table, established last year following the three-year TV freeze, declared that the Commission would not accept any petitions for changes for one year from the effective date of the Sixth Report and Order [B•T, April 14, 1952]; the year runs out June 2.

At that time, petitions may be filed for changes in the allocations table, including deletion of the reserved status for educational channels. Until the Commission acts on each petition, the reservations will continue.

Gist of Miss Hennock's charges two weeks ago was that there was a conspiracy by broadcasters and trade papers to misinform on the status of the 242 reserved TV channels so that belief would be widespread that the reservations automatically expired if the channels were not granted by June 2.

Last week's session ended with a statement by FCC's new Chairman Rosel H. Hyde that there was no limit to the reserved status of educational channels.

Miss Hennock's about-face caused Sen. John O. Pastore (D-R.I.), who ardently supported her two weeks ago, to angrily declare: "You've destroyed your whole case."

Former Chairman Paul A. Walker called on the Senate committee to recommend a joint Congressional resolution favoring the extension of the educational reservations.

EXCEPTIONS ARGUED ON DENVER CH. 7

QUESTION of diversification of communication media has no place in the Denver Ch. 7 decision, KLZ Denver attorney W. Theodore Pierson told the FCC last week during oral argument on FCC Examiner James D. Cunningham's initial decision favoring the CBS-affiliated Rocky Mountain station.

Nor, emphasized Mr. Pierson, was there any violation of the FCC's chain broadcast regulations in the first TV refusal rights contained in the CBS affiliation contract.

Mr. Pierson attacked contentions by Paul A. Porter, former FCC Chairman, representing unsuccessful applicant Denver Television Co.

Argument was on exceptions to the examiner's initial decision proposing grant of Ch. 7 to KLZ [B•T, Feb. 9]. In addition to exceptions by the two contestants, FCC's Broadcast Bureau also questioned one of the examiner's findings regarding the principle of diversification. This was that the FCC "newspaper" policy—favoring a non-newspaper-owned applicant if all other things were equal—did not apply where one of the applicants also was an AM station licensee. That point had also been attacked by Denver Television Co.

Mr. Pierson gave these arguments:

- FCC policy has been to favor a non-newspaper applicant if both applicants were equal in all other respects. Mr. Pierson maintained that KLZ was far superior, in all other respects, to non-broadcaster Denver Television, and therefore the diversification factor could not enter.
- If FCC means to extend the newspaper ownership policy, it should apply the principle equally to other so-called competing businesses —theatre ownership, for example. If so extended, the policy would not apply since both KLZ and Denver Television stockholders are involved with theatres.
- Before such a policy be extended, the Commission should study the question, hold hearings, etc. It should not be instituted through a single case.
- There is a question of propriety in considering such a policy until Congress has shown its intent in the matter. A prohibition against the FCC's anti-newspaper policy was part of the McFarland Bill when it passed the House. This amendment was deleted in conference on the ground the FCC did not discriminate against newspapers. It also was felt that if an anti-discrimination amendment to the Communications Act was necessary it should forbid the FCC to penalize an applicant on account of any business connections.

Obverse of this argument was held by Mr. Porter. He argued that both applicants were equal; therefore the Commission should favor the newcomer.

Broadcast Bureau's argument regarding the issue was scheduled to be made by Assistant Hearing Division Chief Robert J. Rawson. However, Mr. Rawson was unable to appear because of his daughter's illness. Frederick W. Ford, Division chief, stated that the Broadcast Bureau stood on its argument in the exceptions filed with the Commission.

Sutton Urges FCC Approve 'Booster" Stations

FCC SHOULD look into booster TV operation—as developed by WSM-TV Nashville [B•T, Jan. 19]—and authorize such "on channel" operation, Rep. Pat Sutton (D-Tenn.) told the House of Representatives last week.

Rep. Sutton, who comes from Lawrenceburg, Tenn., site of the WSM-TV experiments, paid tribute to the station's president, John H. DeWitt, and declared the development had paved the way to bringing TV to rural areas beyond the range of stations.

In citing the advantages of the WSM-TV method, Rep. Sutton said it (1) saved spectrum space, (2) delivered a strong signal, (3) could be operated at low cost, (4) eliminated the need for tall towers and attendant hazards, (5) retained under one license the original station and the booster, and (6) fits into the national channel allocation plan.



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COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Amer. Bakers Theatre of Stars (199)	Libby, McNeill & Libby Nick Carter	Mutual Benefit H&A—On the Line, J. Considine (183)
6:15	Don Cornell	"	5:25 State Farm Ins., C. Brown	Meet the Veep
6:30	Co-op George Sokolsky	Palmolive Soap Our Miss Brooks (203)	Squad Room	Listen to Washington S
6:45	Vacationland U.S.A.	"	"	"
7:00	American Music Hall	Amer. Tobacco Jack Benny (210) R	Treasury Varieties	Juvenile Jury S
7:15	"	"	"	"
7:30	"	Rexall Drug Amos 'n' Andy (210)	Little Symphonies	My Son, Jeep S
7:45	"	"	"	"
8:00	"	Richard Hudnut Charlie McCarthy Show (209) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)
8:15	"	"	"	"
8:30	"	Philip Morris My Little Margie (200)	Enchanted Hour	US Steel Co Theatre Guild on the Air (187)
8:45	Western Union Telegram For You	"	"	"
9:00	Gruen Walter Winchell (325)	Hall Brothers Hallmark Radio Hall of Fame (196)	U. S. Marine Band	"
9:15	Lorillard Taylor Grant News (328)	"	"	"
9:30	The Adventurer S	Escape	Answers For Americans (S)	Chesterfield L&M Dragnet (171) R
9:45	"	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	Quiz Kids	Great Day Show	Barrie Craig Confidential Investigator OT*
10:15	Alistair Cooke S	"	"	"
10:30	Science Editor S	10:35-45 p. m. Edw. P. Morgan-News Listen To Korea	Music of the People	Meet the Press
10:45	TBA	UN Report	"	"
11:00	News S	News	The Political Picture	News from NBC
11:15 PM	Eddie Fisher S	Dance Orchestra	Dance Orchestra	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15	"	TBA	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Beulah	Co-op Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Junior Miss	Dinner Date S	No Network Service
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Amer. Home Products Gabriel Heatter	Miles Labs News of World (166)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (193)	The Falcon	AA of RR's Railroad Hour (192)
8:15	Field & Stream S	"	"	"
8:30	ABE Promenade Concerts S	Lever-Lipton Godfrey Talent Scouts (170) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)
8:45	"	"	"	"
9:00	"	Lever Brothers Lux Radio Theatre (183)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R
9:15	"	"	"	"
9:30	Concert Studio	"	Co-op On and Off The Record	Cities Service Band of America (113) N
9:45	"	"	"	"
10:00	News of Tomorrow Wine Corp. 180	R. J. Reynolds Bob Hawk Show (185)	A. F. of L. Frank Edwards (151)	Chevrolet Dinah Shore (182)
10:15	Virgil Pinkley S	"	Co-op Elton Britt	Words in the Night
10:30	Freedom Sings S	Trout 10:30-35 Ford (105)	Dance Orchestra	John Cameron Swayze
10:45	"	Cedric Adams Sonotone (150) Three Suns	"	Al Goodman's Orchestra 10:35-11
11:00	Holly Orchestra S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15	"	TBA	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	(Junior Miss)	Co-op Hazel Markel	No Network Service
7:30	General Mills Silver Eagle (137)	Jo Stafford Show	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (166)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
8:00	S.R.O. S	Mars Inc. People Are Funny (190)	Mickey Spillane Mystery*	Coca-Cola Coke Hour (195)
8:15	"	"	"	Rosemary Clooney
8:30	Paul Whiteman Teen Club S	Halo, Palmolive Mr & Mrs North (204) R	(Co-op) High Adventure	Red Skelton * OT
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wrigley Johnny Dollar (194)	Search That Never Ends	L&M Chesterfield Martin & Lewis (188)
9:15	"	"	"	"
9:30	"	R. J. Reynolds My Friend Irma (185)	Co-op On and Off The Record	Reynolds Metals Fibber McGee & Molly (180)
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
10:00	News of Tomorrow Wine Corp. 180	C-P-P, L.Parsons (187)	A. F. of L. Frank Edwards (151)	P. Lorillard Two for the Money (190)
10:15	Virgil Pinkley S	Doris Day	Co-op Elton Britt	"
10:30	LaSalle Orchestra (See Footnote)	Ford-Trout 10:30-35 (103)	Bands For Bonds	John Cameron Swayze
10:45	"	Cedric Adams 10:35-45 Three Suns		First Nighter S
11:00	Holly Orchestra S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	(Co-op) Bromfield Reporting	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	Poetry of Our Times
12:00 N	News S	Europe Story	College Choirs	Sammy Kaye's Sunday Serenade
12:15 PM	Gloria Parker S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Co-op Merry Mailman	"
1:00	Churches of Christ Herald of Truth (188)	Treasury Show	Vandevanter & The News S	Youth Wants to Know
1:15	"		J. R. Wood Lanny Ross	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	O-Cedar-Toni Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
9:30	"	"	"	Thy Neighbor's Voice
9:45	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM
10:00	Sterling Drug My True Story (212)	Snow Crop Cons. Cosmetic Godfrey (194) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:15	"	Star-Kist Owens-Corning Godfrey (192) R	Mutual Music Box	"
10:30	General Mills Whispering Streets (224)	Lever Bros. Frigidaire-Arthur Godfrey (190) R	10:35-11 Co-op Jack Kirkwood	Campbell Double or Nothing (147)
10:45	Durkee Foods When A Girl Marries (165)	Pillsbury Arthur Godfrey (193) R	10:35-11 Eff. 5/11 TBA	"
11:00	Live Like A Millionaire	National Biscuit Toni-Arthur Godfrey (200) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
11:15	"	Liggett & Myers Arthur Godfrey (205) R	Queen For a Day	"
11:30	Turn to a Friend 11:30-12	Contnl. Baking Grand Slam (53)	Tu & Th Quaker Wed.-A. C. Weber	C-P-P Bob & Ray (183)
11:45	Durkee Foods News-Gardiner 12-12:10 (165)	P&G Ivory Snow Rosemary (143)	M-F 11:45-12 P. Lorillard	Gen. Foods Bob Hope (140)
12:00 N	12:10-12:15 Prudential Jack Borch	General Foods Wendy Warren (158)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	Valentino S	Lever Bros. Aunt Jenny (169)	Johnson & Son News (12:15-12:25)	"
12:30	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (184)	Swift All Sweet Music Box	"
12:45	Not in Service	Whitehall Our Gal Sunday (177)	Faith In Our Time	"
1:00	Co-op Paul Harvey	P&G Ivory Road of Life (151)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15	"	No Service	"	Howdy-Doody 8:30-9:30 a.m.*
9:30	Skinner Mfg. Co. 9:30-10 (36)	Ferry-Morse Garden Gate (197)	"	Mind Your Manners
9:45	"	Milner, Robt. Q. Lewis (100)	"	"
10:00	" Co-op	Animal Fdtn. Galen Drake (169)	Miscellaneous Program S	Archie Andrews S
10:15	"	Galen Drake	"	"
10:30	Ralston Space Patrol (284)	Let's Pretend	Dixie Four Quartet	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Platter Brains	Cream of Wheat Grand Central Station *(124)	11-11:25 Mutual Music Meeting	My Secret Story
11:15	"	"		"
11:30	Eddie Fisher Show S	Cannon Mills Give & Take (154)	Farm Quiz	Modern Romances S
11:45	"	"		"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (190)	Quaker Man on the Farm	News (12-12:05)
12:15 PM	"	"	"	Dude Ranch Jamboree (12:05-12:30) S
12:30	American Farmer S	Carnation, Stars Over Hollywood (195)	5th Army Band	Coffee in Washington
12:45	"	"	"	"
1:00	Navy Hour S	Toni Fun For All (202)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (188)
1:15	"	"	"	"
1:30 PM				
1:45				
2:00				
2:15				
2:30				
2:45				
3:00				
3:15				
3:30				
3:45				
4:00				
4:15				
4:30				
4:45				
5:00				
5:15				
5:30				
5:45 PM				

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15	"	TBA	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G–Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Junior Miss	Co-op Rukeyser Reports	No Network Service
7:30	General Mills Silver Eagle (137)	Jo Stafford Show	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
8:00	The Top Guy S	Brylcreem P & G, Nestle Co. Meet Millie (196)	Official Detective	General Foods Roy Rogers (162)
8:15	"	"	" • "	" News 8:25
8:30	Heritage! Alt. Wks. S	Cathy & Elliott Lewis Onstage	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)
8:45	"	"	"	"
9:00	ABC Playhouse S	Andrew Jergens Time for Love (137)	(Admiral) Life Is Worth Living	Pet Milk Truth or Consequences (166)
9:15	"	"	"	"
9:30	"	Gen. Elect. Bing Crosby (205)	On and Off The Record	Eddie Cantor Show S
9:45	"	"	"	"
10:00	News of Tomorrow Wine Corp. 180	Amer. Tob. Horace Heidt (209)	A. F. of L. Frank Edwards (151)	Judy Canova (OT) •
10:15	Virgil Pinkley S	"	Co-op Elton Britt	"
10:30	Airmen of Note (See Footnote)	Ford-Trout 10:30-35 (103) Cedric Adams	Dance Orchestra	John Cameron Swayze
10:45	"	Dance Orchestra	"	Jane Pickens Show 10:35-11 Co-op
11:00	Holly Orchestra S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15	"	TBA	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G–Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Junior Miss	Dinner Date	No Network Service
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Union Pharmaceutical Gabriel Heatter	Miles Labs News of World (168)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
8:00	Michael Shayne S	Brylcreem P & G, Nestle Co. Mr. Keen (196)	Take a Number •	Coca-Cola Co. Coke Time (195)
8:15	"	"	" • "	Rosemary Clooney S
8:30	Fun For All Tani	Mr. Chameleon	(Co-op) True or False	Best Plays
8:45	"	"	"	"
9:00	Adventures of Ozzie & Harriet Lambert & Hotpoint (325) (alt. sponsors)	There's Music in the Air	Co-op Rod & Gun Club of the Air	"
9:15	Electric Cos. Meet Corliss Archer (325)		"	"
9:30	"		On and Off The Record	Name That Tune
9:45	"		"	"
10:00	Gillette Cavalcade of Sports (325)	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	Chevrolet Dinah Shore (182)
10:15	"	"	Co-op Elton Britt	Words in the Night
10:30		Ford-Trout 10:30-35 (97) Cedric Adams	Dance Orchestra	John Cameron Swayze
10:45	News of Tomorrow S (See Footnote)	Dance Orchestra	"	Radio City Previews 10:35-10:45 Pro and Con
11:00	Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Una Mae Carlisle S	Edw. P. Morgan News	Otto Thurn's Orchestra	News from NBC
6:15	Buddy Weed Trio S	UN on the Record	"	H. V. Kaltenborn MM
6:30	Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	NBC Summer Symphony
6:45	Labor-Management S	Larry LeSeuer News	"	"
7:00	"	Broadway Is My Beat	Co-op Al Heller	"
7:15	Women in Uniform S	"	Report From The Pentagon	"
7:30	Dinner At The Green Room S	R. J. Reynolds Vaughn Monroe (181)	Down You Go (7:30-7:55)	Your Mental Health
7:45	"	"	State Farm Auto Ins. Co. C. Brown	"
8:00	Dancing Party S	Wrigley Gene Autry (186) R	Wildroot 20 Questions	Inside Bob & Ray
8:15	"	"	20 Questions S	"
8:30	"	GF-Post Cereal Tarzan (96) R	Co-op Virginia Barn Dance	TBA
8:45	"	" •	"	"
9:00	"	Gangbusters	(Co-op) New England Barn Dance Jamboree	Pee Wee King S
9:15	"	•		"
9:30	"	Gunsmoke	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)
9:45	"	"	"	"
10:00	Saturday at Shamrock S	Saturday Night Country Style	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)
10:15	"		"	"
10:30	Ambassador Hotel	10:30-35 News-Edw. P. Morgan	"	M. Willson's Music Room S
10:45	"	Saturday Night Country Style	"	"
11:00	News S	News	News	News from NBC
11:15 PM	The Playboys S	Dance Orchestra	Dance Orchestra	Alex Dreier News

SUNDAY

	ABC	MBS	NBC
6:00 PM		Lutheran Hour (Lutheran)	U. of Chicago Roundtable
6:15		"	"
6:30		Bandstand USA	The Catholic Hour
6:45		"	"
7:00		US Military Academy Band	American Forum of the Air
7:15		"	"
7:30		Top Tunes with Trendler	Critic at Large
7:45		"	Youth Brings You Music
8:00		Peter Salem	Songs of the Wild S
8:15			Elmo Roper
8:30		Under Arrest	G. I. Joe S
8:45		"	"
9:00		4:30-4:55 Dear Margy It's Murder	Jason and the "Golden Fleece"
9:15		4:55 Scholl Mfg. Dr. Scholl's News	"
9:30		Wildroot The Shadow	The Chase
9:45		"	"
10:00		Motorola (alt. wks.)	Gulf Oil Co. Countersp (135)
10:15		True Detective Mysteries	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Closed Circuit	P&G Crisco Dr. Malone (159)	Luncheon with Lopez	Co-op Home Edition of The News S
6:15	"	P&G Duz Guiding Light (157)	"	Wesson Oil Dr. Paul (61)
6:30	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (142)	Say It With Music	No Network Service
6:45	"	P&G Tide Perry Mason (168)	2:25 Johnson & Son, News	Jane Pickens
7:00	Tennessee Ernie S	Toni, Seeman Nora Drake (191)	M-W-F Mac McGuire S Tu&Th Pequot Paula Stone	Armour (191) Dial Dave Garroway
7:15	"	P&G Ivory Fl. Brighter Day (167)	No Network Service	Kukla Fran & Ollie K. News 2:55
7:30	"	Miles Labs Hilltop House (146) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)
7:45	Toni Co. (128) Tu, Th, F	Lever, Kellogg Houseparty * (177) R	"	P&G Road of Life (163)
8:00	"	Pillsbury House Party (186) R*	"	P&G Pepper Young (166)
8:15	"	Quaker †A. Jemina (123)	"	P&G Right to Happiness (163)
8:30	General Mills Cal Tinney (274)	Gen. Fds.(4-4:05) Cole (46)* Robt. Q. Lewis (85)	Music With Bruce & Dan	P&G Backstage Wife (175)
8:45	"	MTW Chicagoan ThF St. Louis Matinee	"	Sterling Drug Stella Dallas (151)
9:00	Jack Owens Show S	Treasury Bandstand	M-Bobby Benson 5-5:15 Sustaining 5:15-5:30 Kraft	Sterling Drug Young Widder Brown (151)
9:15	"	" 4:55-5 News	"	Manhtn. Soap Woman in My House (181)
9:30	Co-op Big Jon & Sparkie	5-5:45 p.m. No Service	Tu&Th Quaker Sgt. Preston of the Yukon	Whitehall† Just Plain Bill (143)
9:45	Fun Factory S	"	W&F Songs of the B-Bar-B	Whitehall Front Page Farrell† (138)
10:00	Ronnie Kemper	"	5:30-5:55 M-W-F Kellogg Wild Bill Hickok Tu&Th Derby Sky King	C-P-P Lorenzo Jones (191)
10:15	Lum & Abner S	Miles Labs Curt Massey Time (148) R		Ex-Lax Inc. Doctor's Wife (172)

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Vincent Lopez Show S	Carter City Hospital (199)	1:30-2:25 Ruby Mercer Show	U. S. Army Band S
6:15	"	" •	"	"
6:30	Playland U.S.A.	Hormel & Co. Music with H. Girls (123)	"	U. S. Marine Band S
6:45	"	"	2:25 Johnson News	"
7:00	"	Make Way For Youth	101 Ranch Boys	Design for Listening
7:15	"	"	"	"
7:30	Pan-American Union	Report From Overseas	Bandstand USA	What's the Score
7:45	"	Adventures In Science	"	"
8:00	Martha Lou Harp	Farm News Co-op	Sports Parade	All Star Parade of Bands
8:15	"	Correspondents Scratchpad	"	"
8:30	Gillette Horse Races	Eddie Fisher Army Show	Salute to the Nation	Stars for Action
8:45	"	"	"	"
9:00	Treasury Show	Treasury Show	Mac McGuire Show	Robert Armbruster & His Music
9:15	"	Horse Racing	"	"
9:30	London Concert Studio S	Washington U.S.A.	Walter Preston's Show Shop	Big City Serenade S
9:45	"	"	"	"
10:00	Paulene Carter	Saturday at the Chase	"	Author Speaks S
10:15	Club Aluminum Club Time (20)	"	5:50-6 Johnson & Son News	Public Affairs S

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R repeat. West Coast. This to be supplied BP

repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-F, Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News, (332).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Gatherin' (107).
8:30-8:45 a.m., M-F, Pillsbury, Jack Hunt (33).
11:00-11:05 a.m., Sat., Campana, Shadel (189)
1:55-2 p.m., Sat. Gen. Foods, G. Drake (156).
Tu. 3:15-30 p.m., Fri. 3:30-45 p.m.
Tu. 3:15-30 p.m. House Party, Fri. 3:30-45 p.m.
3:30-45 p.m., Tu. & F., Kellogg, House Party.
3:55-4 p.m., M., W., F., Toni Co. It Happens Every Day (173). Seeman Bros. (167). It Happens Every Day on Tu. Th.
9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (96)R.
11:30-11:35 a.m., Sun., Bill Shadel (S)
3:30-45 p.m., M-Th., Pillsbury, House Party (186)
3:15-30 p.m. M. W. Th., Lever—House Party (177).
3:15-30 p.m., Fri., Gr. Giant, House Party (172).
3:45-55 p.m., M. W. F., Quaker Oats, Aunt Jemima. Home Folks (123).
Sun. 4:55-5 p.m. Sonotone-Cedric Adams (164 sta.)
4-4:05 p.m., M-F, Gen. Fds., Robt. Q. Lewis (84)
3:45-55 p.m., Tu. Th., Sunshine Sue

MBS—Titus Moody Speaking—7:55-8:00 p.m.
M-W-F—Sustaining. T & Th—Wildroot Co.
8:55-9 a.m., M-F Gabriel Heatter-VCA Labs.
10:30-10:35 a.m., Mon.-Sat., News-S. C. Johnson
11:25-11:30 a.m., M-Sat., Johnson & Son, News
Mon.-Sat. 3-3:05 p.m. M.-S.-Burlington Mills—Cameo Lady Talk
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mutual-Multi-Message Plan—Participating sponsors: Mon.-Fri. 8-8:30 p.m. programs—General Mills; Mon.-Tues.-Thurs. 8-8:30 p.m. Programs—R. J. Reynolds.
Game of the Day—Mon.-Sun. Approx. 2-4:30 p.m. Regional Net.—Falstaff Brewing & Co-op.
Camel Scoreboard—Reynolds Tobacco. 5 min. following Game of the Day Mon.-Sat.
Wheaties Scoreboard-Gen. Mills. 5 min following Game of the Day-Sun.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations.
† Whitehall Pharm. & Carter Co., "Just Plain Bill" alt. dates. Whitehall, "Front Page Farrell" alt. days.
* MM—"Minute Man" Programs.
* OT Operation Tandem—Emerson Drug & Knowmark Mfg.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
April 27, 1953

THREE NEW VHF TV OUTLETS START; TOTAL STATIONS ON AIR NOW 168

KELO-TV Sioux Falls, S. D., is the only one of the trio beginning operations in an unoccupied video market. KCBD-TV Lubbock, Tex., and KTYL-TV Phoenix-Mesa, Ariz., are the other opening stations.

THREE new vhf television stations were scheduled to begin regular commercial programming yesterday, but only one starts operation in a virgin TV market.

The three which planned to begin are:

KCBD-TV Lubbock, Tex., vhf Ch. 11, represented by John E. Pearson TV Inc., affiliated with ABC-TV. Already on the air in Lubbock: KDUB-TV on vhf Ch. 13.

KELO-TV Sioux Falls, S. D., vhf Ch. 11, represented by O. L. Taylor Co., affiliated with ABC-TV and NBC-TV. It is the first Sioux Falls TV station to go on the air.

KTYL-TV Phoenix-Mesa, Ariz., vhf Ch. 12, represented by Avery-Knodel Co. Already on the air in Phoenix: KPHO-TV on vhf Ch. 5 (a pre-freeze station).

The number of post-thaw TV stations listed as operating commercially has risen to an even 60. Of these, 32 are vhf and 28 are uhf.

Total number of stations counted as on the air with commercial programming now is 168. Total vhf stations considered operating on a commercial basis number 140 of which 108 are pre-freeze outlets.

May 1 Targets

Between now and May 15, at least eight more permittees expect to get underway with commercial program schedules. Aiming for May 1 are:

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William Rambeau Co.

WFTV (TV) Duluth, Minn., uhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks.

WSUN-TV St. Petersburg-Tampa-Clearwater, Fla., uhf Ch. 38, represented by Weed Television, affiliated with ABC-TV.

Planning to begin May 15 are:

KVOS-TV Bellingham, Wash., vhf Ch. 12, represented by Forjoe & Co.

WGLV (TV) Easton, Pa., uhf Ch. 57, represented by Headley-Reed.

WHIZ-TV Zanesville, Ohio, uhf Ch. 50, represented by John E. Pearson TV Inc.

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont.

WCSC-TV Charleston, S. C., vhf Ch. 5, represented by Free & Peters Inc., affiliated with all four networks.

All target dates are subject to change. Sometimes, at the last minute, a particular part of the transmitter fails to function properly, or perhaps the coaxial cable, for the network affiliation, is not put into operation by the telephone company at the promised time. Occasionally a station is requested by the set dealers in its area to continue a test pattern for a few extra days in order to get sets properly adjusted before programming begins.

It was for these and similar reasons that a few stations which have already been counted as going on the air did not begin their commercial programming on the scheduled date.

For example, WLBC-TV Muncie, Ind., uhf Ch. 49, represented by Walker Representation Co. and affiliated with CBS-TV, did not begin April 15 as planned. However, it expects to begin "any day now."

WTVO (TV) Rockford, Ill., uhf Ch. 39, represented by Weed Television and affiliated with NBC-TV, had its planned April 17 start delayed to April 24.

WKNX-TV Saginaw, Mich., uhf Ch. 57, represented by Gill-Perna, did not start last Monday, but does expect to go on the air April 29.

WCOS-TV Columbia, S. C., uhf Ch. 25, represented by Headley-Reed TV, affiliated with ABC-TV and carrying some NBC-TV programs, started its test pattern April 20 with reduced power on an intermittent basis. It planned to boost its output to full power last Friday. WCOS-TV which had been aiming for an April 15 start, now expects to begin commercial programming before May 2.

At last report KUHT (TV) Houston, a noncommercial educational permittee on vhf Ch. 8, still plans a May 4 start after suffering a two-week setback. As soon as the NARTB convention is over, KUSC-TV Los Angeles, uhf Ch. 28, another noncommercial educational grantee, will get the last units of its equipment, on display at the convention, and probably will get on the air sometime in May.

• Tri-City Broadcasting Co., Wheeling, W. Va., granted vhf Ch. 7 last week, hopes to start in late fall. Thomas M. Bloch, president of Tri-City and also of WTRF Bellaire, Ohio, told B•T that RCA equipment will be used. He said network affiliation and national representation is unknown at this time.

• Howard Barrett, vice president and general manager of KRBC-TV Abilene, Tex., vhf Ch. 9 grantee [B•T, April 20], told B•T the starting date for his station has been set for Aug. 1. Representation will be handled by John E. Pearson TV Inc. Type of equipment is undetermined, he said, and network affiliation has not yet been decided upon.

• Ben K. McKinnon, general manager of WGVL (TV) Greenville, S. C. [B•T, April 13], advised B•T last week that its national sales representative will be H-R Television Inc., with James S. Ayers for representation in the South. The station is assigned uhf Ch. 23.

WGVL (TV) Sets Aug. 1

"Our air date is scheduled for Aug. 1," Mr. McKinnon reported, "and we have signed affiliation with ABC-TV." Offices for the new station are on the second floor of the Calhoun Towers, with studio construction underway on the first floor. The transmitter location is atop Paris Mt., 1,140 ft. above average terrain. WGVL (TV) will utilize the old WMRC-FM transmitter building and tower. RCA equipment will be installed under the supervision of Emil Sellars, chief engineer.

• James E. Gordon, vice president and general manager of WJMR-TV New Orleans, La., uhf Ch. 61, told B•T that its target date is planned for sometime next September.

• KSTM-TV St. Louis, uhf Ch. 36, is planning its debut for Sept. 1. It is represented by H-R Television Inc.

• J. E. O'Neill, holder of a CP for uhf Ch. 47 in Fresno, Calif., said the station's call letters will be KJEO (TV). Mr. O'Neill former national president of the National Automobile Assn., also stated that Charles Theodore, will assist him with direction of KJEO (TV) and that Gene Chenault will be general manager [B•T, April 13]. KJEO (TV) is not affiliated with KYNO(AM) Fresno, Mr. O'Neill pointed out, although Mr. Chenault and Bert Williamson, who will be in technical charge of KJEO (TV), have minority interest in both stations.

• WGOV-TV Valdosta, Ga., uhf Ch. 37, plans a November starting date. The RCA-equipped station will be represented nationally by STARS National Inc., and in the southeast by STARS Inc. Principals include President E. D. Rivers Jr., Vice President W. H. Keller Jr. and Station Director A. B. Smith.

• Within the last week, five new transmitters have been received by TV stations.

WGBI-TV Scranton, Pa., has received a General Electric transmitter for its uhf Ch. 22 operation.

RCA has shipped three transmitters, including its first new 10 kw highband vhf transmitter, sent to KTBC-TV Austin, Tex., vhf Ch. 7. The new unit is expected to boost KTBC-TV's effective radiated power from 20 kw to 100 kw.

Other RCA transmitters were shipped to KCTY (TV) Kansas City, Mo., uhf Ch. 25 outlet owned by the Empire Coil Co., and to WFTV (TV) Duluth, Minn., uhf Ch. 38. Both were 1 kw transmitters, but the associated RCA high-gain antenna and special transmission line are designed to multiply the signal strength more than 20 times.

Allen B. DuMont Labs. Inc. shipped a 5 kw vhf transmitter and associated station and studio equipment to WCSC-TV Charleston, S. C., last week. The station is assigned vhf Ch. 5.

• John L. Booth, president of Booth Radio & Television Stations Inc., advised B•T that WBKZ-TV Battle Creek-Kalamazoo, Mich., will be on the air with a full schedule of programming May 22. Test pattern for the uhf Ch. 64 station will go the air May 15.

Harry E. Travis is WBKZ-TV manager. National representation is being handled by Weed Television.

• Tom E Gibbens, vice president and general manager of WAFB-TV Baton Rouge, La., told B•T that the uhf Ch. 28 outlet started programming as planned April 19.

MOWREY NAMED WABC-TV GEN. MGR.

PROMOTION of Paul Mowrey from station manager to general manager of WABC-TV New York was announced last week by Slocum Chapin, vice president for ABC-owned TV stations.



Mr. Mowrey

Mr. Mowrey succeeds Mr. Chapin, who had held the title and duties of WABC-TV general manager, in addition to his position as ABC vice president. Mr. Mowrey joined ABC in 1944 as supervisor of television operations and later served as supervisor of sales operations for network package programs and with the networks sales staff.

WMAL on 24-Hour Basis

WMAL Washington announces its broadcast schedule will be on a 24-hour daily basis, the first such operation in the station's 27-year history. Peter V. O'Reilly, who programs popular music as "The Starduster," has been assigned to a 5½-hour, all-night stint.



The welcome mat is out in the "City of Homes"

In Philadelphia your message always receives a hearty welcome when it goes home on WCAU-TV.

Look at the facts. 2 out of every 3 families turn to WCAU-TV during the weekday daytime hours. Mostly kiddies? Not by a box top! WCAU-TV's superior programing attracts a daytime audience of 55% purse-holding women—nearly twice the average of Philadelphia's other TV stations. And it's a big audience! For Philadelphia has a higher percentage of TV sets (over 90% of the families) than any other major city in the country . . . and nearly 80% of the families watch daytime TV during the working week.

Conclusion? A timely one. 20% more national spot advertisers use WCAU-TV than any other Philadelphia TV station because experience has shown . . .

Source: Philadelphia ARB, Feb. 1953.

It's the time to buy...

WCAU-TV

The Philadelphia Bulletin Television Station • CBS Affiliate • Represented Nationally by CBS Television Spot Sales



ATLASS, WRIGLEY SELL WIND TITLES

H. LESLIE ATLASS and Philip K. Wrigley have relinquished their interests in WIND-AM-TV Chicago under terms of an agreement transfering 100% control of Johnson-Kennedy Corp., licensee, to WIND Inc. Their considerations will be $564,495 and $1,126,566, respectively.

The *Chicago Daily News,* third stockholder in Johnson-Kennedy, receives $1,126,566 and has purchased 27.7% interest in WIND Inc. for $12,500. Total consideration of $2,900,000 is to be paid out of current assets and future revenues.

Because Mr. Atlass has "interest" in WBBM-TV, FCC required him to give up his holding in WIND as a condition of its recent TV grant to the station. He is vice president in charge of the CBS Central Division and general manager of the network's o & o WBBM-AM-TV.

Mr. Wrigley is withdrawing in order to provide for his heirs, four of whom hold stock in WIND Inc. Messrs. Wrigley and Atlass bought into WIND in late 1938.

Four members of the Atlass family are stockholders in WIND Inc., including Ralph Atlass (11.1%), president of the new corporation and WIND manager. The tenth party in interest is John Carey (5.5%), WIND Inc.'s vice president and the station's sales manager.

WIND Inc. has issued 9,000 shares of stock at par value of $5. After FCC approval of the transfer of control, WIND Inc. is expected to apply for assignment of license from Johnson-Kennedy.

Arthur Harre Resigns WCFL Director's Post

ARTHUR R. HARRE, managing director of WCFL Chicago for the past two and a half years, has resigned, the station announced last Tuesday. He has been in ill health and relinguished the post on the advice of his physician. Marty Hogan, who has been handling executive duties, will be acting managing director.

WTOP-TV Issues Rate Card

WTOP-TV WASHINGTON last week issued rate card #4, effective April 1, which does not change basic rates but reclassifies the 8 to 10:30 p.m. daily segment as Class A time with a one-time hourly rate of $1,100. Class A Sunday time is from 6 to 10:30 p.m. Station breaks in Class A periods are $165 for 20 seconds and $70 for 10 seconds, figured on the one-time rate.

In announcing the new rate card, George F. Hartford, vice president in charge of sales for WTOP-TV, said Washington circulation will soon pass the million mark.

Sweeney to WPAT Sales

MICHAEL SWEENEY of the O. L. Taylor Co., station representation firm, has been named director of sales of WPAT Paterson, N. J., effective May 1, the station's executive vice president, D. J. Wright, announced last week. Mr. Sweeney will have headquarters at the WPAT offices in the RKO Bldg., New York.

ATTENTION

BROADCASTERS and TELECASTERS:

If you're interested in discussing successful radio and television representation, visit the HEADLEY-REED Convention Headquarters at the Statler.

Sterling B. Beeson—New York
John H. Wrath—Chicago
John Schultz—Chicago
Clark Barnes—Los Angeles

THE HEADLEY-REED COMPANY

NEW YORK · CHICAGO · SAN FRANCISCO · ATLANTA · PHILADELPHIA · HOLLYWOOD

Successfully serving our clients since 1937

WSGN SALE THIRD BIRMINGHAM DEAL

THIRD major station transaction in Birmingham, Ala., within a fortnight was reported last week as the Birmingham News Co. announced sale of WSGN-AM-FM there for $350,000-plus to local investment banker John S. Jemison Jr. and associates. Also, TV permit for uhf Ch. 42 would be transferred, upon FCC consent.

Sale of WSGN properties is necessitated by the News Co.'s purchase of WAPI, WAFM (FM) and WAFM-TV Birmingham from Ed Norton and Thad Holt for gross consideration of $2.4 million [B•T, April 13].

Earlier, Storer Broadcasting Co., multiple AM-TV station operator, bought WBRC-AM-TV there for $2.4 million, also subject to FCC approval [B•T, April 6]. Since WBRC-TV would give Storer its limit of five TV outlets, Storer has dropped its Ch. 9 bid at Wheeling and Ch. 10 application at Miami. Storer also plans to sell WSAI-AM-FM Cincinnati to comply with the unwritten FCC policy of seven AM stations' limit.

Sale of WSGN properties was announced by Henry P. Johnston, executive vice president of the *Birmingham News* and managing director of its broadcast operations for 16 years. He said WSGN would be transferred to a new firm, Jemison Broadcasting Co., with Mr. Jemison as chairman of the board and principal stockholder. Other officers and stockholders include local businessmen William H. and Carl Hulsey, the latter vice president.

President and general manager of Jemison Broadcasting will be Bascom H. Hopson, in Alabama radio for 20 years and son-in-law of Frederick I. Thompson, an FCC Commissioner from 1939-1941. Mr. Hopson, one-time lessor of WAPI, presently owns WJBY Gadsden and WHBB Selma, both Alabama.

The WSGN transaction was handled by Blackburn-Hamilton Co., station broker.

Graybar Claims 'Firsts' In WICC-TV Operation

WICC-TV Bridgeport, Conn., racked up three "firsts" in the equipment field when it commenced operations April 12, Graybar Electric Co. (which handled the equipment) claimed last week.

It was, Graybar officials said, the first installation of Federal Telecommunciations Labs new uhf equipment; the first erection of Blaw-Knox's new type TG triangular-guyed tower and the first uhf television installation by Graybar.

Features of "small-station design" incorporated at WICC-TV were stressed by Graybar authorities, who noted that the control-room equipment was so designed by Federal that only two men are required to operate it—one to perform transmitter supervision, audio switching, changing film reels, and turntable operation, while the other, in charge of master control, can insert slides, switch programs, check resolution, set levels, and control many special effects all from one position.

WICC-TV, on Ch. 43, has reported excellent reception over a 40-mile radius, fringe reception up to 60 miles and, in some cases, for greater distances. The station is headed by Philip Merryman, president and general manager.

Shooting for more sales in Southern California?



FEB. 1953 RATINGS
Weekly Average
6 PM - MIDNIGHT

	ARB	PULSE
KNBH	25.6	26.0
2nd Sta.	20.6	20.0

Mon. thru Fri. Noon-6 PM

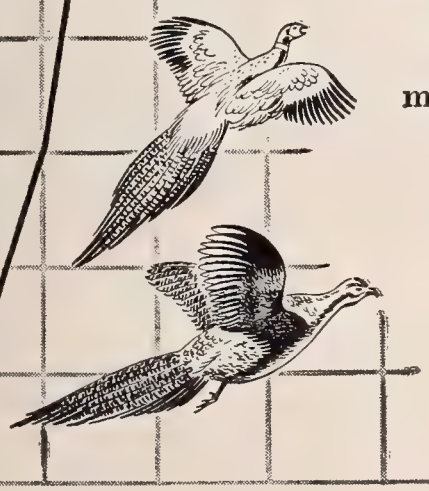
	ARB	PULSE
KNBH	19.7	22.0
2nd Sta.	18.6	22.0

FEB. 1953
five top shows in
Southern California

	ARB	PULSE
1.	Sta. X	Sta. X
2.	KNBH	KNBH
3.	KNBH	KNBH
4.	KNBH	KNBH
5.	Sta. X	KNBH

KNBH FIRES BOTH BARRELS TO BAG MORE PROFITS FOR YOU!

Southern California spends *$120. more per capita* on retail sales than the average for the United States! That's the best proof that the KNBH area is where your TV advertising can build more sales for you. For proof about which station gives you best coverage, look into the double-barreled shotgun above!



NBC HOLLYWOOD

KNBH *Channel* **4**

200 STATIONS JOIN SRA 'SPOT CRUSADE'

MORE than 200 radio stations have joined the "Crusade for National Spot Radio," John Blair, president, Station Representatives Assn., under whose auspices the campaign was launched [B•T, March 2], reported Wednesday, before leaving for Los Angeles, where he will be available at the Statler to discuss progress of the Crusade with station executives during the NARTB convention.

Goal of the "Crusade" is to finance a major promotion of spot radio to key advertisers and agencies, Mr. Blair noted. Immediate response to the SRA appeal was sufficient to enable the employment of a fulltime salesman, he said, and more funds are being sought to underwrite research and other activities needed for more effective spot presentations and to provide better service to the expanding number of agency requests for information from SRA.

Stations participating as of April 21 are:

WDIG WOOF Dothan, Ala.; KTUC Tucson, Ariz.; KVLC KLRA Little Rock, Ark.; KLOK San Jose, KVOE Santa Ana, KJBS San Francisco, KFXM San Bernardino, KHUM Eureka, KMPC Los Angeles, KCRA KROY Sacramento, KSDO San Diego, KBIG Avalon, all California; KFEL Denver; WBRY Waterbury; WDRC WTIC WCCC Hartford, all Connecticut.

WSPB Sarasota, WJNO West Palm Beach, WCOA Pensacola, WQAM Miami, WPLA Plant City, WDBO Orlando, WJAX Jacksonville, WFLA Tampa, WTAL Tallahassee, all Florida; WSAV WTOC WFRP Savannah, WLET Toccoa, WKTG Thomasville, WGAC Augusta, WGBA Columbus, all Georgia.

KLIX KTFI Twin Falls, KDSH KIDO Boise, all Idaho; WROK Rockford, WCFL WIND WLS Chicago, WPRC Lincoln, WTAD Quincy, WMBD Peoria, WDZ Decatur, all Illinois; WTRC Elkhart, WIKY WGBF Evansville, WBOW Terre Haute, WIOU Kokomo, WIBC Indianapolis, all Indiana.

KOEL Oelwein, KWPC Muscatine, KROS Clinton, KICD Spencer, WDBQ Dubuque, KGLO Mason City, WHO KRNT Des Moines, KVFD Fort Dodge, all Iowa; WKLO Louisville, WKYB WPAD Paducah, WLAP Lexington, WSON Henderson, WHOP Hopkinsville, WHLN Harlan, WCMI Ashland, all Kentucky.

WDSU WNOE New Orleans, KMLB KNOE Monroe, KWKH Shreveport, all Louisiana; WPOR Portland, Me.; WFBR Baltimore, Md.; WNBH New Bedford, WOCB West Yarmouth, WNAC WHDH Boston, all Massachusetts; WKLA Ludington, WKZO Kalamazoo, WFDF Flint, WWJ Detroit, all Michigan.

KWLM Willmar, KATE Albert Lea, all Minnesota; WGCM Biloxi-Gulfport, WAML Laurel, WSLI Jackson, all Mississippi; KXOK St. Louis, KHMO Hannibal, both Missouri; KXLQ Bozeman, KXLF Butte, KXLK Great Falls, KXLJ Helena, KXLL Missoula, all Montana; KFAB WOW Omaha, WJAG Norfolk, KODY North Platte, KOLN Lincoln, KOLT Scottsbluff, all Nebraska.

WKNE Keene, N. H.; KSIL Silver City, N. M.; WMCA WQXR WNEW New York, WIRY WEAV Plattsburg, WFBL WSYR Syracuse, WIBX WRUN Utica, WWNY Watertown, WMSA Massena, WENT Gloversville, all New York; WPTF Raleigh, WWNC Asheville, WIFM Elkin, WIRC Hickory, all North Carolina.

WBNS Columbus, WSTV Steubenville, WHIZ Zanesville, WSPD WTOL Toledo, WLOK WIMA Lima, WCLT Newark, WHBC Canton, all Ohio; KVOO KRMG Tulsa, KMUS Muskogee, WBBZ Ponca City, all Oklahoma; KERG Eugene, KPOJ Portland, both Oregon.

WGBI Scranton, WSBA York, WRAK Williamsport, WHUM Reading, WKAP Allentown, WCDL Carbondale, WILK Wilkes-Barre, all Pennsylvania; WHIM WJAR Providence, R. I.; WCSC Charleston, WMRC Greensville, WIS Columbia, WSPA Spartanburg, all South Carolina; WNAX Yankton, KOTA Rapid City, both South Dakota.

WDEF Chattanooga, WSM Nashville, WTJS Jackson, WOPI Bristol, WHHM WDIA WHBQ Memphis, all Tennessee; WACO Waco, WTRN Wichita Falls, KXYZ Houston, KFRO Longview, KMHT Marshall, KVOZ Laredo, KBOR Brownsville, KPLT Paris, KFJZ Fort Worth, KFYO Lubbock, KBKI Alice, KITE KABC San Antonio, KGBC Galveston, KXIT Dalhart, KUNO Corpus Christi, KNOW Austin, KLIF Dallas, KTRM Beaumont, all Texas.

WCAX Burlington, Vt.; WDBJ WSLS Roanoke, WGH WRAP Norfolk, WBTM Danville, WVEC Hampton, all Virginia; KUG Walla Walla, KXLY KREM KHQ Spokane, KXRO Aberdeen, WPQ Wenatchee, KMO Tacoma, KIMA Yakima, all Washington.

WWDC Washington, D. C.; WSAZ Huntington, WTIP Charleston, WJLS Beckley, all West Virginia; WOMT Manitowoc, WSAU Wausau, WRAC Racine, WIBA Madison, all Wisconsin; KPOW Powell, KODI Cody, both Wyoming.

WAFB-TV Baton Rouge Begins Operations

A PARADE with 2,000 participants marched through the studios of WAFB-TV Baton Rouge as that station began official operation April 19.

The television outlet is the first in Louisiana's capital city and the second in the state. Tom E. Gibbons, vice president and general manager of WAFB-AM-FM-TV, reported that engineers found the station's reception area to contain no dead spots or weak signals. He estimates there are 22,000 uhf sets in the area.

Louisiana Gov. and Mrs. Robert F. Kennon reviewed the parade with Mr. Gibbons. It included bands, floats and military drill units, and passed through the main studios.

WAFB-TV, affiliated with all the TV networks, is represented nationally by Adam J. Young Jr. Inc., and operates with an effective radiated power of 17.5 kw on uhf Ch. 28.

WNAC-TV Begins Operation On Increased ERP of 220 kw

WNAC-TV Boston yesterday (Sunday) began its first day of transmission under its new 220 kw effective radiated power, almost 10 times the previous authorized ERP of 26.6 kw.

A new RCA antenna and power amplifier has been installed by WNAC-TV. It consists of a 12-bay superturnstile radiating structure and a 20 kw amplifier.

The Boston outlet used an intensive radio, TV and newspaper campaign in publicizing the power increase. George W. Steffy, WNAC-TV vice president, Irving Robinson, technical director, and Harry Whittemore, chief engineer, appeared on a special telecast (*The New Channal 7*) last Thursday to explain technicalities of the power boost to viewers and dealers.

Morrison to Head F&P's Spot Radio New Business

FREE & PETERS, national representative firm, is establishing a spot radio new business department in its New York offices, Jones Scovern, Eastern radio sales manager, said last week.

The department's sole function will be creation and development of spot radio business for stations represented by Free & Peters, Mr. Scovern said. Head of the new F & P department will be William A. Morrison, manager of the firm's San Francisco office.

In announcing the appointment of Mr. Morrison, Mr. Scovern said, "After interviewing many candidates for this assignment we have selected one of the outstanding radio salesmen in our organization," and added: "Bill, with his advertiser, agency and radio background, is eminently qualified for this assignment."

Mr. Morrison will report to New York July 1, Mr. Scovern said. His San Francisco replacement to be announced later.

Rhodes Sells KIBE

SALE of KIBE Palo Alto, Calif., for $60,000 by J. M. Rhodes to Sundial Broadcasting Corp., licensee of KDFC (FM) San Francisco, was announced last week. The transaction is subject to usual FCC approval and was negotiated by Blackburn-Hamilton Co., media broker.

GOLDENSON DRAWS TOP UPT PAY FOR '52

PRESIDENT Leonard H. Goldenson of AB-PT was the company's highest-paid officer or director during 1952 with total remuneration of $184,000, including a $25,000 expense allowance, according to a proxy statement issued last week in preparation for the first annual meeting of stockholders, to be held in New York May 19.

During this period the company was operating as United Paramount Theatres, which on Feb. 10 of this year merged with ABC to form AB-PT.

Second highest paid director or officer during 1952 was Director John Balaban, president of the subsidiary Balaban & Katz Corp., who received $150,187, including a $10,600 expense allowance. Walter W. Gross, vice president and general counsel, Vice Presidents Edward L. Hyman and Robert M. Weitman, and Secretary and Treasurer Robert H. O'Brien received $52,850 each, while Director Robert B. Wilby, president of Wilby-Kincey Service Corp., a subsidiary, received $49,092, and Director A. H. Blank, president of Tri-States Theatre Corp., also a subsidiary, was paid $48,151.

Total paid to all directors and officers of the corporation as a group was $721,287. Without giving details the report said ABC officers and directors who subsequently became AB-PT officers and directors received a total of $125,000 from ABC during 1952.

Under a plan approved by UPT stockholders in December, 1950, giving certain officials of the theatre company the right to purchase within seven years stock at $16.63 per share, officers and directors in 1952 held options as follows: Mr. Goldenson, 75,000 shares; Messrs. Gross, Weitman, Hyman, and O'Brien, 12,500 each; and Mr. Balaban, 7,500.

Purpose of the May 19 stockholders meeting is to elect board members. Proxies are solicited for the re-election of the present 18-man board, set up following the ABC-UPT merger [B•T, Feb. 16].

DuMont Signs to Carry East-West Grid Classic

SIGNING of a contract for telecasting the annual Shrine East-West football game the next three years on DuMont TV Network was announced last week by Tom McMahon, the network's sports director.

Mr. McMahon and William M. Coffman, managing director of the Shrine East-West Football Committee, completed the negotiations. The game is presented annually from Kezar Stadium, San Francisco, around New Year's Day.

DuMont carried the December, 1951, game coast-to-coast under sponsorship of Motorola Inc., to 55 stations. Mr. McMahon noted that "DuMont now has 111 stations and affiliates, which doubles the potential of last year's telecast."

Fred Kramer Dies

FUNERAL services were to be held Saturday in Fort Wayne, Ind., for Fred Kramer, 35, head of the CBS-AM-TV West Coast promotion department since 1951, after his death Tuesday following an apparent heart attack at his home in Sierra Madre, Calif. Survivors are his wife, two step-children, his father, mother and two sisters.

MAGNETRON

POWER

50,000 WATTS*
For Extended Range
Maximum Fade Protection

RAYTHEON

2000MC
AUDIO-VIDEO

Magnalink

MTR-50

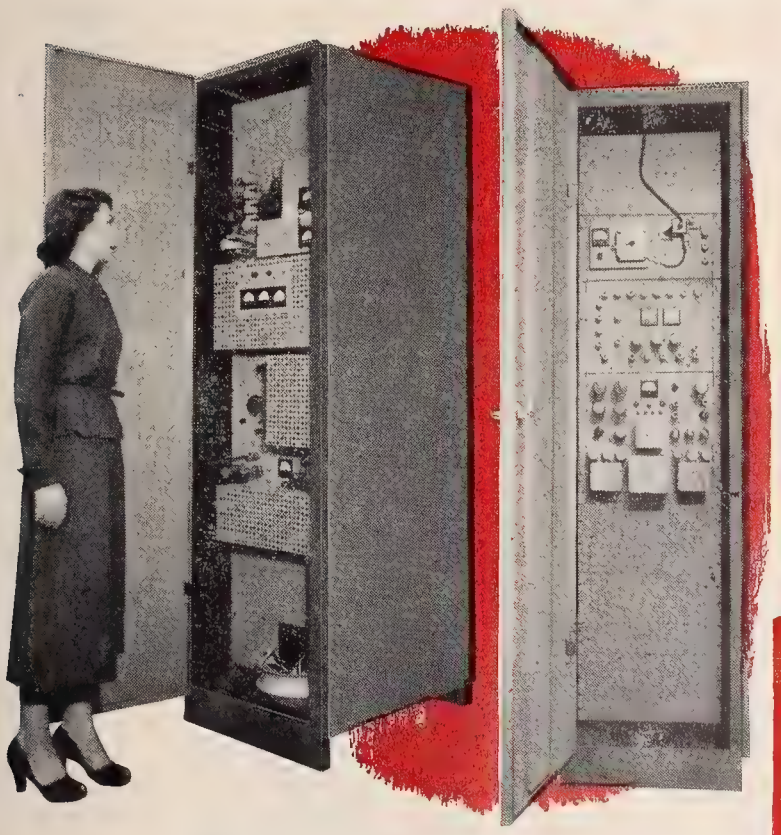
Raytheon *Magnalink* with its high power CW magnetron oscillator gives you 7 to 10 times more power . . . power to push high quality video and audio programs up to 100 miles or more . . . power to provide the widest margin of protection against fades.

Raytheon *Magnalink* is specifically designed for multi-hop intercity television program relaying, studio-transmitter link or long distance remote pickup service. It offers the reliability of 2000 mc transmission, full video bandwidth with audio channel subcarrier equipment available for simultaneous audio relaying, simplified tuning, individually metered circuits, flexible antenna system with 4, 6, 8 and 10 ft. diameter dishes and passive reflectors for use when antennas are ground mounted for maximum radiated power.

Built throughout with the perfection of design, circuitry, assembly and component quality that is the unmistakable mark of Raytheon "Excellence in Electronics", Raytheon *Magnalink* represents a major step forward in television relay performance and reliability.

Write for complete information.

* 50 watts with 33.9 db gain 10′ dish, equivalent to 50,000 watts ERP.



All units are designed for rack or cabinet mounting. Transmitter comprises a magnetron oscillator, video modulator, regulated power supplies and wavemeter.

Receiver employs a reflex klystron as local oscillator. IF amplifier incorporates low noise input stage, two limiters and AGC for constant video output signal.

RAYTHEON

Excellence in Electronics

RAYTHEON
MANUFACTURING COMPANY
Equipment Sales Division
Dept. 6270 BT
WALTHAM 54, MASSACHUSETTS

NBC RADIO SUMMER PLAN DRAWS FIRE FROM SRA

Reg Rollinson, Station Representatives Assn., issues a sharp rebuttal to the network's proposal to sell sponsors summer time in the form of participations in 3 to 6 half hours at one-sixth the regular hour rate. Harry Bannister gives NBC's viewpoint.

SPECIAL NBC Radio Summer Plan, under which an advertiser can buy up to three participations in up to six evening half-hour programs at a price for time per participation of one-sixth the network's regular one-hour rate, may or may not be successful in increasing the network's summer revenues, but it drew an immediate and emphatic reaction from Station Representatives Assn.

In a three-pronged attack, Reg Rollinson, SRA director of advertiser relations, charged (1) that stations were being asked to tie up large amounts of time with the possibility of securing minimum revenue; (2) that the potential revenue from the time periods involved would be far greater if the time were sold on a spot basis, and (3) that the value of the plan as an advertising buy was questionable.

Plan, a variant of the Tandem, Pyramid, Checkerboard, Power, and other network plans whereby an advertiser can buy participations in several programs instead of concentrating his radio dollars into full program sponsorship, was announced to NBC's radio affiliate stations in a letter from Harry Bannister, vice president in charge of station relations.

Stating that "come June or July we are going to have substantial amounts of evening time open on interval" and that "money available for summer advertising on network radio . . . will be spent on the basis of special summer offers in network, just as summer spot campaigns now are being sought and sold on the basis of special offers," Mr. Bannister outlined the NBC plan as follows:

"To get an early start in the situation, we have worked out a plan covering six evening half-hours which will be open during the summer. Each half-hour period would provide for three participations and an advertiser could buy one or more participations in one or more programs. To be realistically competitive, the gross charge for time would be one-sixth of the hour rate per participation." The discount schedule based on the number of participations per week "roughly parallels our regular discount structure," Mr. Bannister said.

Commenting on the rate, Mr. Rollinson noted that a network half-hour normally sells for 60% of the hour rate, or $60 for a station with a base rate of $100. Participations in the announced plan, however, are being offered advertisers at one-sixth of the hour rate ($16.67 for the station cited above). This would mean, Mr. Rollinson pointed out, that the maximum sale of three participations would amount to 50% of the hour rate, or $50 for the same station.

Programs and time periods provisionally being considered for the plan are:

Period	Program
Mon., 10-10:30 p.m.	Musical Program
Tues., 9:30-10 p.m.	*First Nighter*
Wed., 10-10:30 p.m.	*Scarlet Pimpernel*
Thurs., 10-10:30 p.m.	*Judy Canova*
Fri., 10-10:30 p.m.	*Hollywood Love Story*
Sun., 10-10:30 p.m.	*Barrie Craig*

In computing station compensation for business which NBC may sign under this plan, Mr. Bannister proposes to separate the time sold under this special summer operation from the gross billings and unit hour totals on which the stations' regular compensation from NBC is based. "In this way," he said, "participations sold under the Summer Plan will not affect the average effective rate on which your other compensation is based.

"Instead, we would compensate stations at the rate of 10% of their gross evening half-hour rate for each participation sold on their facilities," Mr. Bannister stated. "Thus, if we sell out three participations on a program, the station will receive 30% of its gross rate for the program period. Since this business will be segregated in the settlements from all other business, the compensation will not be subject to the 14% reduction otherwise applicable."

In this matter of station payment, Mr. Rollinson commented that if all the participations in the network programs were sold out, the station with the $100 base rate would receive $18 per half-hour (10% of $60, or $6, times three), which is about the same payment the station would get if the program were sold as a regular network half-hour. However, he called attention to the fact that this payment to stations is predicated on a complete sell-out of all participations.

Minimum Return Possible

"It is perfectly possible," Mr. Rollinson said, "that after inducing stations to commit themselves to carry the programs, only a few participations might be sold and the stations would be in the position of being required to carry the programs for minimum return."

On a strict economic basis, Mr. Bannister stated, a station's compensation for each participation NBC sells "will come pretty close to the net dollars you would keep, after maximum discounts and commissions, from selling an announcement on a national spot basis under the terms on which national spot money is going to be available this summer."

In direct contradiction to that statement, Mr. Rollinson declared that if stations were to hold the time for sale on a spot basis their potential revenue would be from 50% to 300% higher. "The average station with a $100 base rate," he said, "has a base announcement rate of $15. Allowing an arbitrary 10% discount for frequency and deducting the 15% agency and 15% representative's commission, the net return to the station from each spot sold would be $9.75. If three spots were sold in a given half-hour, the total net return would be $29.95 or better than $50 more than the network return." He added that most stations allow six spots to the half-hour, so that the maximum potential revenue from a complete sell-out on a spot basis would be $58.50, more than three times the maximum network potential.

The NBC Summer Plan is not a good buy for an advertiser, Mr. Rollinson stated. He pointed out that advertisers would have no freedom of choice in the selection of good availabilities, as they are limited to the six periods "arbitrarily set up by NBC, whereas on a spot basis they could choose freely from all times available."

Commenting on NBC's reference to summer "deals," Mr. Rollinson said that NBC's plan seems to be based at least in part on the "assumption that all NBC affiliates are in fact prepared to make such deals, an assumption that is far from the truth."

Mr. Bannister pointed out another NBC design: "In order to give you additional revenue opportunities from the six periods in question, we would, as part of the plan for selling them, extend the station breaks immediately preceding them to a full minute." NBC regularly allows 30 seconds for a station break.

Stations need not fear that by accepting the NBC Summer Plan they will cut into their spot revenue, Mr. Bannister stated. Pointing out that time and talent cost for three participations a week will run to about $10,000—or $130,000 for the 13-week cycle—he explained that "spot advertisers are interested in selected markets and stations. The advertisers who might be attracted by our plan are interested in a block buy that they can get only on a network."

Pointed Reference

In a thinly veiled reference to CBS, Mr. Bannister said, "We have every reason to believe that our competition is getting ready to spring a series of special summer offers, sewing up advertisers first and announcing the plan later. One of the straws in the wind is the competition's recent announcement that advertisers may buy one-quarter hour evening period at 25% of the hour rate for each 15-minute daytime period they have on the air." [B•T, March 30—a CBS announcement.]

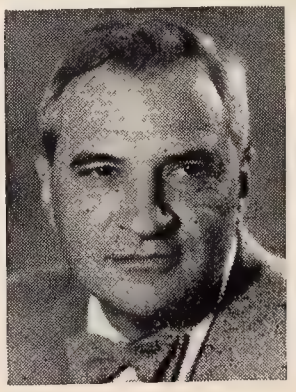
"This was not a summer plan—it was announced as a regular operation and is already in effect," Mr. Bannister explained. "So we may expect more along the same line from the competition in their effort to tie up whatever summer business is available to networks."

John Karol, CBS Radio vice president in charge of network sales, Thursday told B•T that if Mr. Bannister was referring to CBS Radio he was mistaken. "We have no special summer plans in the works," he said, "and, furthermore, our recently announced plan for computing nighttime gross approached, but did not fully match, the day-night contiguity rates set up by other networks last fall."

Mr. Bannister noted that some money will be available for network advertising this summer and "if we don't give advertisers acceptable opportunities to spend it with us they will spend it with the competition—or they will spend it on non-broadcasting media . . . so we intend to begin scouring the field for summer advertisers under this plan and if we attract business to it we will be coming to you with orders."

Gordon Mills Named DuMont Central Sales Head

GORDON H. MILLS, manager of NBC radio's Chicago office and a veteran agency network sales executive, has been named manager of the DuMont TV Network's central sales division with headquarters in Chicago, succeeding David Lasley, who has resigned to enter the station management field on the West Coast.



Mr. Mills

In announcing his appointment Wednesday, Ted Bergmann, DuMont's director of sales, commented that Mr. Mills "brings a solid quarter century of radio and television sales advertising and merchandising to his new position with out network."



with the NEW GATES BCA-250

AUXILIARY TRANSMITTER!

- *ELIMINATES COSTLY OFF-AIR TIME*
- *FULFILLS CONELRAD DEMANDS*
- *SO INEXPENSIVE IT QUICKLY PAYS FOR ITSELF*

Without question the number one concern of radio broadcasters is "off-air" time — costly indeed in terms of station revenue and prestige!

You can eliminate this source of worry entirely at a price that's ridiculously low! Yes, the new 250 watt GATES BCA-250 Auxiliary Transmitter is truly an "Insurance Policy" transmitter meeting all FCC standby requirements.

Designed specifically for auxiliary service, the GATES BCA-250 is all transmitter and consists of all basic equipment for total operation from a 600 ohm audio line to a 50-250 ohm output line. Although response, distortion and regulation is only slightly in excess of that for standard broadcasting service, GATES BCA-250 transmission quality and component reliability are beyond reproach.

ONE "OFF-AIR" TIME CAN PAY FOR IT!

The price is so modest, it will pleasantly surprise! Since the power consumption is 1000 watts at 115 volts, the complete transmitter with 1000 watt gasoline generating plant can be bought for about $1500. The transmitter cost of about $1100 is often below that of materials necessary to alter the main transmitter in case of Conelrad. What's more, it eliminates the confusion and inconvenience such an alteration entails. The cost of the BCA-250 Transmitter and generating plant is less than that of a generator alone for 1000 watt or higher power stations. In addition the BCA-250 provides complete standby protection instead of protection from power failure alone.

GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.

MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

CBS TO START NTSC TESTS SOON

CBS, which won the color TV fight before the FCC but never was able to get its non-compatible system off the ground commercially, will start tests of National Television System Committee's compatible system in the near future, it was reported last week.

Confirming the company's plans to make experimental colorcasts on standards based on those laid out in the FCC battle by its chief color rival, RCA, spokesmen for CBS noted that they had said months ago that they planned to test the NTSC system. They also emphasized that their use of their own system for medical demonstrations is still going on and will continue.

FCC has granted permission for CBS to make the color tests on NTSC standards. First such broadcasts may be made this week, via WCBS-TV New York. Like all experimental telecasts, they must be made during hours not regularly devoted to broadcast programming.

Disclosure of CBS plans for testing the NTSC standards came within days after members of the House Interstate & Foreign Commerce Committee, headed by Rep. Charles A. Wolverton (R-N.J.), watched a demonstration of the NTSC system by RCA, a demonstration of the FCC-approved system by CBS, and a demonstration of the Lawrence tri-color picture tube in use with both the CBS and the NTSC systems by Chromatic Television Labs. After those showings, Chairman Wolverton praised the RCA-NTSC results highly [B•T, April 20].

CBS President Frank Stanton, in testimony before the house committee in March, said CBS now has no intention of going forward with its incompatible system until the situation is clarified by FCC; that CBS will back whatever system FCC finally settles upon, but that he was unsure that the NTSC system is as ready for commercialization as its advocates claim [B•T, March 30].

Armour Research Develops New Recorder Playback Head

A NEW playback head for magnetic recorders has been developed by Armour Research Foundation of the Illinois Institute of Technology and is expected to be on the market in the near future, according to an Armour official.

The device was described by John P. Skinner, the foundation's manager of magnetic recording, as a "major advance" in magnetic recording.

A single head serves both recording and playback purposes in most commercial units now used. The new device is intended primarily for playback operation but can be modified to serve a recording purpose.

According to Dr. David Wiegand, Armour physicist who invented the device, the new head incorporates magnetic amplifier action, giving stronger signals than those obtained from conventional devices under similar conditions.

Westinghouse Ups Rogers

A. GEORGE ROGERS, assistant manager, has been appointed manager of operations for the Westinghouse Television Radio Div., Metuchen, N. J., succeeding F. M. Sloan, recently named manager of the company's lamp division.

Mr. Rogers, a veteran of 26 years in the electronics industry, as assistant manager directed the division's engineering and manufacturing activities and also was responsible for layout, design and equipment at the division's new manufacturing plant at Metuchen, according to the announcement.

Three More Interconnect

THREE TV stations—WHYN-TV Holyoke, Mass., WHP-TV Harrisburg, Pa., and KGUL-TV Galveston—were connected last week to the AT&T nationwide TV network facilities, which now make network programs available to 130 TV stations in 85 U. S. cities.

1-Megawatt Transmitter Called VOA Answer to Reds

Continental Electronics Mfg. Co. reports its million-watt AM transmitter, of which "a number" are being constructed for the Dept. of State's Voice of America, is world's largest and will combat Soviet jamming.

A GIANT, one-megawatt AM transmitter, described as the world's largest, is under construction for the Dept. of State's Voice of America by Continental Electronics Mfg. Co., Dallas, which reports it is building "a number" of the transmitters on order from the International Information Administration for use by the VOA in combatting Soviet jamming operations.

The 1,000 kw transmitters will develop a peak power of four megawatts, or 4,000,000 w, Continental Electronics states. The electronics manufacturing firm says the transmitters will operate in the standard broadcast band between 540 and 1600 kc and incorporate the most modern features and equipment.

Known as the Continental Type 105-B, the one-megawatt transmitter also will have these features, according to Continental Electronics: (1) A higher efficiency, linear power amplifier with a power gain of 33 using triode tubes, (2) a new high-power triode with a thoriated tungsten filament and a high transconductance and (3) an overall conversion efficiency of slightly more than 50% from power source to antenna, rising to approximately 54% with 100% tone modulation.

The big transmitter, according to Continental Electronics, may operate alternately as two separate 500 kw transmitters, each with its own antenna system. All metering, tuning and power controls have been consolidated into a console type unit, the firm reports.

The transmitter, 20 times more powerful than any presently authorized in the U. S., is VOA's answer to geographic and frequency difficulties and Russian jamming countermeasures, Continental Electronics said.

Shorts

James Vibrapowr Co., Chicago, announces production of new line of series drive vibrators designed for long service required in communications equipment.

Plastoid Corp., Long Island City, N. Y., announces production of new tubular twin-lead for uhf known as Synkote Ultratube.

Hewlett-Packard Co., Palo Alto, Calif., announces production of Model 618B signal generator designed for faster, more accurate measurements of radio relay, radar, TV carrier systems and similar applications involving super high frequencies.

ACT FAST, IERT TOLD AT OSI MEET

IN A PROGRAM devoted to the practicalities of television station operation, educators at the April 16-19 Ohio State U. Institute for Education by Radio-Television in Columbus [B•T, April 20] were urged to take up the channels reserved for them before June 2 when commercial interests can petition FCC for reassignment of the channels.

The Joint Committee on Educational Television, through its executive director Ralph Steetle, also served notice that it is pushing hard for a time extension on the 242 reserved channels. And a public official hinted that 242 channels might not be enough.

In a speech written by Earl James McGrath, U. S. Commissioner of Education (who resigned suddenly last Wednesday), and delivered by Ward Stewart, assistant commissioner (illness prevented Mr. McGrath from attending), it was indicated that 50 applications for educational TV will have been filed by the deadline and "indications are that many more [stations] will be needed and we may find 242 channels not enough."

Mr. Steetle hailed the "respectable list" of educational institutions which have already filed and needled the trade press, especially B•T, which he said was in opposition to channel reservations.

"Don't think BROADCASTING • TELECASTING's editorial policy reflects that of the majority of broadcasters," he said.

He listed testimony of Sens. Charles W. Tobey (R-N. H.) and John W. Bricker (R-Ohio), who are on record in recent public hearings as hoping that the educational channels will be reserved beyond the June 2 deadline [B•T, April 20, 13].

FCC Comr. Paul A. Walker reviewed highlights of FCC accomplishments during his 19 years as a member, at the Saturday banquet.

The final session on Sunday featured talks by Erik Isgrig, Zenith Radio Corp. director of advertising; George R. Craig, board member of Metropolitan Pittsburgh Educational Television; Edgar Dale, of Ohio State U.'s Bureau of Educational Research; Charles P. Paterson, radio director at St. Louis U. (WEW), and William Hodapp, executive director, Teleprograms Inc.

Illinois Bill Would Forbid State TV Outlets

ILLINOIS Gov. William G. Stratton last week indirectly gave his support to legislation which would forbid any government arm from siphoning funds into educational television.

The governor's views ostensibly were incorporated into a bill introduced in the State House of Representatives by Rep. F. U Stransky (R), the house majority leader. The measure would prohibit any government agency from "using state funds" for ownership o operation of a TV outlet.

If enacted, the bill would not necessarily preclude either the U. of Illinois, at Champaign Urbana, or Chicago schools from launchin video stations. But it would put a serious crimp in plans for raising monies through state-subsidized universities or schools participating i sponsorship of an educational TV station.

here are the

30 BEST SELLING RECORDS OF 1952*



29 of them used audiodiscs® for the master recording

Record, Artist & Label	Made from Audiodisc Master
BLUE TANGO *(Leroy Anderson—Decca)*	✓
WHEEL OF FORTUNE *(Kay Starr—Capitol)*	✓
CRY *(Johnnie Ray—Okeh)*	✓
YOU BELONG TO ME *(Jo Stafford—Columbia)*	✓
AUF WIEDERSEH'N, SWEETHEART *(Vera Lynn—London)*	
I WENT TO YOUR WEDDING *(Patti Page—Mercury)*	✓
HALF AS MUCH *(Rosemary Clooney—Columbia)*	✓
WISH YOU WERE HERE *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
HERE IN MY HEART *(Al Martino—BBS)*	✓
DELICADO *(Percy Faith—Columbia)*	✓
KISS OF FIRE *(Georgia Gibbs—Mercury)*	✓
ANY TIME *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
TELL ME WHY *(Four Aces—Decca)*	✓
BLACKSMITH BLUES *(Ella Mae Morse—Capitol)*	✓
JAMBALAYA *(Jo Stafford—Columbia)*	✓
BOTCH-A-ME *(Rosemary Clooney—Columbia)*	✓
GUY IS A GUY *(Doris Day—Columbia)*	✓
LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray—Okeh)*	✓
HIGH NOON *(Frankie Laine—Columbia)*	✓
I'M YOURS *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
GLOW WORM *(Mills Brothers—Decca)*	✓
IT'S IN THE BOOK *(Johnny Standley—Capitol)*	✓
SLOW POKE *(Pee Wee King—Victor)*	✓
WALKIN' MY BABY BACK HOME *(Johnnie Ray—Columbia)*	✓
MEET MR. CALLAGHAN *(Les Paul—Capitol)*	✓
I'M YOURS *(Don Cornell—Coral)*	✓
I'LL WALK ALONE *(Don Cornell—Coral)*	✓
TELL ME WHY *(EddieFisher—HugoWinterhalter—Victor)*	✓
TRYING *(Hilltoppers—Dot)*	✓
PLEASE, MR. SUN *(Johnnie Ray—Columbia)*	✓

**According to Retail Sales, as listed in THE BILLBOARD.*

. . . and over 43% used audiotape† for the original sound!

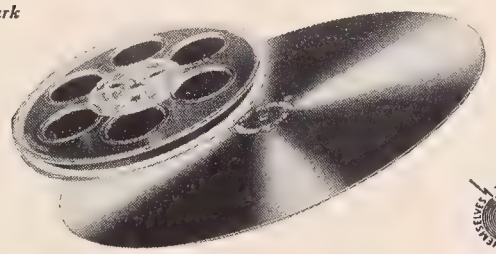
Like Audiodiscs and Audiotape, this record speaks for itself.

Of the thirty top hit records of the year, all but one were made from Audiodisc masters! And that *one* — a London Record — was made abroad.

It is significant, too, that the original recordings for over 43 per cent of these records were first made on Audiotape, then transferred to the master discs. This marks a growing trend toward the use of Audiotape for the original sound in the manufacture of fine phonograph records.

Yes — Audiodiscs and Audiotape are truly a record-making combination—in a field where there can be no compromise with Quality!

†Trade Mark



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audiodiscs • audiotape • audiofilm • audiopoints

Biltmore Locations of Exhibitors and Services

Allied Record Mfg. Co. 2234
Altec Lansing Corp. 2112, 2115, Space 6, Ballroom
ABC-TV Network, A Division of AB-PT. Biltmore Hotel
American Telephone & Telegraph Co.—Long Lines Dept., Space 10, Ballroom
Ampex Electric Corp. 2122-2123
Andrew Corp. Space 9, Ballroom
Associated Press, Biltmore Hotel
Blaw-Knox Equipment Div. Space 6, Ballroom, Room 2232
Branham Co., Biltmore Hotel
Broadcast Advertising Bureau 2303, 2304, 2357
Broadcast Music Inc. Space 1, Ballroom Foyer
BROADCASTING • TELECASTING—Biltmore Hotel
Capitol Records Distributing Corp. 2341, 2344
Caterpillar Tractor Co. Space 1, Renaissance Room
CBS Television Film Sales, 2134, 2135
CBS-TV Network Statler Hotel
Century Lighting Inc. Space 3, Ballroom Foyer
Cinetel Products Co., 2334
Cinema Engineering Co. 2223
Henry I. Christal Co. Statler Hotel
George W. Clark Inc. Biltmore Hotel
Collins Radio Co. Space 2, Ballroom Foyer
Commodore Productions & Artists Inc., 2328
Consolidated Television Sales 2107, 2108
Continental Electronics Mfg. Co. Space 6, Ballroom, Rooms 2112, 2115
Dage Electronics Corp. 2116
Allen B. DuMont Labs. Inc. Television Transmitter Div. Space 4, Ballroom Foyer
DuMont TV Network Biltmore Hotel
Fairchild Recording Equipment Corp. 2110
Federal Telecommunication Labs. Inc. Space 6, Ballroom; Rooms 2112, 2115
Federal Telephone & Radio 2219
Gates Radio Co., Space 5, Ballroom
General Communications Broadcast Div. 2359, 2361
General Electric Co., Galeria Room
General Precision Lab. Inc.—Space 7, Ballroom
Harry S. Goodman Productions, 2300, 2301, 2302
Gray Research & Development, 2109, Space 6, Ballroom
Graybar Electric Co. 2112, 2115
Harriscope Inc., 2311
George P. Hollingbery Co. Biltmore Hotel
The Houston-Fearless Corp. 2337, 2338, 2339
H-R Representatives Inc. Chapman Park Hotel
Hughey & Phillips Tower Lighting Div. 2127-2126
Ideco Towers 2225
International Business Machines Corp. 2336
International News Service Television Dept. 2131-2130
The Katz Agency Inc. Biltmore Hotel
Keystone Broadcasting System Inc. 2124, 2125
Kliegl Bros. Universal Electric Stage Lighting Co., Space 5, Renaissance Room
Lang-Worth Feature Programs Inc. 2321, 2320, 2319
Machlett Labs. Inc., Space 6, Ballroom, Room 2112, 2115
Magnecord Inc. 2221
The March of Time Inc. 2318, 2317
Hank McCune Show (Video Pictures) 2310
Robert Meeker Assoc. Biltmore Hotel
Motion Pictures for Television Inc. 2118
Musicolor Inc. 2236
MBS Biltmore Hotel
O'Brien Electric Corp. 2323
Official Films Inc. 2356
NARTB Station Relations, Registration Desk
NBC Station Relations, Grove Lounge, Ambassador Hotel
NBC Film Div. 2305, 2306, 2307, 2308
A. C. Nielsen Co. 2105, 2106
Edward Petry & Co. Biltmore Hotel
Phelps Dodge Copper Products Corp. 2355, 2354
Philco Corp. Government & Industrial Div. 2226, 2227, 2228, 2229
Presto Recording Corp. 2129, 2128
RCA Engineering Products Dept. & Tube Dept. 2200 Wing
RCA Recorded Program Services 2200 Wing
Paul H. Raymer Co. Biltmore Hotel
Raytheon Mfg. Co. Equipment Sales Div. Space 2, Renaissance Room
The Rust Industrial Co. 2237
Screen Gems Inc. 2235
Sesac Inc. 2102, 2103, 2104
Snader Releases Inc. 2324, 2325
Standard Electronics Corp. Space 8, Ballroom
Standard Rate & Data Service Inc. 2117
Standard Television 2350
The O. L. Taylor Co. Biltmore Hotel
TeeVee Co. 2120, 2119
Telenews Productions 2131, 2130
Tele-Pictures, 2348
Teleprograms Inc. ("American Inventory") 2340
TelePrompter Corp. 2326
TV Guide 2111
Television Film Reports Inc., 2345
Television Zoomar Corp. Space 6, Ballroom and Statler Hotel
Trans-Lux Corp. 2352
Tressel Television Productions Inc.
United Television Programs Inc. 2100, 2101, 2322
Weed & Co. Biltmore Hotel
Wincharger Corp. 2121
World Broadcasting System Inc. 2362, 2215
Frederic W. Ziv Co. 2216, 2217



17½ ACRES OF SERVICE

With 17½ acres of modern film production facilities, Alexander Film Co. offers the advertiser and agency the world's most complete film commercial service! From scenario preparation through film production, processing and distribution, Alexander is geared to serve . . . a single source for every film commercial need. For the finest in sales-winning TV film commercials, specify "Alexander"!

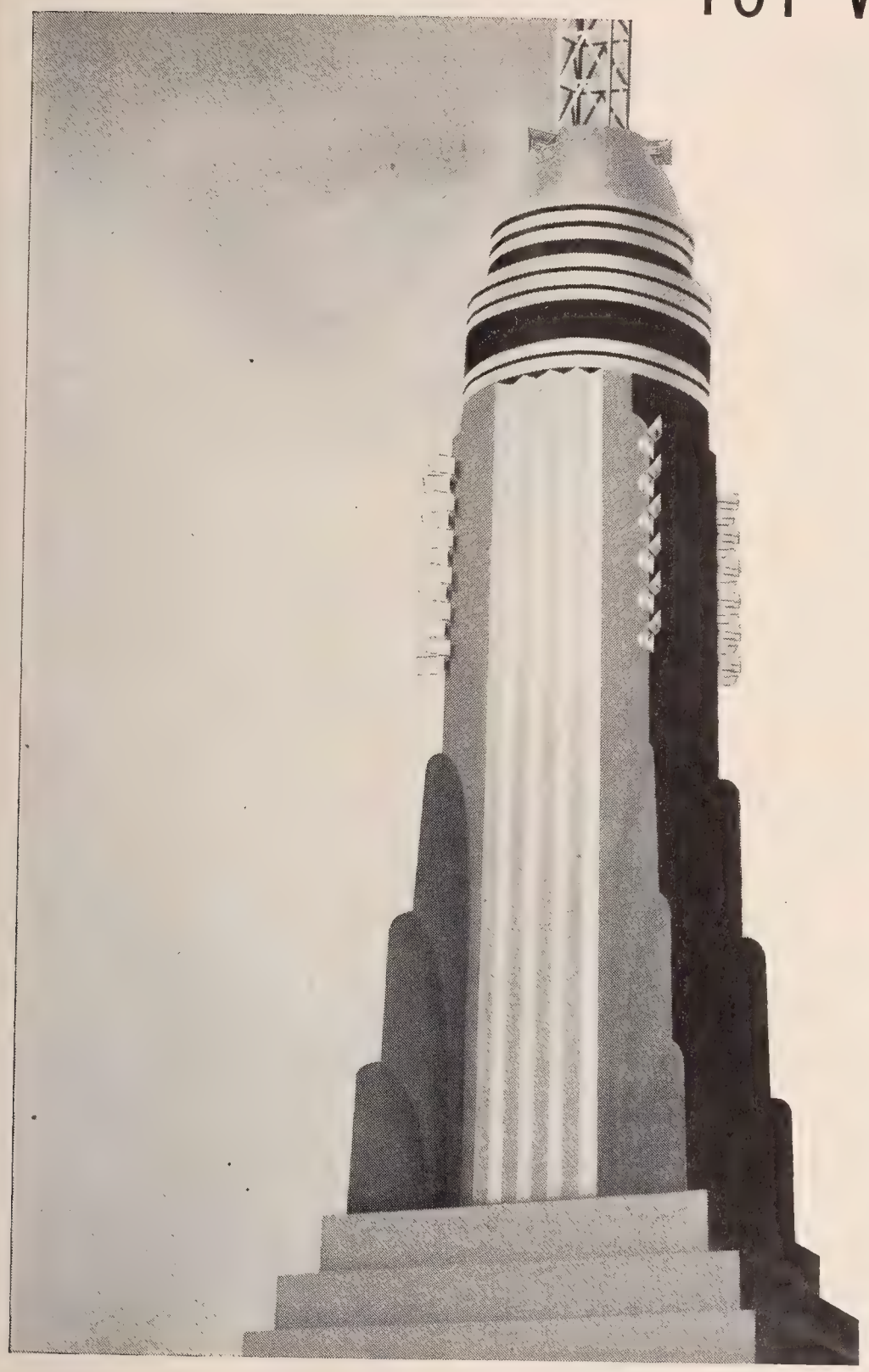
ALEXANDER FILM CO.

JUST RELEASED! Two new Alexander "package series" of TV film commercials are now being released; one on bread and one on milk. Both employ a combination of cartoon animations and live action scenes, and both include thirteen 20-second and four 60-second films. Sponsors who order the series receive six months exclusive, unlimited use of the films in the TV market or markets selected. . . . First come, first served. For complete information write ALEXANDER FILM CO., COLORADO SPRINGS, COLO.

ANDREW

"SKEW"* ANTENNA

for VHF and UHF television



The ANDREW "Skew" Antenna is the *only* antenna which provides a circular radiation pattern from antenna elements placed around a supporting structure which is larger than a half wave-length on a side! With the "Skew" Antenna, it is possible to mount a multiplicity of TV antennas on the sides of tall buildings, on the sides of existing towers — even towers which also support a standard antenna on top. The economy offered by a joint operation of this type is obvious.

At present, the "Skew" Antenna is custom built for each installation and consequently general performance specifications cannot be delineated. However, ANDREW engineers will be glad to discuss its application to specific situations.

*Patents applied for

ANDREW four element "Skew" Antenna on the conical end of the mooring mast of the Empire State building, used as auxiliary by WJZ-TV. Lower on the mooring mast, artist's sketch shows the 48 element ANDREW "Skew" Antenna to be installed for WATV.

Andrew CORPORATION

ANTENNA SPECIALISTS

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TRANSMISSION LINES FOR AM-FM-TV-MICROWAVE • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT

The Nine New Faces on The NARTB Board

MARCH ELECTIONS to the NARTB Radio Board of Directors bring nine new members to the association's top policy group. Directors were elected for the nine odd-numbered districts plus one each in the large, medium, small and FM classifications. Directors re-elected included Kenyon Brown, KWFT Wichita Falls, Tex., for District 13 (Texas); John H. DeWitt Jr., WSM Nashville, for large stations; Edgar Kobak, WTWA Thomson, Ga., for small stations, and Ben Strouse, WWDC-FM Washington, for FM stations.

Following are biographical sketches of the directors assuming office at Los Angeles for two-year terms:

* * *

HUGH K. BOICE JR.

District 9

A MEMBER of the fast-growing ranks of second-generation radio executives, the new District 9 (Ill., Wis.) director is a son of Kendall Boice, a pioneer broadcaster who once was a CBS vice president.



Mr. Boice

After graduation from Princeton in 1933 he joined American Can Co. as a sales apprentice, moving to Benton & Bowles after a year. In 1935 he moved to WNEW New York as national sales director, transferring in 1937 to Trans-American, radio-TV enterprise backed by Warner Brothers. When the Warners withdrew support, Hugh Boice joined Free & Peters in New York. A born midwesterner, he finally abandoned the East to join WMBD Peoria, Ill., in 1941 as commercial manager. Five years later he was named general manager of WEMP Milwaukee. Since that time he has added two WEMP roles —president and stockholder. His list of civic and community activities includes directorship in Travelers Aid Society. His hobbies are mainly athletic, including golf, squash racquets, fishing and hunting.

* * *

RICHARD M. BROWN

District 17

A NATIVE of Portland, "Dick" Brown, new District 17 (Ore., Wash., Alaska) director, has spent most of his life in the Northwest city. After graduation from Oregon State College in 1934, he worked about a year at a bank and then got a job at the *Portland Oregon Journal*. For 12 years he worked in classified and national advertising as well as circulation. The *Journal* transferred him in 1947 to its affiliated station, KPOJ. Just 20 days after joining the station, Sam Jackson, station manager, was killed in a helicopter accident. Mr. Brown was given the assignment of general manager, a post he still holds. "It has been a lot of hard work," he says, "somewhat climaxed with a George Foster Peabody Award in 1952 for outstanding local public service programming." KPOJ has a TV application under the corporate name of Columbia Empire Telecasters. Mr. Brown is a director of Oregon Ad Club, Oregon State Broadcasters Assn. and Rotary Club of Portland.



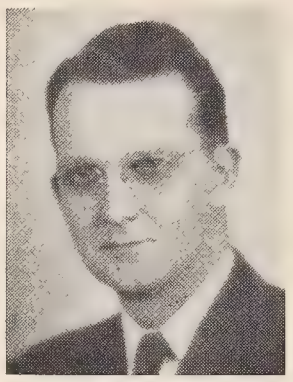
Mr. Brown

* * *

GEORGE H. CLINTON

District 3

NEW District 3 (Pa., W. Va., Md., Del.) director of NARTB is George H. Clinton, vice president of WPAR Parkersburg, W. Va., and a native West Virginian. Educated in West Virginia and Ohio schools, he worked on newspapers from 1930 to 1941. This work included promotion, business and commercial jobs. He joined the West Virginia Network sales staff in 1941, his first radio venture. This led in 1942 to a job as manager of WPAR. Five years later he became vice president and general manager of Ohio Valley Broadcasting Corp., operating WPAR and WBLK Clarksburg. His current vice presidency includes general managership of the stations. His career includes roles as director, vice president and president of West Virginia Broadcasters Assn. He is president of the Parkersburg Board of Commerce; executive director of the Little Kanawha Council, a farm market cooperative, and president of the Parkersburg Kiwanis Club.



Mr. Clinton

* * *

JOHN FULTON

District 7

EVERY now and then John Fulton, general manager of WGST-AM-FM Atlanta, likes to do a turn at the mike, where he got his radio start. Mr. Fulton, 42, takes office at the NARTB convention as director for District 5 (Ala., Ga., Fla., P. R.). Southern born, his business career has been concentrated in the Southeast. He entered radio via a Little Theatre group, after seven years with an insurance agency. The group put on weekly plays at WTOC Savannah. Parttime announcing led him to a fulltime job at WJTL Atlanta. After three months he moved to WGST Atlanta and rose to program director, associate manager and finally general manager (1945). He likes golf and swimming, is past president of Georgia Assn. of Broadcasters and has a long list of civic activities. A firm believer in public service programs, with the station active in production, Mr. Fulton believes radio should be sold on a circulation basis rather than audience ratings.



Mr. Fulton

HERBERT L. KRUEGER

District 1

LIKE many other broadcasters, Herbert Krueger, vice president and station manager of WTAG Worcester, Mass., entered electronics via journalism. His pre-radio as well as post-radio interest has been focused on research and promotion. After graduating from the U. of Illinois graduate journalism school in 1931 he was associated with Dr. George Gallup in the early days of reader-interest surveys. He worked on several Chicago dailies and managed a weekly in Lake Geneva, Wis. Joining WTAG in 1943 as commercial manager after six years on the affiliated *Worcester Telegram* and *Gazette*, he soon became interested in radio research. He wrote an article in B•T three years ago on radio and TV ratings, a discussion credited with bringing about a change in the Hooper reports. For several terms he was chairman of the NARTB's District 1 Sales Managers Committee, was a member of the All-Radio Presentation Committee and the Special Test Survey Committee that studied evaluation of survey techniques. The new District 1 (New England) director is active in Worcester civic affairs.



Mr. Krueger

* * *

F. ERNEST LACKEY

District 7

TRULY a Kentuckian, suh, is "Dutch" Lackey, owner, president and general manager of WHOP Hopkinsville, newly-elected NARTB director for District 7 (Ky., Ohio). For a considerable time he ventured into other parts of the Mississippi-Ohio valley, getting his engineering degree at U. of Illinois. He followed civil engineering until 1939 when he entered Hopkinsville with his two brothers, Hecht and Pierce, having made his radio bow at WPAD Paducah. At WHOP his sports broadcasting work provided a good background and it soon was reinforced by experience on the commercial side. WHOP was one of the 12 stations that founded Kentucky Broadcasters Assn. "Dutch" served as member of the KBA executive committee, was vice president in 1949 and president in 1950. He was mayor of Hopkinsville from 1946 to 1949. He is active in the Chamber of Commerce, Kiwanis, Elks and other civic units. He bought out his brothers in 1948 to become sole owner of WHOP.



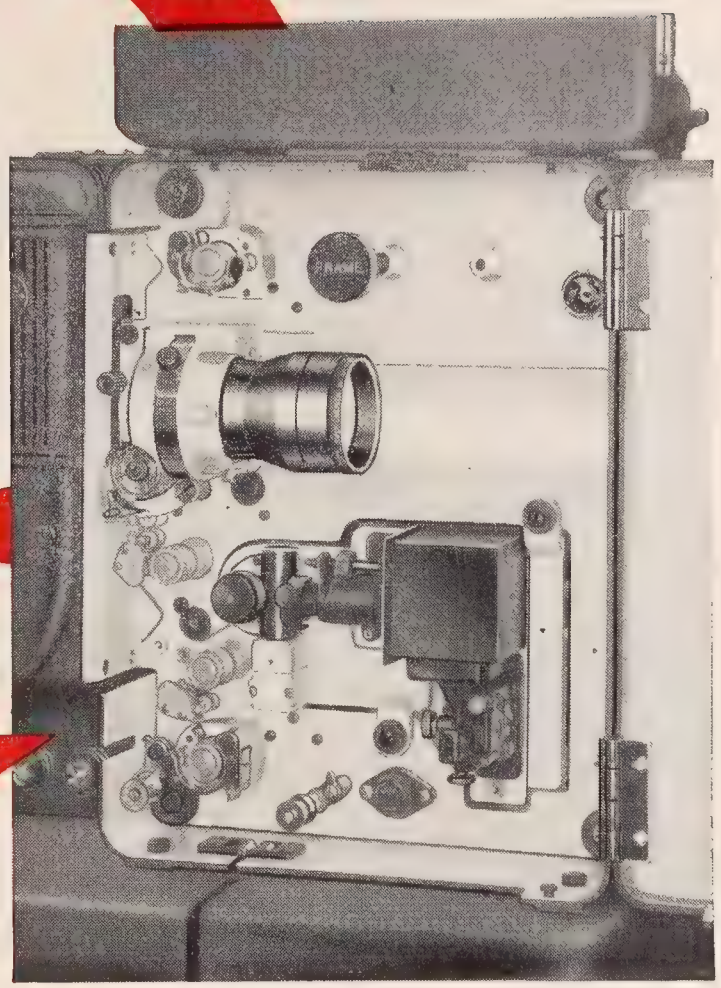
Mr. Lackey

Look into this

PROFESSIONAL
Telecast Projector

and see years of Dependable Service

The GPL Model PA-100A 16-mm Studio Projector with the basic features and performance reliability of the famous Simplex 35-mm Theatre Projectors.





The Model PA-100A is a 16-mm projector consistent with the professional character of television station operation. Its enclosed 4,000-foot film magazine provides for 2 hours of projection—an entire feature.

Sharper Pictures . . . Finer Sound From Any Film in Your Studio

The importance of 16-mm film in television programming has called for new standards of projection quality and dependability. The GPL Model PA-100A is designed and built specifically for television studio use. It is a heavy-duty film chain projector for operation with any full-storage type film pick-up, as well as with the image orthicon camera.

The professional, sprocket-type intermittent, similar to that used in the finest 35-mm equipment, is quiet and trouble-free. It provides a vertical stability of better than 0.2% over years of service.

Optical system has dynamic resolution and flatness of field that provide resolution exceeding 600 lines in center and all four corners simultaneously. Screen image uniformly bright—corner illumination is at least 85% of that at center. With a 1,000 watt light source, the projector delivers 100 foot-candles to the camera tube. The sound system provides a frequency response truly flat to 7,000 cps, with flutter less than 0.2%.

GPL has a full line of 16-mm television and theatre projectors, built to highest standards of 35-mm construction.

For full details, write, wire or phone

General Precision Laboratory GPL

INCORPORATED

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TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

JOHN F. MEAGHER
District 11

IT'S THE second cycle of NARTB board service for John F. Meagher, general manager of KYSM Mankato, Minn. Mr. Meagher was elected to the board in 1947 and served the maximum two two-year consecutive terms as District 11 director. He is a graduate of Notre Dame U. After seven years in the cement business he joined KYSM as salesman, moving up to his present post. He formed Minnesota Broadcasters Assn. and was its first president, following with a second term in 1952. At NARTB he has held a number of key posts, including chairman of the committee that is rewriting the Standards of Practice (he served on the original committee); chairman of Finance Committee two years; served on sales managers and small market committees. He is a BAB director. In Mankato he is a Chamber of Commerce past president and officer of many city and state civic bodies. He is married, has a daughter studying advertising at U. of Minnesota and a son preparing to enter Notre Dame.



Mr. Meagher

G. RICHARD SHAFTO
Medium Stations

A COMPLETE listing of all the official radio roles "Dick" Shafto has filled would require a column, or more. New general manager of WIS Columbia, S. C., and sparkplug of its related radio-TV interests, he has been in radio three decades. This electronic career started with several juvenile years as a ham and ship "Sparks," graduation from Radio Institute of New Orleans, and then work at Columbia U. and Georgia Tech. Entering radio retailing in the mid-20s, he joined Graybar in Atlanta for four years. In 1932 while helping install transmitters he had sold WIS Columbia, and WCSC Charleston, he was offered—and accepted—general managership of the stations. His industry record includes: BMB director; member, President's Broadcast Advisory Council since 1950; UNESCO Paris delegate; U. S. Advisory Com. on Information; NARTB director 1943-1950; All-Industry Affiliates Committee; ex-president S. C. Broadcasters Assn.; regional consultant, OWI, World War II. He once again is a medium station at-large director, having served several times in the role as well as District 4 director.



Mr. Shafto

* * *

WILLIAM D. PABST
District 15

THE environment will be familiar to William D. Pabst, general manager of KFRC San Francisco, when he assumes NARTB's District 15 (Calif., T.H., Nev.) directorship. After all, he is a member of the Standards of Practice Committee and is taking a part in revision of this code for broadcasters. Besides, he has seen service on the association's Employe-Employer Relations Committee. After majoring in Stanford U.'s economics and dramatics arts courses, Mr. Pabst joined KFRC's production staff in 1933. Within three years he was production manager and his regime turned out shows that led many performers to national fame. He was named general manager of KFRC in 1939 and has held that post continuously except for two wartime years in the Navy. He is a vice president of Don Lee Broadcasting System and a director of General Teleradio. He has held high local positions with the Salvation Army, Heart Committee, welfare boards and Boy Scouts. He is keenly interested in solving juvenile delinquency problems.



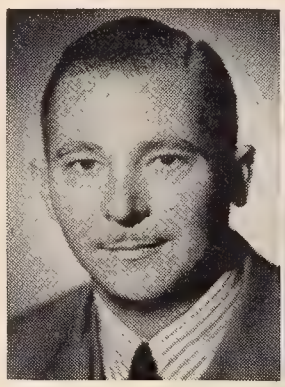
Mr. Pabst

Technical Papers Slated For Presentation at Los Angeles

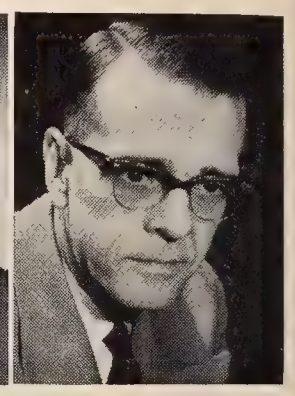
ELECTRONIC engineers representing radio and TV stations as well as officials of manufacturing and sales agencies will meet Wednesday in NARTB's seventh annual Broadcast Engineering Conference. Three days of sessions will be held at Burdette Hall, Los Angeles, across from the Biltmore Hotel.

A series of papers providing a cross section of recent electronic progress will be read by outstanding engineers, according to Neal McNaughten, manager of the NARTB Engineering Dept. Final events of the conference will be a tour of Hollywood TV studios on Friday afternoon, last day of the conference, and a Saturday afternoon tour of the Mt. Wilson antenna farm.

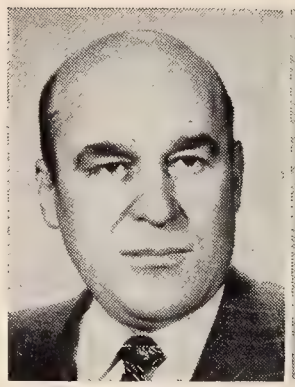
The conference program includes a panel on low budget TV operations, to be moderated



Mr. Middlebrooks



Mr. Kilpatrick



Mr. Herold



Mr. Towner

by James L. Middlebrooks, engineering director of KING-TV Seattle. Panel members include Leroy E. Kilpatrick, WSAZ-TV Huntington, W. Va.; Joseph Herold, KBTV (TV) Denver, and Orrin Towner, WHAS-TV Louisville.

Engineering papers will cover such topics as TV magnetic recording, transistor developments, flying-spot scanners for films, color television and the Conelrad civil defense silencing program. FCC Comr. George E. Sterling will discuss Conelrad. Two papers will deal with relaxed FCC rules covering remote transmitters. These rules became effective April 15 and equipment manufacturers have developed gear for such operations.

Prior to the engineering conference the NARTB Recording & Reproducing Standards Committee will consider proposed changes in disc and tape recording. These will be sub-

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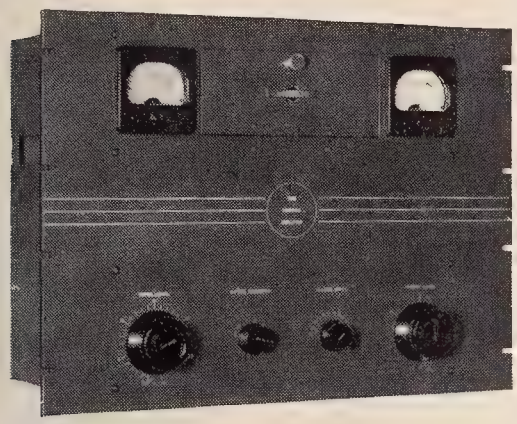


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The Collins 26W-1 anticipates modulation peaks *before* they reach the transmitter, prevents distorting "thumping."



Advanced electrical circuitry of the Collins 26W-1 dependably limits excessive audio impulses to prevent over-modulation and resulting distortion. This limiting action permits a higher average modulation level and consequently a stronger, clearer transmitted signal.

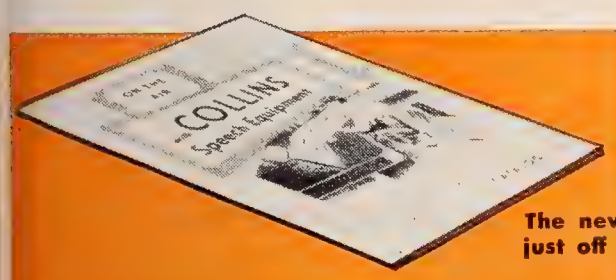
Modulation peaks in excess of the pre-set level are effectually limited by the Collins 26W-1 before they occur in the transmitter. Unlike ordinary limiting amplifiers, the 26W-1 does not "over control", thus the noticeable "thumping" of excessive limiting action is eliminated.

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mitted to the NARTB board for ratification.

The program was prepared under direction of a general guidance committee headed by Raymond F. Guy, NBC. Other members were A. James Ebel, WMBD Peoria, Ill.; Rodney D. Chipp, DuMont; William B. Lodge, CBS; O. B. Hanson, NBC; Frank Marx, ABC; E. M. Johnson, MBS; Carl G. Nopper, WMAR-TV Baltimore, and Mr. McNaughten.

A West Coast arrangements committee consists of Les Bowman, CBS Los Angeles, chairman; A. E. Towne, KPIX (TV) San Francisco; R. E. Arne, KHJ Los Angeles; C. W. Mason and H. L. Blatterman, KFI Los Angeles, and P. G. Caldwell, ABC Los Angeles.

Summaries of the technical papers follow:

REMOTE CONTROL OF FM 10 KW TRANSMITTER

By: Ben Akerman, Chief Engineer, WGST Atlanta, Ga.

This paper covers the design, construction and operation of remote control equipment at WGST-FM transmitter. The transmitter is controlled over a STL circuit 55 miles long operating on 949.5 mc. The various circuits are controlled by use of six sub-carrier frequencies between 20 and 30 kc. It is possible to start, stop and raise or lower the power of the transmitter from the studio location.

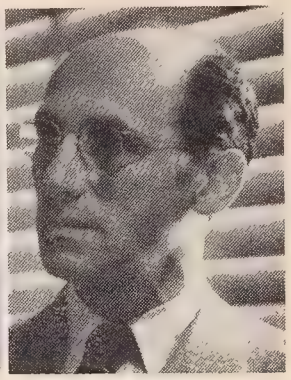
By means of a step switch and a sub-carrier on the FM channel, it is possible to meter of check 20 circuits at the control location.

The transmitter is monitored at the control location by means of a standard FM monitor with a unique type of RF amplifier.

This setup enables unattended operation of the transmitter with the technician required for maintenance only.



Mr. Ackerman



Dr. Back

THE STUDIO ZOOMAR FOR TELEVISION CAMERAS

By: Frank G. Back, Secretary, Television Zoomar Corp.

A new Studio Zoomar for television cameras will be demonstrated. It combines the advantages of the standard Television Zoomar with features especially desirable for studio work. Like the standard Television Zoomar it allows the operator to control the speed of the zoom at will. It also has only one common rod for zoom control and distance setting.

It is two stops faster than the standard TV Zoomar, namely F:2.8 and the zoom range is from 2½" to 7½", which corresponds to 9 times areal magnification change. Its perfect color correction makes it suitable for color work.

The weight is only 6 lbs. and the length only 1 ft., so that it does not interfere even in small studio operations. It can be mounted on any TV camera and is interchangeable between cameras of different design. On cameras with centerhole turrets it can be mounted simultaneously with three other lenses so that no camera is tied up by the Studio Zoomar, which is an important feature for small studios. Optically it is so balanced that any zoom setting can be well compared with a standard studio lens, so perfect switching from camera to camera is easily obtainable.

THE NTSC COLOR TELEVISION SYSTEM

By: W. R. G. Baker, Chairman, NTSC and Vice President in Charge of Electronics, General Electric Co.

Alternate: I. J. Kaar, Vice Chairman of Panel 18, NTSC, and Manager of Engineering, General Electric Co.

A review of the basic colorimetry and the general theory of operation of the NTSC Color Television System.

The NTSC Color Television System, at variance with other color television proposals, divides the color picture into its elements of luminance and chroma. The luminance element comprises essentially the monochrome system as it exists today. Two independent chroma signals are arranged as to bandwidth and frequency in such a manner as not to interfere noticeably with the monochrome signals, yet to provide an excellent color picture.

The NTSC system, therefore, is fully compatible with the existing monochrome system, and utilizes the standard television band in an optimum manner for the transmission of color.



Mr. Baker



Mr. Kaar

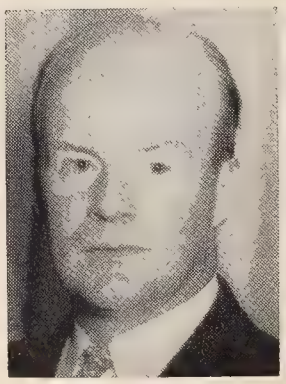
HOW TO SET UP A TELEVISION TECHNICAL OPERATION WITH TWO PERSONS

By: Albert J. Baracket, Head of Studio Equipment Department, and James Valentine, Manager of TV Station Installation Department, Federal Telecommunication Labs. Inc.

This paper will describe the latest technical design features included in the FTL station control console which is designed to permit operation of combined transmitter and studio equipment with a minimum of only two technical operators.

A description of the many novel technical design features of this equipment will be given as well as a description of the equipment layout and operation in an actual uhf television station installation.

Mr. Baracket will describe the design features of the equipment and Mr. Valentine will discuss operational features.



Mr. Valentine



Mr. Barco

DEVELOPMENTS IN THE APPLICATION OF TRANSISTORS

By: Allen A. Barco, Section Head, RCA Labs.

A broad description will be given of the experimental application of transistors to audio amplifiers, radio and television receivers, miniature transmitters, etc., to show the present state of the art and to indicate the future possibilities in the use of transistors. Some of the applications represent partial or complete transistorizing along relatively conventional lines, while others are based on new approaches made possible by the unique characteristics of transistors.

WAVEGUIDES FOR UHF TELEVISION

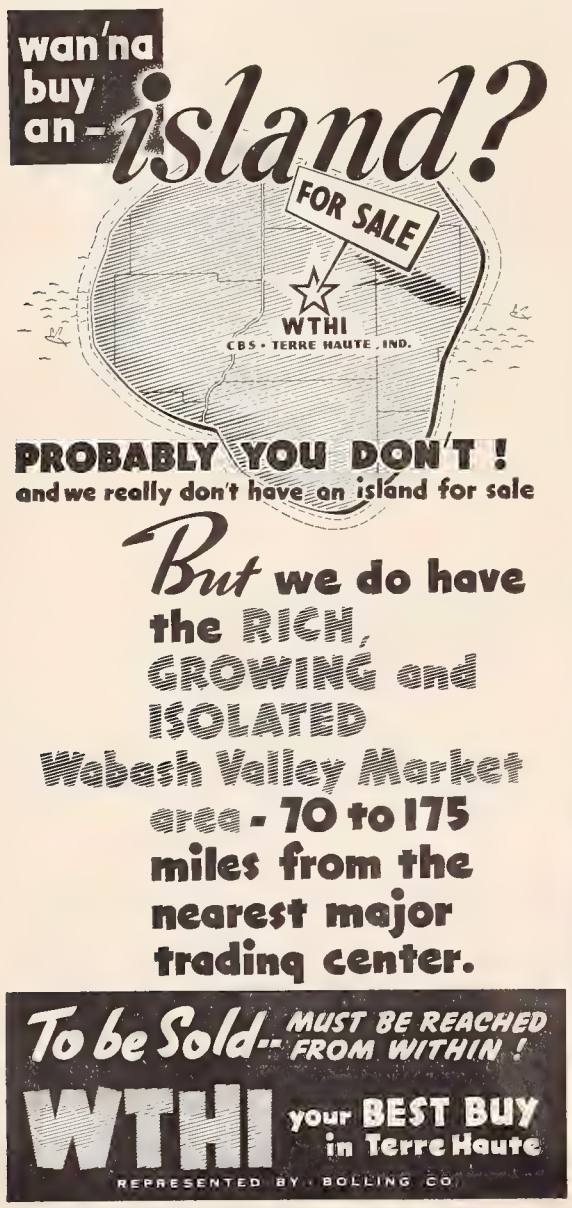
By: R. C. Bickel, General Manager, Andrew California Corp.

The choice between waveguides and coaxial transmission line for uhf television is primarily an economic decision. Comparative cost data are presented, including initial costs, tower costs, and operating costs, recognizing the differences in attenuation.

Design considerations for uhf waveguides include the following elements:

(1) factors in the choice of materials,

(2) comparison of round versus rectangular guides,



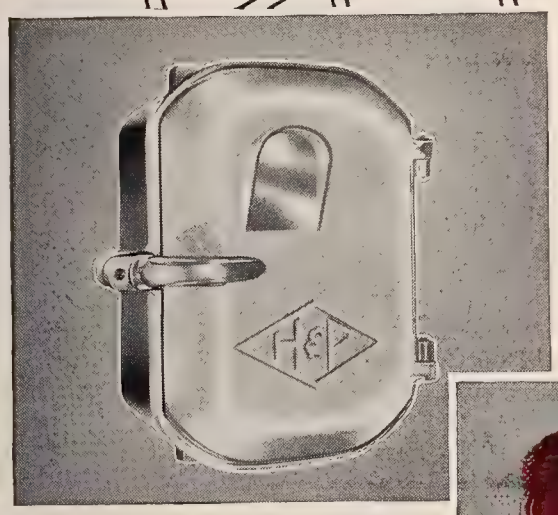


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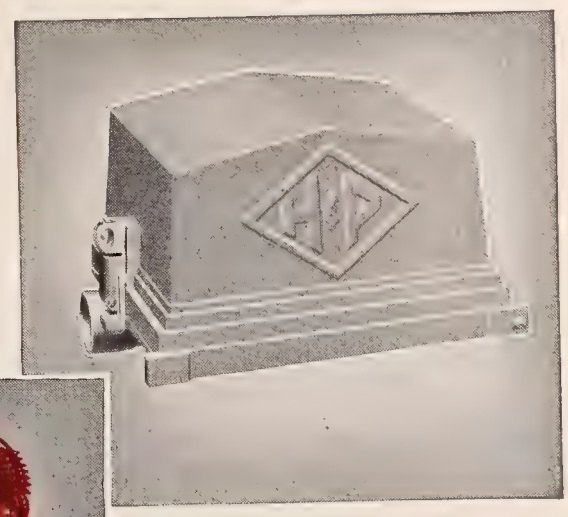
above

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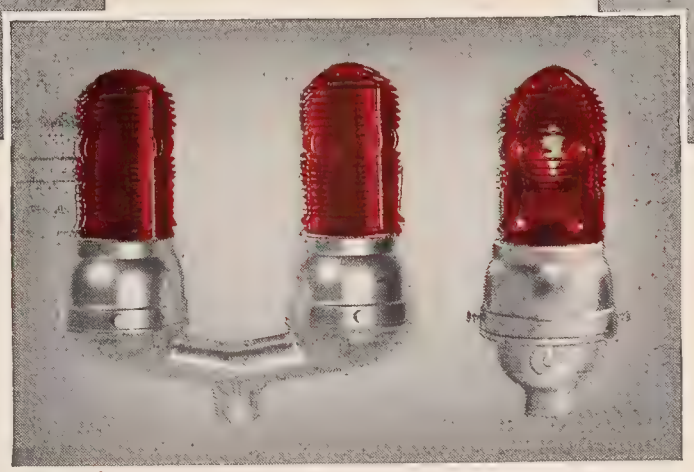
Bases ruggedly constructed of heavy aluminum alloy castings. Precision machining insures proper light center when used with specified lamp. Prismatic globes meet CAA light specifications. Relamping accomplished without removing prismatic globes. Mounting base designed for standard A-21 traffic signal lamps.



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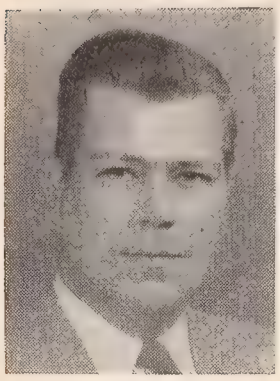
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Mr. Bickel



Mr. Bradley

INSTALLATION PROBLEMS AND OPERATING RESULTS OF DIESEL ELECTRIC STANDBY UNITS IN TELEVISION TRANSMITTERS

By: R. V. Bradley, Sales Development Div., Caterpillar Tractor Co.

1. Experience with AM and FM transmitters, telephone installations and others in the communications field.

2. Station experiences and inquiries indicating the need for diesel electric power in television transmitters.

3. Investigation regarding adequate capacity and proper auxiliary equipment for television transmitters.

4. Installation problems encountered and their solution.

5. Field experience of television transmitters which have employed diesel electric sets over a period of years.

6. Consideration introduced by the advent of UHF transmitters, with greatly increased power requirements, and UHF stations which have increased power output.

7. Summary and conclusion.

PROOF OF PERFORMANCE MEASUREMENTS FOR TELEVISION

By: Rodney D. Chipp, Director of Engineering, DuMont Television Network

The FCC requires that television broadcasters make tests of both visual and aural transmitters to assure that their equipment complies with applicable rules. For visual transmitters these tests include:

(a) overall attenuation characteristic,
(b) field strength of lower sideband,
(c) power output.

Each of these measurements will be described, with emphasis on the method, the equipment required, the equipment set-up, and precautions to be observed. Measurements at an existing transmitter plant will be presented and discussed. Operational tests for spot checking certain important factors at frequent intervals will also be discussed.

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Mr. Chipp



Mr. DeWitt

EXPERIMENTAL BOOSTER STATION FOR WSM-TV

By: John H. DeWitt Jr., President, WSM-TV Nashville, Tenn.

An important problem now facing television engineers is how best to bring television service to residents of towns lying within the fringe area of television stations. Ideally, the engineer would like to provide a good service in such towns and at no higher cost than that experienced by viewers within the primary service area of a station. Numerous methods have been proposed to accomplish this, including stratovision, community antenna systems, satellites and boosters. The co-channel booster reported upon here was developed to meet this demand at the lowest possible cost. The experiment is taking place at Lawrenceburg, Tennessee, a town of 7,000 population located at a distance of 68 air-line miles southeast of Nashville. The paper describes the special receiving and transmitting antennas developed to date as well as problems encountered in the suppression of feed-back. A preliminary report will be given on reception in the Lawrenceburg area along with a description of the conditions encountered in regions where the direct station signal and the booster station signals are equal.

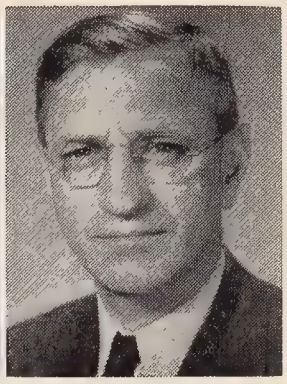
METHODS OF CONTROL OF THE VERTICAL PATTERN OF UHF AND VHF ANTENNAS

By: O. O. Fiet and L. J. Wolf RCA Victor Div., RCA

Higher gain antennas are necessary at both uhf and vhf frequencies to achieve the high values of effective radiated power presently authorized. However, one of the problems encountered in their use is the fact that maxima and minima occur in the service area in the proximity of the station. This problem can be solved by varying the magnitude and phase of the currents in the various elements of the array. This paper discusses how these methods are successfully applied to both vhf and uhf antennas and the resultant fill-in that can be achieved. Other special applications of uhf antennas are also discussed.



Mr. Fiet



Mr. Wolf

HIGH EFFICIENCY AM RADIATION FROM HIGH TELEVISION TOWERS

By: Glenn D. Gillett, Senior Partner, Glenn D. Gillett & Associates, Consulting Engineers

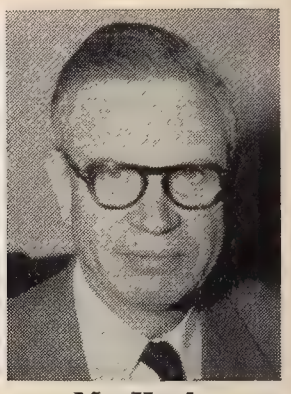
This paper calls attention to the fact that it is frequently possible to use the high towers now being specified for television stations to secure very high radiation efficiencies for the associated AM stations. This can be done without any complication of the television operation and frequently with less effort and expense than would be required to isolate the television tower from the AM operation. Also, the use of these antennas with the very low high-angle sky-wave radiation usually simplifies the problem of protecting other stations from interference.

The gain in AM radiation efficiency which can thus be obtained at very moderate additional expense is quite startling. Where this was done at WKY, the AM radiation efficiency obtained with 5 kw input is the equivalent of 15 kw from a 175 mv/m antenna. With the higher television towers now contemplated, the gains in radiation efficiency can be equivalent to even a fourfold or fivefold increase in power.

Details of the WKY antenna system are given as well as discussion of higher gain antennas.



Mr. Gillett



Mr. Hayden

THE PROPER CARE OF A TOWER AND INSTALLATION FROM A TOWER DESIGNER'S VIEWPOINT

By: J. Roger Hayden, Sales Manager, IDECO Towers

This paper will deal with the necessity and wisdom of periodic inspection of a tower structure to insure the tower meeting a designer's requirements. The details of such an inspection will be given, and suggestions made for a standard procedure which might keep the station on the air during storms.

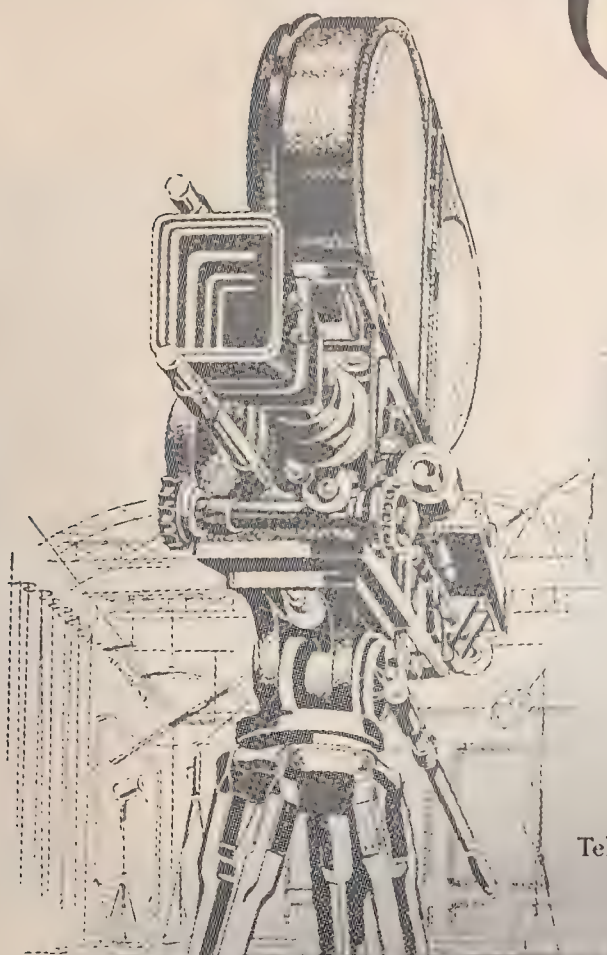
In addition, some detail will be offered concerning inspection of insulators, connections, painting, guy cable tensions, guy cables, bolts, anchors and so forth. The need for making such inspections and covering records for the files will be covered.

APPROVED WIRING AND CONTROL METHODS AND DEVICES FOR TELEVISION STUDIO LIGHTING

By: Herbert A. Kliegl, Vice President, Kliegl Bros.

This paper covers a brief review of various systems from early installations to present, and includes a comparison of motion picture studio and stage lighting needs and methods with television requirements. It illustrates the need of coordinated lighting facilities from basic power source to individual "light" and selective grouping which enables the lighting director to obtain the needed placement and control of

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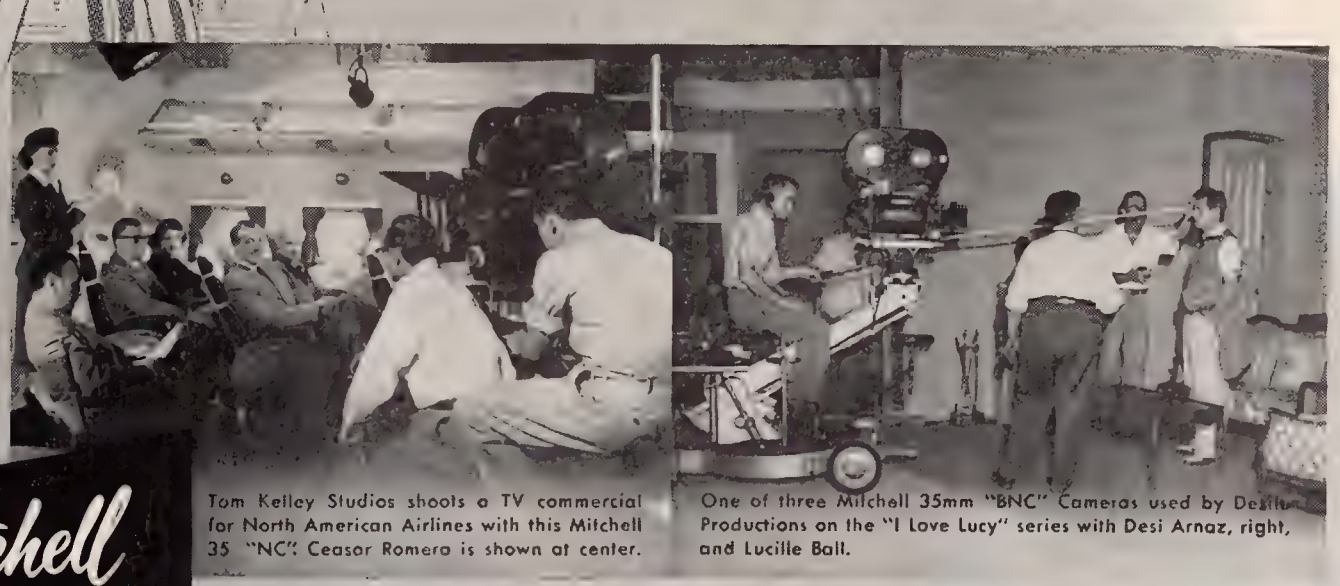


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Tom Kelley Studios shoots a TV commercial for North American Airlines with this Mitchell 35 "NC". Ceasor Romero is shown at center.

One of three Mitchell 35mm "BNC" Cameras used by Desilu Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

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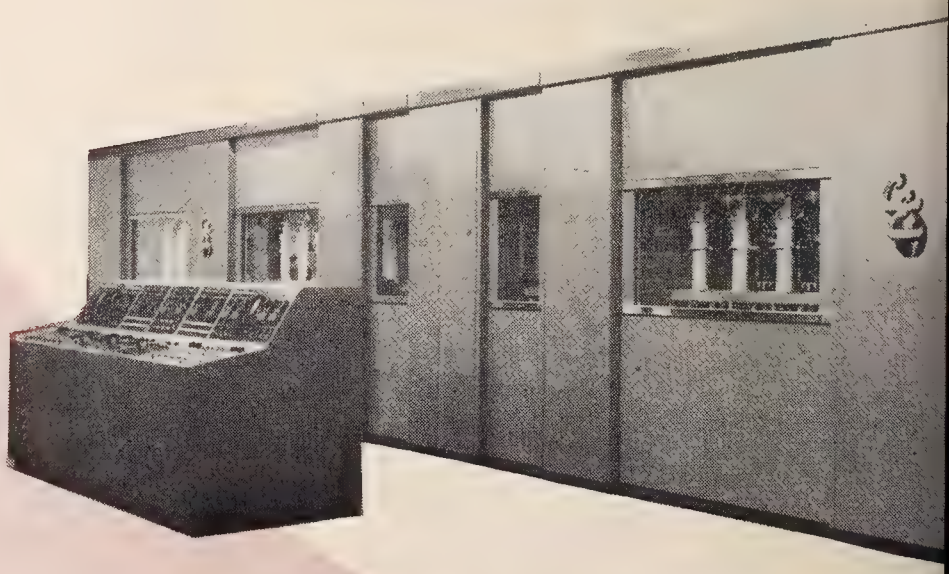
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20 times as powerful as the largest AM Broadcast Radio Station operating in the U.S.A.!

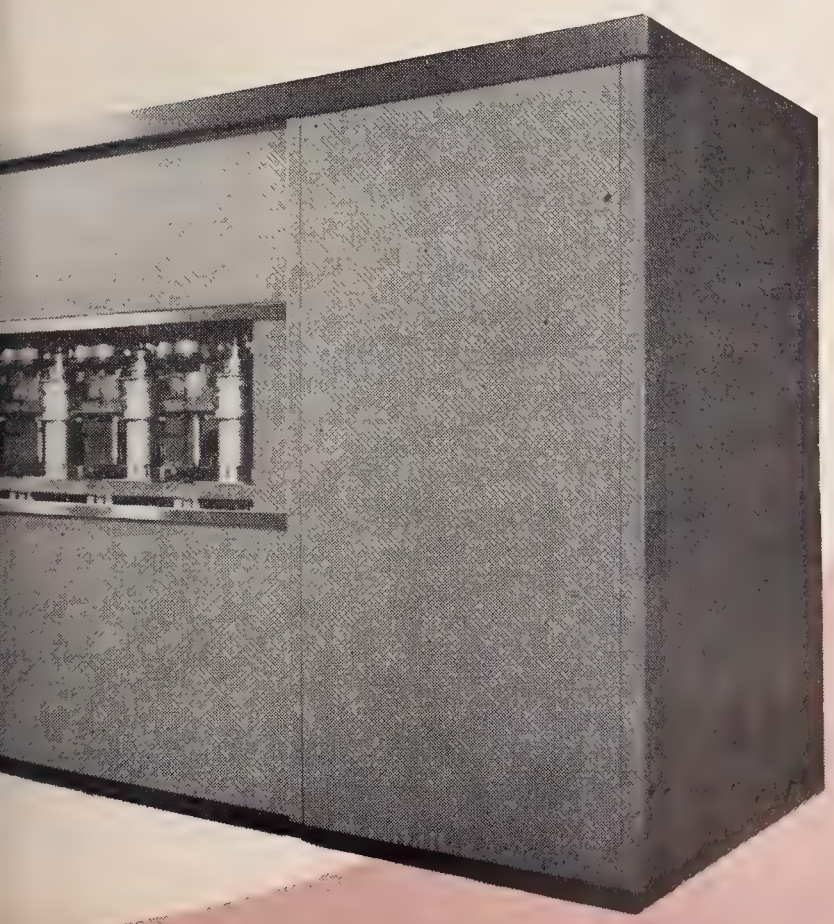
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- ★ **High efficiency linear power amplifiers utilizing high gain tubes and most modern techniques in circuitry.**
- ★ **Overall efficiency, from power mains to radiated power, better than 50%.**
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"lights" for desired artistic effects and engineering requirements. Autotransformer and thyratron dimmers as intensity controls are discussed and compared. An adequate number of slides are included to illustrate lighting facilities in both large network and local studios.

CONTOURING TELEVISION ANTENNA PATTERNS

By: L. O. Krause, Section Engineer Commercial and Government Equipment Dept., General Electric Co.

The advent of high gain antennas for television has aroused interest in the manner of insuring adequate signal in the so-called "null regions." Generally, four factors—average antenna height, antenna location relative to population and terrain, antenna gain, and transmitter power—enter into coverage considerations. Adjusting the antenna vertical plane pattern to provide certain signal levels based on the requirements of these four factors may be defined as pattern contouring.

This paper discusses how much contouring may be needed after considering the four factors above; and how, in a qualitative way, such contouring is practically obtained in some present-day television antennas.



Mr. Moffett



Mr. Krause

TELEVISION TRANSMISSION TEST EQUIPMENT

By: Roy Moffett, Staff Engineer, NBC

An illustated discussion of test signal generators producing composite television signal waveforms that are suitable for amplitude, linearity, high-frequency transient response, and low-frequency phase or "streaking" tests on a television system.

Included in this presentation will be a description of a signal-to-noise meter useful in the alignment and maintenance of a studio-transmitter type microwave link, and a 2.5% horizontal marker generator for adjusting sync and blanking to standard width for transmission.

VIDEO TAPE RECORDING

By: John T. Mullin, Chief Engineer, Electronics Div., Bing Crosby Enterprises Inc.

Need exists for a system of recording video signals by some means simpler than the familiar motion picture camera-kinescope tube combination.

Bing Crosby Enterprises, Inc., has under development a system of instantaneous magnetic tape recording specifically designed to fill the needs of the television broadcaster and recorded video program producer.

In an essentially non-technical discussion of the system, the apparatus will be described, and its many desirable features, as well as its present limitations, will be pointed out. An estimate of the date of commercial availability will be given.



Mr. McNaughten



Mr. Mullin

NEW DEVELOPMENTS IN TELEVISION

By: Neal McNaughten, Manager of Engineering, NARTB

"The Billion Dollar Volt" may be considered a description of television from the point of almost anyone in the business—especially the engineer. The process of producing this high-priced volt involves so many specialized engineering fields that for one to become expert in them all might well require more than one life time. Broadcast engineers dealing with an overall operating system must, therefore, keep themselves as well informed as time will permit in all technical phases.

This paper will be a summarizing report on the latest in equipment and techniques for television operations.

CBS TELEVISION CITY AUDIO AND VIDEO FACILITIES

By R. S. O'Brien, R. B. Monroe, P. E. Fish, Senior Engineers, CBS

The recently completed initial unit of CBS Television City includes four of the ultimate twenty-four quarter-acre studios planned for the twenty-five acre site. Consistent with the architectural flexibility designed into the plant, the audio-video facilities have been engineered to provide an initially complete, but easily expandable installation. One resulting innovation is an unprecedented decentralization of video, as well as audio facilities, making each studio an essentially self-contained unit. Other



Mr. O'Brien



Mr. Fish



Mr. Monroe

innovations include thermistor volume-limited communications circuits, pantograph-supported audience monitors, signal-actuated pulse circuit indicators, simplex Telecine projection, and single-cable Telecine facilities assignment patching. These and other technical features are described in this paper, together with a brief review of architectural plans related to technical areas.

DEVELOPMENT OF THE STATICON CAMERA

By: Louis L. Pourciau, Head of Television Development Section, General Precision Lab.

The design of small lightweight television cameras has been considerably advanced through the development of the "Staticon." Preliminary technical information on this tube was first released on March 2, 1950. The "Staticon" is the outcome of research into the field of photoconductivity by Cathodeon Limited, the vacuum physics division of Pye Limited. As early investigations showed, there are a number of photoconductive elements and compounds which can be processed to give surfaces suitable for high efficiency charge storage. The problems of time lag and persistence have been very adequately dealt with in the present "Staticons" and work in this field has yielded tubes of high intrinsic sensitivity and small size.



Mr. Rust



Mr. Pourciau

OPERATION AND INSTALLATION PROBLEMS OF REMOTE CONTROL EQUIPMENT

By: William F. Rust Jr., President, Rust Industrial Co.

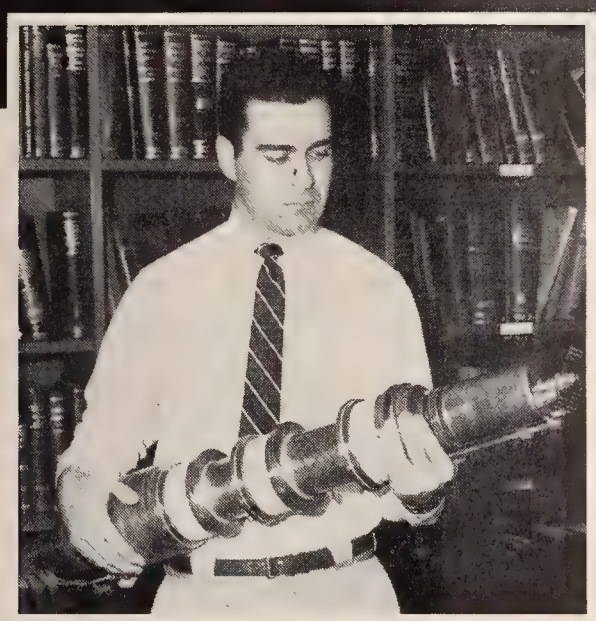
This paper is devoted to the DC wire line type of remote control. It contains a discussion of FCC requirements and other practical limitations for a satisfactory remote control broadcast system, as well as the equipment needed to operate the station's frequency and modulation monitors at the remote control point. Methods of adapting a standard remote control system to operate with many types of AM and FM transmitters are described. Typical installation problems for several types of commercial transmitters are shown. The paper will cover recommended maintenance and operating procedures; telephone line requirements and limitations and advantages in the use of simple DC control systems for many applications.

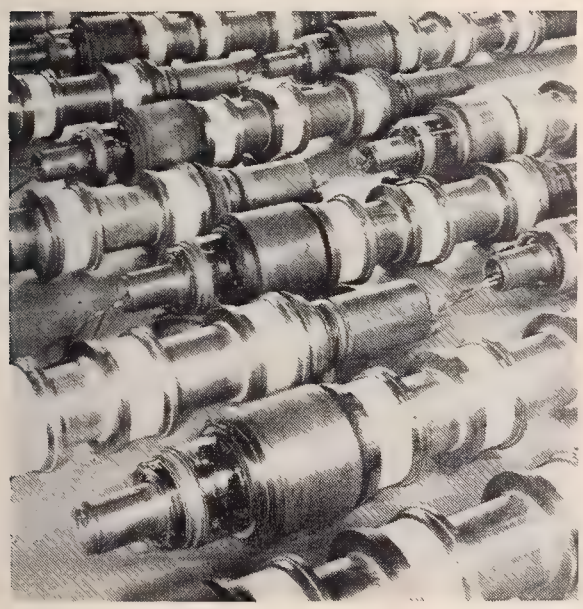
3-D FOR TELEVISION—A PROGRESS REPORT

By: Alex Quiroga and Glen Atkins, Staff Engineers, ABC Hollywood

Three methods of producting 3-D pictures using conventional television apparatus have been investigated and will be described. All systems may be broadcast over present television transmitters without modifications. Of the three systems described, one will be dem







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THREE TUBES that cover the entire spectrum, 470-890 mc. This means simplification of equipment design, economical mass production and a minimum of stock piling problems.

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MASS PRODUCTION that means early delivery and guarantee of klystrons in the future. All three of the series are now coming off the production line.

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onstrated by ABC. Demonstration of off-the-air pictures will be held during the mornings of the convention days at a location which will be announced.

MECHANISMS IN TRANSISTOR ELECTRONICS

By: Robert M. Ryder, Electronic Apparatus Development Engineer, Bell Telephone Labs.

This paper is an exposition of the electronic functions which cause transistors to operate, with comparisons to semiconductor diodes and photocells. Diode features include: Contact potential, drift and diffusion currents, and space charge layers, leading to rectification curves, an equivalent circuit, capacitance effects, high frequency behavior and photoeffects. The effects of surface and end conditions on the ideal characteristic are briefly mentioned. Triodes are regarded as particular combinations of interacting diodes. Equivalent circuits, frequency behavior, and collector multiplication are discussed.



Mr. Ryder



Mr. Shevlin

PROGRESS IN STUDIO LIGHTING

By: Charles Shevlin, Sales and Development Engineering Staff, Century Lighting Co.

A paper detailing the recent development of two, new lighting instruments which by reason of their unique design and versatility range, can in themselves replace seven or eight of the assorted units now considered to be standard equipment.

One of the two is a compact, lightweight fresnel spotlight which accommodates all sizes of spotlight service lamps from 250 w to 2000 w and delivers an unusually wide flood focus beam of 60° to 65° even with a 2000 w G48 lamp through means of its special fresnelens. An optical, especially designed spread lens is added to this unit to provide a horizontal beam spread of 140°.

Also discussed is the development of two new stepped lenses which are used singly or in combination in one 6", 500 w ellipsoidal reflector unit. This makes possible five varying beam spreads in one specially equipped instrument. Up to now a minimum of three similar instruments were required for such varied performance.

CONELRAD

By: Commissioner George E. Sterling Federal Communications Commission

Commissioner Sterling will report on the progress of Project CONELRAD. The present status of the project will be discussed embracing the technical and program aspects as it concerns the FCC. A brief explanation of the proposed CONELRAD Rules and the CONELRAD manual will be given. The legal requirements of the broadcasters as they concern the project will be pointed out. Operator rules and the use of remote control will be touched upon and an overall evaluation of the project from a practical standpoint will be given. An attempt will be made to answer questions that have come up about Project CONELRAD during the past two years and recommendations for further action will be presented.



Mr. Stewart



Comr. Sterling

REQUIREMENTS FOR HIGH QUALITY TV FILM PROJECTORS

By: W. Earl Stewart, Manager, TV Projector Design, RCA Victor Div., RCA

The general technical performance specifications for converting film pictures to television signals are outlined. Some of the practical problems encountered in the design of projectors are discussed.

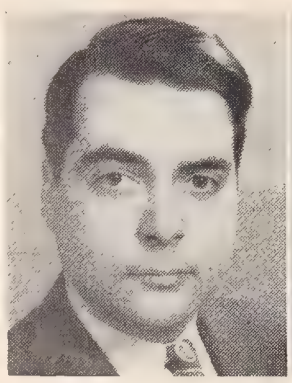
The operating requirements are then reviewed with special emphasis on the importance of time in a television station. Operator conveniences and preferences are discussed. Some references are made to the new RCA TP-6A and pictures of this machine are shown to illustrate recent advances in meeting present operating requirements.

THE MULTI-SCANNER—A VERSATILE SCANNER FOR FILMS, OPAQUES AND SLIDES

By: George R. Tingley, Head, Color and Video Techniques Dept., and Jesse H. Haines, Intermediate Engineer, Color and Video Techniques Dept., Allen B. DuMont Labs. Inc.

This paper describes a new type of television pick-up equipment for 16 mm motion picture film and 4" x 5" opaques, utilizing the flying spot scanning principle.

The light source is provided by an unmodulated raster traced on the screen of a 7" high voltage cathode-ray tube. Light from this raster is focused either onto opaque material, whence it is reflected to two multiplier photocells for transformation into electrical signals, or through an optical compensating system on to continuously moving film. This optical compensator immobilizes the film relative to the raster and allows light, modulated by transmission through the film, to fall on a multiplier photocell for conversion to electrical signals.



Mr. Haines



Mr. Tingley

AUTOMATIC STATION OPERATION

By: Russell J. Tinkham, Midwest District Manager, Ampex Electric Corp.

Technological improvements are described which have resulted in the possibility of conducting a broadcasting operation in which program, announcements and station breaks are all pretaped and automatically released. A system is described in which all verbal announcements and commercial announcements are placed on one tape, while program material is on another, with automatic, positively-timed flip-flop between machines. Full editing facilities are suggested. Description is made of basic control mechanisms which may be used to extend the usefulness of the automatic apparatus to almost any degree of complexity.



Mr. Tinkham

A TELEVISION FILM SCANNER USING CONTINUOUS FILM MOTION

By: Ernest H. Traub, Project Engineer, Philco Corp.

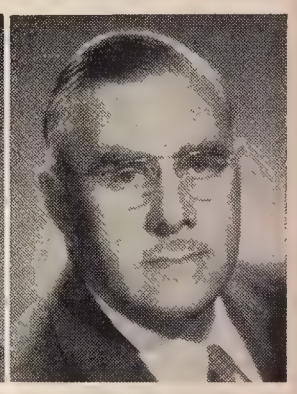
The paper describes the optical arrangement of a new form of continuous motion film projector, and its application to a flying spot type of film scanner.

The projector features a novel optical immobilizer, comprising a glass polygon with 24 facets. The polygon has a metal sprocket wheel attached to it, which carries the film close to the polygon facets. The center of the polygon is hollow, and contains additional optical elements, which are stationary, and about which it revolves.

Novel optical means are used for compensating film shrinkage and for retaining focus at the same time.



Mr. Huhndorff



Mr. Whitney

PROJECTOR MAINTENANCE AND TEST FILMS

By: Fred Whitney, Test Film Engineer, Society of Motion Picture and Television Engineers, and Paul Huhndorff, Chief Engineer, KPRC-TV Houston, Tex.

A practical paper outlined to give information as to the type of maintenance on 16 mm film projectors as carried out by the staff of KPRC-TV Houston, Texas, who have operated with early model projectors for over four years. Integrated in the paper is a description of the use of test films as used in the station with a description of a number of test films offered by the Society of Motion Picture and Television Engineers and the Motion Picture Research Council, and also a 12-minute version of one now in daily use.

features



Highway to the Skies. . . .

High quality programming keeps listener-interest going up at WREC. Listener confidence and prestige continue to insure a steady sales climb for advertisers. And, WREC delivers the "better half" of both the rural and metropolitan listeners *with a single schedule*. Yet, the cost per thousand listeners is 10% less than in 1946. Your Katz man will show you latest Standard Audit & Measurement Reports and Hooper Ratings as evidence of WREC's soaring popularity. Without a doubt, Memphis No. 1 Station offers you the shortest route to increased sales at lower cost in this $2 billion market.

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TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

GENERAL ELECTRIC'S ONE-MAN TV OPERATION SET-UP HIGHLIGHTS 1953 NARTB CONVENTION

Designed for Broadcasters Who Want to Go on the Air at Minimum Investment



G. E.'s plans for the NARTB show are reviewed above by (l to r) Ralph Yeandle; Paul L. Chamberlain, Manager-Marketing; W. J. Morlock, General Manager; and Frank P. Barnes, Broadcast Sales Manager.

General Electric's secret display plan for the National Association of Radio and Television Broadcasters Convention, scheduled to open tomorrow at the Hotel Biltmore in Los Angeles, Calif., is a complete set-up of a one-man TV operation.

The technical details of this one-man operation were not designed as a cure-all for technical operation but, rather, for operators who want to get on the air at a minimum investment with film plus network programming.

The set-up has been simplified so all programming originates from the transmitter location. The various pieces of G-E equipment on display at the Convention will be operated under actual broadcasting conditions.

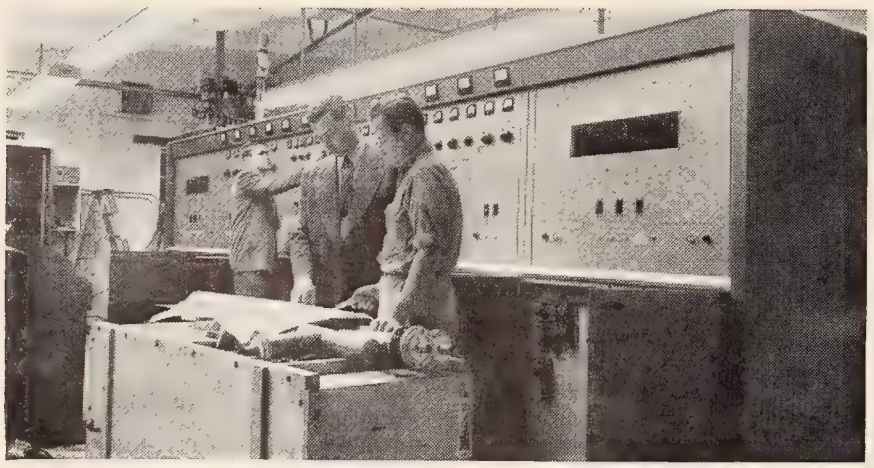
This one-man package may include any one of the G-E UHF or VHF transmitter-antenna combinations. Also, minimum studio and switching gear requirements. Projection facilities in the combination include the G-E Synchro-Lite projector, a remotely operated Slide Projector and the simple, two-mirror change-over.

Audio facilities will include a multi-channel control panel, turntable and microphone. All control facilities may be grouped together at a single position. They include a transmitter control panel, a film monitor, a calibration monitor, an audio panel and a program switching panel. A minimum of three equipment racks will be used.

General Electric representatives will brief all broadcasters attending the NARTB Convention on this one-man operation set-up and will explain how the operation can be particularly applicable to their stations' individual problems.

This special one-man TV operation set-up occupies the Galeria Room at the Biltmore Hotel and is expected to draw an unprecedented number of interested broadcasters during the 1953 NARTB Convention.

12-KW Transmitter to be Featured at NARTB Convention



G-E field engineers Stone, Bias and Duncan (l. to r.) work on the installation of the first 12-kw transmitter built by G.E. for WHUM-TV.

Broadcasters from all over the nation will soon have an opportunity to witness the much-heralded G-E 12-KW Transmitter in action. Already installed at three TV stations, WHUM-TV (Reading, Pa.), WWLP-TV (Springfield, Mass.), and WHYN-TV (Holyoke, Mass.), it was recently announced that G. E. would set-up one of these high-power giants for use at NARTB. The now famous klystron tube, heart of the 12-kilowatt unit, will also be exhibited at the Los Angeles Convention.

G. E.'s UHF transmitter is the answer to ultra high frequency power requirements. Development started after World War II and it wasn't until resnatron, traveling wave and tetrode tubes were investigated, that the war-developed klystron proved superior to all others. G. E.'s application of the klystron makes high-power UHF telecasting a reality.

General Electric engineers will be on hand to offer detailed information about the 12-KW Transmitter, the klystron and all G-E broadcasting equipment.

First Public Exhibit of Portable Equipment

G. E.'s new Portable Camera Chain will receive its first public showing at the National Association of Radio and Television Broadcasters Convention.

This newly designed and completed unit recently underwent extensive field trial tests at Station WBZ-TV, Boston. Station engineers there, as well as those who have seen the Chain in operation at Electronics Park, were particularly impressed by its compact design, its flexibility for programming and its maintenance simplicity.



John P. Moses, Sidney U. Stadig, and Robert W. Kingman, members of WBZ-TV staff, inspect General Electric Portable Camera equipment while in use.

It is the only Portable Camera Chain on the market with a built-in special effects panel. It also features a quick IO tube change, new cooling methods and exceptional ease of adjustment.

GENERAL ELECTRIC

features

- How many television stations can the United States support? Page 102.
- Portrait page: The NARTB staff. Page 111.

A radio success story:

RADIO REVIVES DOWNTOWN SHOPPING IN GARY

IN DOWNTOWN Gary, Ind., WWCA is living up to its slogan of "Working With Calumet Area."

The streets of Gary have been literally lined with shoppers since last September—largely because of a successful promotion conceived and carried out by WWCA with the aid of the local Gary Downtown Merchants Assn.

The station designed a campaign to (1) promote Northern Indiana's "greatest shopping center" and publicize Gary as the state's second-ranking market; (2) discourage Gary residents from shopping elsewhere and attract shoppers from nearby towns and rural areas; (3) stimulate store traffic, and (4) boost sales during the past seven months, particularly during the Christmas and Easter seasons.

The result is that everybody has prospered accordingly. As more people shopped downtown, retail business jumped; retailers who had not previously been among the station's clients began advertising on WWCA; and the merchants association, acting as a unit, found a valuable new promotion weapon for subsequent promotions.

Joseph R. Fife, WWCA commercial manager, conceived the whole idea last July, after discussions with the town's leading merchants. He was motivated by the fact downtown business groups throughout the country have been hard pressed to meet certain sales quotas. He reasoned this way:

"Consumers are shopping in neighborhood stores where they find almost the same merchandise at the same price and don't have to cope with downtown traffic and parking problems. As a result, although retail sales have continued to go up in this and other communities, downtown merchants have actually in some cases shown sales decreases."

WWCA estimated the total cost of a 15-week campaign (including time, talent, prizes, promotion, publicity, copy writing, etc.) at $500 per week and offered to break down the cost per merchant on the basis of the number of participants.

The merchants agreed to sponsor a sustained campaign, spread over a 15-week period—from Sept. 7 through Dec. 20—the three best shopping months of the year, according to Mr. Fife. In time, when seasonal shopping desires subsided, he reasoned, customers would still continue their buying habits downtown.

Aiming its campaign at all groups of people, WWCA scheduled 25 local high school football broadcasts, a daily newscast and five daily spot announcements (35 per week)—the latter beamed also in Polish, Spanish and Greek. The football and newscast formats were tailored to describe the weekly contest and prizes. The commercials asked listeners to buy specific merchandise at participating stores. Courtesy spots embodying the "shop downtown" theme also were aired.

A maximum of 20 leading retail establishments participated in the commercials. Included were Sears, Roebuck & Co. and Goldblatt's Dept. store, the two largest department stores, and others: Dreyfus Appliances, Gary Office Equipment Co., H. Gordon & Sons, W. T. Grant Co., Packett & Smith (optometrists), Hoosier Hardware, Kirby Distributing Co., Moehr Floor Covering, H. C. Lytton & Co. (men's clothing), Mac & Dewey Tailors, Newberrys' Dime Store, Model Clothiers, Radigan Bros. (furniture), Seiffer Lamar (furniture) and Wilson's Electric Appliances.

Entry blanks were distributed to all stores, reading: "You can win $5,000 in prizes—vacation—jackpot. Presented by the Gary Downtown Merchants and WWCA. Nothing to buy—no obligation—just fill out this form and mail to radio station WWCA, Hotel Gary, Gary, Ind. You can win!! Weekly prizes worth $200 plus a grand jack pot of prizes worth $1,000 plus an all-expense paid vacation for two to Mexico and the Magic Valley."

Customers were asked to write "in as few words as possible why you like to shop in Downtown Gary," and to tune in the football broadcasts, newscasts and daily announcements.

Since this special promotion last December, the merchants organization has bought spot announcement schedules to publicize every promotional event that followed. This included two dollar days, one special Christmas sales event and another for Easter. The association also purchased two hours daily of Christmas carols on WWCA two weeks prior to Christmas.

Many participating sponsors reported good sales response during the special promotion but no check was made to determine actual results since the primary purpose of the campaign was to publicize downtown Gary as a shopping center. "Actual sales results were, of course, expected but were incidental," Mr. Fife observed. He summed it up this way:

". . . This campaign has gone over with great success. Retailers with whom we have never previously been able to do business are now advertising on this station. The entire area has been made conscious of the power of radio. Not only is this campaign a profitable one for us, but we believe that it has opened the door for us to tremendous potential future revenue. We heartily recommend that stations in all communities attempt to work out the same sort of campaign for their downtown retailers."

HOW MANY TV OUTLETS

Much has been written, and more said, in speculation about the eventual size of the American television system. Here is the first serious attempt to analyze realistically just how many TV stations in what markets can make a go of it. The author, a recognized economist who prepared this article on assignment from B•T, has considered all logical sources of revenue—local, regional and spot—and probable variations in operational costs in arriving at his significant findings.

By Peter R. Levin

AS CONSTRUCTION permits have begun their flow from the FCC like a spring flood and as new TV grantees face the realities of finding revenues to pay for their investments and meet their bills, an inevitable question reasserts itself: Can the U. S. afford all these stations?

Prospective operators, recalling how close you could cut to the bone in radio, shudder as they figure their monthly costs. Advertisers speak or think passionately on rising rates—and, in some instances, regard any new station on the network as something that further throws the budget out of kilter. Optimists and pessimists of all shades riot in argument over what kind of an economic animal TV really is.

All this sound and fury, worry and protest has its justification. Television is not growing naturally and comparatively slowly, as did pre-World War II radio, into the U. S. economy. It is being engrafted upon the country at what seems a fearfully rapid rate. In many instances, applications for stations have been made and grants received not so much in the assurance of profit but in the hope that *some day* the stations will pay their way. With many of the newer telecasters, the motive has clearly been self-protection of existing properties, not the vision of boundless gain.

As present and prospective station men have viewed the FCC's allocations table, they have not seen a promised bounty in the commission's generous sprinkling of uhf. Rather, they have seen the makings of a glut. True, several hundred contests have developed in both vhf and uhf. But there lurks a fear that too many stations are going on the air too fast, that even a winner in some of the hearings is primarily winning the right to an adventure in red ink.

For one thing is very clear. The happy conditions under which most TV stations operated during the last two years of the "freeze" are not likely to repeat themselves in the foreseeable future. The test of recent experience is not in the booming one-station major markets but in those that have been close to the limits of their allocations. And here, the experience has not been altogether a happy one. In 1952, only eight of 108 stations reported losses, but these eight were divided between New York and Los Angeles —certainly two of the nation's richest markets but also areas where the TV spectrum is close to saturation.

Well then, how much TV can a market support? The answer is: It depends. Size of original investment, hours of operation, program balance, financial structures and a multitude of other factors combine in various ways to determine what a station *must* earn in order to show a profit. On the other side of the coin, potential revenues in a market are a function of station coverage, regional and local competition, network affiliation, national sales representation, the volume of sales in advertisable goods and services, and the size and number of local business establishments capable of paying TV rates.

In the final analysis, therefore, what a specific market can absorb in TV stations may depend upon a number of circumstances that cannot be measured in a general estimate such as this. Near equality of population or retail sales, by themselves, do not render markets equal in their possibilities for TV stations. This is especially the case in smaller markets where in TV, as in radio, the bulk of station revenues will necessarily

CAN THE U.S. SUPPORT?

have to come from local accounts. And so, a city with fewer but larger businesses may actually be able to keep more stations in healthy condition than a city of bigger population and more but smaller stores.

These are local variations that can be determined only on the ground. But overall, a general prognostication can be drawn for the country as a whole. This is based upon the assumption that there is a fairly close relationship between consumer spending and advertising expenditures (out of which come the great bulk of TV revenues).

That such a relationship exists is evident in the tendency of all advertising spending to range at about 4% of retail sales. In recent years, whether consumer preferences have varied so that TV-set purchases cut into automobile sales or whether increased food sales brought a counter-decline in apparel buying, the correlation has held.

Thus, because every U. S. market sells a wide and representative variety of advertisable goods and services, it is reasonable to assign about 4% of its total retail sales figure to advertising and promotion *in all media.* From this, a percentage can be extracted for the support of television—and 10% of advertising spending or 0.4% of retail sales has been taken as the amount available to TV.

Explanation of Percentage

On the one hand, this is higher than the 1952 average of 0.35% for the country as a whole. But on the other hand, the percentage is about equal to the actual records of existing TV markets. In 1951, for example, the 11 stations in 10 markets of the 100,000-250,000 population class averaged better than 0.25% in time sales alone; the addition of their pro-rated share of production costs and line or film charges on network programs would run the TV share for these markets to at least 0.4%. (In the same year, revenue reported by radio stations in these same markets averaged 0.62% of retail sales.)

Another substantial reason for settling on the 10% of advertising principle lies in the long-term trend of the national economy. Fundamental in supposing that a new industry like TV can survive and grow is the fact that the U. S. has been increasing its economic power at a compound rate of 2.5% annually. Thus, by average growth, within five years, we will be 13% bigger than we are now—and this growth should more than compensate for any over-optimism in the correlation of advertising spending to retail sales and the proportion of TV revenues in all advertising spending. In fact, assuming a normal rate of increase in the American economy, there will be room for all media to prosper.

(Parenthetically, however, if we get into a major war or a moderately severe depression, all bets are off. Many profitable television stations would be added, nevertheless, but at a considerably slower pace than under present conditions.)

Before setting a market-by-market count on economically possible TV stations, it is obvious that some minimum or average figure for costs should be established. For one thing, it must be expected that unless any market has a potential in TV revenue that is equal to minimum operating costs plus depreciation and some profit, there can be neither attraction nor stability for TV in many smaller cities. For another thing, together with allocations, limitations and revenue potential, minimum or average costs are the determinant of how many stations can fit a specific market.

History Won't Repeat

The past average of TV stations is not the best guide to setting up costs for future stations. Balances between network, film and studio origination have varied considerably. So have hours of operation, size of staff, compensation of personnel and rental fees. With added stations in all markets, new variations are bound to appear.

Consequently, three types of station have been projected:

1. *A small station,* costing between $100,000 and $175,000 in equipment and construction, is definitely feasible. Depending for its programming on network and film, or film exclusively, it can be operated on a budget as low as $150,000 annually and earn a small profit. Programming in such a set-up can amount to as much as 70 hours a week.

2. *An average station,* costing between $200,000 and $450,000, can engage in simple live studio production as well as network and film. Its operating costs can run as low as $250,000 for 50 hours weekly or as high as $500,000 for 70 hours. These figures include depreciation and a return on investment.

3. *A large station,* built at a cost of $500,000 or more, is pretty much reserved to larger metropolitan areas. All types of programming are to be anticipated, but the satisfaction of audience demands and the accommodation of different classes of advertisers make unlikely anything less than 90 hours weekly. Costs, therefore, are higher—$750,000 and up.

To fit these stations into the country's markets, an analysis of the retail sales of each city possessing a TV allocation was related to the costs of station operation. Taking $150,000 as a minimum figure and multiplying by 250 (the reciprocal of 0.4%), the smallest possible concentration of retail sales theoretically capable of supporting TV comes to $37,500,000. But this figure is so highly charged with theory that, in drawing the accompanying map and table, $37.5 million was accepted as a possible TV city only where home county sales exceeded $50 million.

Similarly, in working out a scheme for the accommodation of one average station or several stations in a market, some room for play seemed better than rigid adherence to the results of statistical deduction. The following table records the limits:

	City retail sales necessary	*County retail sales necessary*
1 Small station	$37,500,000	$50,000,000
1 Average station	62,400,000	85,800,000
1 Average station or 2 stations at a future date	85,800,000	130,000,000
2 Average stations	100,000,000	150,600,000
2 Average stations or 3 stations at a future date	150,000,000	257,350,000
3 Stations	257,350,000	450,000,000
3 Stations or more	450,000,000	

In a few instances, adjustments were made because of knowledge of a specific market or because of technical allocation problems. For instance, Gary, Indiana—if removed to another location—could support two TV stations; but, under the guns of Chicago and apportioned a single commercial channel, can at best expect one community station. Akron, Ohio, illustrates a somewhat different situation: though well within range of Cleveland, it is a self-contained trade area, capable of sustaining three stations, but currently allocated only two.

Period of Loss

In connection with this general estimate, it should be noted that no definite provision has been made for an interim-loss period—particularly during audience-building times in non-TV areas or sections where uhf stations have to contend with a vhf audience. In the calculations, it has been presumed that such losses will occur. But it has also been assumed that station owners will have the wherewithal to finance themselves through a bleak period of as long as three years of losing operations. At the lower limit of feasible TV — the $37,500,000 market—first and second year losses will be recoverable not only by increasing set-saturation but also by economic growth in the market. Other markets should follow the same pattern.

How long it will take to achieve the pro-

portions of the map (see pages 106-107) rests upon the economic condition of the country. At 1951-1952 business levels, plus normal growth, the date of fulfillment is 1955 or early 1956. In fact, it is quite probable that even more stations will enter the picture. Upcoming markets like Aiken, S. C., and Lafayette, La., fall below the minimum requirements as deduced from current statistics. Three years from now, they will certainly qualify.

What counts is the revenue potential in the market and the ability of a station to secure it from local merchants and/or national advertisers. Population in a service area or cost per thousand are of considerably less significance. If a national advertiser is unwilling to buy a market directly, he frequently shows up indirectly by splitting cooperative funds with a local dealer. And if he does not, the local merchant will pick up the slack and advertise his wares on TV—as long as the rate is within his means. This has been the story in radio; in today's few smaller TV markets with stations on the air, that story is beginning to repeat itself.

In the larger markets, station revenues tend to show a heavy preponderance from network and national or regional accounts. The reason, manifestly, is rate; only the bigger advertisers can afford to buy. But as market size decreases—and as rates drop concomitantly — network revenues decline precipitously and national spot business becomes catch-as-catch-can; but local advertisers begin to find TV costs within the size of their budgets. Finally, in the small markets, networks are valuable to the station mainly as a program supply (and stations are valuable to networks as a low-cost method of building audience along a cable route); but local sales will provide virtually all the revenues. And, to look at the bright side, there is plenty of local revenue to be had. At $25 for a spot, a store doing $100,000 gross business can be a sometime advertiser on TV. The merchant who rings up $300,000 each year can come in regularly.



ABOUT THE AUTHOR

Mr. Levin was graduated from U. of Chicago where he also took two years of advanced work in economics. After four years of World War II Army service, part of it as a coordinator of manpower and transportation in the Office of the Undersecretary of War, Mr. Levin turned to writing. He contributed articles on politics and economics to the *Toronto Star Weekly* and the *Saturday Review* and wrote a book, *Seven by Chance: The Accidental Presidents.* For the past four years he has operated a management consulting firm in New York, specializing in radio and TV.

TV STATIONS: HOW MANY AND WHERE?

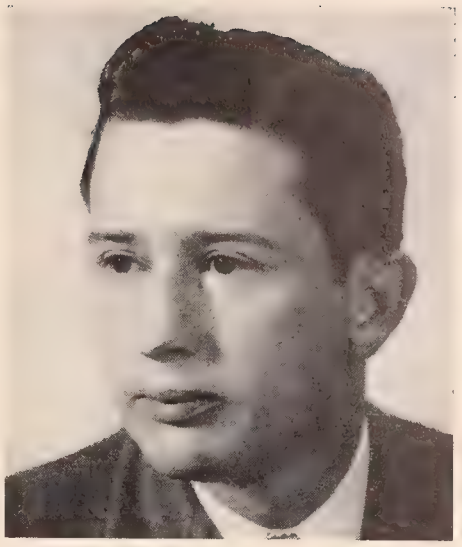
Here are Mr. Levin's projections of the number of TV stations each potential market logically can accommodate. His estimates were deliberately conservative. The mature TV system may well be larger than this. He thinks it a safe bet that a minimum of 517 stations will succeed in a minimum of 343 markets. In the following lists, numbers after each city indicate total stations. Abbreviation SS stands for small station, without live studio facilities and costing $100,000-$175,000 to build. LS means local station, without network affiliation, which may or may not have live facilities, depending upon market size.

Alabama	
Birmingham	3 or more
Gadsden	1
Mobile	2
Montgomery	2
Arizona	
Phoenix	3
Tucson	2
Arkansas	
Fort Smith	1
Little Rock-N. Little Rock	2
California	
Bakersfield	2 or 3
Eureka	1
Fresno	3
Los Angeles	3 or more
Merced	L.S.
Modesto	1
Monterey-Salinas	1 or 2
Petaluma	L.S.
Redding	S.S.
Riverside	1 or 2
Sacramento	3
San Bernardino	1 or 2
San Diego	3 or more
San Francisco-Oakland	3 or more
San Jose	2 or 3
Santa Barbara	1 or 2
Santa Cruz	L.S.
Santa Rosa	1
Stockton	2
Ventura	L.S.
Visalia	L.S.
Colorado	
Colorado Springs	1 or 2
Denver	3 or more
Greeley	L.S.
Pueblo	1 or 2
Connecticut	
Bridgeport	2
Hartford	2
Meriden	L.S.
New Britain	1
New Haven	2
New London	1
Norwich	1
Stamford-Norwalk	L.S.
Waterbury	1
Delaware	
Wilmington	2
District of Columbia	
Washington	3 or more
Florida	
Daytona Beach	S.S.
Fort Lauderdale	1 or 2
Jacksonville	3
Lakeland	L.S.
Miami	3 or more
Orlando	2
Pensacola	1
Tampa-St.-Petersburg	3
West Palm Beach	1 or 2
Georgia	
Atlanta	3 or more
Augusta	1 or 2
Columbus	2
Macon	1 or 2
Rome	S.S.
Savannah	2
Idaho	
Boise	1 or 2
Idaho Falls	S.S.
Pocatello	S.S.
Twin Falls	S.S.
Illinois	
Alton	L.S.
Aurora	L.S.
Belleville	L.S.
Champaign-Urbana	1 or 2
Chicago	3 or more
Danville	1
Decatur	1 or 2
Elgin	L.S.
Freeport	S.S.
Galesburg	L.S.
Joliet	L.S.
Kankakee	L.S.
Peoria	2
Quincy	1
Rockford	2
Rock Island-Moline (Ill.)-Davenport (Iowa)	3
Springfield	2
Waukegan	L.S.
Indiana	
Anderson	1
Bloomington	1
Elkhart	1
Evansville	2
Fort Wayne	2
Gary	L.S.
Hammond	L.S.
Indianapolis	3 or more
Kokomo	L.S.
Lafayette	1
Marion	L.S.
Muncie	1
Richmond	1
South Bend	2
Terre Haute	2
Iowa	
Ames	1
Burlington	L.S.
Cedar Rapids	2
Des Moines	3
Dubuque	1
Fort Dodge	S.S.
Mason City	1
Ottumwa	S.S.
Sioux City	2
Waterloo	1 or 2
Kansas	
Hutchinson	1
Salina	S.S.
Topeka	1 or 2
Wichita	3
Kentucky	
Lexington	1 or 2
Louisville	3 or more
Owensboro	S.S.
Paducah	S.S.
Louisiana	
Alexandria	1
Baton Rouge	2
Lake Charles	1
Monroe	1
New Orleans	3 or more
Shreveport	2
Maine	
Bangor	1 or 2
Lewiston-Auburn	S.S.
Portland	2
Maryland	
Annapolis	L.S.
Baltimore	3 or more
Cumberland	1
Frederick	L.S.
Hagerstown	S.S.
Salisbury	S.S.
Massachusetts	
Boston	3 or more
Brockton	L.S.
Fall River	1 or 2
Lawrence	L.S.
Lowell	L.S.
New Bedford	1 or 2
Pittsfield	1
Springfield-Holyoke	2 or 3
Worcester	2
Michigan	
Ann Arbor	1
Battle Creek	1 or 2
Bay City	1 or 2
Benton Harbor	S.S.
Detroit	3 or more
Flint	3
Grand Rapids	2
Jackson	1 or 2
Kalamazoo	1 or 2
Lansing	2
Muskegon	1
Port Huron	1
Saginaw	2
Minnesota	
Duluth-Superior	3
Mankato	S.S.
Minneapolis-St. Paul	3 or more
Rochester	S.S.
St. Cloud	1
Mississippi	
Biloxi-Gulfport	S.S.
Greenville	S.S.
Jackson	2
Meridian	S.S.

(Continued on page 106)

"$2,300 A Month from AP News"

"The power of AP News in a small market is shown by the fact that our 63 AP weekly newscasts are all sponsored AND in every case spots before and after these 63 newscasts are sold and stay sold . . . for a total revenue of $2,300 per month. Figure it for yourself: AP news on your station means dollars for you."



Brown Morris, Manager
KADA, Ada, Okla.

AP NEWS = Revenue & Reputation

"AP has built our Reputation for Top News Reporting"

"Folger's Coffee, Kimball Motor Co., Campbell's Refrigeration and San Luis Butane have increased their sales and expanded their businesses due to AP news. Even our adjacencies are sold out. This is all made possible by our hard-working AP machine and the always efficient AP reporters who work 'for us'."



Les Hacker, Station Manager,
KVEC, San Luis Obispo, Calif.

For full information on how you can join The Associated Press, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.

Hundreds of the country's finest stations announce with pride,

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

(Continued from page 104)

Missouri

Joplin	1
Kansas City (Mo.-Kan.)	3 or more
St. Joseph	1
St. Louis	3 or more
Springfield	1

Montana

Billings	1
Butte	1
Great Falls	1

Nebraska

Lincoln	2
Omaha	3

Nevada

Las Vegas	1
Reno	1 or 2

New Hampshire

Manchester	2
Nashua	L.S.

New Jersey

Asbury Park	L.S.
Atlantic City	2
Newark	1
New Brunswick	L.S.
Paterson	L.S.
Trenton	1

New Mexico

Albuquerque	2

New York

Albany-Schenectady-Troy	3 or more
Amsterdam	L.S.
Auburn	1
Binghamton	2
Buffalo-Niagara Falls	3 or more
Elmira	1
Glens Falls	S.S.
Ithaca	S.S.
Jamestown	1
Kingston	1
Middletown	L.S.
New York City	3 or more
Olean	S.S.
Poughkeepsie	1
Rochester	3 or more
Syracuse	2 or 3
Utica-Rome	2 or 3
Watertown	1

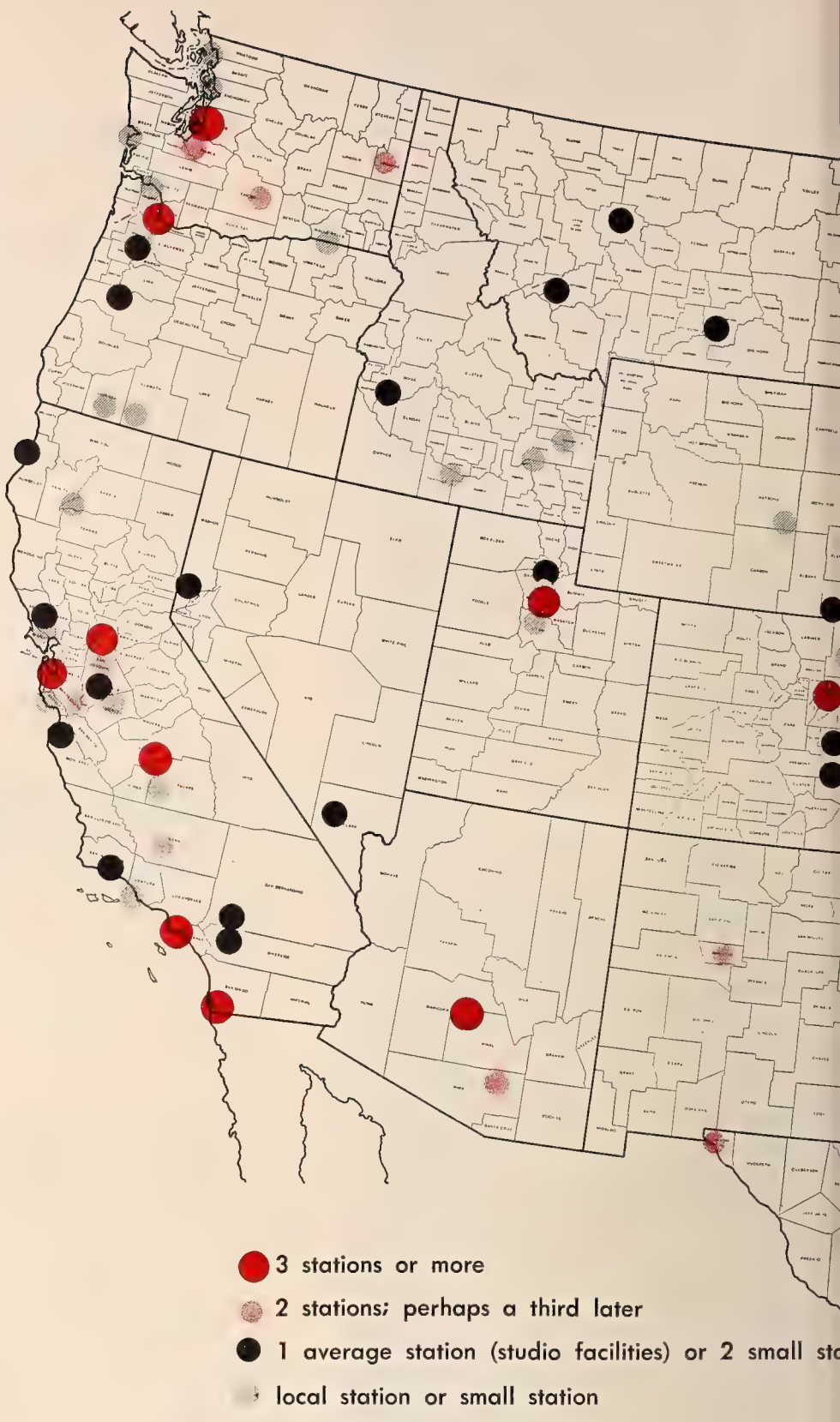
North Carolina

Asheville	1 or 2
Burlington	L.S.
Charlotte	2 or 3
Durham	1 or 2
Fayetteville	1
Gastonia	L.S.
Greensboro-High Point	2
Raleigh	2
Wilmington	1
Winston-Salem	1 or 2

Ohio

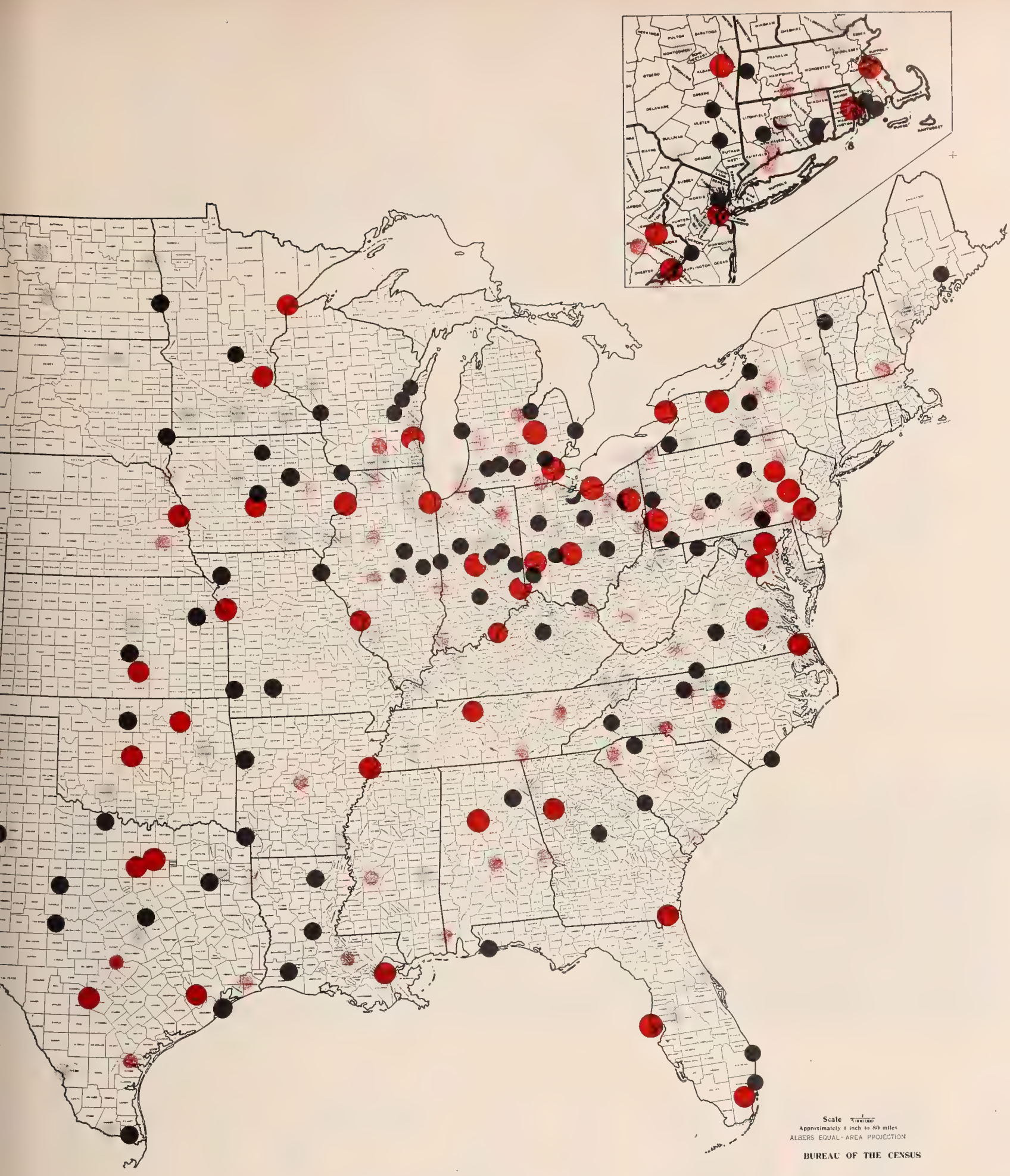
Akron	2 or 3
Ashtabula	L.S.

(Continued on page 108)



THE MATURE U. S. TELEVISION SYSTEM

The map on these pages shows U.S. communities where TV can comfortably be accommodated and the number of stations that can be supported in each. It illustrates the market-by-market list which begins on page 104, is continued on this page and page 108. Size of circles does not indicate coverage.


Scale
Approximately 1 inch to 80 miles
ALBERS EQUAL-AREA PROJECTION
BUREAU OF THE CENSUS

(Continued from page 106)

Canton	1 or 2
Cincinnati	3 or more
Cleveland	3 or more
Columbus	3 or more
Dayton	3
Findlay	S.S.
Hamilton-Middletown	1
Lima	1
Lorain-Elyria	1
Mansfield	1
Marion	S.S.
Massillon	S.S.
Newark	L.S.
Portsmouth	1
Sandusky	L.S.
Springfield	1 or 2
Steubenville—see Wheeling, W. Va.	
Toledo	2 or 3
Warren	L.S.
Youngstown	3
Zanesville	1

Oklahoma

Enid	1
Lawton	S.S.
Muskogee	S.S.
Oklahoma City	3
Tulsa	3

Oregon

Eugene	1 or 2
Klamath Falls	S.S.
Medford	S.S.
Portland (incl. Vancouver, Washington)	3 or more
Salem	1

Pennsylvania

Allentown-Bethlehem-Easton	3 or more
Altoona	1 or 2
Butler	L.S.
Erie	2 or 3
Harrisburg	2 or 3
Johnstown	2
Lancaster	2
Lebanon	S.S.
Meadville	S.S.
New Castle	1
Philadelphia	3 or more
Pittsburgh	3 or more
Reading	2
Scranton	2 or 3
Sharon	L.S.
Uniontown	1
Washington	L.S.
Wilkes-Barre-Hazleton	3
Williamsport	1
York	1 or 2

Rhode Island

Providence	3

South Carolina

Anderson	S.S.
Charleston	2
Columbia	2
Florence	S.S.
Greenville	2
Spartanburg	1 or 2

South Dakota

Aberdeen	S.S.
Rapid City	S.S.
Sioux Falls	1 or 2

Tennessee

Bristol-(Tenn.-Va.)	S.S.
Chattanooga	2 or 3
Jackson	S.S.
Johnson City	S.S.
Kingsport-(Tenn.)	S.S.
Knoxville	2 or 3
Memphis	3 or more
Nashville	3

Texas

Abilene	1
Amarillo	2
Austin	2
Beaumont-Port Arthur	2 or 3
Brownsville-Harlingen-Weslaco	1 or 2
Corpus Christi	2
Dallas	3 or more
El Paso	2
Fort Worth	3
Galveston	1 or 2
Houston	3 or more
Laredo	S.S.
Longview	S.S.
Lubbock	1 or 2
McAllen	S.S.
Odessa	S.S.
San Angelo	1
San Antonio	3
Temple	S.S.
Texarkana	1
Tyler	1
Waco	1 or 2
Wichita Falls	1

Utah

Ogden	1
Provo	L.S.
Salt Lake City	3

Vermont

Burlington	1

Virginia

Bristol—see Tennessee	
Charlottesville	S.S.
Danville	1
Lynchburg	1
Norfolk-Portsmouth-Newport News	3 or more
Petersburg	L.S.
Richmond	3
Roanoke	2

Washington

Aberdeen	S.S.
Bellingham	S.S.
Everett	L.S.
Longview	S.S.
Seattle	3 or more
Spokane	2 or 3
Tacoma	2
Vancouver—see Portland, Ore.	
Walla Walla	S.S.
Yakima	2

West Virginia

Charleston	2
Clarksburg	S.S.
Fairmont	S.S.
Huntington-Ashland	2
Parkersburg	S.S.
Wheeling-Steubenville	2

Wisconsin

Appleton	1
Beloit	S.S.
Eau Claire	S.S.
Fond du Lac	S.S.
Green Bay	1 or 2
Kenosha	L.S.
La Crosse	1
Madison	2
Milwaukee	3 or more
Oshkosh	1
Racine	L.S.
Sheboygan	S.S.
Wausau	S.S.

Wyoming

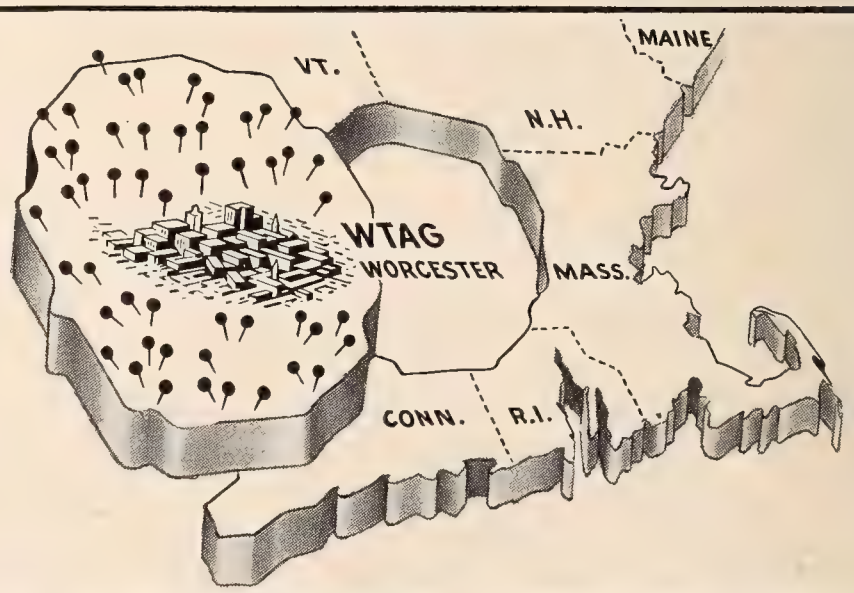
Casper	S.S.
Cheyenne	1

For an agency's concept of how big a TV system *national* advertising can support, see page 110.

It takes the leading WORCESTER station to deliver PLUS COVERAGE in Central New England . . . . . .

WTAG
WORCESTER

HENRY I. CHRISTAL COMPANY
will tell you why



WTAG AM & FM WORCESTER, MASSACHUSETTS 5000W BASIC CBS



In Detroit, America's 5th Market, this is the proved "success formula":

Take the overwhelming popularity and community acceptance of radio station WWJ. . . . plus the prestige and network programming of its NBC affiliation. Add the ¾-million Auto Radios, and the 1½-million Home Radios in the primary listening area.

A multitude of successful advertisers, during the past 32 years, have followed this formula for doing BIG business in a market with the largest income per family of any major market in the U.S.A.

Through WWJ, you reach more of those families in the middle income group and above, than other Detroit stations do . . . for *less* than the average cost-per-thousand-listeners for radio time in Detroit.

The time to sell Detroit is now . . .
the time to buy is . . .

WWJ AM-FM — *Associate Television Station WWJ-TV*

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION. *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEORGE P. HOLLINGBERY CO.

AN AGENCY'S CONCEPT OF TELEVISION'S FUTURE

In B•T's Feb. 9 issue, John B. Crandall, media director of Sherman & Marquette, New York, explained his views about TV development—in terms of its usefulness to a national advertiser. Here are the 112 markets, with total homes for each, he felt would be maximum used. Together they contain 83.42% of U.S. homes. Mr. Crandall's approach was necessarily limited to national advertising interest. Mr. Levin's article on preceding pages analyzes potential station population that is possible with all kinds of advertising revenue.

STATE	CITY	NUMBER
New York	New York	4,239,000
Illinois	Chicago	1,750,700
California	Los Angeles	1,695,900
Pennsylvania	Philadelphia	1,532,100
Massachusetts	Boston	1,121,100
California	San Francisco	986,800
Michigan	Detroit	947,600
Ohio	Cleveland	897,000
Pennsylvania	Pittsburgh	776,500
Missouri	St. Louis	596,000
Connecticut	Hartford-New Haven	531,100
Pennsylvania	Reading-Lancaster Area	508,000
D. C.	Washington	490,900
Maryland	Baltimore	474,600
Missouri	Kansas City	462,700
Minnesota	Minneapolis-St. Paul	460,100
Washington	Seattle-Tacoma	434,100
Georgia	Atlanta	431,600
Ohio	Cincinnati	426,100
Wisconsin	Milwaukee	411,500
Texas	Dallas-Ft. Worth	409,500
Rhode Island	Providence	406,000
N. Carolina	Charlotte	381,800
Indiana	Indianapolis	379,000
New York	Buffalo	357,600
Ohio	Columbus	343,600
Oregon	Portland	342,000
Texas	Houston	338,200
Pennsylvania	Johnstown	337,700
New York	Schenectady-Albany-Troy	332,600
Ohio	Toledo	317,400
Illinois	Peoria-Springfield	304,900
N. Carolina	Greensboro-Winston-Salem-Durham	291,300
Louisiana	New Orleans	286,500
Tennessee	Knoxville	282,200
Ohio	Dayton	280,800
Tennessee	Memphis	272,500
Alabama	Birmingham	262,500
Tennessee	Nashville	255,500
Kentucky	Louisville	251,400
Indiana	Ft. Wayne	246,600
N. Carolina	Raleigh	244,300
Oklahoma	Oklahoma City	241,400
Colorado	Denver	237,300
Virginia	Norfolk	231,700
Wisconsin	Madison-Rockford	231,000
Nebraska	Omaha-Lincoln	224,400
Florida	Tampa-St. Petersburg	219,400
New York	Binghamton-Elmira	219,200
Michigan	Lansing	218,900
New York	Syracuse	218,400
Iowa	Des Moines-Ames	211,700
Kentucky	Paducah	209,500
W. Virginia	Huntington	207,300
New York	Rochester	205,000
Indiana	Evansville	205,000
Iowa	Davenport-Rock Island	203,000
Louisiana	Shreveport	202,800
Florida	Miami	202,200
Michigan	Kalamazoo	196,600
Louisiana	Baton Rouge	190,700
Tennessee	Chattanooga	187,700
Michigan	Grand Rapids	187,000
California	San Diego	187,000
Alabama	Mobile	186,600
Virginia	Roanoke	185,400
W. Virginia	Parkersburg	183,300
Kansas	Wichita	183,100
Oklahoma	Tulsa	182,800
Arkansas	Little Rock	179,600
California	Fresno	178,900
N. Carolina	Asheville	175,100
Texas	San Antonio	174,100
Mississippi	Jackson	172,300
W. Virginia	Charleston Area	168,100
Iowa	Cedar Rapids-Waterloo	167,200
Alabama	Montgomery	162,700
Virginia	Richmond	160,500
Indiana	Bloomington	156,400
Pennsylvania	Erie	155,800
Maine	Portland	154,800
California	Sacramento	153,800
Wisconsin	Green Bay	150,600
Georgia	Augusta	143,000
Michigan	Bay City-Saginaw	135,200
Missouri	Springfield	134,300
Wisconsin	La Crosse	131,700
Kentucky	Lexington	131,400
S. Dakota	Yankton-Sioux City-Sioux Falls	131,400
Texas	Beaumont-Port Arthur	128,100
S. Carolina	Columbia	126,200
Texas	Austin	125,900
Washington	Spokane	124,500
Missouri	Columbia-Jefferson City	123,700
Georgia	Albany	122,400
Florida	Jacksonville	121,500
New York	Utica	117,400
Arizona	Phoenix	117,100
Virginia	Harrisonburg	113,000
Vermont	Burlington	112,000
Illinois	Danville-Champaign	110,200
Florida	Orlando	109,300
Texas	Wichita Falls	109,100
Minnesota	Duluth-Superior	106,900
Wisconsin	Wausau	105,400
Georgia	Savannah	100,600
Arkansas	Fort Smith	99,100
Illinois	Quincy	98,600
Georgia	Macon	95,600
Texas	Waco	93,800
Utah	Salt Lake City	91,500
S. Carolina	Charleston	88,100
	Total	37,312,800

On page at right:

THE NARTB STAFF

NARTB'S headquarters staff has been sharply realigned following the February board meeting. Under revised laws based on the two-year-old structure that brought TV stations into the association's fold, President Harold E. Fellows is the operating head of the entire organization. He functions, of course, under policy mandates laid down by the directors, to whom he reports.

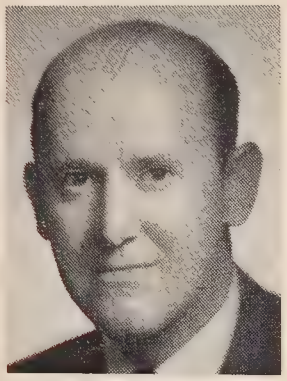
At the February board meeting several vice presidencies were created. Department heads, aside from the vice presidents, operate as managers. Judge Justin Miller, chairman of the board and general counsel, is also head of the Legal Dept.

Television stations have an autonomous organization within the new structure but Mr. Fellows has top adminstrative responsibility. The present structure gives the president more management powers than had heretofore been allocated. Working closely with Mr. Fellows at the helm is Robert K. Richards, administrative vice president.

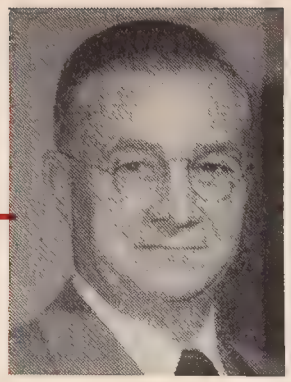
PRESIDENT'S OFFICE



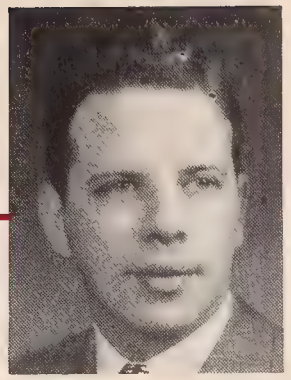
HAROLD E. FELLOWS
President



ROBERT K. RICHARDS
Adm. Vice President



JUSTIN MILLER
Bd. Chmn. & Gen. Counsel



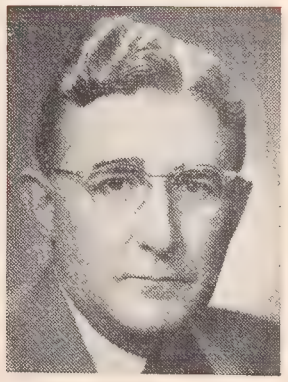
VINCENT T. WASILEWSKI
Chief Attorney



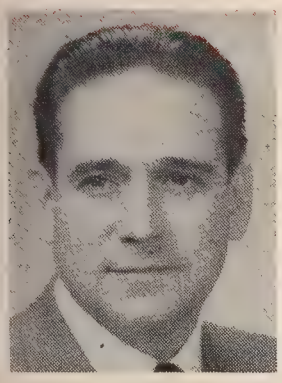
ABIAH A. CHURCH
Attorney



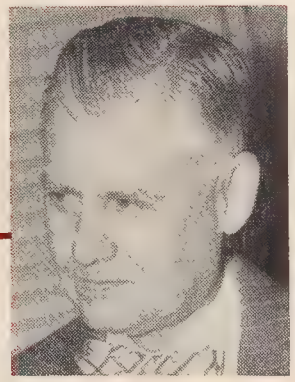
C. E. ARNEY JR.
Secretary-Treasurer



EDWARD H. BRONSON
Director TV Code Affairs



NEAL McNAUGHTEN
Manager, Engineering Dept.



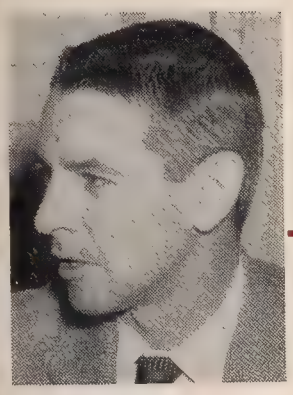
RICHARD M. ALLERTON
Manager, Research Dept.



RICHARD P. DOHERTY
V.P. (Employe-Employer Relations)



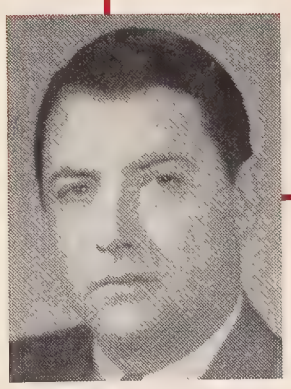
CHARLES H. TOWER
Assistant to V.P.



OSCAR ELDER
Manager, Publications Dept.



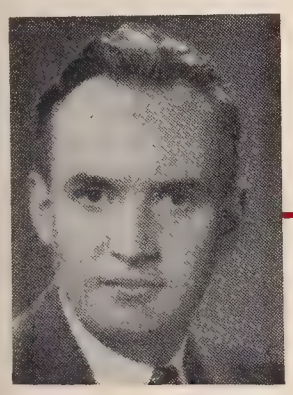
FRAN RILEY
Editor, Publications Dept.



THAD H. BROWN
V.P., Counsel to TV Board



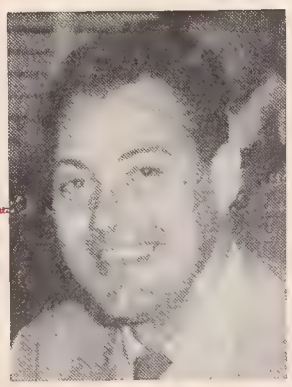
RALPH W. HARDY
V.P. (Government Relations)



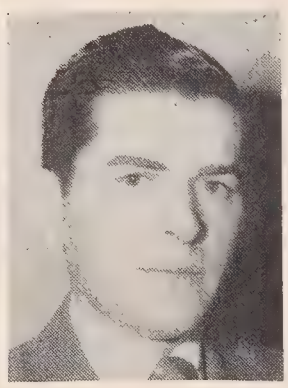
JOHN H. SMITH JR.
Manager, Promotion & FM Dept.



WILLIAM K. TREYNOR
Manager, Station Relations Dept.



JACK L. BARTON
Field Representative



HOWARD H. BELL
Assistant to V.P.



BETTE DOOLITTLE
Administrative Assistant

Official Advance Gold Rush Registration List–NARTB Convention

A

Accardo, N., Allen B. DuMont Labs., Inc., Clifton, N. J.
Adams, Irwin S., KGON Oregon City, Ore.
Adams, Robert M., KNXT L. A.
Adams, Ernest L., WHIO-TV Dayton, Ohio
Adanti, Paul, WHEN Syracuse, N. Y.
Adler, Ben, Adler Communications Labs., New Rochelle, N. Y.
Ahrbeck, W. S., A. C. Nielsen, Chicago
Akerberg, Herb, CBS, N. Y.
Akerman, Ben, WGST Atlanta
Aldridge, Mahlon, KFRU Columbia, Mo.
Alexander, John, KODY North Platte, Neb.
Alvarez, Maria Helen, KOTV, Wrather-Alvarez, Tulsa
Anderson, Harold E., KOLN Lincoln, Neb.
Anderson, Ivan, KTFY Brownfield, Tex.
Anderson, Sheldon, KCOK Tulare, Calif.
Andress, Ed, KERO Bakersfield, Calif.
Antony, W. E., KWKH Shreveport
Arnoux, Campbell, WTAR and WTAR-TV Norfolk, Va.
Atlass, Leslie, CBS-TV, N. Y.
Aubrey, James T., Jr., KNXT L. A.
Austin, Bud, Official Films Inc., N. Y.
Austin, Frances (Mrs.), J. Walter Thompson Co., S. F.

B

Bain, D., RCA, Camden, N. J.
Baker, Maury, Batten, BBDO, S. F.
Baker, Roy, KOMO Seattle
Baker, T. B., WKDA Nashville
Baldwin, John, KAYL-TV Salt Lake City
Barco, Allen A., RCA, Princeton, N. J.
Bardley, Homer, KSVC Richfield, Utah
Barnes, F. B., GE, Syracuse, N. Y.
Barnett, John A., KSWS Roswell, N. M.
Barrett, John, KSON San Diego, Calif.
Barrett, Mike, KTFY Brownfield, Tex.
Bartlett, Marcus, WSB-TV Atlanta
Bartlett, Paul R., KFRE Fresno, Calif.
Bartlett, Paul R. (Mrs.), KFRE Fresno, Calif.
Bartley, Robert T., FCC, Washington, D. C.
Bartolomei, Harry, KROW Oakland, Calif.
Batson, Charles A., WIS Columbia, S. C.
Beatton, William J., KWKW Pasadena, Calif.
Beatty, J. Frank, B•T
Beckley, Leo H., KBRC Mt. Vernon, Wash.
Benham, Edward E., KTTV L. A.
Bennett, S. D., KOMO Seattle
Bernard, J. J., KOMA Okla. City
Bernstein, Fred Louis, WTTM Trenton, N. J.
Berry, Gil., WIBC Indianapolis
Berryhill, Lee, KRON-TV San Francisco
Betts, Floyd G., KPAG Port Arthur, Tex.
Betts, J. W., WFTM Maysville, Ky.
Beznor, L. K., WOKW Milwaukee
Bias, F. J., GE, Syracuse, N. Y.
Bice, Max H., KTNT-TV Tacoma, Wash.
Bingley, F. J., Philco Corp., Philadelphia
Bishop, Burton, KTEM Temple, Tex.
Bishop, Frank L., KFEL Denver
Bishop, Lee, KORE Eugene, Ore.
Blackburn, J. W., Blackburn-Hamilton Co., Washington, D. C.
Blackman, E. G., WLAC Nashville
Bledsoe, W. S., KFYO Lubbock, Tex.
Blocki, Gale, Jr., BAB, N. Y.
Bloom, Joseph, WDXB Chattanooga, Tenn.
Bloomberg, H., Allen B. DuMont Labs. Inc., Clifton, N. J.
Bloomberg, Herbert, KOLN-TV Lincoln, Neb.
Blust, L. A., Jr., KTUL Tulsa
Boice, Hugh K., Jr., WEMP Milwaukee
Boler, John W., KCJB Minot, N. D.
Bolstad, Peggy, National Blood Program, Washington, D. C.
Bonebrake, M. H., KOCY Okla. City
Boone, William W., KYAK Yakima, Wash.
Boor, John L., KMO Tacoma, Wash.
Booth, Robert M., Jr., WSAL Logansport, Ind.
Boss, Lewis J., Philco Corp., S. F.
Bostick, M. N., KWTX Waco, Tex.
Botkin, H. M., American Tel. & Tel. Co., Kansas City, Mo.
Bowden, J. L., WKBN Youngstown, Ohio
Bowman, Les, KNXT L. A.
Boyd, Gerald F., WPAY Portsmouth, Ohio
Brace, Clayton, KLZ Denver
Braden, Paul F., WPFB Middletown, Ohio
Brandt, Otto, KING-TV Seattle
Bratton, Verl, WKTY LaCrosse, Wis.
Bremer, Frank V., WAAT Newark
Brennan, William R., The March of Time, N. Y.
Brines, Paul, WIRL Peoria, Ill.
Brokaw, Fred C., Paul H. Raymer Co. Inc., N. Y.
Brookshire, Gloria, KRDO Colorado Springs
Brown, R. M., KPOJ Portland, Ore.
Brown, Walter Jr., WORD Spartanburg, S. C.
Brumback, Jack, Ziv, L. A.
Brush, Arthur T., WHDH Boston
Bullis, Muriel, Foote, Cone & Belding, L. A.
Bullitt, A. Scott (Mrs.), KING-TV Seattle
Bunker, Edmund C., KNXT L. A.
Burda, Orville F., KDIX Dickinson, N. D.
Burk, Jack S., WAFB Baton Rouge, La.
Burke, Harry, KFAB Omaha
Burnett, Jack A., KLO Ogden, Utah
Burow, Robert J., WDAN Danville, Ill.
Burton, Robert J., Broadcast Music Inc., N. Y.
Burwell, Norman, KSON San Diego

C

Carins, A. M., All Canada Radio Facilities Ltd., Toronto
Caldwell, Spence W., S. W. Caldwell Ltd., Toronto
Caley, Charles C., WMBD Peoria, Ill.
Callanan, J. Vincent, WNHC New Haven, Conn.
Campbell, Marianne B. (Mrs.), WJEH Gallipolis, Ohio
Campbell, Martin B., WFAA Dallas
Campbell, Theodore E., WJAC-TV Johnstown, Pa.
Cantlen, J. S., The Pacific Tel. & Tel. Co., L. A.
Carlisle, William, WKBR Manchester, N. H.
Carlson, Hal, American Tel. & Tel. Co., Chicago
Carpenter, H. K., WHK Cleveland
Carr, Eugene, WHBC Canton, Ohio
Carroll, Bob, Snader Releases Inc., Beverly Hills, Calif.
Carson, Harold, All Canada Radio Facilities Ltd., Toronto
Carter, Ken, WAAM Baltimore
Cathey, Donald, KCMC Texarkana, Tex.
Chandler, George C., CJOR Vancouver, B. C.
Chandler, H. J., KFLW Klamath Falls, Ore.
Chatterton, C. O., KWLK Longview, Wash.
Chernoff, Howard L., KFMB San Diego
Cherpack, John, WBBW Youngstown, Ohio
Chinski, Gerald R., KXYZ Houston
Church, Arthur B., Jr., KMBC Kansas City, Mo.
Churchill, Clinton, WKBW Buffalo
Churchill, Clinton (Mrs.), WKBW Buffalo
Chytil, Joe, KELA Centralia, Wash.
Cisler, Steve, KXKX San Francisco
Clark, George W., George W. Clark Inc., Chicago
Clark, V. V., KOOK Billings, Mont.
Clark, W. H., KFSB Joplin, Mo.
Clawson, Scott R., KSL-TV Salt Lake City
Clay, Henry B., KWKH Shreveport
Cleghorn, John H., WHBQ Memphis, Tenn.
Cline, Neil, WHAS Louisville, Ky.
Clinton, George H., WPAR Parkersburg, W. Va.
Clipp, Roger W., WFIL Philadelphia
Close, Richard, NBC, N. Y.
Cobb, Grover C., KVGB Great Bend, Kan.
Codel, E., The Katz Agency, N. Y.
Cohen, I. T., ASCAP, Atlanta
Cohn, Marcus, Cohn & Marks, Washington, D. C.
Coleman, Murray, KCRC Enid, Okla.
Collins, J. M., ASCAP, N. Y.
Collins, Keith, KFBK Sacramento, Calif.
Colpitts, Frank, KSON San Diego
Comte, George, WTMJ-TV Milwaukee
Conger, Fred L., WREN Topeka, Kan.
Conklin, W. H., KFEL-TV Denver
Cook, George R., WLS Chicago
Cook, Ken, KMBC Kansas City, Mo.
Cooper, Jack, KTTS Springfield, Mo.
Cothron, W., Allen B. DuMont Labs. Inc., Clifton, N. J.
Covey, Dick, KRNT Des Moines
Cowan, Kenneth, B•T
Cox, H Quenton, KGW Portland, Ore.
Cox, Jim, Broadcast Music Inc., N. Y.
Craddock, Douglas L., WLOE Leaksville, N. C.
Crane, Ezra, J., KMVI Wailuku, Maui, Hawaii
Cranston, George, WBAP Ft. Worth
Crater, Rufus, B•T
Craven, T. A. M., Craven, Lohnes & Culver, Washington, D. C.
Crossland, W. C., KFRE Fresno, Calif.
Crumbaugh, L. H., KGER Long Beach, Calif.
Crutchfield, Charles H., WBT Charlotte, N. C.
Cummins, Frank P., WJAC-TV Johnstown, Pa.
Cunningham, Rhean, KFEL Denver
Curtis, James R., KFRO Longview, Tex.
Curtis, L. H., KOVO Provo, Utah

D

Dabadie, Roy, WJBO Baton Rouge, La.
Danforth, Harold P., WDBO Orlando, Fla,
Danish, Roy, MBS, N. Y.
Darling, Thomas, Niagara Television, Hamilton, Ontario
Davis, Bill, KWCJ Natchitoches, La.
Davis, Don, WHB Kansas City, Mo.
Davis, Edward, KDFC San Francisco
Davis, George C., George C. Davis Consulting Engineers, Washington, D. C.
Davis, Jacob A., KLPR Oklahoma City
Davis, James P., RCA, N. Y.
Dean, Robert J., KOZY Rapid City, S. D.
Deason, Willard, KVET Austin, Tex.
DeDominicis, Aldo, WNHC New Haven, Conn.
DeLaurentis, Vincent, WNHC New Haven, Conn.
deNeuf, Donald K., WVCN Ithaca, N. Y.
Denious, Jess, Jr., KGNO Dodge City, Kan.
Denny, Charles R., NBC, N. Y.
Dettman, Robert A., KDAL Duluth, Minn.
Dewing, Harold L., WCVS Springfield, Ill.
DeWitt, John H., Jr., WSM Nashville
DeYoung, Gene, KERO Bakersfield, Calif.
Dickensheets, Lewis, WIBW Topeka, Kan.
Diehm, Victor C., WAZL Hazleton, Pa.
Dieringer, Frank A., WFMJ Youngstown, Ohio
Dillard, E. L., WASH Washington, D. C.
Dillon, Bob, KRNT Des Moines, Iowa
Dix, L. G., KALE Richland, Wash.
Dolberg, Glenn, Broadcast Music Inc., N. Y.
Dougherty, W. Earl, KXEO Mexico, Mo.
Douglas, J. H., GE, Dallas
Dowdell, John T., WIBX Utica, N. Y.
Drake, O. S., KWKH Shreveport
Duvall, T. W., KGBX Springfield, Mo.

E

Eagan, R. Russell, Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.
Earle, Robert, WIBR Baton Rouge, La.
Eckhardt, F. C., KDYL-TV Salt Lake City
Edholm, W. O., KFMB-TV San Diego
Edwards, James E., WLS Chicago
Ekrem, T. C., KVOD Denver
Elleson, Douglas, KRON-TV San Francisco
Elliot, R. G., The Pacific Tel. & Tel. Co., L. A.
Elliott, Wendell, KGNO Dodge City, Kan.
Enoch, Robert D., WXLW Indianapolis
Eppel, Ray, KORN Mitchell, S. D.
Epperson, Ralph D., WPAQ Mt. Airy, N. C.
Epperson, Tom, KCNA Tucson, Ariz.
Ernst, Mildred V., KWOR Worland, Wyo.
Ernst, Joseph P., KWOR Worland, Wyo.
Esau, John, KTUL Tulsa
Essex, Harold, WSJS Winston-Salem, N. C.
Estelle, Jack, Andrew Corp., Chicago
Etter, A. C., KWKC Abilene, Tex.
Evans, Herbert E., WRFD Columbus, Ohio
Evans, Ralph, WHO Des Moines
Evans, Tom L., KCMO Kansas City, Mo.
Eyerly, Robert R., WCNR Bloomsburg, Pa.

F

Fairbanks, R. M., WIRC Indianapolis
Fancher, Kay L., KPDN Pampa, Tex.
Farnsworth, G. B., KCRC Enid, Okla.
Faulk, A. Lincoln, WCKB Dunn, N. C.
Faulknor, Frank, CBS, N. Y.
Faust, George, KNXT L. A.
Fay, Bill, WHAM Rochester, N. Y.
Fehlman, Robert C., WHBC Canton, Ohio
Fender, Robert, RCA, N. Y.
Ferguson, Bert, WDIA Memphis
Ferguson, Donald, KCOK Tulare, Calif.
Ferguson, Robert W., WTRF Bellaire, Ohio
Fetzer, John E., WKZO Kalamazoo, Mich.
Field, George, RCA, N. Y.
Filion, Edgar B., Robert Meeker Associates Inc., N. Y.
Finney, E. Dean, WTWN St. Johnsbury, Vt.
Fisher, Ben S., Fisher, Wayland, Duvall, Southmayd, Washington, D. C.
Fisher, C. H., KUGN Eugene, Ore.
Fisher, C. O., KUGN Eugene, Ore.
Fisher, J. F., Philco Corp., Phila.
Fitzgerald, Edward R., J. Walter Thompson Co., Chicago.
Fitzgerald, Francis M., WGIV Charlotte, N. C.
Fitzpatrick, Horace, WSLS Roanoke, Va.
Fitzsimonds, F. E., KFYR Bismarck, N. D.
Flambo, G. La Verne, WIRL Peoria, Ill.
Fletcher, Fred, WRAL Raleigh, N. C.
Fletcher, Henry H., KSEI Pocatello, Idaho
Fletcher, Ruth A., KSEI Pocatello, Idaho
Fly, James Lawrence, Fly, Shuebruk & Blume N. Y.
Flynn, Ray M., KRLD, Dallas
Fogarty, Frank P., WOW Omaha
Foster, Ralph D., KWTO Springfield, Mo.
Foulds, Blair, General Precision Lab. Inc. Pleasantville, N. Y.

Wherever..



CITY



VILLAGE



FARM

Whenever..



DAYTIME



NIGHTTIME

WBZ is the station "listened to most" in New England!

In this Whan Survey.. the most comprehensive audience survey ever attempted in New England.. the leadership of WBZ emerges strong and clear. In this Survey, too, you'll find records of listening habits that will help you spend your New England advertising dollar with utmost results. If you haven't a copy, get in touch with Free & Peters or with

WBZ Boston
50,000 Watts
NBC Affiliate

WESTINGHOUSE RADIO STATIONS Inc

WBZ·WBZA·KYW·KDKA·WOWO·KEX·WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Revealed by the Dr. Forest L. Whan Survey of the Boston Trade and Distribution Area

RADIO STATIONS "LISTENED TO MOST"

DAYTIME	Total	Urban	Village	Farm
WBZ	15.3%	13.9%	12.3%	18.0%
Station B	12.3	13.5	8.3	3.5
Station C	9.8	10.5	7.5	5.4
Station D	5.0	4.6	8.1	3.7
Station E	3.3	3.7	1.8	0.8
NIGHTTIME				
WBZ	19.6%	18.6%	25.3%	21.3%
Station B	6.5	7.3	3.5	2.6
Station C	5.8	6.3%	3.9	3.0
Station D	3.4	3.3	4.5	2.2
Station E	3.1	2.5	4.6	8.2

Fowler, Clinton, H., KGER Long Beach, Calif.
Fox, Bill, KFMB-TV San Diego
Fox, S. S., KDYL Salt Lake City
Fraze, E. C., WMC Memphis
Frech, E. J., KFRE Fresno, Calif.
Frechette, George T., WFHR Wisconsin Rapids, Wis.
Freiberger, C. J., Denver
Friedheim, Robert W., World Bcstg. System, N. Y.
Frost, E., RCA, Camden, N. J.
Fulton, John, WGST Atlanta

G

Gaither, Frank, WSB Atlanta
Gale, John D., Paul H. Raymer Co., Hollywood
Gardner, Florence M., KTFI Twin Falls, Idaho
Garner, Jim, KAFY Bakersfield, Calif.
Garrison, Millard M., WSAL Logansport, Ind.
Garten, C. Thomas, WSAZ Huntington, W. Va.
Gartland, William, RCA, N. Y.
Gavin, Tom, WIRL Peoria, Ill.
Geddes, W. A., KICO El Centro, Calif.
Geehan, Jerry, KMO Tacoma, Wash.
Geiringer, Jean, Broadcast Music Inc., N. Y.
Geist, Henry J., WTVU Scranton, Pa.
Gibbens, Tom E., WAFB Baton Rouge, La.
Gihring, H. E., RCA, Camden, N. J.
Gilbert, Janet A., Sherman & Marquette Inc., N. Y.
Gill, Cliff, KBIG Hollywood
Gill, George H., Kliegl Brothers, N. Y.
Gillespie, Henry, RCA, N. Y.
Gillett, Glenn D., Glenn D. Gillett & Associates, Wash., D. C.
Gittleson, Norman, WJAR-TV Providence, R. I.
Glasmann, A. L., KLO Ogden, Utah
Glickman, David, B•T
Godwin, Charles, MBS, N. Y.
Goetz, Gerry, All Canada Radio Facilities Ltd., Toronto
Goldsmith, Dr. T., Allen B. DuMont Labs. Inc., Clifton, N. J.
Goodell, Byron, Robert Meeker Associates Inc., N. Y.
Goodman, Harry S., Harry S. Goodman Productions, N. Y.
Gottlieb, Ralph, WKBR Manchester, N. H.
Gould, Lester L., WJNC Jacksonville, N. C.
Graham, Donald G., KOMO Seattle
Gramling, Oliver, AP, N. Y.
Grams, Harold, KSD St. Louis, Mo.
Grant, Charles B., KDON Salinas, Calif.
Greenberg, Kenneth, American National Red Cross, Washington, D. C.
Greenberg, Lewis, S., The Branham Co., Chicago
Greep, Malcolm, WVJS Owensboro, Ky.
Gregory, G., Allen B. DuMont Labs. Inc., Clifton, N. J.
Gresham, R. E., Universal Publicizers Inc., Chicago
Griffin, John, KTUL Tulsa
Griffith, E. T., RCA, Camden, N. J.
Griffiths, A. E., KOZY Rapid City, S. D.
Grove, W. C., KFBC Cheyenne, Wyo.
Gulick, J. Robert, WGAL, Lancaster, Pa.
Gunderson, Allen, KDYL-TV Salt Lake City
Gundy, Phillip L., Graybar Electric Co., Detroit
Gunn, Richard N., KSUB Cedar City, Utah
Gunther, Keith, KSD St. Louis
Guy, Raymond F., WNBT N. Y.

H

Hadden, R. J., The Pacific Tel. & Tel. Co., L. A.
Hadlock, W. O., RCA, Camden, N. J.
Hagerty, George A., Philco Corp., Phila.
Haines, J., Allen B. DuMont Labs. Inc., Clifton, N. J.
Haley, Andrew G., Haley, Doty & Schellenberg, Wash., D. C.
Hall, Floyd, KPOL L. A.
Hall, S. Payson, WHEN Syracuse, N. Y.
Halliday, Eugene M., KSL Salt Lake City.
Hallowell, Nolan, KSUE, Susanville, Calif.
Hamilton, Chas. E., KFI L. A.
Hamilton, G. E., WIMA Lima, Ohio.
Hamilton, Ray V., Blackburn-Hamilton Co., Chicago.
Hamlyn, John, KFBK Sacramento, Calif.
Hamm, Dierrell, KVOL Lafayette, La.
Hammett, Robert L., Consulting Radio Engineer, San Francisco.
Hamrick, William H., WWNC Asheville, N. C.
Hanna, R. B., WGY Schenectady, N. Y.
Hannon, William A., Employers Reinsurance Corp., Kansas City, Mo.
Hanson, Elmer O., KNOX Grand Forks, N. D.
Hanson, O. B., NBC, N. Y.
Hardesty, John F., BAB, N. Y.
Harker, Glen W., Storer Bcstg. Co., N. Y.
Harkins, Dwight, KTYL Mesa, Ariz.
Harlow, Roy, Broadcast Music Inc., N. Y.
Harpole, W. J., KVOP Plainview, Tex.

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But this is nothing compared with the swaying power of the mighty WLW Stations. The WLW Stations' reputation for swaying people and smashing sales records is tops in both AM and TV.

And here's why!

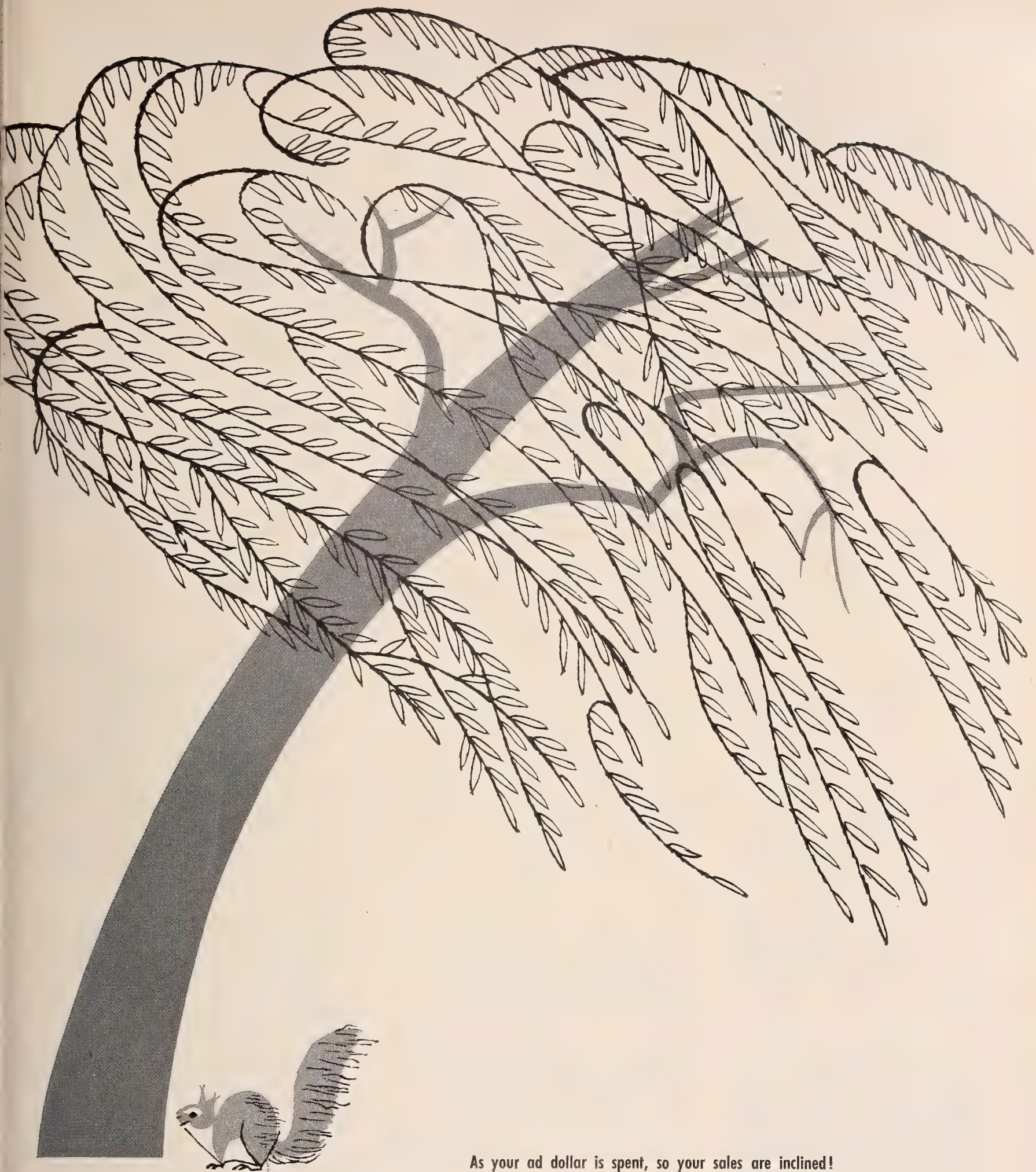
Because the WLW Stations have the talent.

Because the WLW Stations have radio and television's *only Client Service department.*

Because the WLW Stations cover a market area bigger and richer than the N. Y. market.

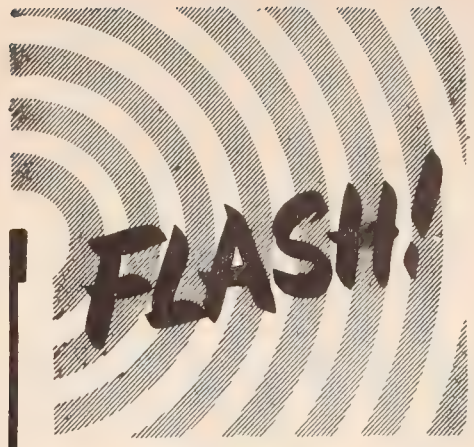
Which all goes to show you that the WLW operation is no small "lean-to"—but rather a giant advertising force that makes sales sway its advertisers' way!

Yes, when it comes to swaying, Crosley knows which way the *sales* wind blows!



As your ad dollar is spent, so your sales are inclined!

CROSLEY broadcasting corporation



WAVE-TV

OFFERS TOP PARTICIPATING PROGRAMS!

"FLAVOR TO TASTE"—Louisville's best cooking program.

"DIAL FOR DISCS"—popular disc jockey show.

"OLD SHERIFF"—Western films, for kids of all ages.

"MAN ON THE STREET"—entertaining downtown street interviews.

"POP THE QUESTION"—studio-audience quiz show with prizes.

"MARKET BASKET"—informative food shopping-guide program.

"MASTERPIECE MOVIETIME"—recent top-flight film classics, Tuesdays at 9:45 p.m.

"SPORTS SLANTS"—early-evening sports show.

"HEALTHY, WEALTHY & WISE"—children's audience-participation quiz.

"FARMS AND FOLKS"—Louisville's only agriculture program.

"MATINEE THEATER"—daytime show of popular, full-length movies.

For full details, see your Free & Peters Colonel or write direct.

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Channel 5

NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY

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Harris, Jack, KPRC Houston.
Harris, Wiley P., WJDX Jackson, Miss.
Harrison, Gerald, WMAS Springfield, Mass.
Hartenbower, E. K., KCMO Kansas City, Mo.
Harway, Don, Standard Rate & Data Service Inc., Evanston, Ill.
Hasbrook, Richard, The Katz Agency Inc., L. A.
Hassett, D. Vern, KSRO Santa Rosa, Calif.
Hatch, George C., KALL Salt Lake City.
Hathaway, Donald L., KSPR Casper, Wyo.
Hathaway, Donald L., Mrs., KSPR Casper, Wyo.
Hauser, Carroll R., KHUM Eureka, Calif.
Haverlin, Carl, Broadcast Music Inc., N. Y.
Hayden, J. R., IDECO Columbus, Ohio.
Hayden, Leola C., WVJS Owensboro, Ky.
Hayes, Chester B., Fray Research & Development Co., Manchester, Conn.
Haymond, Carl E., KMO Tacoma, Wash.
Headley, Frank M., H-R Representatives Inc., N. Y.
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Herold, Joseph, KBTV Denver.
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Higgins, George J., KMBC Kansas City, Mo.
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I

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L

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Murphy, Dorothy S., WKRC-TV Cincinnati.
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Murray, W. L., KBTV Denver.
Myers, Frank O., KCMC Texarkana, Tex.
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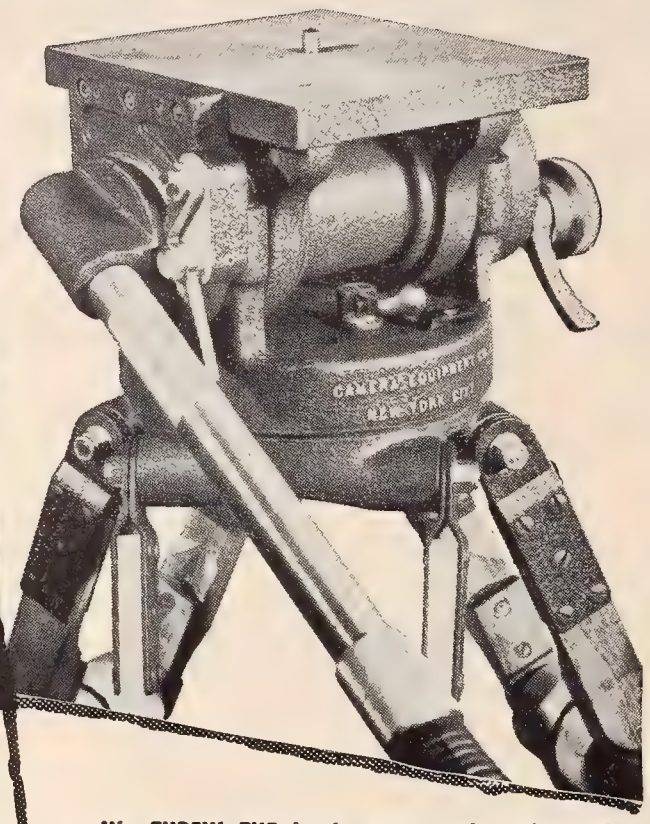
N

Nace, Harry L., Jr., KTYL Phoenix.
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O

O'Fallon, Gene, KFEL and KFEL-TV Denver.
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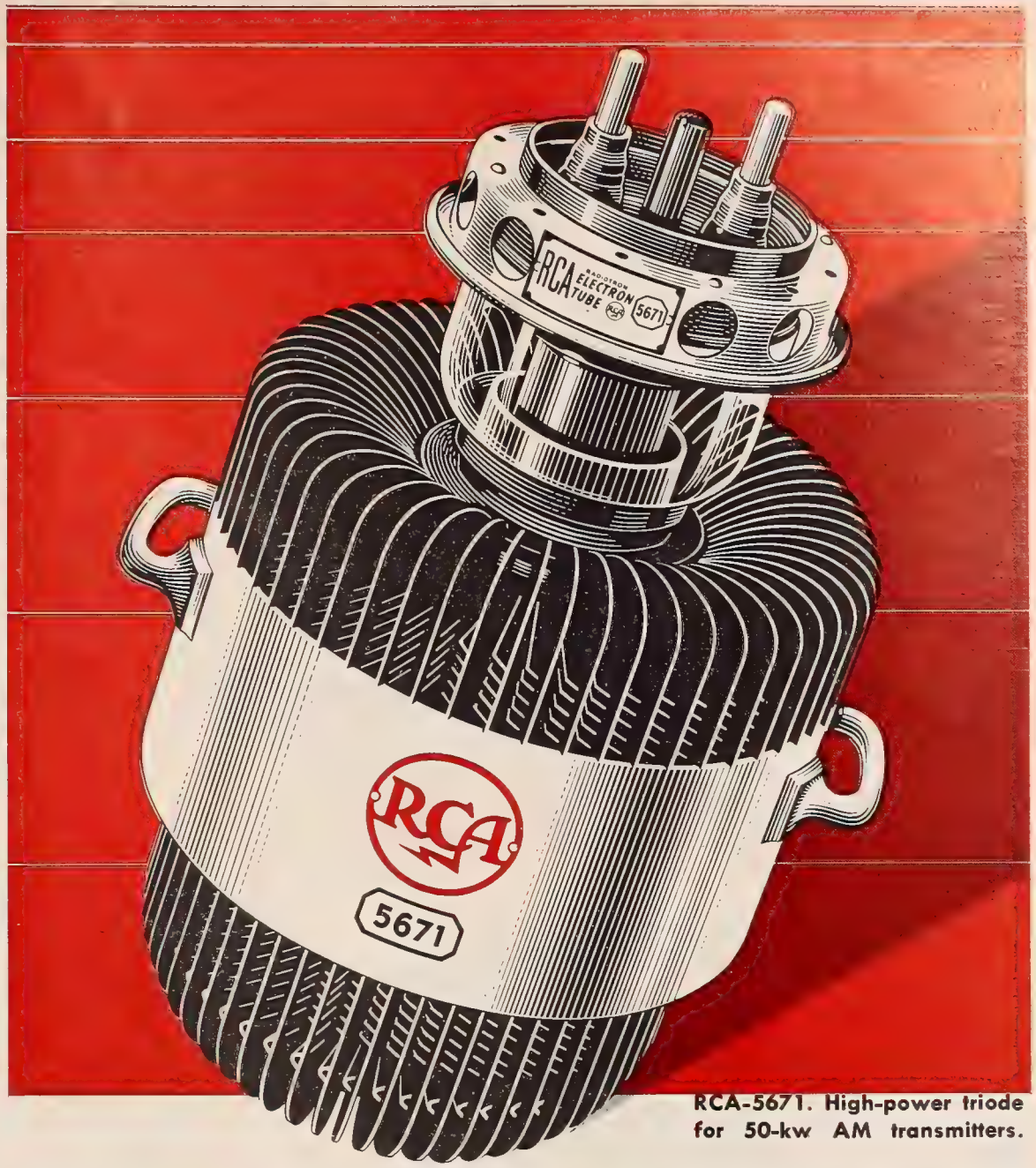
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R

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Rabell, Fred, KSON San Diego.
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Scanlon, Gertrude, Batten, Barton, Durstine & Osborn, Inc., N. Y.
Schellenberg, Howard J., Jr., Haley, Doty & Schellenberg, Wash., D. C.
Schilling, John T., WHB Kansas City, Mo.
Schmidt, Robert E., KAYS Hays, Kan.
Schroeder, Frank C., Jr., WDZ Decatur, Ill.
Schroeder, Ray J., KMTV Omaha.
Schubarth, Herbert, KRDO-TV Colorado Springs, Colo.
Searle, Don, KOA Denver.
Seavey, Hollis M., Clear Channel Bcstg. Service, Wash., D. C.
See, Harold P., KRON-TV San Francisco.
Sellner, Leonard, Graybar Electric Co., Inc., Minneapolis.
Selph, Colin M., KEYT Santa Barbara, Calif.
Selvin, Ben, RCA, N. Y.
Sepaugh L. M., WSLI Jackson, Miss.
Shafto, G. Richard, WIS Columbia, S. C.
Shahan, I. E., KVOC Casper, Wyo.
Shanks, Willis, KKTV Colorado Springs, Colo.
Shapiro, M. H., Broadcast Music Inc., N. Y.
Share, Betty, Batten, Barton, Durstine & Osborn, Inc., San Francisco.
Sharp, Thomas E., KFSD San Diego.
Shaw, William H., B•T.

THE BRANHAM COMPANY

representing

offices

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO

WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFWB	Los Angeles, Calif.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WHYN	Springfield-Holyoke, Mass.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
KMO	Tacoma, Wash.
KIT	Yakima, Wash.
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
WHYN-TV	Springfield-Holyoke, Mass.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KFDA-TV	Amarillo, Tex.
KRLD-TV	Dallas, Tex.
KMO-TV	Tacoma, Wash.
KIT-TV	Yakima, Wash.



—Mr. G. J. Werner, Traffic Manager, Motorola, Inc., on screen of new Model 21T4.

"Our program never goes off the air!"

"Tens of thousands of component parts . . . thousands of suppliers all over the country . . . a daily 'hot sheet' of critical items needed within 24 hours or less . . . that's just a glimpse of our traffic picture at Motorola!

"Yet our production lines never stop for lack of available parts — because our production program never goes 'off the air.' We use Air Express! With our tremendous, and steadily growing overall shipping volume, there is daily need for this top-speed, *reliable* service.

"Many times a day, we specify Air Express — and exacting production schedules are met. Show models, advertising matter, itinerant displays and penalty contract shipments are always subject to deadlines—and Air Express gets them there on time.

"Shipping costs are secondary on such shipments. Yet we find that Air Express costs compare favorably with other air services. In many weights and distances, its rates are lowest of all!

"Day in, day out, Air Express is an integral and important cog in Motorola's overall operation."

Whenever you ship by air, it pays to say—Air Express! Division of Railway Express Agency.



AIR EXPRESS

GETS THERE FIRST

via U. S. Scheduled Airlines

Shay, Jack, WTVJ Miami, Fla.
Sheehy, Thomas, Lehigh Structural Steel Co., N. Y.
Sheftal, John P., WJZM Clarksville, Tenn.
Shelton, Aaron, WSM-TV Nashville, Tenn.
Shelvin, Charles, Century Lighting Inc., N. Y.
Shepard, H. W., NBC, N. Y.
Shepard, Ralph, KWOA Worthington, Minn.
Sholis, Victor A., WHAS Louisville, Ky.
Shupert, George T., United Artists TV Corp., N. Y.
Silver, Martin, Federal Telecommunications, Lodi, N. J.
Silvernail, Frank, Batten, Barton, Durstine & Osborn, Inc., N. Y.
Simonds, Lincoln P., Weed and Co., Hollywood.
Sinclair, Jack, KNXT L. A.
Sinnett, Robert J., WHBF Rock Island, Ill.
Slavick, H. W., WMC Memphis, Tenn.
Slusser, J. A., KOA Denver.
Smiley, David E., WDAE, Tampa, Fla.
Smith, Earl H., WLCS Baton Rouge, La.
Smith, Harry R., Standard Electronics Corp., Newark, N. J.
Smith, J. Porter, WGRC Louisville, Ky.
Smith, Lester M., Blackburn-Hamilton Co., San Francisco.
Smith, T. A., RCA, Camden, N. J.
Smith, Wyndall, WVJS Owensboro, Ky.
Smucker, Ray C., KYVM Yuma, Ariz.
Snader, Louis D., Snader Releases Inc., Beverly Hills, Calif.
Snider, Robert E., KTUL Tulsa
Snyder, Fritz, CBS, N. Y.
Snyder, Glenn, WLS Chicago.
Soble, Kenneth D., Hamilton, Ontario.
Sommer, Emitt, Sr., Philco, Philadelphia.
Soule, O. P., KSEI Pocatello, Idaho.
Sour, Robert, Broadcast Music Inc., N. Y.
Sowell, F. C., WLAC Nashville.
Sparnon, Ken, Broadcast Music Inc., N. Y.
Spence, Harry R., KXRO Aberdeen, Wash.
Spheeris, Andrew M., WEMP Milwaukee.
Spicer, C., Allen B. DuMont Labs. Inc., Clifton, N. J.
Spokes, A. E., WJOY Burlington, Vermont.
Spurgeon, Chester C., National Blood Program, Wash., D. C.
Staley, Don, Weed & Co., San Francisco.
Staley, Max F., KIJV Huron, S. D.
Stalnaker, Howard, WHEN Des Moines.
Stanbery, John F., Collins Radio Co., Knoxville, Tenn.
Stapp, Jack, WSM Nashville.
Steele, V. J., WVJS Owensboro, Ky.
Stein, Milton, Philco, Philadelphia.
Stenson, Helen, Foote, Cone & Belding, S. F.
Stern, Edgar B., Jr., WDSU New Orleans.
Stewart, D., Allen B. DuMont Labs. Inc., Clifton, N. J.
Stewart, Elliott A., WIBX Utica, N. Y.
Stewart, W. E., RCA, Camden, N. J.
Stoddard, R. L., KATO Reno, Nev.
Storer, George B., Storer Bcstg. Co., Birmingham, Mich.
Storer, George B., Jr., KEYL San Antonio.
Storz, Todd, KOWH Omaha.
Storz, Todd (Mrs.), KOWH Omaha.
Stowman, Kenneth W., WFIL Philadelphia.
Strouse, Ben, WWDC Washington, D. C.
Stubblefield, Wm. T., Blackburn-Hamilton Co., Wash., D. C.
Sullivan, Donald D., WNAX and KVTV Sioux City, Iowa.
Suter, Bud, KGLO Mason City, Iowa.
Sweeney, Kevin B., BAB, N. Y.
Swezey, Robert D., WDSU New Orleans.
Swisher, Arden E., KMTV Omaha.

T

Taft, David G., WKRC Cincinnati.
Taft, Hulbert, Jr., WKRC-TV Cincinnati.
Taishoff, Sol, B•T.
Tarvin, Lucy I., Lt. (JG), National Blood Program, Wash., D. C.
Taylor, H. E., Jr., Allen B. DuMont Labs. Inc., Clifton, N. J.
Taylor, J. Glen, MBS, N. Y.
Taylor, J. P., RCA, Camden, N. J.
Taylor, O. L., O. L. Taylor Co., N. Y.
Terry, Hugh B., KLZ Denver.
Tessman, Abbott, KEXO, Grand Juction, Colo.
Tharpe, J. B., Allen B. DuMont Labs. Inc., Clifton, N. J.
Thiriot, Richard V., KSL-TV Salt Lake City.
Thomas, George H., KVOL Lafayette, La.
Thomas, Marjorie, B•T.
Thompson, Don, KOTV Tulsa.
Thompson, Gordon, KFYO Lubbock, Tex.
Thompson, Roy F., WRTA Altoona, Pa.
Thoms, Edward G., WKJG Ft. Wayne, Ind.
Thornburgh, Donald W., WCAU Philadelphia.
Tidemann, Warner C., WJBC Bloomington, Ill.
Timlin, J. F., The Branham Co., N. Y.
Tincher, Robert R., WNAX and KVTV Sioux City, Iowa
Tindal, Alan C., WWLP Springfield, Mass.
Tingley, R., Allen B. DuMont Labs. Inc., Clifton, N. J.
Tisdale, James M., WVCH Chester, Pa.
Toedtemeier, Harold, KIDO Boise, Idaho.
Tolboe, Clifton A., KOVO Provo, Utah.
Tompkins, M. E., Broadcast Music Inc., N. Y.
Torbet, Alan L., KSFO San Francisco.
Torge, George R., WBEN Buffalo.
Torrey, William H., KGNC Amarillo, Tex.
Towlson, H. G., GE, Syracuse, N. Y.
Towne, Alfred E., KSFO San Francisco.
Towner, Orrin W., WHAS Louisville, Ky.
Trace, Gene, WBBW Youngstown, Ohio.
Tracy, E. C., RCA, Camden, N. J.
Trainer, M. A., RCA, Camden, N. J.
Traub, E. H., Philco Corp., Philadelphia.
Trimble, H. E., RCA, Camden, N. J.
Troman, Robert A., Blawknox Co., Pittsburgh.
Trommlitz, L. W., KERG Eugene, Ore.
Trouant, V. E., RCA, Camden, N. J.
Truhan, John, Altru Engineering, Salem, Ore.
Tucker, Durward J., WRR Dallas.
Turpin, George R., KEYY Provo, Utah.

U

Underwood, John C., Jr., KVOA Tucson.

V

Vadeboncoeur, E. R., WSYR Syracuse, N. Y.
Vance, H. C., RCA, Harrison, N. J.

KBTV
CHANNEL 9 DENVER

BEAMING BETTER PROGRAMS
FROM ATOP LOOKOUT MOUNTAIN

KBTV-DENVER LOCAL PROGRAMS PAY OFF!

Source: PULSE, March, 1953

Station	Program	Times	Pulse	Rating Among Top 10 Multi-Weekly Shows
KBTV Station "B"	Captain Ozie Waters Network Program	4:30-5:30 p.m. M-F	25.2 8.2	#1 —
KBTV Station "B"	Bill Michelsen News Local Program	10:00 p.m. M-F	22.6 19.6	#2 —
KBTV Station "B"	Vince Monforte Weather Local & Net Shows	10:15 p.m. M-F	19.5 17.3	#6 —
KBTV Station "B"	Local News Network News	5:45 p.m. M-F	17.1 15.5	#8 —
KBTV Station "B"	Superman Local Program	6:00 p.m. Weds.	32.5 11.5	

ALL THIS IN ADDITION TO THESE TOP NETWORK SHOWS...

I LOVE LUCY (CBS)	53.5	STUDIO ONE (CBS)	45.1	LONE RANGER (ABC)	37.8
RED BUTTONS (CBS)	48.5	BURNS & ALLEN (CBS)	38.0	STRIKE IT RICH (CBS)	37.0

Still More: Between 6-12 p.m. Monday thru Fridays, KBTV DOMINATES its share of audience, 54% to Station "B's" 46%!

JOE HEROLD, Manager
JERRY LEE, Commercial Manager
• ABC • CBS Affiliate •
Studios and Offices:
1089 BANNOCK • DENVER • TAbor 6386

KBTV
CHANNEL 9 DENVER
Contact your nearest Free & Peters Representative

Are the Hartford, Oklahoma City, Fort Worth, Omaha and Syracuse Markets Important to You?

Of course they are! You hit these cities hard in every advertising campaign. But, did you know more Negroes reside in metropolitan St. Louis than the total population in any one of those cities? You can't overlook the value of the St. Louis Negro market to your product!

And, to enhance that value, to impress the rich Negro St. Louis segment in the most effective, most economical manner, schedule spots or time segments on Radio Station KSTL's Dave Dixon show. Dave's not just another d.j. His recommendations, his product endorsements are accepted as law by his countless listeners. For complete details, contact your nearest Forjoe office or

KSTL

ST. LOUIS

1000 watts (d) 690 kc

William Ware, *President*

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS AIMS

IN THE
Upper Midwest...

. . . whether you sell

kickshaws to kids,

winkies to women,

or mix to men,

you'll reach more

of 'em more often,

more economically

with a KTSProduced

television show!



Vanda, Charles, WCAU Philadelphia.
Van Konynenburg, F., WCCO Minneapolis.
Van Volkenburg, J. L., CBS, N. Y.
Varnum, W., RCA, Camden, N. J.
Venard, Lloyd George, O. L. Taylor Co. N. Y.
Vickers, Marjorie R., Mrs., Port Arthur, Tex.
Volger, George J., KWPC, Muscatine, Iowa
Voorhees L., Allen B. DuMont Labs. Inc., Clifton, N. J.

W

Wagstaff, Walter E., KIDO Boise, Idaho.
Wailes, Lee B., Storer Bcstg. Co. Birmingham, Mich.
Walker, James P., KFPW Fort Smith, Ark.
Walker, William L., NARTB
Wall, Charles A. Associated Music Publishers, N. Y.
Wallace, Forrest, KPOL Los Angeles.
Wallace, M. G., American Tel. & Tel. Co. N. Y.
Walter, John M., WJPG Green Bay, Wis.
Ward, G. Pearson, KTTS Springfield, Mo.
Ward, Winston O., KIMP, Mt. Pleasant, Texas.
Wardell, J. Gordon, KGBX Springfield, Mo.
Ware, Les, KXLW St. Louis.
Ware, William E., KSTL St. Louis.
Warren, Charles C., WCMI Ashland, Ky.
Warren, W. W., KOMO Seattle.
Watkins, Fred, Jr., KWKH Shreveport.
Watts, Duane L., KHAS Hastings, Neb.
Waugh, Irving C., WSM Nashville.
Wayland, Charles V., Fisher, Wayland, Duvall, Southmayd, Wash., D. C.
Wearn, Wilson C., WMRC Greenville, S. C.
Weber, W. W., KGBX Springfield, Mo.
Weed, C. C., Weed & Co., Chicago.
Weed, Joseph J., Weed & Co., N. Y.
Wehrmann, H. F., WTPS New Orleans.
Weintz, Jacob F., Tide, N. Y.
Weis, Pierre, World Bcstg. System, N. Y.
Weissman, E., KBKR Baker, Ore.
Welch, Miller A., WLAP Lexington, Ky.
Wells, Keith G., KGBX Springfield, Mo.
Welpott, R. W., WGY Schenectady, N. Y.
Wentworth, Ralph, Broadcast Music Inc., N. Y.
Westlund, Arthur, KRE Berkeley, Calif.
Weygandt, J. A., WTOL Toledo, Ohio.
Wheeler, Edwin K., WWJ Detroit.
Wheeler, Leavenworth, KYUM Yuma, Ariz.
Whiting, Lee L., KEYD Minneapolis.
Whitley, William, KNXT Los Angeles.
Wilkins, J. P., KFBB Great Falls, Mont.
Wilkinson, Vernon L., McKenna & Wilkinson, Wash., D. C.
Williams, C. Earl, KFNF Shenandoah, Iowa.
Williams, J. P., Transcription Sales Inc., Springfield, Ohio.
Williams, John G., Standard Rate & Date Service Inc., Evanston, Ill.
Williams, John R., KOY Phoenix.
Williams, Marshall A., Philco Corp., Beverly Hills, Calif.
Williams, R. B., KVOA-TV Tucson.
Williamson, W. P., Jr., WKBN Youngstown, Ohio.
Willis, J. E., WLAP Lexington, Ky.
Wilson, David, KALB Alexandria, La.
Winnie, Russell G., WTMS-TV Milwaukee.
Wolf, L. J., RCA, Camden, N. J.
Wolf, Sidney J., Keystone Bcstg. System Inc., Chicago.
Wolfson, Louis, WTVJ Miami, Fla.
Wolfson, Mitchell, WTVJ Miami, Fla.
Wood, Bob, CBS, N. Y.
Woodland, Cecil, WQAN Scranton, Pa.
Woods, James S., WMRF Lewistown, Pa.
Woods, W. W., WHO Des Moines.
Woody, Frank D., KFRE Fresno, Calif.
Wooten, Hoyt B., WREC Memphis, Tenn.
Worley, David R., KLEA Lovington, N. M.
Worsham, S. R., KBTV Denver.
Wray, Leon, Ziv, Los Angeles.
Wright, Omer N., KDON Salinas, Calif.
Wyler, Karl O., KTSM El Paso.
Wyse, Bess Marsh, KWBW Hutchinson, Kan.

Y

Young, J. E., RCA, Camden, N. J.
Younts, Jack S., WEEB Southern Pines, N. C.

Z

Zillger, William H., Standard Electronics Corp., Newark, N. J.
Zipper, Harry W., KNXT Los Angeles.

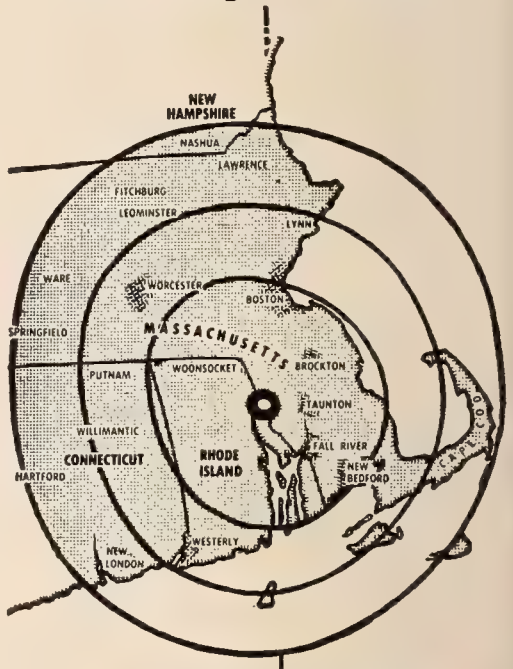
COMING SOON

NEW
POWER
200 kw

NEW
COVERAGE
709,648 Sets

NEW
CHANNEL
To 10 from 11

Authorized changes will be made this spring, pinpointing your persistent salesman in the prosperous Southern New England Market.



WJAR-TV
CHANNEL 11
PROVIDENCE

Represented Nationally by
WEED TELEVISION

NOW
10 times
more powerful!

WKRC-TV

MOST POWERFUL
TELEVISION STATION
IN CINCINNATI!
with 250,000 Watts Radiated Power

SOON 316,000 WATTS

Top Rated Network
and Local Daytime
and Evening Shows

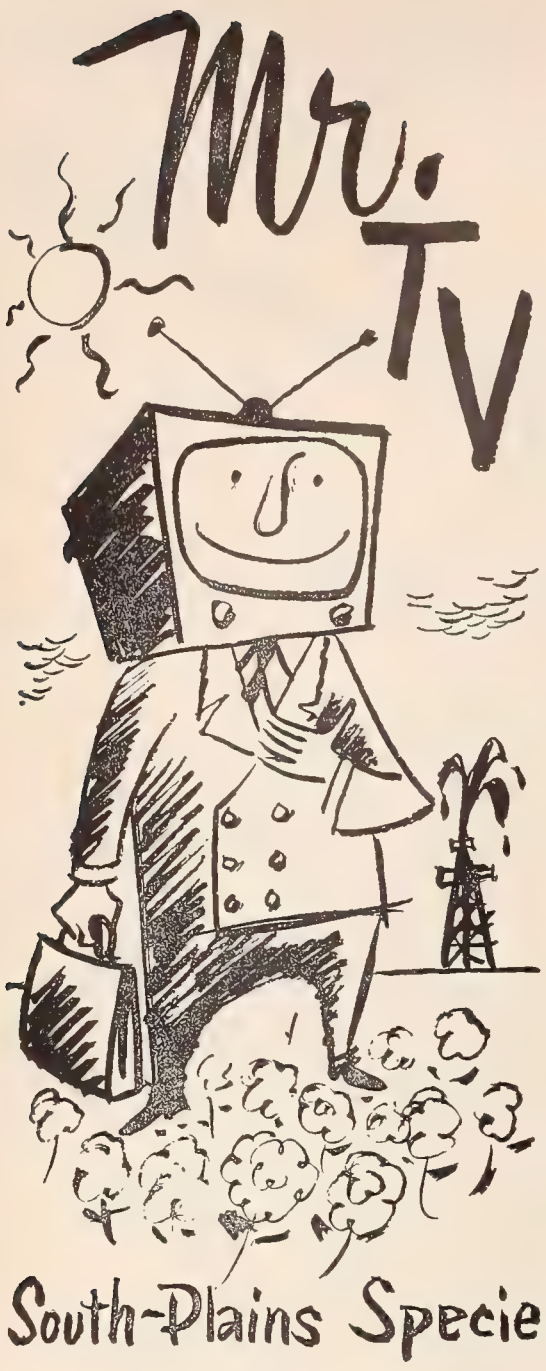
WKRC-TV
Channel 12

CINCINNATI'S
BEST BUY

Radio Cincinnati Now Owns and Operates
WTVN, COLUMBUS, OHIO

Kenneth W. Church
Vice President and National Sales Manager
Radio Cincinnati, Ohio

CBS Television Network — Represented by The Katz Agency



He is as natural on the South Plains as jackrabbits and oil wells. His audience has grown in Texas-style leaps and bounds.

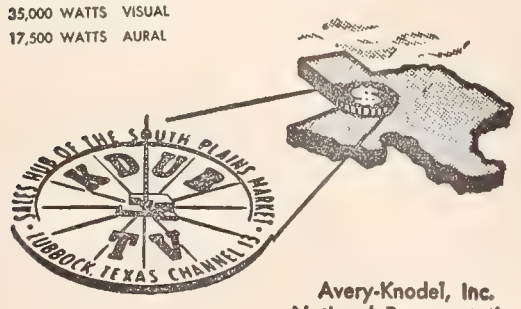
Here is an entertainment hungry market with the third largest per capita income in the nation!

Naturally TV caught on quick. Advertisers caught on quick and KDUB-TV, FIRST IN WEST TEXAS, has your South Plains market.

signed, sealed and channeled.

W. D. "DUB" ROGERS — President
MIKE SHAPIRO — Commercial Mgr.

EFFECTIVE POWER
35,000 WATTS VISUAL
17,500 WATTS AURAL



Avery-Knodel, Inc.
National Representative

affiliates: Paramount CBS DuMont

PROGRAMS & PROMOTIONS

KQV AND A&P SIGN

KQV Pittsburgh and the A&P grocery chain have signed for a "merCHAINdising" plan similar to those benefiting retailers and stations in other metropolitan areas. In return for purchasing spot announcements or programming over a 13 week period, food advertisers will receive end displays in 130 A&P super markets and regular stores in the KQV service area.

OUTDOOR ADVERTISING

NEW addition to the expanding New Orleans skyline is the WDSU New Orleans neon billboard, reported to be the longest in the city. The sign is at an intersection of three of the city's busiest streets. Every 30 days the sign is changed to promote a different show heard on WDSU.

EXPANSION CONTROVERSY

WABB MOBILE acknowledged wide public interest in a proposed governmental expansion of an ammunition depot just south of Mobile, when it aired complete proceedings of a protest meeting between interested citizens and a team of 25 transportation, ordinance and logistic experts who accompanied Special Assistant to the Secretary of the Army T. A. Young to Mobile for the hearing. Previously, when the story broke and protests began to mount, WABB broadcast a discussion of the position of citizens opposing the move, and announced that it would offer similar time to Mr. Young to present the views of the Defense Dept. The record of the proceedings will be used at a meeting of the Senate and House Armed Services Committees as part of the testimony which will be considered in determining disposition of the controversy.

HOW'S YOUR OIL SUPPLY?

AMERCIAN Petroleum Institute, N. Y., has issued a free booklet titled "Is There Oil Under Your Land?" which may be obtained by writing to the Institute at 50 W. 50th St. Trade publication advertising is being used to point up the distribution of this booklet. Copy stresses that "you and your family will eventually gain, too, for these new oil discoveries promise to make a sizable contribution to U. S. supplies."

BURNING THE MIDNIGHT OIL

"WHO SAID the dead of night?" questions a colorful brochure issued by WBZ Boston. The station received over 13,000 requests for a picture of "Jerry and Sky," all-night disc jockeys. The offer was made after midnight, every hour for a month.

PROGRAM PRESENTATION FORMS

NEW type radio program presentation forms, illustrated and in color, have been put in use by John Blair & Co., national representative. The new forms, which are designed for use by the representative salesmen to provide agencies with quick, accurate, factual data on local programs, employ different illustrations and headlines covering six different program types. It is estimated that the complete series of program presentations will cover approximately 225 individual programs on the Blair stations.

SALES' STIMULANT

A FIFTH of what appears to be Hiram Walker, but is really "Ol' Wo-Wo Red-Eye" was sent to 150 time buyers and agencies by WOWO Fort Wayne, Ind. The label on the imitation bottle reads, "Distilled especially for sales-starved advertisers. Use consistently for top market coverage." Directions on the bottle are as follows: "To expand market and increase sales, saturate with ol' WO-WO. Take straight for extra potency." Attached to ol' Wo-Wo are several mixers on which is written, "WOWO stimulates sales."

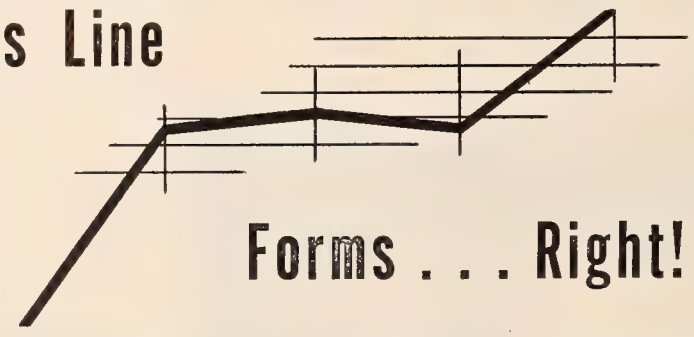
RADIO-TV SUPPORT DRIVE

RADIO and television stations in the New York metropolitan area are helping to promote the 1953 campaign of The Greater New York Fund by use of radio and TV spots, transcriptions and films. The radio-TV drive is pointing up the work of the fund in helping to support a network of 423 hospitals and health and welfare services in the New York area.

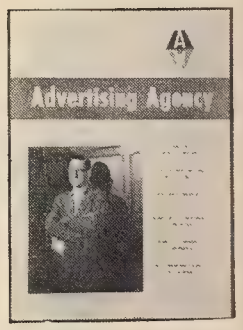
BOOKLET ON EDUCATIONAL TV

AN ANALYSIS of the estimated equipment and operating costs for typical educational TV stations has been prepared in booklet form by RCA Victor. The booklet is specifically designed for educators and others interested in construction and operation of educational TV stations. In addition to cost estimates, a complete station layout and a sample floor plan for a typical small TV station are presented in the booklet.

This Line



Forms . . . Right!



Judge Advertising Agency Magazine's circulation line any way you like. In *every* way, you'll like its ability to reach agency executives whose time-buying decisions affect you!

It's the highest—more agency men pay to read Advertising Agency Magazine than any other advertising publication.

It's growing fastest—with the biggest four-year gain among agency men of any magazine in the field.

Advertising Agency Magazine is the only publication edited exclusively for your best prospects in agencies. Why not tell them your story in their own business paper?

Advertising Agency Magazine

48 West 38th St.
New York 18, N. Y.

WNAC-TV

BOSTON

Channel 7

NOW

220,000

WATTS

Ask the Man from

H-R REPRESENTATIVES, INC.

THE YANKEE NETWORK

DIVISION OF GENERAL TELERADIO, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

WHEN TELEVISION



gives complete coverage

BECAUSE

ITS POWER IS NOW A FULL 190,000 WATTS

REACHES 26 COUNTIES IN THE HEART OF NEW YORK STATE WITH A POPULATION OF OVER TWO MILLION!

SEE YOUR NEAREST KATZ AGENCY

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT
A MEREDITH STATION

PEOPLE

Advertisers

James E. McGovern, director of news and special events at WDGY Minneapolis and WISN Milwaukee, appointed advertising and promotion division manager of The Zeo-Ran Corp. (domestic water softeners).

Helen Abrams named advertising manager of The Bon Marche, Seattle affiliate of Allied Stores.

Kenneth E. Gordon named director of public relations, advertising and sales co-ordination of The Borden Co. Ltd., Toronto, succeeding **John W. Lawrence** who retired from post, and will remain with company in advisory capacity.

Bill Hoard, manager of Wenatchee, Wash., office of Wash. State Fruit Commission, advanced to promotion manager of same.

S. Victor Freston named advertising and public relations director, Woodside Park, Phila.

Joseph Brown, advertising director of Sun Ray Drug Co., received Retailer-of-the-Year award at 10th anniversary dinner of Brand Names Federation, N. Y.

Edmund A. Mirassou, co-owner, Mirassou Vineyards, San Jose, Calif., elected chairman of Wine Advisory Board, S. F. He succeeds **S. W. Harkleroad,** general manager, Del Rey Cooperative Winery Assn., Fresno, resigned.

Agencies

James Thomas Chirurg, Leo J. Hardiman, Howard G. Sawyer, George A. Frye, J. Norman McKenzie, Wallace L. Shepardson and **Robert D. Stuart** re-elected president, treasurer, vice president in charge of plans and marketing, vice president and sales development manager, vice president in charge of merchandising, vice president and general manager of Boston and vice president and general manager of N. Y., respectively, of James Thomas Chirurg Co., N. Y. and Boston.

Frederick Goldman, David Kaigler Jr. and **David Miller** named vice presidents in charge of merchandising, radio-TV and art, respectively, of Adrian Bauer Adv., Phila.

Norman F. Best, vice president and executive of Carnation Co. Evaporated Milk Div. account, Erwin, Wasey & Co., L. A., named account supervisor. **William W. Kennedy,** agency account executive, named head of all print and promotion activities for account. **Martyn L. Agens,** sales - advertising manager, Tuxedo Candy Co., L. A., to agency as account executive.

Roger Gross, KWJJ Portland, Ore., and **Dave Strauss,** KGON Oregon City, open **Gross & Strauss Adv.** at 516 E. Morrison St., Portland.

Louis Benito elected vice president of Griffith-McCarthy Inc., Tampa, Fla.

Hugh Dwight, account executive, Blitz Adv., Portland, Ore., opens **Hugh Dwight Adv.,** that city, at 821 N. W. Flanders St.

Robert E. Kennedy to Doyle Dane Bernbach Inc. Adv., N.Y., as account executive.

Phil MacPherson to Shirley Olympius & Staff, Stockton, Calif., as account executive.

William S. Blair, account executive and secretary of plans board of Hewitt, Ogilvy, Benson & Mather, N. Y., named agency director of research.

Lee Carrou, director, KTTV (TV) Hollywood, to Geoffrey Wade Adv., that city, as supervisor on KHJ-TV *Alka Seltzer Newspaper of the Air.* He succeeds **Edgar Pierce** who becomes agency director on CBS Radio *Curt Massey Time.* **Dick M. Fischer,** advertising manager, Harris & Frank, L. A. retail clothing chain, to agency as copywriter.

Arthur Pardoll, Sullivan, Stauffer, Colwell & Bayles, N. Y., to Foote, Cone & Belding, N. Y. [CLOSED CIRCUIT, April 13], as director of broadcasting media.

Jean Campbell, media director of Allen & Marshall Adv., to W. H. Hunt & Assoc., L.A., as director of publicity.

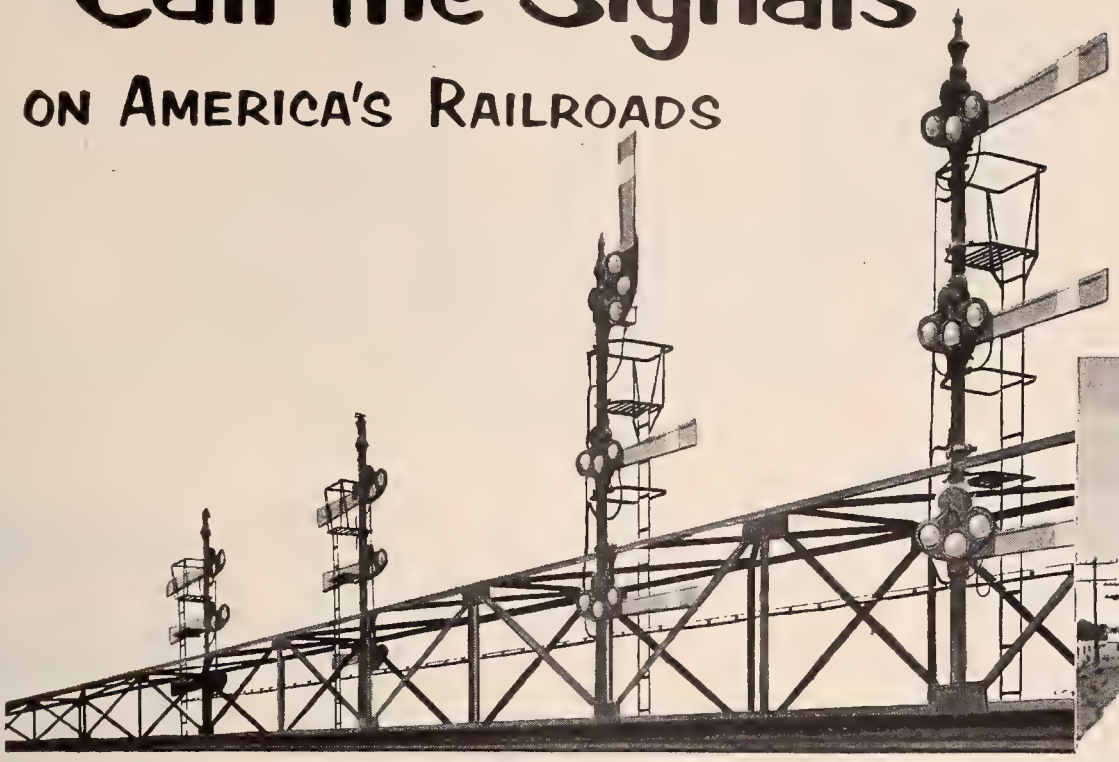
Virginia Carr, *Ladies Home Journal,* and **Evelyn C. Johnson,** Fuller & Smith & Ross, to Geyer Adv., N. Y., as copywriters.

Paul H. Kerr Jr., William Esty Co., Phila., to copy staff of McKee & Albright Adv., Phila.

Dorothy W. Donnelly, N.W. Ayer & Son, to

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

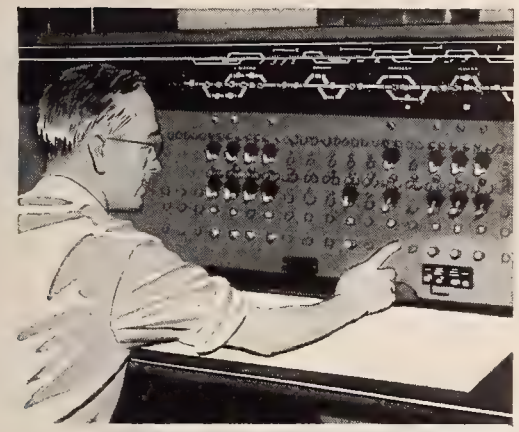
HOW THEY "Call the Signals" ON AMERICA'S RAILROADS



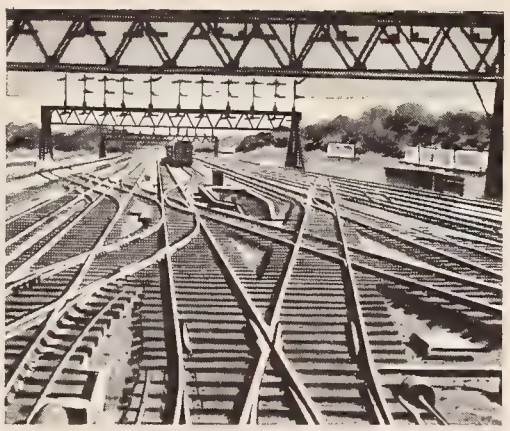


Railroad signals have come a long way from the time when a colored ball hoisted to the top of a pole signaled that the track ahead was clear. Today, trains run more than 2,000,000 miles every day on American railroads, under the world's most complete, most effective and safest system of traffic control.

Basic in this traffic control is the automatic block signal system by means of which a train in a "block" or section of track reports its presence to all approaching trains. This is done automatically through electrical operation of signals which tells the engineers of other trains, whether to stop, to proceed with caution, or to go ahead.



On sections of line equipped with Centralized Traffic Control, all trains automatically report their exact positions and movements through lights on a map on a central control board. By moving little levers on this board an operator can set signals and throw switches that govern the movement of trains as far away as 200 miles.



The way trains are directed through great terminals is another modern marvel. Lights on a map tell the operator the position of every train. Through his control board he lines up signals and switches which are so "interlocked" as to make it impossible to set up conflicting routes as trains are guided automatically through the maze of terminal tracks.



On some lines of exceptionally heavy traffic, signals inside the locomotive cab, itself, provide the engineer and fireman with constant information about changing traffic conditions ahead. And, supplementing all these means of *automatic* signaling is the radio or induction train telephone by which conversations are carried on between trains and stations, and between train and train.

The great improvements in "calling the signals" on America's railroads are typical of the progress from research which benefits not just the railroads, themselves, but all of us in a nation whose production rolls on rails of steel.

ASSOCIATION OF AMERICAN RAILROADS

WASHINGTON 6, D. C.



You'll enjoy THE RAILROAD HOUR every Monday evening on NBC.

radio-television department, McCann-Erickson, N.Y., as a copywriter.

Stations

William V. Stewart, James C. Barclay, Z. L. Phillips and **Becky Ann Stewart** elected president, vice president-assistant secretary, treasurer and secretary, respectively, of WPBC Minneapolis.

Franklin C. McPeak, chief of Radar Intelligence Branch, USAF Intelligence Directorate, Washington, rejoins McClatchy Bcstg. Co. as director of public relations for KFBK Sacramento, KWG Stockton, KBEE Modesto, KMJ Fresno, KERN Bakersfield and KOH Reno.

Bill Bennett named executive vice president and general and commercial manager of KTHT Houston.

Ben B. Baylor Jr., formerly assistant general manager and director of sales, WMAL-TV Washington, to KEDD (TV) Wichita, Kan., as general manager.



Mr. Baylor

M. M. Rochester, sales manager, KSEL Lubbock, Tex., named general manager.

Charles H. Gravett named general manager of WBRD Ft. Lauderdale, replacing **Robert W. Standart,** now general manager of WITV (TV) same city.

Walton Foster, commercial manager KTXL, San Angelo, Tex., becomes commercial manager of KTXL-TV.

Ted Eiland, program director of WSAZ-TV Huntington, W. Va., named general manager of WTAP (TV) Parkersburg, W. Va.



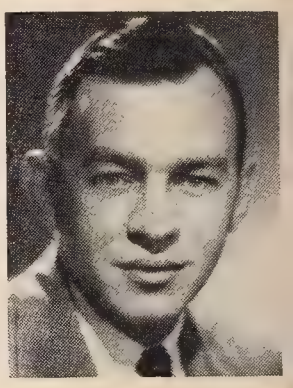
Mr. Eiland

Jack Irvine, account executive with KULA Honolulu, appointed sales manager.

Arthur L. Martin, WIZE Springfield and WING Dayton, to WMRN Marion, Ohio, as commercial manager.

Bob Baldrica appointed publicity director of WXYZ-AM-TV Detroit.

Jay Royen, producer-writer - commentator on WNBW (TV) Washington, named director of publicity for WNBW (TV) and WRC Washington.



Jay Royen

Tom Mitchel, sales manager, WIST Charlotte, N. C., appointed sales manager for WPTR Albany.

WTVP (TV)

Channel 17

DECATUR, ILLINOIS

Operated by Prairie Television Company

Proudly announces the Appointment

of

George W. Clark

INCORPORATED

NEW YORK—CHICAGO—LOS ANGELES—SAN FRANCISCO

as its

national representative

WTVP

is located in the heart of the Cornbelt area of Central Illinois and will serve a population of over 600,000 . . . Central Illinois richest per capita market.

George W. Clark

INCORPORATED

cordially invites you to visit their suite in the Biltmore Hotel during the NARTB Convention.

FOR THE RECORD

New Grantees' Commencement Target Dates

* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KRBC-TV Abilene, Tex. (9)	4/16/53 8/1/53	..... Pearson
WROW-TV Albany N. Y. (41)	4/16/53 Unknown	....
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
Barnet Breznor, Alexandria, La. (62)	4/2/53 Unknown	....
KMMT (TV) Austin, Minn. (6)	3/26/53	....
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHBF-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	..... Blair
Rudman TV Co., Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
Cecil W. Roberts, Bloomington, Ill. (15)	3/4/53 Fall 1953	....
E. Anthony & Son, Boston, Mass. (50)	3/26/53	....
TV Montana, Butte, Mont. (6)	2/26/53 Unknown	....
Sparton Bcstg. Co., Cadillac, Mich. (13)	4/8/53 Nov. '53	....
WTOA-TV Cambridge Mass. (56)	3/11/53 Unknown	....
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/15/53	..... Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	..... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 Summer 1953	....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV

ALTEC = AUDIO



Condenser Microphone...21B

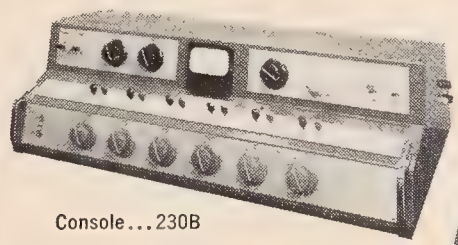


Directional Microphone ...639

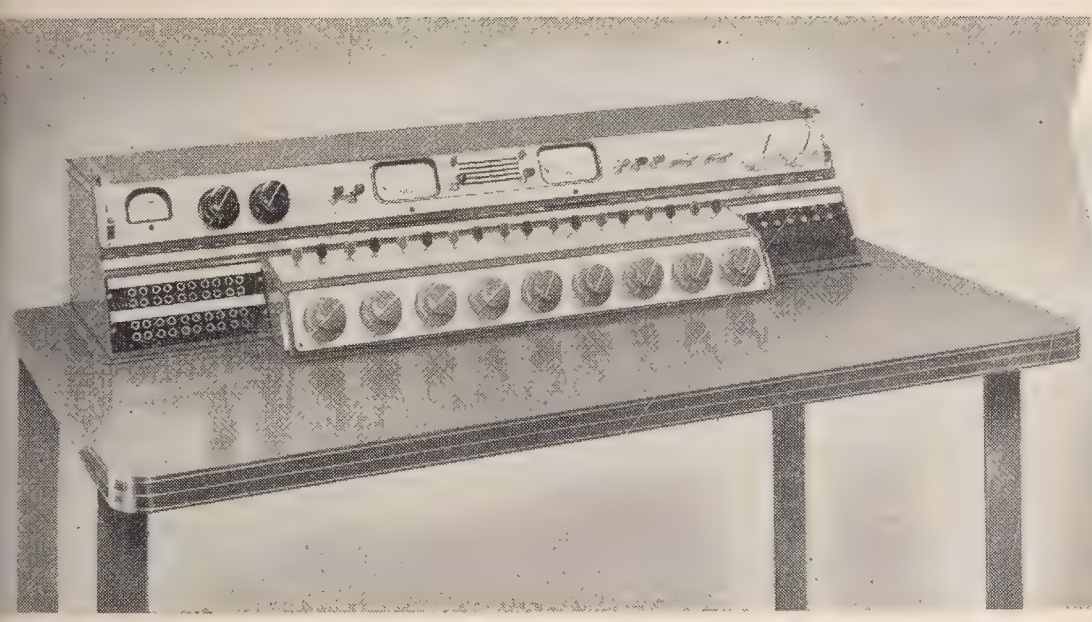


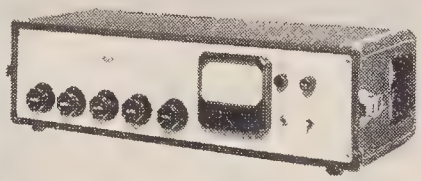
Utility Microphone ...633

For audio equipment, smart broadcasters place their confidence in the Altec Lansing Corporation. Experience has shown that Altec equipment is always better; its quality unsurpassed; and its dependability beyond expectations. Altec equipment is designed to work together, without extra matching transformers or other expensive adaptations. Whether it is the new 601A Duplex monitor speaker or a complete speech input installation, you'll find Altec audio equipment will do the job better, longer, more economically.

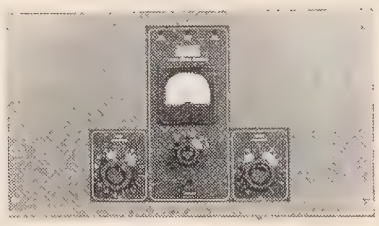


Console...230B





Portable Mixer...220A



Limiter Amplifier...A-332C

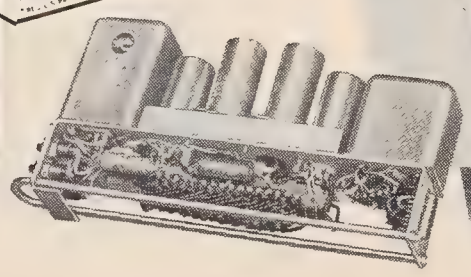
250A Console. This beautiful master console represents a new quality standard for speech input equipment. Like all Altec consoles and mixers, its frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. It is compact and *completely* self-contained, without external power supplies or junction boxes. All amplifiers and power supplies are precision-engineered miniature plug-in units.

Ask our distributor or write direct for complete information on any item of Altec audio equipment.

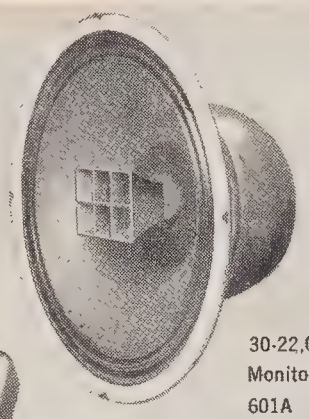
Distributed by Graybar Electric Company

ALTEC® LANSING CORPORATION

6 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York



Plug-in Preamplifier...A-428B



30-22,000 cycle Monitor Speaker... 601A



BLOOD OUT OF A TURNIP!

That's getting more than is expected—True WBBW is not first with the most listeners in Youngstown, at all times. But then considering the cost involved—they shouldn't be. In spite of this fact WBBW IS FIRST part of the time and NEVER LESS THAN SECOND according to Hooper ratings listed below. First or second it delivers the lowest cost per thousand.

Hooper Feb.-March, 1953

	WBBW ABC	Network Station B	Network Station C
Mon thru Fri 8 A.M.-Noon	31.1	14.4	43.6
Mon thru Fri Noon-6 P.M.	28.0	13.5	45.3
Saturday 8 A.M.-6 P.M.	29.0	20.1	33.8
Sun thru Sat Eve. 6 P.M.-10:30 P.M.	21.6	21.4	47.9

Modestly—We deliver more for the money than can be expected.

Serving Ohio's third largest market.

WBBW

ABC IN YOUNGSTOWN
WHERE EASTERN OHIO
AND WESTERN PENNA.
HEAR ALL THE—
Cleveland Indians Games

FOR THE RECORD

Location & Channel	Date Granted & Target for Start	Network Representative
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	..... Grant
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
TV Columbus, Columbus, Ga. (28)	3/11/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
Rib Mountain Radio Inc., Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	..... Hollingbery
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	..... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 10/1/53	..... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	..... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/15/53	..... Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	....
KJEO (TV) Fresno, Calif. (47)	4/9/53 Unknown	....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	..... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 5/1/54	..... Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	....
WNCT (TV) Greenville N. C. (9)	3/11/53 9/1/53	..... Pearson
WGVL (TV) Greenville, S. C. (23)	1/23/53 8/1/53	ABC H-R TV Inc.
WCRS-TV Greenwood, S. C. (21)	4/8/53	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
KHMO-TV Hannibal, Mo. (7)	2/18/53 Unknown	....
Turner-Farrar Assn., Harrisburg, Ill. (22)	3/11/53 Unknown	....
WSVA-TV Harrisonburg, Va. (3)	3/11/53 May-June	NBC Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53 Midsummer '53	....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53 Late 1953	ABC .....
WNES (TV) Indianapolis, Ind. (67)	3/26/53	....
WJRE (TV) Indianapolis, Ind. (26)	3/26/53	....
Television Services of Knoxville, Knoxville, Tenn. (26)	3/26/53	....
Las Vegas TV, Las Vegas, Nev. (8)	3/19/53 Unknown	....
WMRF-TV Lewiston, Pa. (38)	4/2/53 Unknown	....
KTRE-TV Lufkin, Tex. (9)	3/11/53 11/1/53	..... Taylor
WETV (TV) Macon, Ga. (47)	2/12/53 8/1/53	....
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53 9/27/53	CBS, DuM Katz
WMRI-TV Marion, Ind. (29)	3/11/53 Unknown	....
WMEV-TV Marion, Va. (50)	4/2/53 Unknown	..... Donald Cook
KRIO-TV McAllen, Tex. (20)	2/18/53 September	....
KBES-TV Medford, Oreg. (5)	3/4/53 Unknown	....
KTYL-TV Mesa, Ariz. (12)	2/18/53 4/26/53	..... Avery-Knodel
KMID-TV Midland, Tex. (2)	2/11/53 Unknown	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	....
WTCN-TV Minneapolis, Minn. (11) (ST-WMIN-TV)	4/16/53 9/15/53	....
KGVO-TV Missoula, Mont. (13)	3/11/53 Spring 1954	..... Gill & Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 Unknown	....
WCOV-TV Montgomery, Ala. (20)	9/18/52 4/6/53	CBS Taylor

MARY LOUISE MARSHALL

Stuffed 'em With Marshwood Stuffing



Dad's Cookie Company—makers of popular brand of breads and cookies—also make Marshwood's Sage & Onion Stuffing, a dressing for poultry. To promote this product, they bought two participations on the WOC "Shopping With Mary Louise Marshall" program the week before Thanksgiving—the week before Christmas—the week before New Year's Day.

Before Thanksgiving, sold more than 2,000 packages of Marshwood—retail price 35¢ a pkg. Then came the deluge. Firm head Lawrence Kohler says: "Mary L made demand for Marshwood stuffing so big that our route men dreaded going out on their routes; they knew they couldn't supply retailers' wants. Most of our workers came back at night to help us prepare and package this stuffing. Even then we couldn't catch up with demand. We haven't yet been able to figure out how many packages we sold but we can tell you this—*sales were terrific.*"

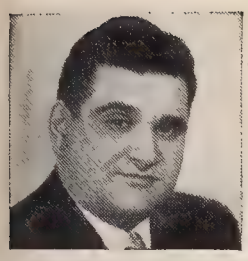
If you are interested in "terrific sales" in the Quint-City area, ask your nearest F & P man about the "Shopping With Mary Louise Marshall" . . . it's a real sales-winner.

WOC
THE QUINT-CITIES AM - FM ALSO TV

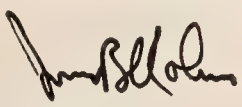
FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

HERE IS THE REAL TRUTH ABOUT TV STATION PROFITS!

THE FULL FACTS ABOUT THE SUBSTANTIAL EXTRA INCOME YOUR TV STATION CAN EARN FOR YOU WITH THE MONEY-SAVING TELEPROMPTER PLAN.



FOREWORD: *Visitors to the N.A.R.T.B. Convention are all familiar with the amazing new electronic device called TelePrompTer.* This equipment, installed on the new R.C.A., and General Electric cameras unveiled at the Convention, has caused wide comment. A TelePrompTer public speaking unit will be used by many speakers addressing the N.A.R.T.B. Convention. Yet few TV station managers realize the profit potential that TelePrompTer holds for their stations. This statement tells that amazing story for the first time in print. You owe it to yourself and your station to read every word of the important message below.*



Chairman,
TelePrompTer Corp.

TelePrompTer® is a fully patented (U.S. Pat. No. 2635373) electronic prompting mechanism in regular use by programs of all four TV networks and in a growing number of individual TV stations. Its users include Arthur Godfrey, Milton Berle, T.V. Album, Captain Video, Ed Sullivan, The Kate Smith Hour, Garry Moore, Jack Webb's Dragnet, Welcome Travelers, The Guiding Light and more than 50 other network shows a week.

TelePrompTer makes infinitely smoother, more assured performances possible, but its amazingly swift acceptance would never have been achieved for this reason alone. The fact is that TelePrompTer users realized, almost instantly, that this completely new device is an *economic asset* of major importance.

HOW IT SAVES MONEY

Let us examine some of the specific ways in which TelePrompTer can make the TV station's dollars travel farther.

Use of TelePrompTer equipment *cuts rehearsal time* substantially. Announcers and actors can read *at sight* (while looking the audience directly in the eye!). Because of cut rehearsal time, your talent can double, triple and even *quadruple* the number of individual performances they can give each week.

Thus, when TelePrompTer equipment is installed in your station, in effect you *increase your talent pool* at no extra cost.

Cost of free-lance performers is drastically reduced as well, for less of their time is required for study and rehearsal.

With shorter rehearsals, you have more studio time free for additional shows—provide yourself with at least one "extra studio" for the development of additional profitable business.

Also TelePrompTer helps to "organize" rehearsals. With the script constantly before the eyes of all concerned, there's less time-wasting, costly confusion.

This time-saving will bring *an important shrinkage* in your station's *per-program engineering costs.*

ELIMINATES REBATE CLAIMS

With TelePrompTer, not even the greenest announcer makes those simple, human errors that result in demands for rebates and repeats by advertisers.

Using TelePrompTer, the client's okayed script is always right before the announcer's eyes. He doesn't have to remember—he only has to read—although the audience never knows he's reading. No chance of fluffing the client's name, address or his pet phrases. No ad-libbing to cover memory lapses and bring distress to the station's auditor. Commercials are delivered *as written.* For these reasons, *lawyers for both stations and clients* rest easier when TelePrompTer is on the job.

EARNS MONEY, TOO

The above are only a few of the ways in which TelePrompTer *saves money* for stations, and makes greater earnings possible. And TelePrompTer is also a *money earner* for TV stations.

By providing TelePrompTer service *for your advertisers* at a trifling fee, you can easily *double—in a single year*—the relatively modest sum you pay for your lease of TelePrompTer equipment.

TELEPROMPTER'S COST

TelePrompTer equipment is provided in different "packages" to accommodate the requirements of specific stations, and is priced according to station rate cards.

Based on these rates, TelePrompTer Corporation suggests, to each station, a schedule of fees to advertisers for use of TelePrompTer equipment.

See how quickly these modest charges to clients can become substantial *profits* to your station. Send a copy of a typical week's schedule of *your* station to TelePrompTer Corporation. From this, we will be happy to work out for you, a *specific* program of ever-increasing TelePrompTer *profits* for your station. No obligation, of course.

And we will also be glad to *show you records,* with facts and figures, names and dates, of *profits actually made on TelePrompTer service* by TV stations!

BETTER PRODUCTIONS ALWAYS

From the viewpoint of *production,* it isn't necessary for your station to stage long or elaborate shows to make TelePrompTer worthwhile for you. Instead of burying their heads in scripts, your newscasters, commentators—even your sportscasters—face the camera easily, naturally and pleasantly and talk directly to the audience without hesitations, pauses or embarrassing fluffs. Even last-minute changes in the script are easy—right up to a single minute before air-time!

Vocalists quickly gain "big time" assurance with TelePrompTer carrying their lyrics for them, and relieving them of the terror of "forgetting the words."

Free from anxiety, these performers—commentators, newscasters, sportscasters and vocalists—can develop to the full the personalities that win wider audiences and attract better and better sponsors!

Even your remotes will be vastly improved through the use of lightweight, easily portable TelePrompTer equipment! The rankest amateurs become glib, self-confident and convincing when they can read from the PrompTer mounted right over the camera's lens.

AMAZINGLY SIMPLE OPERATION

In spite of the complex electronic system that keeps all TelePrompTer units—from 2 to 20—in perfect synchronization at all times, actual operation of the master control is so easy, any member of your production staff can learn to become a competent operator in fifteen minutes!

The actual control unit of the new Model 4 TelePrompTer fits right into the palm of the hand. At a flick of the finger, scripts in all PrompTers in operation are electronically moved, in perfect synchronization, forward or backward, fast or slow or stopped altogether, as required.

Each TelePrompTer control circuit has engineered into it a 100% safety factor. The PrompTer will continue to operate even should one of its two tubes be removed from its socket!

It is a matter of record that the TelePrompTer is built with such precision that it has given perfect service in over 10,000 performances—some 50,000 hours of operation.

SOME QUICK FACTS

You require no special power lines to operate TelePrompTer. It is extremely light in weight. The TelePrompTer with paper enough for a full hour of dialogue weighs well under 10 lbs. You can take and operate TelePrompTer anywhere you can take a camera!

The big PrompTer viewing area keeps in constant view, up to 9 lines of clear, legible VideoType with letters almost an inch high. A red arrow points to the line "now being read". And because no lenses are used, the script is readable from any angle up to 80° off center. There is no glare—not ever. TelePrompTer's exclusive lighting system and special VideoBond paper combine to emphasize the black letters and make them easily readable at 25 feet—*without eye shifting*—by anyone with normal vision.

PrompTers can be mounted on any TV camera *in less than 30 seconds,* or can be stand-mounted and moved about at will. Each PrompTer contains paper sufficient for over a full hour of solid dialogue, or more than the average station's full day of commercials. The specially constructed VideoPrinter electric typewriter that is part of every TelePrompTer "package" is so easy to use that any competent typist can operate at her normal typing speed.

And when your TelePrompTer equipment is not busy prompting, it can be used for crawls, titles, credits, weather forecasts, time cards and scores of other day-to-day chores!

LOOK FOR THESE PLUSES

Anticipate congratulations from your program director and your news director; from your talent pool and announcing staff; from your producers, directors, technicians and cameramen when you announce to them that you have leased TelePrompTer equipment for your station. All of them will find that TelePrompTer makes their jobs easier—and makes their work better.

Look for increased interest in your station from clients and prospects, who are always quick to appreciate outstanding *quality* in your telecasts.

Finally, expect *greater productivity from your salesmen.* For when a salesman can guarantee his prospects that their scripts will go on the air *exactly as written,* with no stammering, no fluffs, no disastrous ad-libbing—then a major obstacle to any sale is overcome! *Only TelePrompTer makes such assurances possible!*

SIGN UP NOW

Production of the new Model 4 all-electronic TelePrompTer is now in progress. *Your inquiry will receive immediate attention.*

Write, wire or telephone—today—for rates for *your* station. For a breakdown of potential revenue from TelePrompTer, send us a typical one week's schedule of your telecasting. Address:

**Trade Mark Registered.*

NATIONAL
TELEPROMPTER
SALES CORPORATION

270 PARK AVENUE, NEW YORK 17, N. Y.

Location & Channel	Date Granted & Target for Start	Network Representative
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53	.....
	Fall 1953	.....
WLBC-TV Muncie, Ind. (49)	10/30/52	ABC, CBS,
	4/15/53	NBC, DuM
		Walker-N.Y.; Halman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53	.....
	Unknown	.....
Home News Pub. Co., New Brunswick, N. J. (47)	4/2/53	.....
	Unknown	.....
WKST-TV New Castle, Pa. (45)	9/4/52	.....
	3/20/53	Meeker
WJMR-TV New Orleans, La. (61)	2/18/53	.....
	Sept. '53	Boiling
CKG Co., New Orleans, La. (26)	4/2/53	.....
	Fall 1953	.....
Community TV Corp., New Orleans, La. (32)	4/2/53	.....
	Unknown	.....
New Orleans TV Co., New Orleans, La. (20)	2/26/53	.....
	Unknown	.....
WACH (TV) Newport News, Va. (33)	2/5/53	.....
	June	.....
WMGT (TV) North Adams, Mass. (74)	Unknown	.....
	2/18/53	.....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53	.....
	Unknown	.....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53	.....
	9/1/53	.....
WJDM (TV) Panama City, Fla. (7)	3/11/53	.....
	Unknown	.....
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53	.....
	Unknown	.....
WTVH-TV Peoria, Ill. (19)	12/18/52	.....
	6/1/53	Petry
KOAM-TV Pittsburg, Kan. (7)	2/26/53	.....
	8/1/53	.....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53	.....
	August	Headley-Reed
KJRL-TV Pocatello, Idaho (6)	2/26/53	CBS
	Unknown	.....
KWIK-TV Pocatello, Idaho (10)	3/26/53	.....
	Spring 1954	Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53	ABC, CBS,
	9/1/53	DuM, NBC
		Everett-McKinney-N.Y.
WRAY-TV Princeton, Ind. (52)	3/11/53	.....
	Unknown	.....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	.....
	.....	.....
WNOA-TV Raleigh, N. C. (28)	10/16/52	CBS
	5/28/53	Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52	NBC
	4/15/53	Headley-Reed
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53	.....
	Unknown	.....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53	.....
	Unknown	.....
Genesee Valley TV Corp., Rochester, N. Y. (27)	4/2/53	.....
	Unknown	.....
WROM-TV Rome, Ga. (9)	2/11/53	.....
	7/15/53	Weed-TV
WKNX-TV Saginaw, Mich. (57)	10/2/52	.....
	4/1/53	Gill & Perna
KUTV (TV) Salt Lake City, Utah (2)	3/26/53	.....
	.....	.....
Alamo Television Co., San Antonio, Tex. (35)	3/26/53	.....
	.....	.....
KFEQ-TV St. Joseph, Mo. (2)	10/16/52	CBS
	June	Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53	.....
	Late 1953	.....
WCOW-TV St. Paul, Minn. (17)	3/11/53	.....
	11/15/53	
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	4/16/53	.....
	9/15/53	.....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53	.....
	Unknown	.....
WBOC-TV Salisbury, Md. (16)	3/11/53	.....
	10/1/53	.....
KFSD-TV San Diego, Calif. (10)	3/19/53	.....
	Unknown	.....
L. A. Harvey, San Francisco (20)	3/11/53	.....
	Unknown	.....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53	.....
	Unknown	.....
WARM-TV Scranton, Pa. (16)	2/26/53	.....
	Early Fall '53	Hollingbery
WGBI-TV Scranton, Pa. (22)	8/14/52	CBS
	6/7/53	Blair-TV
KDRO-TV Sedalia, Mo. (6)	2/26/53	.....
	Unknown	.....
Sherman TV Co., Sherman, Tex. (46)	3/4/53	.....
	Late Summer, '53	.....
WICS (TV) Springfield, Ill. (46)	2/26/53	.....
	Unknown	.....
KCMC-TV Texarkana, Tex. (6)	2/5/53	.....
	May	Taylor
KCOK-TV Tulare, Calif. (27)	4/2/53	.....
	Unknown	.....
KCEB (TV) Tulsa, Okla. (23)	2/26/53	.....
	Unknown	.....
KLIX-TV Twin Falls, Ida. (11)	3/19/53	.....
	Unknown	.....
WGOV-TV Valdosta, Ga. (37)	2/26/53	.....
	Nov. '53	Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	.....
	.....	.....
Tri-State TV Inc., Waterloo, Iowa (15)	4/16/53	.....
	10/1/53	.....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53	.....
	October	.....
KEDD (TV) Wichita, Kan. (16)	2/18/53	.....
	5/15/53	.....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52	ABC-DuM
	8/1/53	Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53	NBC, DuM
	July-August	.....
KIMA-TV Yakima, Wash. (29)	12/4/52	.....
	7/1/53	Weed TV
WNOW-TV York, Pa. (49)	7/11/52	DuM
	Mid-Summer '53	Hollingbery
KAGR-TV Yuba City, Calif. (52)	3/11/53	.....
	Unknown	.....

If you are

the owner of a

new TV station....

You have spent a great deal of money. Now you want to make money... fast! There is no faster way than the Consolidated STATION-STARTER PLAN. Nine top television film series sold for a package price that is so low — just 100% of your Class A one-hour rate per week — you can make a profit on programming from the beginning.

Among the films offered your station for unlimited use are "Front Page Detective," "Hollywood Half Hour," "Ringside With the Rasslers," "Public Prosecutor" and "Crusader Rabbit." All of the films included in the STATION STARTER PLAN have been made especially for television. All are currently showing in markets across the country.

Together the nine series make up the most diversified catalog in television. Comedy, drama, mystery, music, travel, sports, juvenile, variety. A program to fit every type of client. A program to fit any length of time. Each film yours to sell and sell *without restrictions*. Your profit increases as your station rate increases, but your costs remain the same. *There are no escalator clauses.*

Ask us for the facts... including rating histories, sponsorship records, current availabilities and proof that the STATION-STARTER PLAN can start your station toward an early profit. Write or wire our nearest office ... Hollywood, Sunset at Van Ness, New York, 25 Vanderbilt Avenue, Chicago, 520 N. Michigan Avenue.

Consolidated Television Sales

If you are planning to attend the NARTB convention in Los Angeles, please visit us at the Biltmore Hotel, Suite 2107.

CHNS

HALIFAX NOVA SCOTIA

Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!

THEY want the BEST!

Ask

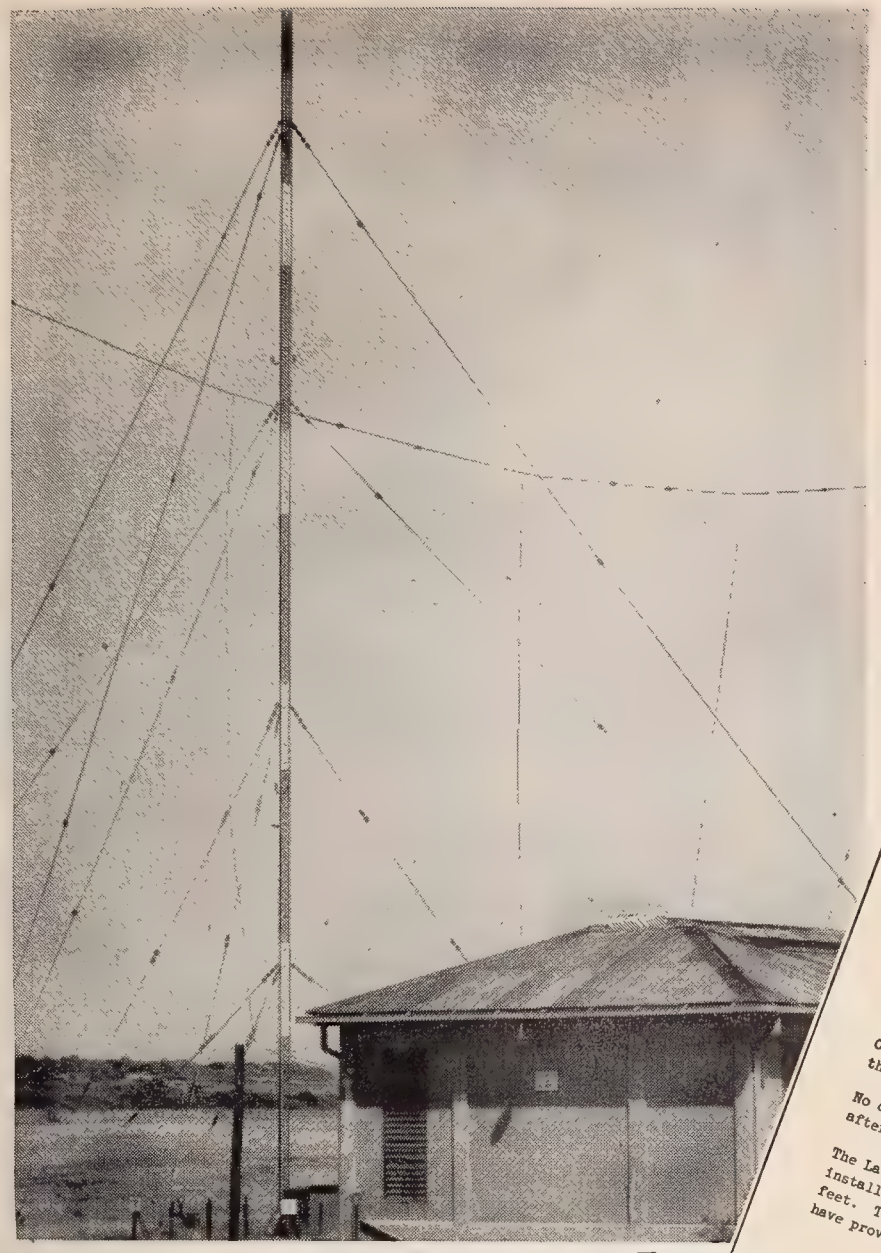
JOS. WEED & CO.,

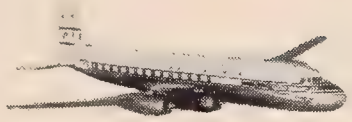
350 Madison Ave., New York

About the

Maritimes Busiest Station

5000 WATTS





PAN AMERICAN WORLD AIRWAYS

prove that....

PAN AMERICAN WORLD AIRWAYS SYSTEM
LATIN AMERICAN DIVISION, MIAMI INTERNATIONAL AIRPORT, P. O. BOX 311, MIAMI 31, FLORIDA

November 26, 1952

Wincharger Corporation
East 7th & Division Streets
Sioux City, Iowa

Gentlemen:

You may be interested in learning that a tropical hurricane passed over the Island of Antigua, British West Indies, where one of your 140 foot Wincharger towers is installed as a radio beacon radiator. Our meteorology section recorded winds of 144 m.p.h., at which time the wind velocity indicator was carried away.

No damage was done to the tower, and no maintenance was required afterward.

The Latin American Division has several hundred Wincharger towers installed in a variety of climates, ranging from sea level to 8000 feet. These towers, varying from 210 feet to 40 feet in height, have proven very satisfactory.

Very truly yours,
PAN AMERICAN WORLD AIRWAYS, INC.
Robert Lockhart Jr.
Robert Lockhart, Jr.
Division Communications Supt.

WINCHARGER TOWERS

"stand the tests"... *even in 144 M.P.H. hurricanes!*

Very few towers are subjected to 144 M.P.H. winds—but it is most comforting to know that your all-important antenna facilities will stand up even in such extreme weather conditions.

Wincharger Towers are specified throughout the world because of their slender, uniform cross-sections that permit highly efficient radiation, combined with surprisingly low initial and maintenance costs. These sleek, streamlined Towers with high safety factors, represent the ultimate in engineering efficiency for TV, AM-FM, or 2-Way Communication Systems. There is a size and type for every job!

WINCHARGER CORPORATION 2103 E. 7th St. SIOUX CITY 2, IOWA

WINCHARGER ENGINEERS **are well qualified to advise you on your particular tower problems. A new booklet describing the latest Wincharger Towers is yours for the asking. Our consultation service is readily available without any obligation on your part. Write — wire — Phone 2-1844**

CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

PROTECT YOURSELF,
your STAFF, your CLIENTS
from the daily hazard of
LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION
LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Building
Kansas City, Missouri

PEABODY RADIO-TV AWARDS PRESENTED IN RTES CEREMONY

Three major radio networks, and like number of TV networks, are represented in the awards. Among stations, WAAM (TV) shared in honors with DuMont, while WIS won the regional public service competition and WEWS (TV), local public service.

PRESENTATION of the 13th annual George Foster Peabody Awards for distinguished achievement by radio and TV in 1952 took place Friday at New York's Hotel Roosevelt.

The awards, announced by Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, were made at a luncheon session of the Radio & Television Executives Society of New York. The awards are given by the Grady School and the Peabody board.

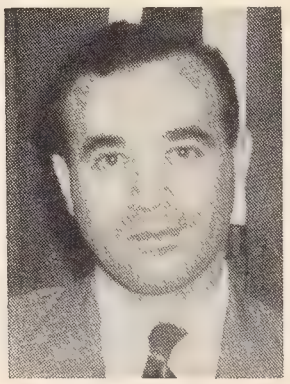
Edward Weeks, editor of *Atlantic Monthly* magazine and chairman of the Peabody board, made the presentations. Robert W. Sarnoff, RTES president, presided at the luncheon.

The winners: Radio news, Martin Agronsky, ABC; radio music (double award), New York Philharmonic Symphony Orchestra (CBS) and *The Standard Symphony* (NBC); television education, *Johns Hopkins Science Review* (WAAM (TV) Baltimore-DuMont); television news, *Meet the Press* (NBC-TV); television entertainment (double award), *Mister Peepers* and *Your Hit Parade* (both NBC-TV); television youth and children's programs, *Ding Dong School* (NBC-TV); television special award, *Victory at Sea* (NBC-TV); regional public service, WIS Columbia, S. C., and local public service, WEWS (TV) Cleveland.

It was the seventh straight year the awards have been made at RTES (formerly Radio Executives Club) functions. The awards for public service by radio and television are designed to perpetuate the memory of the late George Foster Peabody, native of Columbus, Ga., and New York banker and philanthropist.

Citations as read by Mr. Weeks in making the presentations follow:

Martin Agronsky (ABC) for Outstanding News Coverage during 1952



Mr. Agronsky

(His capacity for getting the story behind the story is distinctive. In this uneasy period of insecurity and fear, he has consistently and with rare courage given voice to the preservation of basic values in our democratic system. His penetrating analyses of highly controversial matters reflect an understanding of the fundamentals of freedom and a concern for the rights and dignity of the individual citizen. He has earned the confidence of his listeners as a skillful and competent reporter.)

The Standard Symphony (NBC) for Outstanding Entertainment through Music, Radio and Television

(First, outstanding once-a-week symphonic broadcasts over 11 western states, since Oct. 24, 1926, through which Standard Oil of California achieved a priceless public service; secondly, a radio series of highly effective educational features for school children, and, latterly, a schedule of brilliant television presentations over Pacific Coast and Intermountain facilities, known as the *Standard Hour*, which also maintained the highest levels of production excellence.)

New York Philharmonic-Symphony Orchestra, CBS, and James Fassett, for Outstanding Entertainment in Music

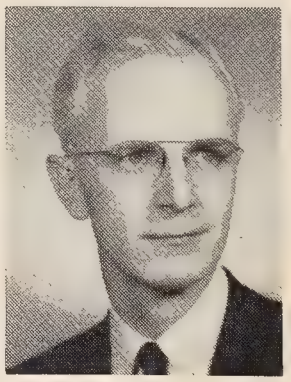
(For twenty-three seasons, the Sunday afternoon broadcasts of the Philharmonic from Carnegie Hall in New York have enriched the



Mr. Fassett (l) and Dimitri Mitropoulis, director N. Y. Philharmonic.

musical life of the nation, and have become as necessary and familiar a custom in millions of American homes as Sunday dinner itself.)

"The Johns Hopkins Science Review" *(WAAM (TV)—DuMont) as the Outstanding Educational Program for 1952*



Mr. Poole

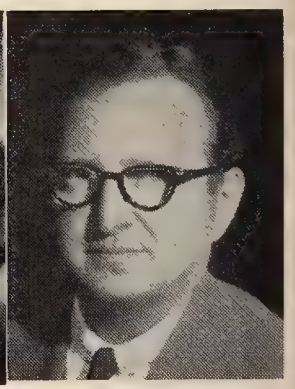
(Directed by Lynn Poole, this series explains in intelligent, mature, and miraculously clear terms much of the work being carried on by outstanding scientists and teachers who, unfettered, are pursuing truth in laboratories and classrooms. The range of topics is staggering — from cancer to space ships — and the programs are invariably presented with candor, a scientific attitude and a high degree of visual imagination.)

"Meet the Press" *(NBC) as the Outstanding News Program of 1952*

(Co-produced by Martha Rountree and Lawrence E. Spivak, the television version of *Meet*



Miss Rountree



Mr. Spivak

the Press is an adaptation of a radio program begun in 1945 and awarded a Peabody Citation in 1946. Adding the visual to the auditory, this television version extends and strengthens the values of *Meet the Press* in public enlighten-

52 SHOWS READY FOR YOU
The Sportsman's Club
15 minutes hunting, fishing and outdoors with Dave Newell. Panel type show. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

Now...for the first time... Spot has a Spokesman!

YES, thanks to the joint efforts of station representatives and the stations they represent, the spot radio industry now has its own voice, and the story of spot radio will be carried on a full-time basis to advertisers and top agency figures everywhere.

The Crusade for Spot Radio, sponsored by the Station Representatives' Association, has been a success in that enough stations have participated to allow us to take the initial step we promised. The appointment of Reg Rollinson as director of advertiser relations means that spot will have full-time sales effort to secure additional revenue for our industry.

The response of the industry to our call for a Crusade has been heartening. Over 235 stations are already participants in the Crusade. BAB has pledged its support for our effort, and BAB research and sales material will have a prominent place in our presentations. The Chairman of the Board of BAB is a participant in the Crusade, and says, "Frankly, we feel this is a very worthwhile project . . . "

Other industry leaders have written:

> "The Crusade for Spot Radio . . . is worthy of the support of every broadcaster . . ."
>
> "I think it is high time that spot radio, as such, has a spokesman for that phase of the radio industry . . . "
>
> "We are glad to know that there is to be an effective organization exclusively devoted to promoting the use of spot broadcasting . . . "
>
> "Any association within the industry which undertakes positive action of this nature deserves support . . . "

Other activities of the Association, of importance to stations, are moving forward at a heightened pace as a result of the stimulus we have gotten from the Crusade. As an example, an Association committee is now actively working with agencies to determine the most effective use of the new coverage research which is now available to the industry. As another example, *for the first time,* a representative of the spot radio industry has been invited to be present at the convention of the American Association of Advertising Agencies this week. Our Managing Director, Tom Flanagan, will undertake this important assignment.

Advertising agencies have discovered that we can make a contribution to their work. Our New York offices are flooded daily with phone calls from big and little agencies, asking for information on our industry. In many instances this information is to be used by the agencies when attempting to sell their clients a spot radio campaign. We go all-out to supply material. Our Spot Radio Clinics, one of our most productive activities, are moving forward. During the week this advertisement was being written, Clinics were held with N. W. Ayer, McCann-Erickson, and fifteen timebuyers at Young & Rubicam.

We still need additional participants in the Crusade to insure the expansion and continuance of all these important activities. We are anxious to bend our energies to the task, and we need your help if you are not already a contributor. Won't you join the hundreds of stations which have expressed their enthusiasm and interest in this mushrooming drive to expand the use of spot radio? Now that we have gotten the Crusade moving, we need even more personnel and services to make the effort more effective. But your help and your participation are vital. Will you fill out and mail the coupon below today?

SRA

(Rate for participation in the Crusade is one half the one-time daytime minute announcement rate, per month for one year. Payable quarterly or annually).

STATION REPRESENTATIVES' ASSOCIATION, INC.
101 PARK AVENUE, NEW YORK 17, N. Y.
MURRAY HILL 5-4141

STATION REPRESENTATIVES' ASSOCIATION, Inc.
101 Park Avenue, New York 17, New York

I want to join the Crusade. One half my daytime spot announcement rate is.....

☐ *Check Attached* ☐ *Bill Me*

NAME.....

STATION.....

CITY.....

ment. Subjecting the great and the near-great to expert questioning by the best reporters, this excellent program makes news as well as reports it. It is in the best tradition of a basic relationship between a free press and democracy.)

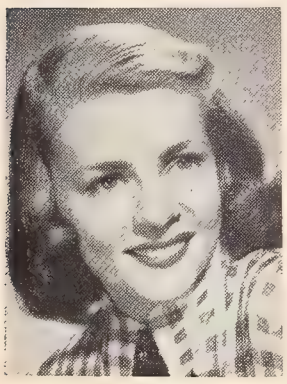
"Mister Peepers" *(NBC) for Outstanding Entertainment in 1952*



Mr. Cox

(The portrayal by Wally Cox, a delightful comic spirit, of *Mister Peepers*, has brought genuine pleasure to millions of viewers. Mr. Cox achieves his comic effects, not through bombast and commotion, but quietly and subtly. He is a genuinely funny man. His comedy springs from within himself, and it is infectious.)

"Your Hit Parade" *(NBC) for Outstanding Entertainment in 1952*



Miss Collins

(A long merited award for consistent good taste, technical perfection, and unerring choice of performers. When a hit song must be used for as often as 16 consecutive weeks, unusual ingenuity is required to keep the program fresh and original. This is a challenge which has never once defeated *Your Hit Parade*, a model of charm and good taste, appealing to every age group. . . . A credit to producers, sponsors, and the entire television industry.)

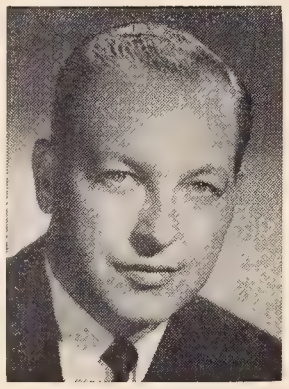
"Ding Dong School" *(NBC) as the Outstanding 1952 Children's Program*



Miss Waller

(Simple, sincere, and unpretentious, this unusual example of the Chicago brand of television has achieved amazing acceptance by the nation's pre-schoolers and their busy mothers. The rapid justification of Judith Waller's faith in the television possibilities of straight-forward teaching by child study expert "Miss Frances Horwich" has not only amazed the industry, but also has raised doubts about accepted notions of "what the public wants".)

"Victory at Sea" *(NBC) Television Special Award*



Mr. Sarnoff

(A documentary series dramatizing the heroism and sacrifice in the great Naval engagements of World War II. The sheer labor of selecting and editing these 26 superb programs calls for a tribute to Robert W. Sarnoff, vice president, NBC Film Division, for his unflagging support of this costly project; Henry Salomon for conceiving, writing, and producing this series; Richard Rodgers who composed the original and magnificent musical score of 13 hours; Robert Russell Bennett who converted Mr. Rodgers' score to a full symphony orchestration and who conducted the NBC orchestra through the series; M. Clay Adams for his skillful direction; Isaac Kleinerman for his intelligent editorship; and Capt. Walter Karig, U. S. Navy technical advisor, for steering the production through Naval channels.)

WIS (NBC) Columbia, S. C., for Regional Public Service and Promotion of International Understanding

(A pioneer effort in bringing to its community the remarkably well conceived and accurate series, *The United Nations Needs You*, interpreting to and by its citizens the basic activities of the United Nations in understandable terms, and thereby providing a pattern for similar radio projects throughout the United States and other U. N. member states.)



G. Richard Shafto
Gen. Mgr., WIS



James C. Hanrahan
Gen. Mgr., WEWS

WEWS Cleveland, Ohio, for Local Public Service

(Recognizing the cosmopolitan character of its community, WEWS has striven to increase harmony and understanding amid diversity by

George Foster Peabody Award

"For Conspicuous Service in Radio Broadcasting"





WIS is proud to be the recipient of the George Foster Peabody radio award for "REGIONAL PUBLIC SERVICE INCLUDING CONTRIBUTIONS TO INTERNATIONAL UNDERSTANDING", presented for its locally-written, locally-produced series, "The United Nations Needs You"

It is an honor to join the select circle of stations, individuals and the networks who have since 1941 received these awards.

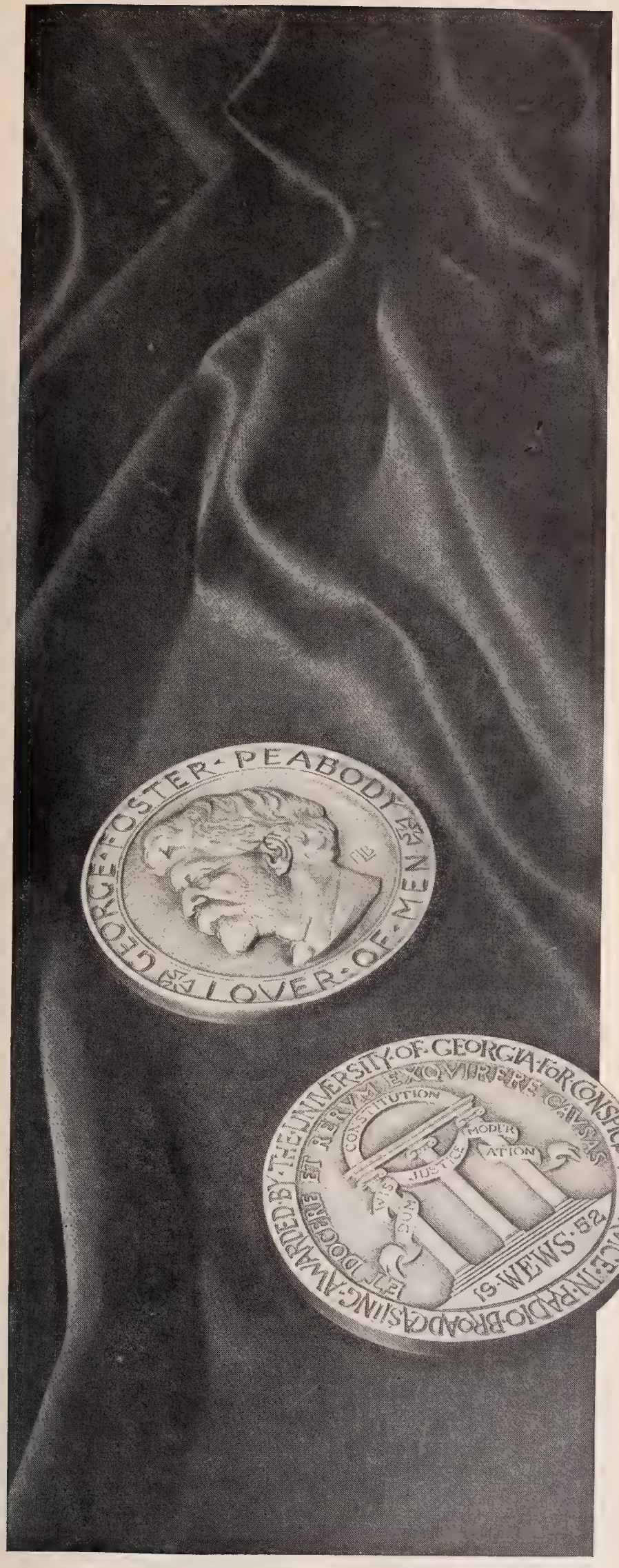
To every member of the WIS staff—especially Jan Cureton, the writer-producer—this award is not only a goal achieved, but an incentive to further in every way the quality and scope of public service programs presented by WIS.

SERVING SOUTH CAROLINA FROM COLUMBIA

WIS 560 KC 5000 W NBC

A Broadcasting Company of the South Station

G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director



WEWS is proud to receive
the George Foster Peabody Award
for outstanding local public service
by a television station

"Give light and the people
will find their own way"

WEWS CLEVELAND
SCRIPPS-HOWARD RADIO, INC.

here's the new TEEVEE wrinkle
for Television Programing . . .

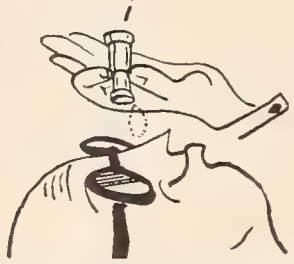
Station Library
Consisting of "Little Theatre" Dramas
and the "Camera's Eye" . . .
"from here, there 'n everywhere"

Nothing like it on the market . . .
in quality or sponsor demand!

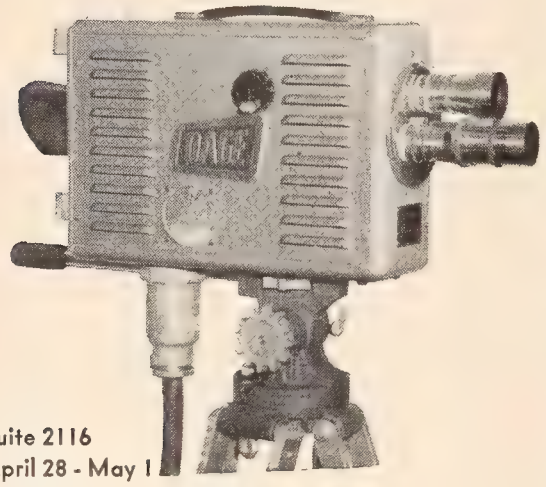
For all the facts . . . phone CRestview 5-1076,
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BEVERLY HILLS · HOLLYWOOD · NEW YORK

Get your New WRINKLE . . . at the NARTB Convention
Hotel Biltmore, Suite 2119-2120



THE DAGE TELEVISION CAMERA



Suite 2116
April 28 - May 1
Biltmore Hotel,
Los Angeles



You are cordially invited to the premier showing of the DAGE *"briefcase" television camera, designed for studio and field use.*

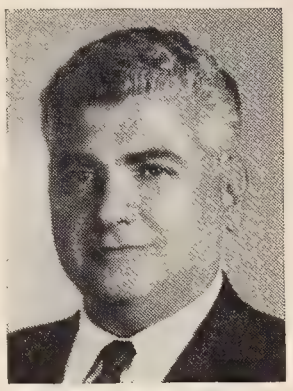
DAGE ELECTRONICS CORPORATION
69 North Second Street, Beech Grove, Indiana

cooperating with varied racial, religious, and economic groups. In 1952 it televised more than 700 formal community service programs; it integrated public service and human relations material into many regular entertainment programs; and it drew upon a variety of religious and racial groups for talent and staff. Its daily telecourses are outstanding examples of cooperative public service.)

U. OF MO. AWARD GOES TO TAISHOFF

B•T editor and publisher is among six individuals and a newspaper that will be honored with awards for "Distinguished Service in Journalism" Friday at U. of Missouri School of Journalism ceremonies.

B•T EDITOR and Publisher Sol Taishoff will receive one of seven Missouri Honor Awards for Distinguished Service in Journalism at Journalism Week ceremonies Friday at the U. of Missouri, Columbia, Dean Earl F. English of the university's School of Journalism, announced last week.



Mr. Taishoff

This publication's editor - president - publisher will receive the award at 2:30 p.m. at Jay H. Neff Hall Auditorium on the Missouri campus and will deliver an address, "From Gutenberg to Television," at the Journalism Banquet at 7 o'clock Friday evening.

Others to receive the Missouri Honor Awards are: Hugh Baillie, UP president; Doris Fleeson, Washington columnist; Paul J. Thompson, director, U. of Texas School of Journalism; J. J. Kilpatrick, editor, *Richmond* (Va.) *News Leader* (WRNL-AM-FM); E. L. Dale, editor-general manager, *Carthage* (Mo.) *Evening Press,* and the *Washington* (D. C.) *Star* (WMAL-AM-FM-TV), whose national news editor, Newbold Noyes Jr., will accept the award in behalf of the newspaper.

Mr. Taishoff started his journalistic career as a Russian-born youth of 14, when he became copyboy for the AP in Washington in 1920. In four years he was advanced to the news staff and remained with AP until 1926 when he joined the *U. S. News* (now *U. S. News & World Report*) as a reporter, staying five years. He also was radio editor of Consolidated Press.

In 1931 he was co-founder of Broadcasting Publications Inc., which publishes B•T, and served two years as managing editor. He became editor in 1933, was vice president from 1931-44, became general manager in 1943 and president and publisher in 1944.

His citation reads:

"To Sol Joseph Taishoff, in recognition of his brilliant career as co-founder, editor and publisher of BROADCASTING • TELECASTING magazine, his distinguished and notably successful efforts to achieve and to maintain through this great periodical the highest ethical standards and ideals in the radio and television fields, and his inspiring leadership, which has helped to mold stations and personnel into the great, compact, working profession of broadcasting."

The U. of Missouri is grantee of vhf commercial Ch. 8 (KOMU-TV Columbia) which is expected to be on the air by next July.

17 Virginia Stations Win 46 Va. AP Awards

VIRGINIA Associated Press Broadcasters received 46 awards last Wednesday from Virginia Governor John S. Battle during the group's annual meeting in Washington, D. C.'s National Press Club.

Principal speakers at the luncheon were Gov. Battle and Gerald W. Johnson, WAAM (TV) Baltimore, commentator. At the dinner Wednesday night Secretary of the Interior Douglas McKay was the speaker.

Virginia AP Broadcasters made their awards in two divisions: Metropolitan, for cities with two or more stations, and Non-Metropolitan, for cities with one station. The judging was done from recordings by groups of Maryland AP Broadcasters' members.

Those receiving awards were:

COMMENTARY
Metropolitan Division
Superior—Bob McBride, WGH Newport News.
Excellent—Walter Crockett, WCYB Bristol.
Non-Metropolitan
Superior—Roy Marsh, WHLF South Boston.
Excellent—Bob Bradford, WREL Lexington.

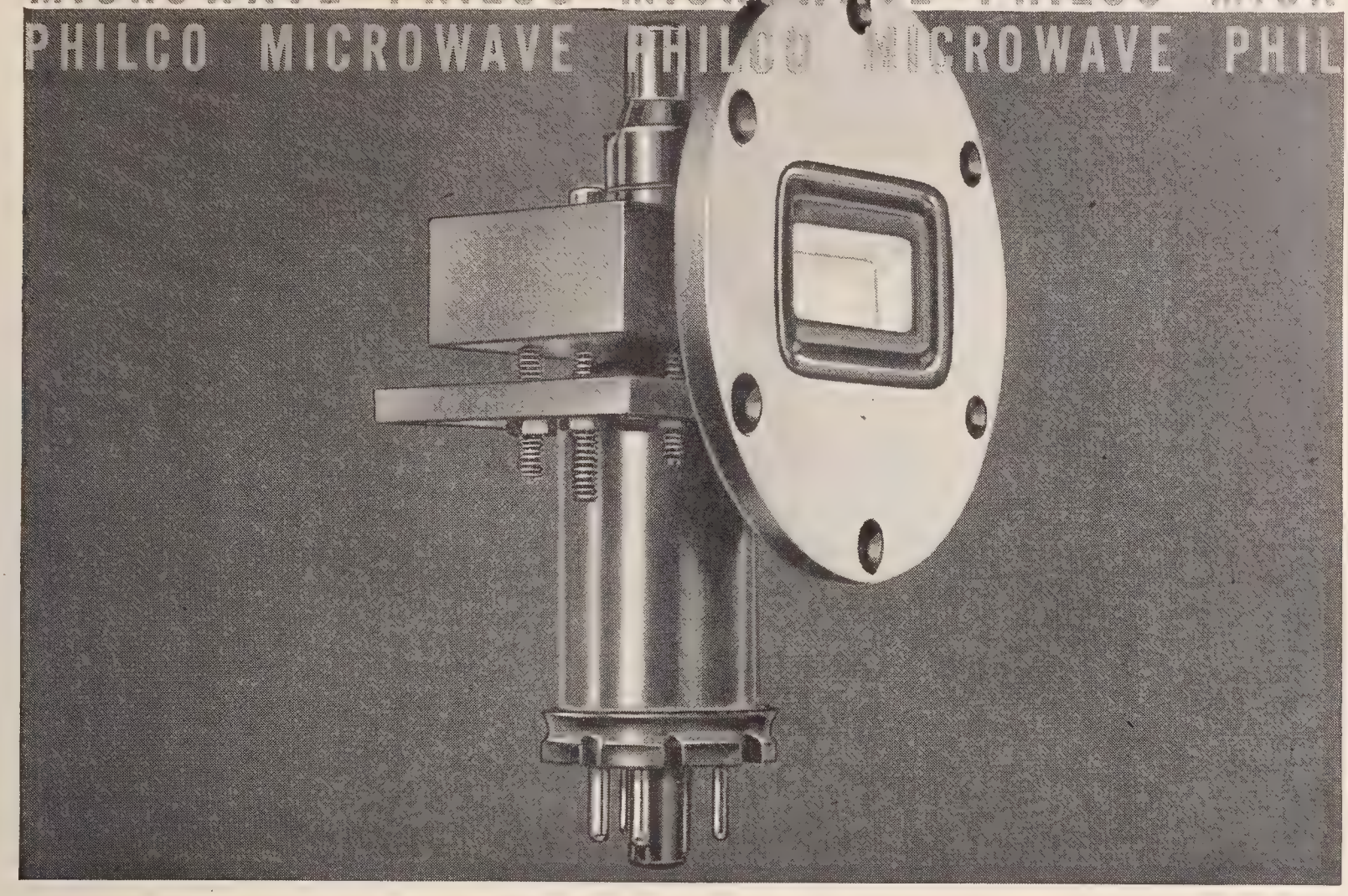
the cornerstone of every advertising campaign in New Haven and New England

TV WNHC FM

WNHC RADIO NBC

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POWER HOUSE

The heart of Philco Microwave is this "Power House" klystron . . . with it Philco has the highest equipment power output in the 6000-7500 mc band . . . generating a full watt of output power it provides Philco Microwave systems with a reliability safety margin of 30 decibels (1000 to 1) . . . greater assurance of performance under any and all field conditions.

Philco's exclusive feedback design makes possible full use of this powerful klystron . . . requires the use of only two of these klystrons for simultaneous two-way transmission and reception . . . minimizes cumulative distortion and noise with numerous repeater stations. In combination with other Philco features such as custom-sized, high gain, antenna-reflector systems and operation in the preferred and interference free frequency band, the result is reliable, high quality communications.

Look to Philco Microwave for the answer to your communications requirements.

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GOVERNMENT & INDUSTRIAL DIVISION · PHILADELPHIA PA.

"Hey, Fred, which Altoona Station are you using for that spring spot schedule?"

"Same one as last year, Ed. I'm using the station that delivers the audience."



That means . . . . .

WVAM"

"It reaches *more* people in central Pennsylvania with *more* power (1000 watts, day and night) with *more* of radio's best shows—CBS.

"That's why *more* local and national sponsors are putting their sales messages on WVAM."

ARE YOU?

WVAM 1000 WATTS CBS
ALTOONA, PA.
WEED & Co. representatives

NOW!

lower distortion

with SOUNDCRAFT PROFESSIONAL RECORDING TAPE

it's micro-polished

Cleaner highs, clearer lows, more faithful reproduction—yours with Soundcraft Professional Recording Tape. It's the only tape that is *Micro-Polished**. . . polished, buffed and repolished to produce a mirror-smooth surface. In addition to lower distortion, Soundcraft *Micro-Polished* Professional Tape assures uniformity of output, improved high frequency response, better head contact and longer head life.

Next time, get the best professional tope. Get Soundcraft . . . it's *Micro-Polished!*



REEVES SOUNDCRAFT CORP.
Dept. N-4
10 East 52nd Street
New York 22, N. Y.

*PAT. APPLIED FOR

Meritorious—Bob Kent, WPUV Pulaski.

COMPREHENSIVE NEWS

Metropolitan

Superior—News staff, WTAR Norfolk.
Excellent—Howard Hamrick, WRNL Richmond.
Meritorious—Jerry Donovan and Jim Thomas, WCYB Bristol.
Honorable Mention—G. Edward Travis, WGH Newport News.

Non-Metropolitan

Superior—Bob Drill, WVEC Hampton.
Excellent—Andy Petersen, WREL Lexington.
Meritorious—Roy Marsh, WHLF South Boston.
Honorable Mention—Wendell Siler, WRAD Radford.

SPORTS

Metropolitan

Superior—Bill Diehl, WGH Newport News, and Howard Hamrick, WRNL Richmond (Tie for top honor).
Excellent—Blair Eubanks, WTAR Norfolk.
Meritorious—Don Murray, WDBJ Roanoke.
Honorable Mention—Joe Moffatt, WSLS Roanoke.

Non-Metropolitan

Superior—Duff Kliewer, WVEC Hampton.
Excellent—Don Greene, WSVS Crewe.
Meritorious—Bob Sterrett, WTON Staunton.
Honorable Mention—Paul Zimmerman, WMVA Martinsville.

STATE AND LOCAL NEWS

Metropolitan

Superior—Wally Hankin and Bob McBride, WGH Newport News.
Excellent—Howard Hamrick, WRNL Richmond.
Meritorious—John Eure, WDBJ Roanoke.
Honorable Mention—News staff, WTAR Norfolk.

Non-Metropolitan

Superior—Earl Hundley, WLPM Suffolk.
Excellent—Maynard Dillaber, WMVA Martinsville.
Meritorious—Preston Young, WHLF South Boston.
Honorable Mention—Marty Offmiss, WPUV Pulaski.

FARM NEWS

Metropolitan

Superior—Ira Hull, WRNL Richmond.
Excellent—Dexter Mills, WDBJ Roanoke.
Meritorious—Rod Lea, WWOD Lynchburg.

Non-Metropolitan

Superior—L. E. Pettyjohn, WLPM Suffolk.
Excellent—Frank Watkins, WSVS Crewe.
Meritorious—Bob Sterrett, WTON Staunton.
Honorable Mention—H. B. Eller, WMEV Marion.

WOMEN'S NEWS

Metropolitan

Superior—Polly Daffron, WRNL Richmond.
Excellent—Mildred Alexander, WGH Newport News.
Meritorious—Alice Brewer White, WTAR Norfolk.
Honorable Mention—Jean Gannaway, WWOD, Lynchburg.

Non-Metropolitan

Superior—Barbara Harding, WMVA Martinsville.
Excellent—Leslie Esgate, WRAD Radford.
Meritorious—Charlene Wall, WPUV Pulaski.

SPECIAL AWARDS

The judges recommended two special awards which went to Joe Mason, WLEE Richmond, for an on-the-spot broadcast of the Virginia William and Mary football game, and to Howard Hamrick, WRNL Richmond, for versatility for entering and placing in three different categories.

Maynard Dillaber, news director of WMVA Martinsville, and president of VAPA, received the cup donated by WDBJ Roanoke, for the best protection of AP on news by a radio member.

BAKER TO GET RTMA HONOR MEDAL

General Electric's vice president will be awarded the medal at RTMA's June 15-18 convention in Chicago.

DR. W. R. G. BAKER, vice president of General Electric Co., will be awarded the Medal of Honor by Radio-Television Mfrs. Assn. at the annual RTMA convention in Chicago June 15-18. He will be the second to receive the award, Brig. Gen. David Sarnoff, RCA board chairman, having received the first award last year.

Dr. Baker is chairman of the National Television System Committee, directing the all-industry development of color TV, and has been director of the RTMA Engineering Dept. since 1934.

The award was set up to provide industry recognition of the person, company or organization which has made an outstanding contribution to advancement of the electronic industry. Dr. Baker headed the first NTSC which proposed present black-and-white TV transmission standards to the FCC. He recently testified on color TV before the House Interstate & Foreign Commerce Committee.



Dr. Baker

Announcement of the award was made by RTMA following an April 17 meeting of its board, which wound up a four-day industry conference at Los Angeles [B•T, April 20].

More than 204 million radio sets, with a factory value of $4 billion, and 23 million TV sets, valued at the same figure, have been turned out by the industry, the RTMA group was told by J. B. Elliott, RCA, who represented RTMA's Set Div. He discounted any claims of saturation in the radio set field. The industry is producing receiving equipment at a record pace, he said.

JET FIRE IS SURE FIRE!

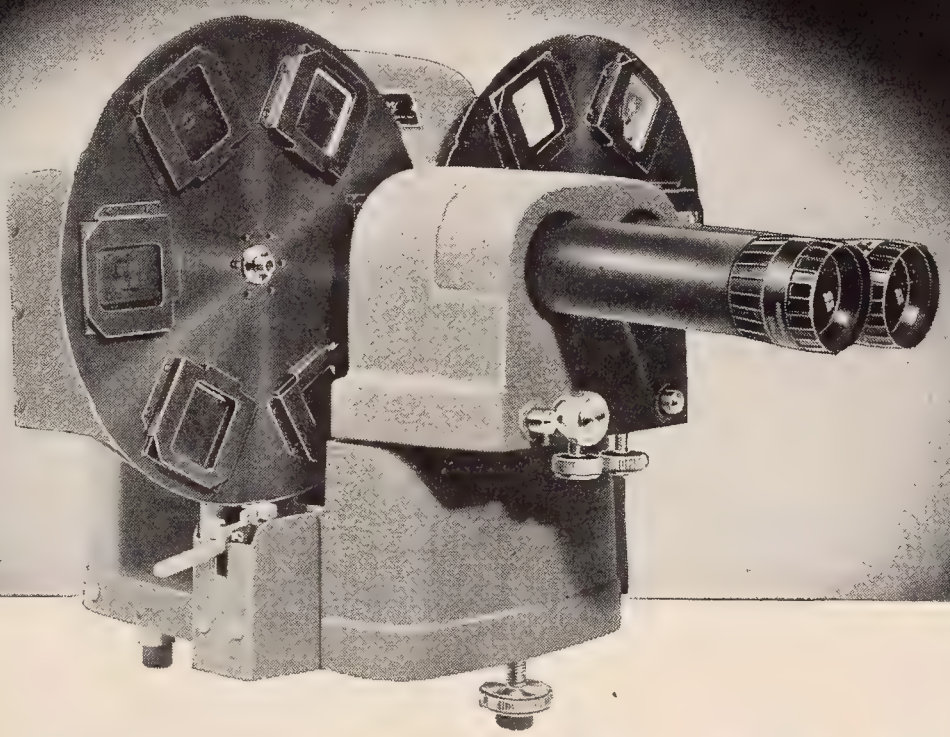
Sure Fire Merchandising that is—as WPTR offers its JET-FIRE plan—36 SUPER MARKETS in Albany—Schenectady —Troy and Upstate New York.

P.S. Last year their Retail Sales were 25 Million Dollars.

WPTR 50,000 WATTS
UPSTATE NEW YORK'S LEADING INDEPENDENT
Represented by Weed and Co.

NEW! Gray Telojector

—for automatic projection of 2x2 slides in unlimited, uninterrupted sequence!



You've *always* needed it—for low-cost, professional-quality TV commercials–and here it is! Gray Research, maker of Telop, Telop II and other specialized TV equipment, proudly announces the new Gray TELOJECTOR. This compact, portable unit gives you *remote control* projection of standard 2x2 slides in uninterrupted sequence . . . with studio effects of fading, lapping and superimposition.

In the TELOJECTOR, projection alternates between two lens systems. Two loaded slide turrets give you a sequence of twelve slides. Additional loaded turrets can be substituted in seconds, providing an *unlimited* sequence. Overall dimensions: 14½" x 18½" x 16". Weight: 32 pounds.

This new Gray TELOJECTOR solves many problems for large and small stations alike. Production is underway. Get *all* the facts *—now!*

At the NARTB Convention, visit Room 2109, Hotel Biltmore

GRAY RESEARCH

AND DEVELOPMENT CO., INC., HILLIARD STREET, MANCHESTER, CONN.
Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph

ACTIONS OF THE FCC

April 16 through April 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abreviations:

CP—construction permit. **DA**—directional antenna. **ERP**—effective radiated power. **STL**—studio-transmitter link. **synch. amp.**—synchronous amplifier. **vhf**—very high frequency. **uhf**—ultra high frequency. **ant.**—antenna. **aur.**—aural. **vis.**—visual. **kw**—kilowatts. **w**—watts. **mc**—megacycles. **D**—day. **N**—night. **LS**—local sunset. **mod.**—modification. **trans.**—transmitter. **unl.**—unlimited hours. **kc**—kilocycles. **SSA**—special service authorization. **STA**—special temporary authorization. **(FCC file and hearing docket numbers are given in parentheses.)**

FCC Broadcast Stations Authorizations as of March 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,405	573	101
CPs on air	19	33	†63
Total on air	2,424	607	†164
CPs not on air	133	21	255
Total authorized	2,557	628	419
Applications in hearing	92	1	64
New station requests	250	7	639
Facilities change requests	177	41	19
Total applications pending	973	112	740
Licenses deleted in March	0	4	0
CPs deleted in March	3	1	0

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

AM and FM Summary through April 22

	On Air	Licensed	CPs	Appls. Pend. ing	In Hearing
AM	2,427	2,410	156	246	92
FM	607	569	54	9	1

Television Station Grants and Aplications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	115[1]	218	333[1]
Educational	2	13	15

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	137	28	165

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	760	337	610	450	1,097[2]
Educational	24		7	4	24
Total	784	337	617	504	1,121[3]

[1] One CP has been returned.
[2] One applicant did not specify channel.
[3] Includes 348 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Decisions

Waterloo, Ind.—Tri-State TV Inc. (WDOK Cleveland). Granted uhf Ch. 15 (476-482 mc); ERP 20.5 kw visual, 11 kw aural; antenna height above average terrain 919 ft., above ground 526 ft. Estimated construction cost $198,582, first year operating cost $203,640, revenue $244,200. Post office address 114 Engineers Bldg., Cleveland, Ohio. Studio and transmitter location on Old U. S. 6. Geographic coordinates 41° 25′ 39″ N. Lat., 85° 00′ 58″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer R. M. Pierce, Cleveland. Principals include President **R. M. Pierce** (22.5%), president WDOK Cleveland; Treasurer **F. C. Wolf** (22.5%), treasurer WDOK Cleveland; Vice President **E. Harry Camp** (10%), general manager WDOK Cleveland and other minority stockholders. City priority status: Gr. A-2, No. 870 (Angola, Ind.). Granted April 16.

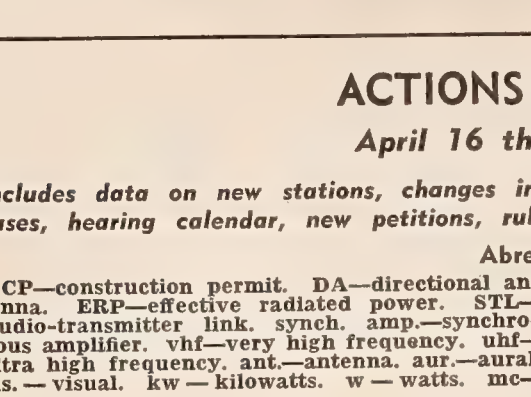
St. Paul, Minn.-Minn. TV Public Service Corp. (WTCN). Granted vhf Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural on share time basis with WMIN Bcstg. Co. Antenna height above average terrain 551 ft., above ground 537 ft. Estimated construction cost $383,355, first year operating cost $225,000, revenue $275,000. Post office address 50 S. Main St., Minneapolis. Studio location to be determined. Transmitter location State Rt. 51, 1¼ mi. N of intersection with State Rt. 36. Geographic coordinates 45° 01′ 22″ N. Lat., 93° 10′ 12″ W. Long. Transmitter and antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Robert Butler** (68.6%), shipbuilder, and Vice President **Alvin Gluek** (7.8%), brewer. City priority status: Gr. B-5, No. 207. Granted April 16.

Minneapolis, Minn.—WMIN Bcstg. Co. (WMIN). Granted vhf Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural on share time basis with Minn. TV Public Service Corp. (WTCN). Antenna height above average terrain 551 ft., above ground 537 ft. Estimated construction cost $293,-355, first year operating cost $225,000, revenue $275,000. Post office address 538 Hamm Bldg., St. Paul. Studio location Frontenac St. and St. Anthony Ave., St. Paul. Transmitter location State Rt. 51, 1¼ mi. N. of intersection with State Rt. 36. Geographic coordinates 45° 01′ 22″ N. Lat., 93° 10′ 12″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **N. L. Bentson** and Secretary **Mort Bentson** control 87% of stock as trustees of testamentary trust of Edward Hoffman; Executive Vice President **Frank M. Devaney** (10%), and **L. C. Borgstrom** (3%). Applicant also has interest in WRFW Eau Claire, Wis., KZYZ Redlands, Calif., and KELO Sioux Falls, S. D. City priority status: Gr. B-5, No. 207. Granted April 16.

Cape Girardeau, Mo.—KGMO Radio & Television Inc. (KGMO). Granted uhf Ch. 18 (494-500 mc); ERP 11 kw visual, 5.9 kw aural; antenna height above average terrain 148 ft., above ground 193 ft. Estimated construction cost $131,-475, first year operating cost $144,000, revenue $132,000. Post office address Radio Station KGMO, Cape Girardeau, Mo. Studio and transmitter location at intersection of U. S. 61 and Eastbound State 74. Geographic coordinates 37° 16′ 45″ N. Lat., 89° 33′ 28″ W. Long. Transmitter DuMont. Antenna Workshop Assoc. Consulting engineer Fred O. Grimwood & Co., St. Louis. Principals include **Richard C. Brandt** (19.7%), **William C. Brandt** (19.7%), **William M. Bryan** (19.7%), **John J. Parker** (19.7%), **Edwin Erlbacher** (19.7%), and **Rush H. Limbaugh** (1.5%). City priority status: Gr. A-2, No. 239. Granted April 16.

Keene, N. H.—WKNE Corp. (WKNE). Granted uhf Ch. 45 (656-662 mc); ERP 23 kw visual, 12.5 kw aural; antenna height above average terrain 800 ft., above ground 375 ft. Estimated construction cost $164,615.62, first year operating cost $74,100, revenue $50,000. Post office address 17 Dunbar St., Keene. Studio location 17 Dunbar St. Transmitter location 7.5 mi. NW of Keene. Geographic coordinates 43° 01′ 06″ N. Lat., 72° 21′ 31″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Joseph K. Close** (61.78%), Treasurer **George W. Smith** (9%), **Lyman Spitzer** (5%). City priority status: Gr. A-2, No. 348. Granted April 22.

Albany, N. Y.—Hudson Valley Bcstg. Co. Inc. (WROW-AM-FM). Granted uhf Ch. 41 (632-638 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 1,160 ft., above ground 323 ft. Estimated construction cost $365,-474, first year operating cost $229,660, revenue $250,000. Post office address 248 State Street, Albany. Transmitter location Side of Mt. Helderberg, 2 mi. W of New Scotland. Geographic coordinates 42° 37′ 20″ N. Lat., 74° 00′ 38″ W. Long. Transmitter and antenna GE. Legal counsel D. F. Prince, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **John J. Quinlan** (11.5%), Treasurer **Louis H. Gross** (11.5%), Vice President **Hyman Abrahms** (7.2%), Executive Vice President **Harry**



it's **best** to be in the....

MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI



Weed and Company, National Representatives

THE LATEST WCKY STORY

SELL WITH THE BIG PLUS

ON WCKY

THE CINCINNATI OUT OF HOME AUDIENCE

IS COMPLETELY DOMINATED BY WCKY



EXHIBIT A

NARTB CONVENTION—1953

BMI

A visit to BMI's Convention Exhibit will give evidence that BMI has fulfilled the principles on which it was established, and will show how it has served the entire field of music.

You will see the results accomplished by BMI and its allied organizations—AMP—BMI Canada, Ltd.—and the large family of publishers and composers whose catalogs are licensed for performance through BMI.

We hope this evidence is apparent in the day to day activities of BMI which come to you in many forms:

- The BMI repertoire of pop music and the outstanding succession of BMI song hits.
- The progress and development of BMI's "Teen Age Book Parade" and "Concert Music" projects.
- The friendly relations that BMI has established with performing rights organizations and publishers in countries throughout the world.
- The series of BMI Program Clinics, now in the third year, with a 1953 schedule covering 43 cities in the U. S. and five in Canada.
- The wide variety of BMI programming aids and helpful data supplied to broadcasters almost daily.

BMI's representatives at the Convention will be looking forward to your visit to "Exhibit A."

BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK 36, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

NOW! No other Winston-Salem Radio Station is more powerful than WTOB



5000 WATTS

SUPER COVERAGE IN A SUPER MARKET

WINSTON-SALEM TRADING AREA

WTOB's NEW 5000 WATT DAYTIME COVERAGE

COVERAGE AREA POPULATION	483,766
COVERAGE AREA RETAIL SALES	$350,778,000

WTOB CBS AND MUTUAL WINSTON-SALEM

NOW 5000 WATTS DAYTIME 1000 WTS. NIGHTIME

COMING SOON - WTOB-TV

H-R REPRESENTATIVES

L. Goldman (11.4%) and Secretary **Hyman Rosenblum** (11.4%). Gov. Dongan Bcstg. Co. (WOKO) dropped competing bid [B•T, April 20] for option on 49-50% interest in Hudson Valley permit. City priority status: B-2, No. 141. Granted April 16.

Columbus, Ohio — The Ohio State University (WOSU). Granted noncommercial, educational station on uhf Ch. *34 (590-596 mc); ERP 205 kw visual, 110 kw aural; antenna height above average terrain 560 ft., above ground 593 ft. Estimated construction cost $425,400, first year operating cost $150,000, revenue none. Post office address Columbus 10, Ohio. Studio and transmitter NE corner of N. Starr & W. Lane Ave. Geographic coordinates 40° 00′ 28″ N. Lat., 83° 02′ 49″ W. Long. Transmitter and antenna RCA. Legal counsel Attorney General of Ohio. Consulting engineer Robert C. Higgy, Ohio State University. Principals include members of the Board of Trustees, Ohio State University, and University officials, including President **Howard L. Bevis**, Secretary of the Board **Carl E. Steeb**, and **Robert C. Higgy**, director WOSU. Granted April 22.

Miami, Okla.—Miami TV Co. Granted uhf Ch. 58 (734-740 mc); ERP 1.75 kw visual, 0.87 kw aural; antenna height above average terrain 230 ft., above ground 247 ft. Estimated construction cost $113,091, first year operating cost $100,000, revenue $120,000. Post office address P. O. Box 420, Wichita Falls, Tex. Studio and transmitter location Miami Hotel, Main St., Miami, Okla. Geographic coordinates 36° 52′ 36″ N. Lat., 94° 52′ 38″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include general partners **George L. Coleman** (75%), 24% owner Monterey Radio-TV Corp. (KMBY Monterey, Calif.) and grantee for sharetime on Ch. 8 at Monterey, and **Kenyon Brown** (25%), with interests in Little Rock Telecasters Inc. (grantee for uhf Ch. 17 at Little Rock, Ark.); owner of KWFT Wichita Falls, Tex., grantee for vhf Ch. 6 there, and KBYE Oklahoma City. City priority status: Gr. A-2, No. 443. Granted April 22.

Abilene, Tex.—Reporter Bcstg. Co. (KRBC). Granted vhf Ch. 9 (186-192 mc); ERP 17.4 kw visual, 8.7 kw aural; antenna height above average terrain 770 ft., above ground 449 ft. Estimated construction cost $170,768, first year operating cost $170,000, revenue $160,000. Post office address 984 N. 4th St., Abilene, Tex. Studio location to be determined. Transmitter location near U. S. 84, 11 mi. South of Abilene. Geographic coordinates 32° 17′ 13″ N. Lat., 99° 44′ 20″ W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Eva May Hanks** (64%), Chairman of Board **George S. Anderson** (16%), Vice President **Howard Barrett** (8%) and **Max Bentley** (8%). (KWKC dropped competing bid). Granted April 16.

Wheeling, W. Va.—Tri-City Bcstg. Co. (WFTR Bellaire, Ohio). Granted vhf Ch. 7 (174-180 mc); ERP 316 kw visual, 160 kw aural; antenna height above average terrain 580 ft., above ground 358.5 ft. Estimated construction cost $851,100, first year operating cost $365,270, revenue $225,000. Post office address P. O. Box 567, Bellaire, Ohio. Studio location 400 Water St. Transmitter location 1.7 miles due E. of Wheeling. Geographic coordinates 40° 03′ 41″ N. Lat., 80° 45′ 08″ W. Long. Transmitter and antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer W. L. Foss (J. A. Moffet), Washington. Principals include President **Thomas M. Bloch** (6.7%), Vice President **Albert V. Dix** (32%), 10% owner of WWST-AM-FM Wooster, Ohio; Secretary-Treasurer **Gordon C. Dix** (16.6%), 10% owner of WWST-AM-FM. The Jesse A. Bloch estate (executed by **T. M. Bloch** and **Betty Bloch Harris**) owns 35.3%. WKWK-TV Corp. (News Pub. Co. and John B. Reynolds) has dropped competing bid. Tri-City agrees to sell News Pub. Co. 34% for $30,154. News Pub. will sell Mr. Reynolds 4% for $3,547. City priority status: Gr. A-2, No. 31. Granted April 22.

Call Letters Assigned

KISJ (TV) Pocatello, Idaho—Tribune-Journal Co., vhf Ch. 6.

WMT-TV Cedar Rapids, Iowa—American Bcstg. Stations, vhf Ch. 2.

WCNO-TV New Orleans, La.—Community TV Corp., uhf Ch. 32.

WNOH (TV) Northampton, Mass. — Regional TV Corp., uhf Ch. 36.

KMON-TV Great Falls, Mont.—Montana Farmer Inc., vhf Ch. 3.

KNDX (TV) Minot, N. D.—Rudman TV Co., vhf Ch. 10.

WCRS-TV Greenwood, S. C.—Grenco Inc., uhf Ch. 21.

KDTX (TV) Dallas, Tex.—Uhf TV Co., uhf Ch. 23.

WMEV-TV Marion, Va. — Mountain Empire Bcstg. Corp., uhf Ch. 50.

Applications

North Miami, Fla. — North Dade Video Inc., vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 160.7 kw aural; antenna height above average terrain 550 ft., above ground 573 ft. Estimated construction cost $680,756, first year operating cost $758,130, revenue $784,373. Post office address Bis-

cayne Bldg., Miami. Studio location 13640 Dixie Hwy., North Miami. Transmitter location E. of Hwy. 9, 0.3 mi. S. of Dade-Broward city line. Geographic coordinates 25° 58′ 8″ N. Lat., 80° 9′ 51″ W. Long. Transmitter and antenna RCA. Legal counsel A. Harry Becker, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Frank Bryson** (10%), industrialist; Executive Vice President **Angus Graham** (10%), contractor; Treasurer **Perry Willits** (10%), contractor; Secretary **Lucille Von Arx** (10%), lawyer and restauranteur; Assistant Secretary **David Rabinowitz** (10%), radio-TV producer, jeweler; **James Noel** (10%), attorney and realtor; **H. L. Clark Jr.** (10%), realtor; **Donald Stewart** (10%), steel products; **Marshall Luce** (10%), auto parts wholesaler, and **William Eichenbaum** (10%), realtor. City priority status: Gr. B-4, No. 193. Filed April 21.

Claremont, N. H. — Granite State Bcstg. Co. (WTSV Claremont, WKBR Manchester, WTSL Lebanon), uhf Ch. 37 (608-614 mc); ERP 1.187 kw visual, .644 kw aural; antenna height above average terrain 1,140 ft., above ground 219 ft. Estimated construction cost $73,000, first year operating cost $40,000, revenue $40,000. Post office address 155 Front St., Manchester, N. H. Studio location 221 Washington St., Claremont. Transmitter location Summit Green Mt., Claremont. Geographic coordinates 43° 23′ 48″ N. Lat., 72° 17′ 59″ W. Long. Transmitter GE, antenna Workshop Assoc. Principals include President **William Barkley** (28.2%), executive vice president of Collins Radio Co., Cedar Rapids, Iowa; Vice President **H. Scott Killgore** (20%), sales manager of Emerson Radio & TV Co.; Treasurer **William Rust Jr.** (40%), general manager of Granite State Bcstg. Co. City priority status: Gr. A-2, No. 406. Filed April 20.

Durham, N. C. — Public Information Corp. (WSSB), resubmitted application for uhf Ch. 46 (662-668 mc); ERP 90.3 kw visual, 45.15 kw aural; antenna height above average terrain 482 ft., above ground 339 ft. Estimated construction cost $121,209, first year operating cost $200,000, revenue $200,000. Ch. 46 already has been granted T. E. Allen and Son, but action has been set for hearing upon protest by WSSB. Post office address 211 Riggsbee Ave., Durham. Studio location 211 Riggsbee Ave. Transmitter location Carpenters Pond Rd., 0.2 mi. S. of Durham County line. Geographic coordinates 35° 55′ 57″ N. Lat., 78° 44′ 32″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Kear & Kennedy, Washington. Principals include **Mrs. P. M. Sawyer** (11%), housewife; **P. M. Sawyer** (40%), U. S. Internal Revenue employe; Secretary-Treasurer **Roma S. Cheek** (16%), Duke U. instructor; **Harold Thoms** (14%), 99% owner of WISE Asheville, N. C., and 71% WEAM Arlington, Va. City priority status: Gr. A-2, No. 52. Filed April 20.

Cincinnati, Ohio — Rounsaville-Clark TV Co. (Robert W. Rounsaville and George M. Clark, equal partners), uhf Ch. 54 (710-716 mc); ERP 89 kw visual, 50.5 kw aural; antenna height above average terrain 344 ft., above ground 399 ft. Estimated construction cost $221,660, first year operating cost $250,000, revenue $300,000. Post office address 3165 Mathieson Dr. NE, Atlanta, Ga. Studio location to be determined, Cincinnati. Transmitter location 1,400 ft. W. of junction of Beekman St. and Frickle Rd., Cincinnati. Geographic coordinates 39° 8′ 50″ N. Lat., 84° 33′ 20″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. Mr. Rounsaville owns WMBM Miami Beach; WLOU Louisville; WQXI Atlanta; WBAC Cleveland, Tenn.; half-interest in WGRV Greeneville, Tenn.; 51% of WBEJ Elizabethton, Tenn., and recently purchased permit of WCIN Cincinnati [B•T, April 13]. Mr. Clark is a banker and owns 49% of WBEJ. City priority status: Gr. B-2, No. 164. Filed April 17.

Youngstown, Ohio—Valley TV Co., uhf Ch. 21 (512-518 mc) (already granted to Polan Industries); ERP 210.2 kw visual, 105.1 kw aural; antenna height above average terrain 490 ft., above ground 550 ft. Estimated construction cost $297,500, first year operating cost $360,000, revenue $450,000. Post office address 3121 Market St., Youngstown. Studio and transmitter location Midlothian Bldg., Youngstown. Geographic coordinates 41° 03′ 43″ N. Lat., 80° 38′ 07″ W. Long. Transmitter and antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George P. Adair, Washington. Principals include President and Treasurer **Albert Wagner** (86.4%), automobile dealer; **Walter Dietz Jr.** (8%), sales manager of WBBW Youngstown; **John Cherpack Jr.** (4%), president and one-third owner WBBW, president WTAG Ashland, Ohio. City priority status: Gr. A-2, No. 5. Filed April 20.

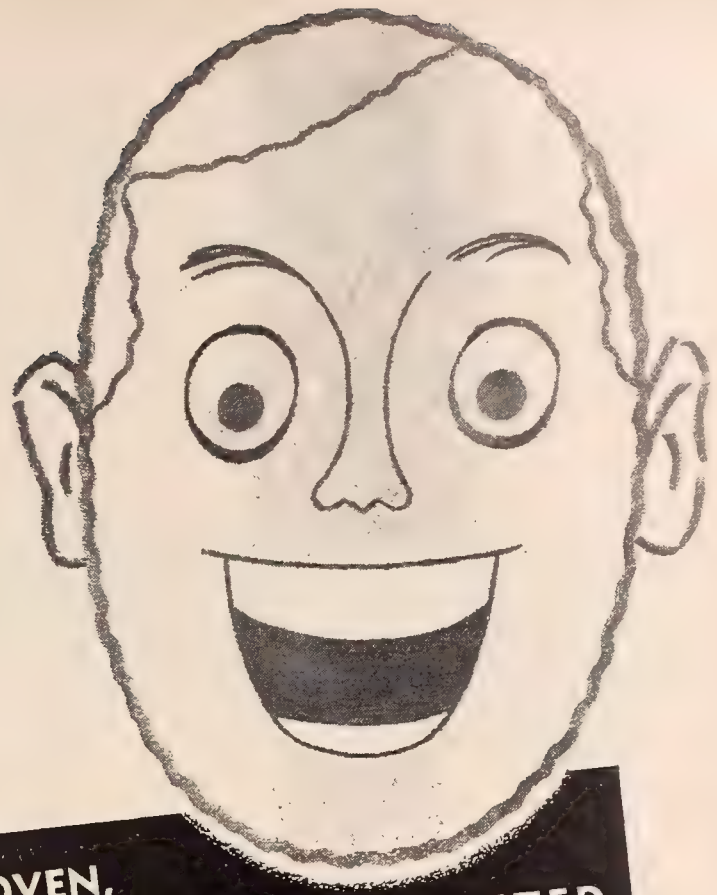
Applications Amended

Sacramento, Calif.—Cal Tel Co. Amends bid for uhf Ch. 40 to change ERP from 234 kw visual and 120 kw aural to 258 kw visual and 134 kw aural; relocate transmitter from atop Pine Hill, 10 mi. W. of Placerville to Garden Hwy, 3.4 mi. NW of Sacramento; change antenna height above average terrain from 1,384 ft. to 486 ft.; specify studio location as Chamber of Commerce Bldg., Sacramento and make equipment changes. Later reamended to change ERP to 268 kw visual and 140 kw aural and lower antenna height to 326 ft. Filed April 22.

Harlingen, Tex.—Rio Grande TV Corp., vhf Ch. 4 applicant, seeks name change to Magic Triangle Televisors Inc. Filed April 13.

Wheeling, W. Va.—Tri-City Bcstg. Co. (WFTR Bellaire, Ohio) Seeks amendment to transfer 34% holding to News Pub. Co. for $30,154 and

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"Our answer to TV competition."

"We agree—it's tremendous."

NAMES OF STATIONS GIVEN ON REQUEST

Alvarado Broadcasting Co., 122 S. Tulane, Albuquerque, N.M.

redistribute stock among present stockholders. News Pub. Co. and John B. Reynolds have dropped their competing bid (WKWK TV Corp.) for vhf Ch. 7. Mr. Reynolds is to acquire 4% from News Publishing if he sells interest in WKWK within year. Consideration $3,547. Filed April 16.

Shreveport, La.—KTBS Inc. Requests amendment of vhf Ch. 3 bid to change ERP from 62 kw aural to 55 kw; consent to RCA transmitter. Filed April 16.

Knoxville, Tenn.—Tennessee TV Co. Requests amendment of application for vhf Ch. 10 to boost ERP from 316 kw visual and 158 kw aural to 316 kw visual and 190 kw aural and change antenna height above average terrain from 906 ft. to 914 ft. Filed April 21.

Applications Dismissed

Rochester, N. Y.—Meredith Engineering Corp. At request of attorney dismissed application for uhf Ch. 15. Leaves WGVA Geneva and WARC Rochester bids pending. Dismissed April 13.

Wheeling, W. Va.—WKWK TV Corp. Dismissed application for vhf Ch. 7 at request of attorney. Principals acquire option in uncontested bid of Tri-City Bcstg. Co. (See New TV Stations, Decisions). Dismissed April 16.

Existing TV Stations . . .

Decisions

KQTV (TV) Ft. Dodge, Iowa—Northwest TV Co. Granted ERP change on uhf Ch. 21 from 23 kw visual and 12.5 kw aural to 18 kw visual and 9.6 kw aural. Granted April 14.

KEDD (TV) Wichita—CWC Co. Granted approval for studio and transmitter location at 37th and Hillside Sts., Wichita; change geographic coordinates from 37° 46′ 57″ N. Lat., 97° 30′ 7″ W. Long. to 37° 45′ 11″ N. Lat., 97° 18′ 16″ W. Long. Granted April 14.

WAAM (TV) Baltimore—WAAM Inc. Granted ERP boost on vhf Ch. 13 to 316 kw visual and 158 kw aural; antenna height above average terrain 1,000 ft. Granted April 22.

WBAL-TV Baltimore—Hearst Corp. Granted ERP increase on Ch. 11 to 310 kw visual and 160 kw aural. Antenna height above average terrain 1,010 ft. Granted April 22.

WBKZ-TV Battle Creek, Mich.—Booth Radio & TV Stations. Granted ERP drop on uhf Ch. 64 from 123 kw visual and 66.4 kw aural to 110 kw visual and 62 kw aural. Granted April 13.

WFTV (TV) Duluth, Minn.—Great Plains TV Properties of Minn. Granted ERP change on uhf Ch. 38 from 17 kw visual and 9.6 kw aural to 14.5 kw visual and 7.8 kw aural and change studio location from "to be determined" to 4th Ave. W. and Superior St., Duluth. Granted April 13.

WARK-TV Akron, Ohio—Summit Radio Corp. Granted ERP boost on uhf Ch. 49 from 145 kw visual and 73 kw aural to 180 kw visual and 91 kw aural. Granted April 14.

WLEV-TV Easton, Pa.—Associated Bcstrs. Uhf Ch. 51 grantee issued special temporary authority for commercial operation, effective April 13-June 29. Granted April 13.

WCOS-TV Columbia, S. C.—Radio Columbia. Uhf Ch. 25 grantee issued STA for commercial operation, effective April 13-Sept. 15. Granted April 13.

Applications

KDZA-TV Pueblo, Colo. — Pueblo Radio Co. Seeks relocation of transmitter and studio from 3011 Elizabeth St., Pueblo, to 31st and West Sts., near Pueblo and requests waiver of Sec. 3.613(b) of Commission's rules. Filed April 6.

WTVJ-TV Miami, Fla.—Southern Radio & TV Equip. Co. Seeks modification of CP for vhf Ch. 4 to decrease aural ERP from 100 kw to 87 kw; relocate transmitter from Biscayne Blvd. at 142d St., N. Miami Beach, to intersection of NE 6th Ave. and Hollandale Beach Blvd., 2.7 mi. SW of Hollywood City Hall; move studio from 316 N. Miami Ave. to NW 3d St., Miami. Geographic coordinates 25° 59′ 08.5″ N. Lat., 80° 11′ 34.5″ W. Long. Filed April 22.

KTVH (TV) Hutchinson, Kan.—Hutchinson TV Inc. Seeks modification of its CP for vhf Ch. 12 to change ERP from 115 kw visual and 58 kw aural to 210 kw visual and 105 kw aural; change transmitter and studio locations from 5 mi. N. of Hutchinson to 8.3 mi. E. of Hutchinson and to 17th and Plum Sts., Hutchinson, respectively; change geographic coordinates from 38° 09′ 05″ N. Lat., 97° 57′ 32″ W. Long. to 38° 3′ 23″ N. Lat., 97° 46′ 36″ W. Long.; increase antenna height above average terrain from 624 ft. to 810 ft., above ground from 574 ft. to 780 ft. Requests approval of transfer of 23% interest of K. T. Anderson, to be divided among several existing and two new minority stockholders that assume Mr. Anderson's obligation to lend the corporation $100,000. No other consideration specified. Filed April 3.

WAFB-TV Baton Rouge, La.—Modern Bcstg. Co. Requests permit to replace CP for uhf Ch. 28. Filed April 22.

KEDD (TV) Wichita, Kan.—CWC Co. Requests relocation of transmitter from 2 Mi. E. of Colwich, Kan., on U. S. Rt. 96 to 37th St. at Hillside Ave., Wichita; revision of geographic coordinates from 37° 46′ 57″ N. Lat., 97° 30′ 7″ W. Long to 37° 45′ 11″ N. Lat., 97° 18′ 16″ W. Long. Assigned uhf Ch. 16. Filed March 23.

WMGT (TV) North Adams, Mass.—Graylock Bcstg. Co. Seeks modification of its CP for Ch. 74 to change ERP from 1 kw visual and 0.5 kw aural to 300 kw visual and 155 kw aural; relocate transmitter from Mohawk Trail near Strykers Rd., North Adams, to atop Mt. Greylock, 2.6 mi. NE of Adams. Geographic coordinates 42° 38′ 11″ N. Lat., 73° 10′ 4″ W. Long. Antenna height above average terrain 2,063 ft., above ground 200 ft. Filed April 6.

WIL-TV St. Louis — Missouri Bcstg. Corp. Seeks modification of CP for uhf Ch. 42 to increase ERP from 79 kw visual and 46 kw aural to 171 kw visual and 89 kw aural; install new transmitter (GE) and antenna (GE). Antenna height above average terrain 487 ft., above ground 540 ft. Filed April 10.

WJTN-TV Jamestown, N. Y.—James Bcstg. Co. Requests modification of its CP for uhf Ch. 58 to reduce ERP from 100 kw visual and 56 kw aural to 69.2 kw visual and 37.2 kw aural; change studio and transmitter locations to 2.5 mi. WSW of Jamestown from 110 W. 3d St., Jamestown, and to Oak Hill Rd., 4 mi. E. of Frewsburg, respectively. Geographic coordinates 42° 05′ 06″ N. Lat., 79° 17′ 23″ W. Long. Antenna height above average terrain 706 ft., above ground 541 ft. Filed April 13.

WRGB (TV) Schenectady, N. Y. — General Electric Co. Requests modification of CP for vhf Ch. 4 to change ERP from 98 kw visual and 49 kw aural to 94 kw visual and 47 kw aural and make equipment changes. Filed April 16.

WUTV (TV) Youngstown, Ohio—Albert Polan et al., partners in Polan Industries. Requests modification of CP for uhf Ch. 21 to boost ERP from 170 kw visual and 85 kw aural to 218 kw visual and 114.5 kw aural and make equipment changes. Filed April 13.

Lawton, Okla.—Lawton Bcstg. Co., 1600 kc, 1 kw unlimited. Estimated construction cost $50,689; first year operating cost $57,000; first year revenue $72,000. Principals are President Allen Bilbrey (30%), grocer; Secretary-Treasurer Jack Greer (25%), realtor; J. C. Clower (25%), oil driller. Post office address: 3140 Cache Rd., Lawton. Filed April 16.

WENS (TV) Pittsburgh, Pa.—A. D. Faust et al. d/b as Telecasting Co. of Pittsburgh. Requests modification of CP for uhf Ch. 16 to boost ERP from 89 kw visual and 50 kw aural to 200 kw visual and 106 kw aural; change studio and transmitter locations from "to be determined" and Rue Grand Vue at Attica St., Pittsburgh, respectively, to 700 Ivory Ave., Pittsburgh. Geographic coordinates changed from 40° 26′ 45″ N. Lat., and 80° 2′ 4″ W. Long. to 40° 29′ 39″ N. Lat., 80° 00′ 16″ W. Long. Antenna height above

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Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

average terrain 858 ft., above ground 552 ft. Filed April 14.

WTVQ (TV) Pittsburgh, Pa.—Golden Triangle TV Corp. Seek modification of CP for uhf Ch. 47 to locate studio and transmitter at Shiolh St. bounded by Grandview and Wyoming Aves. and Sycamore St. Geographic coordinates 40° 25′ 52″ N. Lat., 80° 00′ 25″ W. Long. Filed April 6.

WCOS-TV Columbia, S. C.—Radio Columbia. Seeks modification of CP for uhf Ch. 25 to change ERP from 74 kw visual and 42 kw aural to 78.4 kw visual and 39.2 kw aural. Filed April 10.

WMCT (TV) Memphis, Tenn.—Memphis Pub. Co. Requests amendment to change ERP on vhf Ch. 5 from 51.6 kw visual and 25.8 kw aural to 76.03 kw visual and 51.17 kw aural and correct geographic coordinates to 35° 10′ 13″ N. Lat., 89° 53′ 12″ W. Long. Filed April 9.

KCEN-TV Temple, Tex.—Bell Pub. Co. Seeks modification of CP for Ch. 6 to boost ERP from 13 kw visual and 6.5 kw aural to 100 kw visual and 50 kw aural; change transmitters and antenna and relocate transmitter from N. 1st St. and Temple city limits to 1 mi. S. on Hwy 81, Eddy, Tex. Geographic coordinates 31° 17′ 06″ N. Lat., 97° 15′ 34″ W. Long. Antenna height above average terrain 819 ft. Filed April 22.

KCMC-TV Texarkana, Tex.—KCMC Inc. Requests modification of CP for vhf Ch. 6 to boost ERP from 18.5 kw visual and 9.4 kw aural to 28.2 kw visual and 15.2 kw aural and make equipment changes. Filed April 14.

KVOS-TV Bellingham, Wash.—KVOS Inc. Seeks modification of CP for vhf Ch. 12 to increase ERP from 16 kw visual and 8 kw aural to 33.4 kw visual and 16.9 kw aural and change antenna system. Filed April 8.

WTAC-TV Flint, Mich. — Trendle - Campbell Bcstg. Corp. Seeks modification of CP for uhf Ch. 16 to decrease ERP from 59 kw visual and 29.5 kw aural to 13.77 kw visual and 6.885 kw aural; change transmitter and studio location from 740 S. Saginaw St. to Lapeer Rd. and Burr Blvd., Flint; correct geographic coordinates from 43° 00′ 49″ N. Lat., 83° 41′ 20″ W. Long. to 43° 00′ 27″ N. Lat., 83° 39′ 54″, and make equipment changes. Filed April 16.

WNOW-TV York, Pa.—H. J. Williams et al. d/b as **Helm Coal Co.** Requests ERP change on uhf Ch. 54 from 96 kw visual and 54 kw aural to 93 kw visual and 50.2 kw aural; change studio location from 25 S. Duke St., to 2.9 mi. NE of York city limits; revise geographic coordinates to 39° 59′ 59.6″ N. Lat., 76° 41′ 33.3″ W. Long.; increase antenna height above average terrain to 660 ft. and make equipment changes. Filed April 21.

New AM Stations . . .

Decisions

Tucson, Ariz.—Tucson Radio Inc. Granted new AM station, 1230 kc, 250 w unlimited. Estimated construction cost $17,000, first year operating cost $37,552, first year revenues $50,000. Officers: President **Peter Trowbridge** (58%), radio engineer; Vice President **DeWitt Wray** (42%), former motel operator. PO address: 2921 E. Ninth St., Tucson. Granted April 16.

Delray Beach, Fla.—Robert Misenheimer tr/as **Delray Bcstrs.** Granted 1420 kc, 500 w daytime. Estimated construction cost $14,550; first year operation cost $27,000; first year revenues $39,500. PO address: 2006 James St., Durham, N. C. Mr. Misenheimer is commercial manager of WNCA Silver City, N. C. Granted April 22.

Wheaton Md.—Commercial Radio Equipment Co. (WASH [FM] Washington, D. C.) Granted 1540 kc 250 w daytime. Estimated construction cost $5,230, first year operating cost $48,000, revenue $60,000. (Construction cost does not include studio technical equipment, antenna tower, land or buildings, constructed at cost of $66,060 for WASH [FM] Washington and valued at $100,000.) Sole owner of applicant is **Everett L. Dillard,** licensee of WASH (FM) Washington, owner of the Continental FM Network and owner of Commercial Radio Equipment Co. (consulting engineering firm), Washington. Post office address: 810 International Bldg., 1319 F St., N.W., Washington 4, D. C. Granted April 16.

Evanston, Wyo.—Advertising Enterprises Ltd. Granted 1240 kc, 250 w fulltime: antenna 200 ft. Estimated construction cost $11,000 first year operating cost $36,000, revenue $41,000. Equal (50%) partners include **Melvin E. Whitmore** and **Edwin L. Bullis,** owner of Bullis Furniture Co., Powell, Wyo. Post office address: c/o General Delivery, Evanston, Wyo. Granted April 16.

Call Letters Assigned

WTLS Tallassee, Ala. — Tallassee Bcstg. Co., 1300 kc, 1 kw daytime.

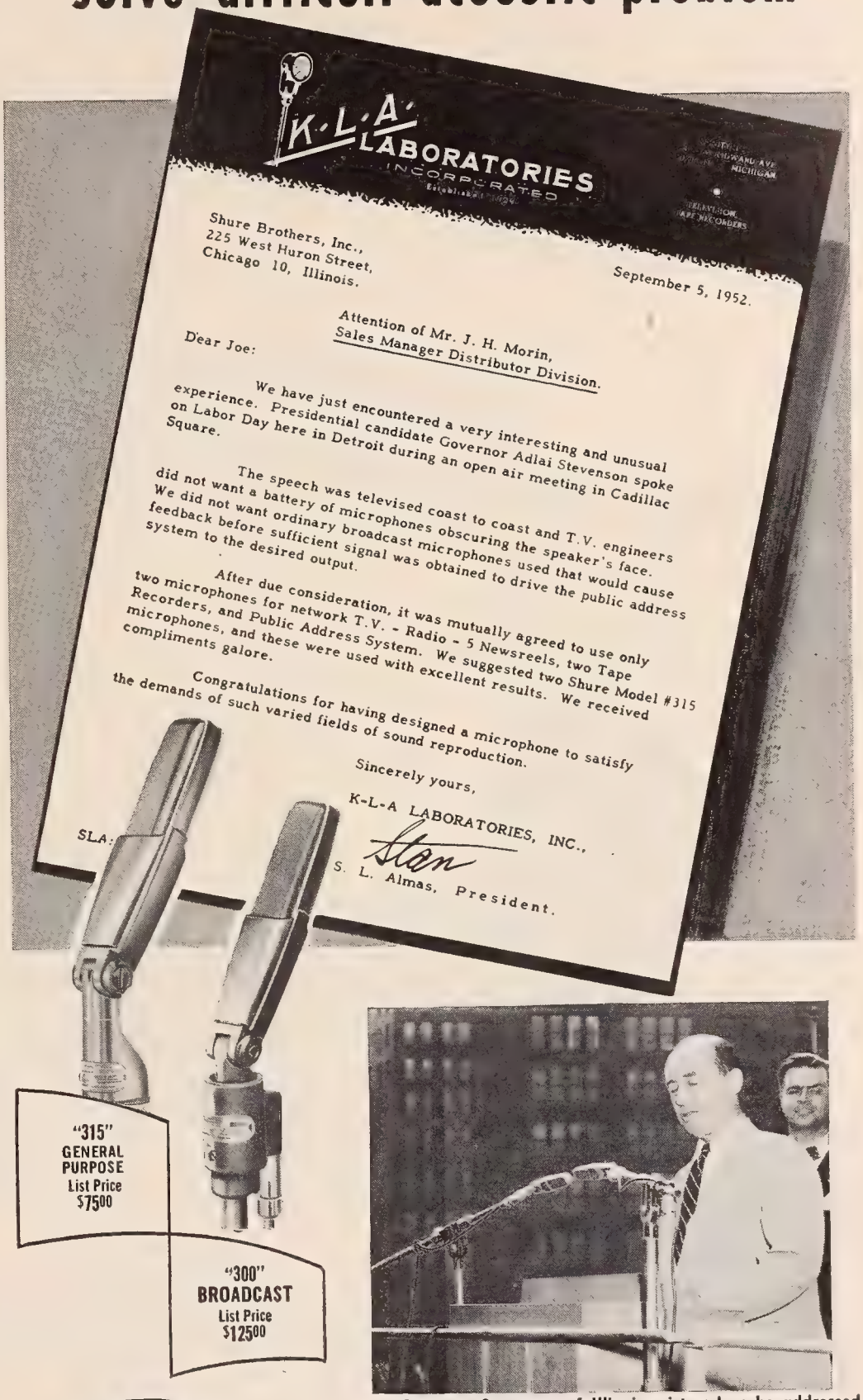
WMOP Ocala, Fla.—Andrew Letson, 900 kc, 500 w daytime.

WNOC Greenville, N. C.—Interstate Bcstg. Co., 1290 kc, 1 kw daytime.

KDAV Lubbock, Tex.—Prosperity Land Bcstg. Co., 580 kc, 500 w daytime.

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KWKW

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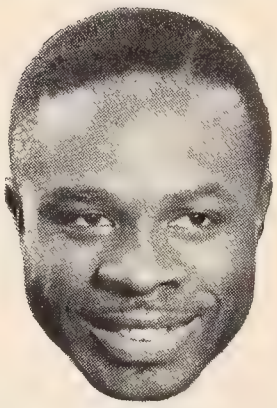
- ½ million Spanish-speaking listeners, with 9 hours daily in Spanish.
- 350,000 Negroes with 6 hours of Negro D.J. programming.
- 150,000 Italians with one hour Italian language daily.

The *only* 24-hour station programming to these important listening groups.

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HOOPER RADIO AUDIENCE INDEX
City: Memphis, Tenn. Months: Jan.-Feb. '53

Time	WDIA	B	C	D	E	F	G	H
T.R.T.P.	24.8	26.0	18.2	14.8	10.7	7.3	5.7	3.4

(Note: WDIA's share Sats.: 27.9; Suns. 47.8)

MEMPHIS **WDIA** TENN.

John E. Pearson Co., Representative
Dora-Clayton Agency, Southeast

Applications

Columbus, Ga.—Muscogee Bcstg. Co., 1570 kc, 1 kw daytime. Estimated construction cost $18,980; first year operating cost $25,000; first year revenues $30,000. P.O. address: P.O. Box 92, Ft. Valley, Ga. Charlie Parrish (50%), employe of WFBM Ft. Valley, and C. H. Parrish Sr. (50%), farmer. Filed April 22.

Laurel, Miss.—New Laurel Radio Station, 990 kc, 250 w daytime. Estimated construction cost $16,750; first year operating cost $24,000; first year revenue $36,000. Principals are President **Harold Mattison** (27.5%), 25% owner of Fine Bros. stores; Secretary-Treasurer **D. A. Mattison** (27.5%), 25% owner of Fine Bros. and half-owner of WHSY Hattiesburg; Vice President **Murdock McRae** (11.5%), ⅓ owner of Laurel Coca-Cola Bottling Co. P.O. address: Box 950, Laurel. Filed April 17.

Concordia, Kan.—General Bcstg. Co., 1390 kc, 500 w daytime. Estimated construction cost $20,485; first year operating cost $55,000; first year revenue $75,000. One-third interest each held by President **W. F. Danenburger,** hardware store operator; Vice President and Treasurer **Oscar Allen,** clothier, and General Finance Corp. P.O. address: 1250 Willow St., Concordia. Filed April 21.

Amory, Miss.—Charles Boren Jr., 1580 kc, 5 kw daytime. Estimated construction cost $14,000; first year operating cost $30,000; first year revenue $36,000. Mr. Boren is theatre owner. P.O. address: Verona, Miss. Filed April 21.

Applications Amended

Waverly, Ohio—Alice Hively. AM application modified to specify applicant as Alice Hively, Donald Kinker and Warren Cooper d/b as Hi Kinco Bcstrs. Mrs. Hively holds notes of $10,000 each for the ⅓ interests of the other parties. Filed April 13.

Southbridge, Mass.—James W. and Hope N. Miller. Amend application for 1 kw daytime on 970 kc to request 500 w. Filed April 17.

Winter Park, Fla.—Orange County Bcstrs. Seeks modification of application for 1260 kc, 1 kw daytime to specify 1370 kc. Filed April 17.

Columbus, Miss.—J. W. Furr. Amends bid for new AM station on 1580 kc, 10 kw daytime, to request 1540 kc. Filed April 22.

Application Dismissed

Gulfport, Miss.—Joe Van Sandt. Dismissed application for CP for new AM station on 1540 kc, 1 kw daytime. Dismissed April 22.

Existing AM Stations . . .

Call Letters Assigned

WNOS High Point, N. C.—North State Bcstg. Co., formerly assigned WNST, 1590 kc, 1 kw daytime.

Application Amended

WATH Athens, Ohio—A. H. Kovlan and J. D. Sinyard. Request power increase from 1 kw to 5 kw, operating daytime on 1540 kc. Filed April 16.

Application Dismissed

WITA San Juan, Puerto Rico—Electronic Enterprises. Dismissed application for CP to change frequency from 1400 kc to 1140 kc; increase power from 250 w unlimited to 500 w night and 1 kw day; and other changes. Dismissed April 22.

New FM Stations . . .

Decision

Los Angeles, Calif.—A. A. Crawford. Granted Class B Ch. 254 (98.7 mc); ERP 50 kw. Estimated construction cost $30,000; first year operating cost $15,000; first year revenues $20,000. Mr. Crawford distributes and retails electronics equipment. P.O. address: 456 N. Rodeo Dr., Beverly Hills. Granted April 22.

Call Letters Assigned

WKEU-FM Griffin, Ga.—Radio Station WKEU, Ch. 271 (102.1 mc), ERP 1.75 kw.

WSEL (FM) Chicago, Ill.—Chicago Skyway Bcstg. Co., formerly assigned WILH (FM). Ch. 274 (104.3 mc), ERP 40 kw.

WNOS-FM High Point, N. C.—North State Bcstg. Co., formerly assigned WNOS (FM). Ch. 262 (100.3 mc), ERP 3.2 kw.

Application

Lenoir, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co. (WLIL), Ch. 245 (96.9 mc), ERP 9 kw. Estimated construction cost $6,600; first year operating cost $1,500; first year revenues $500. P.O. address: Lenoir. Filed April 17.

Ownership Changes . . .

Decisions

KTXL-TV San Angelo, Tex.—Armistead D. Rust and B. P. Bloodworth, co-partners in Westex TV Co. Granted assignment of CP for vhf Ch. 8 (BPCT-1407) to Westex TV Co., a corporation. President **Mr. Rust** (49.7%), Vice President **Mr. Bloodworth** (50%), and Secretary-Treasurer **Sarah J. Rust** (0.3%). Granted April 16.

Applications

KYNO Fresno, Calif.—Robert Schuler, Lester Chenault and **Bert Williamson** d/b as **Radio KYNO.** Request involuntary assignment of license to same partnership, replacing Robert Schuler, deceased, by Amelia Schuler, executrix of his estate. Filed April 22.

WSB-AM-FM-TV Atlanta, Ga.—Seeks relinquishment of control (51.7% to 41.8%) by James M. Cox Jr., trustee of certain voting stock for mother and two sisters, as result of conversion of preferred stock owned by other stockholders to common and issuance of new stock. No consideration. Corporate reorganization is in accordance with 1950 merger agreement of *Atlanta Journal* and *Constitution.* Filed April 7.

WROM-TV Rome, Ga.—Dean Covington, Edward McKay and Charles Doss d/b as Coosa Valley Radio Co. Requests assignment of CP to WROM-TV Inc., new corporation, and transfer of ⅓ interest from Dean Covington to estate of Leon Covington, deceased, Dean Covington, executor. Filed April 15.

KONA (TV) Honolulu, Hawaii—Radio Honolulu. Now off air, station requests transfer of control through sale of 85% interest of Herbert M. Richards to KPOA and KGU principals. Consideration $60,488, plus assumption of liabilities. Transferees also to buy scattered 15% of other stockholders at 80% of par. KPOA to be disposed of after TV grant [B•T, March 16]. KONA current assets $3,300; current liabilities $166,500. Station will seek switch from Ch. 11 to Ch. 4, recently filed for by American Bcstg. Stations, vhf Ch. 2 permittee at Cedar Rapids, Iowa, where it owns WMT. KPOA and KGU drop bids for Ch. 4. Filed April 7.

Springfield, Ill.—Sangamon Valley TV Corp. Seeks to change stockholders to effect merger: WTAX Inc., formerly 35%, now 30%; Illinois Bcstg. Co. (WSOY Decatur, Ill.) from 27.5% to 11%; and Lincoln Bcstg. Co. (WMAY), a new stockholder, 30%. Consideration: 1% equal $4,000. Lincoln was 60% stockholder in WMAY TV Inc., which dropped competing bid for vhf Ch. 2. Filed April 6.

KCHA Charles City, Iowa—Inland Bcstg. Corp. Requests voluntary transfer of control of licensee corporation to Radio Inc. Involves transfer of stock (100%) from five principals for consideration of $40,000. Charles J. Ellis, president and 95.5% owner of Radio Inc., is manager of agricultural properties. Filed April 17.

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WEKY Richmond, Ky.—J. W. Betts, Charles Clarke and J. M. Finch Jr. d/b as Richmond Bcstg. Co. Request voluntary assignment of CP to Dages Boyle, securities dealer. Consideration $7,056. Filed April 21.

WJAN Spartanburg, S. C.—James C. Byrd Jr. Requests voluntary assignment of CP to Spartanburg Bcstg. Co. W. Ennis Bray, general manager, WESC Greenville, S. C., acquires 50% interest for consideration of $9,000.

WAPI (AM), WAFM (FM) and WAFM-TV Birmingham, Ala.—TV Corp. Requests voluntary transfer of control from Ed Norton (76.4%) and Thad Holt (23.6%) to Birmingham News Corp. (WSGN). Consideration: Mr. Norton, $1,832,727; Mr. Holt, $567,273. Birmingham News plans to sell WSGN-AM and one of the FM stations. Principals include President **James Chappell** (1.4%); Chairman of Board **Ruth Hanson** (10.8%); Executive Vice President **Henry Johnston** (5.7%); Vice Presidents **Clarence Hanson Jr.** (6.6%) and **Harry Bradley** (1.1%). The trust under the will of Victor Hanson holds 57.7%. Filed April 21.

KCSJ Pueblo, Colo.—Douglas Kahle and Robert Clinto Jr. d/b as Star Bcstg. Co. Requests voluntary assignment of license to Star Bcstg. Co. Inc., same principals. Filed April 21.

KSO-AM-FM Des Moines, Iowa — Murphy Bcstg. Co. Requests involuntary transfer of control from Kingsley H. Murphy (100%), deceased, to Kingsley H. Murphy Jr., Clarence J. Mulrooney and Northwestern National Bank of Minneapolis, executors of estate. Filed April 17.

WNJR-AM-FM Newark, N. J.—North Jersey Radio Inc. Requests voluntary assignment of WNJR license and WNJR-FM CP to Evening News Pub. Co., sole owner of North Jersey Radio. No consideration. Filed April 16.

WKSR Pulaski, Tenn.—W. K. Jones and Fred Fleming d/b as Richland Bcstg. Co. Requests involuntary assignment of 93% interest of Mr. Jones, deceased, to Third National Bank in Nashville, executor of estate. Filed April 14.

KPUY Puyallup, Wash.—Clarence Wilson and P. D. Jackson d/b as Radio Station WPUY. Requests voluntary assignment of license to Henry Perozzo (87%) airline flight superintendent, and Antonio Gomez (13%) airline pilot. Consideration $45,000. Filed April 15.

KGA Spokane, Wash.—Corp. of Gonzaga U. Requests voluntary assignment of license to Bankers Life & Casualty Co. Bankers gets 10-year lease to properties at $40.000 annually with option to buy properties for $100,000. Filed April 16.

Hearing Cases . . .

Decisions

Portsmouth, Ohio. New TV, uhf Ch. 30. Brush-Moore Newspapers Inc. (WPAY) and Woodruff Inc. (Edward Lamb) — Motions Comr. E. M. Webster granted petition of Brush-Moore to dismiss its application without prejudice and referred to full Commission consideration of whether to retain Woodruff bid in hearing status or return to processing line. Decision April 14; reported April 16.

Killeen, Tex. New AM, 1050 kc, 250 w daytime. KFHT Bcstg. Co. and Highlite Bcstg. Co.—Motions Comr. E. M. Webster granted petition of KFHT Bcstg. Co. to withdraw its application but denied request for dismissal without prejudice. Petition of Highlite for dismissal with prejudice of KFHT Bcstg. Co. application was dismissed as moot. Highlite bid was removed from hearing docket and returned to processing line. Decision April 10; reported April 16.

Portland, Ore. New TV, vhf Ch. 8. Westinghouse Radio Stations Inc. (KEX), Portland TV Inc., Cascade TV Co. and North Pacific TV Inc.—FCC Hearing Examiner Elizabeth C. Smith issued memorandum opinion and order granting petition of North Pacific to amend its application in order to reflect acquisition by King Bcstg. Co., majority stockholder, of 25% interest of its outstanding stock and retirement thereof into treasury. King Bcstg. Co. is licensee of KING-AM-FM-TV Seattle. Decision April 1; reported April 16.

Spokane, Wash. New TV, vhf Ch. 2. Louis Wasmer (KREM) and TV Spokane Inc. (KNEW)—FCC Hearing Examiner William G. Butts by memorandum opinion and order granted petition of TV Spokane for leave to amend its application to consolidate information presently on file and to include data on estimated cost of operation. Decision April 16.

Chattanooga, Tenn. New TV, vhf Ch. 3. WDOD Bcstg. Corp. (WDOD) and Mountain City TV Inc.—FCC announced memorandum opinion and order to grant petition of Mountain City to delete issue No. 1 (to determine its financial qualifications) and Issue No. 2 (to determine if its proposed station would be air hazard) from comparative hearing. Decision April 15; reported April 16.

Low Power Industrial Radio Service Rules—In report and order, FCC amended Subpart L of its low power industrial radio service rules to relax present limitation on maximum permissible separation between a transmitter in this service and the radiating portion of its associated antenna; included frequency 27.255 mc as available for assignment on shared basis; liberalized technical requirements for such devices as "wireless microphones" when they have maximum plate power input not exceeding 200 milliwatts; clarified eligibility provisions to include educational or philanthropic institutions, as well as instrumentalities of local or state governments when radio facility is to be used primarily for purposes not directly related to public safety. That portion of proposal in Docket 8960 which looked toward providing for assignment of certain microwave frequencies in this service has been deleted, inasmuch as provision has been made in Subpart M, industrial radiolocation service, for purpose of making microwave frequencies available for speed meter devices. Amendments are effective June 8. Decision April 22.

Broadcast Rules & Standards—By report and order, FCC finalized certain editorial changes in its broadcast rules and standards, proposed Jan. 7 in Dockets 10369 and 10370. Among other changes, sunrise-and-sunset table (Sec. 26 of AM standards) has been deleted and in lieu thereof Sec. 3.79 of rules prescribes time for operation in individual station's authorization in accordance with standardized procedure. Changes become effective 30 days after publication in *Federal Register*. Decision April 22.

Opinions and Orders . . .

Decisions

FM Allocations—FCC announced proposed rule-making proceeding to delete FM Class B Ch. 279 from Rochester, N. Y., and add same to Ithaca in order to facilitate construction of pending application at Ithaca for new Class B station. Comments may be filed on or before May 25. Proposed April 22.

TV Allocations—By memorandum opinion and order, FCC denied petition of Jacob A. Newborn Jr., Tyler, Tex., requesting that FCC amend Sec. 3.606 of TV rules to reserve vhf Ch. 7 at Tyler for noncommercial educational use and to add uhf assignment to that city. Denial is without prejudice to refiling after June 2 expiration of one-year ban on amendment of TV allocation table.

TV Allocation—On petition by Polan Industries Huntington, W. Va., FCC adopted notice of proposed rule-making to assign vhf Ch. 5 to Glenville, W. Va., community not presently listed in TV allocation table, with resultant changes in offset carrier designations on Ch. 5 in Washington, D. C., Gainesville, Fla., Raleigh, N. C., and Charleston, S. C. Comments may be filed on or before May 25. Proposed April 22.

New Petitions . . .

April 15

Chattanooga, Tenn. New TV, vhf Ch. 3. WDOD Bcstg. Corp. (WDOD) (Docket 10438; BPCT-676) and Mountain City TV Inc. (Docket 10439; BPCT-882)—WDOD files (1) answer to reply of Mountain City on April 10 and (2) opposes alternate request for enlargement of issues to determine if WDOD is financially qualified. WDOD earlier opposed Mountain City petition to delete issue to determine if Mountain City is financially qualified.

Pontiac, Mich. New AM station, 1460 kc, 500 w unlimited. James Gerity Jr. (Docket 10346; BP-8651)—Chief of FCC Broadcast Bureau submits



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comments advising that petition of Gerity, asking removal from hearing and grant, should be denied since WKMF (formerly WCLC) Flint is entitled to hearing on interference issue. Mr. Gerity on April 17 filed reply, contending comments were untimely and alleged interference would be minor.

April 16

Portsmouth, Ohio. New TV, uhf Ch. 30. Woodruff Inc. (Edward Lamb) (Docket 10440; BPCT-1430) and Brush-Moore Newspapers Inc. (WPAY) (Docket 10441; BPCT-1449)—Woodruff asks Commission to retain its application in hearing status, requesting that examiner issue initial decision granting same or that FCC remove from hearing and concurrently grant. Bid of Brush-Moore was dismissed April 14, but disposition of Woodruff bid was referred to Commission.

KVOL Lafayette, La. Modification of permit to change daytime power from 1 kw to 5 kw, operating on 1330 kc full time, directional night (Docket 9739; BMP-5098)—KXYZ Houston and KOLE Port Arthur, Tex., jointly ask extension of time to May 6 to file opposition to KVOL petition for reconsideration and grant without hearing.

Duluth, Minn.—Superior, Wis. New TV, vhf Ch. 6. Ridson Inc. (WDSM Superior) (Docket 10291; BPCT-728) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292; BPCT-921)—Chief of FCC Broadcast Bureau recommends dismissal of petition by Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289) requesting amendment from vhf Ch. 3 to Ch. 6 and consolidation with Ridson, if Lakehead should dismiss in merger plan with Ridson group.

KLCN Blytheville, Ark. Change from 1 kw on 900 kc to 5 kw on 910 kc (Docket 10349; BMP-5961)—Chief of FCC Broadcast Bureau indicates petition of KLCN for reinstatement of grant to change assignment "can support a reversal of the Commission's action of Nov. 20, 1952, rescinding the KLCN grant and designating the KLCN application for hearing." He notes WMOK Metropolis, Ill., has agreed to minor interference involved.

Porterville, Calif. Amendment of TV allocation plan—KPIT Porterville petitions for amendment of Sec. 3.606 of rules to add uhf Ch. 55 there, pointing out city is more than 15 miles away from any present allocation.

Steubenville, Ohio. New TV, vhf Ch. 9. WSTV Inc. (WSTV) (BPCT-1049) and John R. Osborne (no file number assigned)—WSTV asks dismissal of Osborne application or that its own bid be granted conditionally pending completion of comparative hearing. WSTV charges Osborne bid is incomplete and was filed to delay action on WSTV bid.

KBIG Avalon, Calif. Application for license to cover CP new AM station, 710 kc, 10 kw daytime, directional (BL-4897)—CBS Inc. of Calif. files reply to partial response by KBIG to CBS' request for show cause order to eliminate alleged KBIG interference to KCBS San Francisco. CBS asks early consideration, contending interference continues to KCBS and also KMPC Los Angeles.

Sacramento, Calif. New TV, vhf Ch. 10. McClatchy Bcstg. Co. (KFBK) (Docket 9013; BPCT-450) and Sacramento Telecasters Inc. (Docket 10298; BPCT-976)—McClatchy supports its plan to take depositions for rebuttal evidence and opposes motion by Sacramento Telecasters for order that depositions not be taken.

Muskegon, Mich. New TV, uhf Ch. 35. Versluis Radio & TV Inc. (grantee) (Docket 10442; BPCT-1208)—Versluis opposes motion by Music Bcstg. Co. (WGRD Grand Rapids) which asks FCC to strike paragraph of grantee's appearance that specifically reserved unto grantee the right to question Music's standing as a party in interest.

April 17

Danville, Ill. Vermillion Bcstg. Corp. Final decision to grant new AM station, 980 kc, 1 kw, unlimited (Docket 9496; BP-7114)—Grantee files opposition to petition of WCFL Chicago requesting reconsideration of grant.

Spokane, Wash. New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422; BPCT-920) and TV Spokane Inc. (Docket 10423; BPCT-1087) — Wasmer opposes motion of TV Spokane to add issue on comparison of engineering proposals. On April 20, TV Spokane filed petition to delete issue concerning its financial qualifications.

Tampa-St. Petersburg, Fla. New TV, vhf Ch. 8. Tribune Co. (WFLA Tampa) (Docket 10250; BPCT-363); Pinellas Bcstg. Co. (WTSP St. Petersburg) (Docket 10251; BPCT-448), and Tampa Bay Area Telecasting Corp., St. Petersburg (Docket 10252; BPCT-935)—Proposed findings of fact and conclusions filed by all three contestants.

WTCH Shawano, Wis. Seeks modification of license to adjust nighttime directional array, operating on 960 kc (BZ-3456)—KMA Shenandoah, Iowa, asks FCC to require WTCH to adjust its directional antenna to afford protection to KMA required in original permit to WTCH.

April 20

Denver, Col. New TV, vhf Ch. 4. KMYR Bcstg. Co. (KMYR) (Docket 9043; BPCT-488) and Metropolitan TV Co. (KOA) (Docket 10238; BPCT-941) —Proposed findings of fact and conclusions filed by both contestants and by Chief of FCC Broadcast Bureau.

Wichita, Kan. New TV, vhf Ch. 3. Radio Station KFH Co. (KFH) (Docket 10259; BPCT-698); Taylor Radio & TV Corp. (KANS) (Docket 10260; BPCT-946), and Wichita TV Corp. (Docket 10261; BPCT-961)—Both KFH and Wichita TV filed oppositions to petition by KANS for review and reversal of examiner's ruling denying permission to KANS to amend its application.

Mobile, Ala. New TV, vhf Ch. 5. WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458)—Mobile TV Corp. petitions for permission to amend its application to show changes in corporate organization, stockholders, and financial, program and staff plans.

Salinas-Monterey, Calif. New TV, vhf Ch. 8. Salinas Bcstg. Corp. (KSBW Salinas) (Docket 10445; BPCT-1222) and Monterey Radio-TV Co. (KMBY Monterey) (Docket 10446; BPCT-1225), both new share-time grantees — KICU (TV) Salinas, protestant of share-time grants, files reply to joint petition by grantees asking reconsideration of FCC action postponing effective date of grants and designating hearing on protest.

Rochester, N. Y. New TV, vhf Ch. 10. WHEC Inc. (WHEC) (Docket 8968; BPCT-326) and Veterans Bcstg. Co. (WVET) (Docket 10447; BPCT-833), new share-time grantees—WSAY Rochester asking modification of order calling for hearing on Ch. 10 grants and/or consolidation of WSAY's Ch. 10 bid in proceeding.

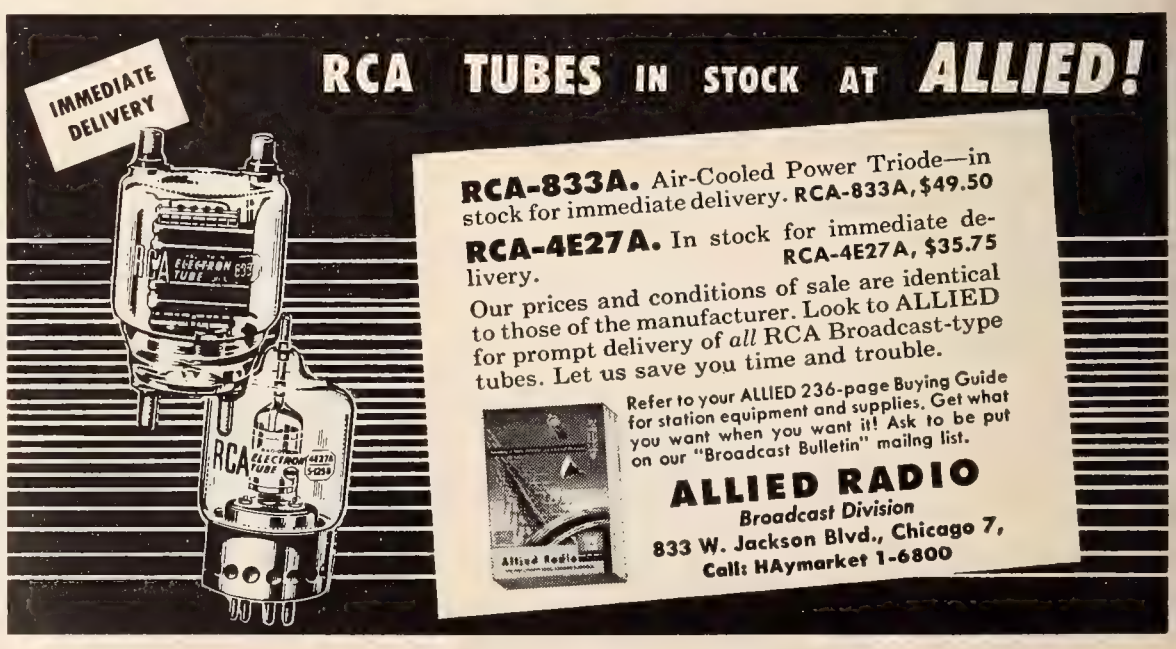
Evansville, Ind. New TV, vhf Ch. 7. South Central Bcstg. Corp. (WIKY) (Docket 10461; BPCT-707); Evansville TV Inc. (Docket 10462); BPCT-934); On the Air Inc. (WGBF) (Docket 10463; BPCT-991), and WFBM Inc. (WEOA) (Docket 10464; BPCT-1131)—WFBM Inc. requests permission to amend its application to change transmitter site.

Milwaukee, Wis. Reservation of vhf Ch. 10—Hearst Corp. (WISN) files supplement to petition for rehearing of memorandum, opinion and order denying earlier Hearst request for reconsideration of reservation of Ch. 10 and denying commercial grant on Ch. 10.

Delaware Valley Bcstg. Corp., Morrisville, Pa. (BP-8799), and Mercer Bcstg. Co., Trenton, N. J. (BP-8714), applicants for new AM station on 1490 kc with 250 w full time—Delaware Valley opposes motion by Mercer to dismiss former's application on grounds it is defective.

April 21

Fort Wayne, Ind. New TV, uhf Ch. 69. Radio Fort Wayne Inc. (WANE) (Docket 10424; BPCT-



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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Alert, aggressive independent outfit constructing more stations needs good men. Good salary—quick advancement—pleasant conditions. Announcer-engineers with top voices—proven salesmen—sparkling continuity writers. State salary, resume; all details first letter. Confidential. Box 453W, B•T.

Immediate opening in southern indie for an announcer, announcer-copy writer and woman who can write copy and handle traffic. Rush complete resume and salary requirements with disc or tape and copy to Box 458W, B•T.

Managerial

Sales manager to grow with growing 5000 watt upper midwest music-sports station. If you're a salesman wanting to step to sales manager or if you want a better job potential, let's get together. Box 446W, B•T.

Immediate opening for commercial manager of new, fast-growing independent in unlimited midwest market. Must do sales himself and have had previous experience as general or commercial manager. No other need apply. Want to talk future with man who knows radio and can sell. Box 465W, B•T.

General manager for AM-FM radio station. Must have successful management background. Excellent opportunity in good market—250 watts. Include full details, including salary requirement and picture with application. Box 494W, B•T.

If you are experienced in radio management and seeking an excellent management position on small town station, here is your opportunity. Send full details including salary requirements. Box 495W, B•T.

Immediate opening for experienced salesman as commercial manager. Liberal draw against commission. Contact Manager, WAPF, McComb, Mississippi.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Salesman. $70. salary plus 15% commission, all billing over $1500. Net affiliate, upper midwest. Box 327W, B•T.

Excellent opportunity for medium market salesman. We're a successful, clean, profitable operation—third in state. Looking for top calibre man. Attractive salary, plus commission for good man. If you're looking for permanency, a good job and a good market, this is it. Box 392W, B•T.

Wonderful opportunity for energetic young radio salesman at one of North Carolina's best operated stations in large market, 5000 watts CBS Network. Liberal draw against commissions. Prefer man from North Carolina or adjoining states. Box 411W, B•T.

Salesman experienced and on the way up wanted for 1000 watt independent in Pennsylvania. Block of accounts to new man. Guaranteed $60 to start. Incentive plan will permit right man to earn over $6000 per year. Box 438W, B•T.

Salesman with some knowledge of copywriting. Prefer all-round man. No floaters. No high pressure. Sober and reliable. 250 watt Mutual with good potential. Must have automobile. Box 482W, B•T.

Wanted—Experienced livewire salesman, must be a producer with no bad habits. Excellent proposition for right man. Write full details to John Greene, Manager, WKMT, Kings Mountain, N. C.

Announcers

Announcer-salesman, Florida. Your sales chance. Salary plus commission. Box 111W, B•T.

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Help Wanted—(Cont'd.)

Minnesota network station wants sports and staff announcer. Good salary. Box 390W, B•T.

Staff announcer for network station in midwestern city, market of 125,000. Must be experienced, versatile, extra-good on commercials, news. Salary open. Congenial working and living conditions in this progressive community. Send photo, letter with complete background, disc if possible. Box 466W, B•T.

Announcer-engineer immediately. Indiana. Good pay. No floaters. Box 473W, B•T.

Announcer. $60 start, 40 hours. Net affiliate, southern Minnesota. Send tape and background. Box 493W, B•T.

Immediate opening for announcer who wants to learn the inside of radio and progress with expanding company. Office work and some announcing. Must be interested in radio sales as the man who fills this position will eventually do considerable selling. No drinkers, floaters, hot shots or temperamental prima donnas. Complete resume, salary requirements first letter with disc or tape. KDLA, DeRidder, Louisiana.

Announcer—Immediate opening. Accent on news and sports or programming. KSUE, Susanville, California.

Desire experienced announcer who can handle general shifts. KFRO, Longview, Texas.

Will pay $275 per month to start for experienced announcers. Jim Wilson, KTMC, McAlester, Oklahoma.

Your earnings are unlimited if you know farming and radio and can sell. Person must be able to interview farmers on the farm and do some selling. Prefer settled, married man. Send tape or disc, photo and resume in first letter. Bud Pentz, General Manager, KWBE, Beatrice, Nebraska.

Experienced early morning man for CBS affiliate. Personal interview only. Starting salary $70 weekly plus bonus and paid insurance and vacation. Radio Stations WAIM-WCAC, Anderson, S. C.

Wanted: Combination man, announcer and engineer with a first class license. Good pay. Contact Radio Station WCDT, Winchester, Tennessee.

Announcer with experience. Heavy news, disc, ad-lib schedule. Must be good. Sixty to start. Audition, photo, references. WCPS, Tarboro, N.C.

One staff announcer with sports ability needed immediately. Opportunity to sell. Good salary. 1,000 watt, fulltime CBS AM-FM affiliate. WFMD, Frederick, Md.

Combination announcer - engineer wanted for 1 kw independent station. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Experienced DJ-announcer. Sales experience helpful. Station expects TV operations to start in fall. WIBM, Jackson, Michigan.

Opening for combination man. Excellent opportunity for steady employment. WICY, Malone, New York.

Announcer. Salary open, more for first ticket. WKEI, Kewanee, Illinois.

Virginia network station needs announcer. Working conditions good. Send full information and tape. Radio Station WLPM, Suffolk, Va.

Wanted—Combo man for daytime radio station. Pleasant working conditions, limited experience acceptable. Send details to Radio Station WPMP, Pascagoula, Mississippi.

Wanted: Announcer with news, hillbilly and disc jockey shows. Needed at once. Joe Phillips, Manager, WSSO, Starkville, Miss.

Experienced announcer. Must be versatile. $70. up. Interview necessary. WVSC, Somerset, Pa.

Help Wanted—(Cont'd.)

Experienced announcer who can write copy. Must be stable, sober and congenial. WWPF, Palatka, Florida.

Technical

1st class engineer with car for Ohio 1 kw. Box 383W, B•T.

Wanted, first class transmitter operator. Permanent position. $50 for 40 hours. Time and one-half for all over 40 hours. Box 412W, B•T.

Wanted: Engineer for Florida 1000 watt directional. FM affiliate. Some experience required. Apply by letter only. Box 459W, B•T.

Experienced engineer for CBS affiliate. Personal interview only. Starting salary $70 weekly plus bonus and paid insurance and vacation. Box 462W, B•T.

Got a first class ticket? New York State indie with TV future has immediate opening. Security for you. Box 463W, B•T.

Operating engineer without experience wanted. He must be alert-minded, cooperative, ambitious and have 1st class license and car. We will train him to operate latest model TV transmitter, etc. Send all information to Box 476W, B•T.

KJAY, 5000 watts, Topeka, Kansas, desires first class straight engineer or first class combo man. $65-$75 respectively, 40 hours.

Transmitter engineer or combo. No experience necessary. 1 kw regional. WDBC, Escanaba, Michigan.

Immediate opening, engineer 1st class license. No experience necessary. $50—40 hours. WHDL-WHDL-FM, Olean, N. Y.

Applicant for high power UHF-TV needs AM transmitter engineer who is interested in TV. Broadcast experience necessary. WINR, Binghamton, New York.

Opening for engineer in AM and television—WKZO-TV, Kalamazoo, Mich.

WUSJ, Lockport, N. Y., has an immediate opening for 1st ticket man. $55 start, no announcing. Contact Jack Gelzer, manager.

Production, Programming, Others

Young, experienced husband-wife team. Man for 6 A.M.-12 noon announcing shift, woman to run copy department. Good opportunity at 250 Mutual in east North Carolina. Send salary requirements, full data. Box 354W, B•T.

PD for rural Penna. market. Must be versatile announcer with small station experience. Tell all and send audition first reply. Confidential. Box 369W, B•T.

Radio-TV copywriter. Excellent opportunity with rapidly expanding advertising agency for good commercial writer. Must be highly creative! Write for full particulars. Box 487W, B•T.

Copywriter—Excellent opportunity with rapidly expanding advertising agency for good commercial writer. Must be experienced at writing copy both at retail and trade levels. Must be highly creative! Write for full particulars. Box 488W, B•T.

Young lady — Experienced continuity writer. 1,000 watt NBC affiliate has immediate opening offering exceptional opportunity. TV anticipated. Send sample copy and photo to WFDF, Flint, Michigan.

Continuity writer needed immediately by well established station located in alert, forward-looking city. Salary open. Mail experience, references and copy samples to Manager, WFIN, Findlay, Ohio.

Radio news reporter wanted to cover 50,000 population county. WKRS, Box 500, Waukegan, Ill.

Television

Technical

Experienced TV engineer for UHF station starting construction soon. Virginia. Give background and expected salary. Box 508W, B•T.

Wanted—Engineer with 1st class license for radio and television transmitter and control room duty. Good salary and working conditions. Contact Lloyd Amoo, Engineer in Charge, KCJB-TV, Minot, North Dakota.

Production, Programming, Others

Experienced sales promotion manager for a television station serving large southwestern market. References, history, photo. Box 510W, B•T.

Continuity chief for television station in southwest. References, history. Box 511W, B•T.

Situations Wanted

Managerial

Station owners—Consider this manager's qualifications before you employ; 13 experience-packed years. Fine references. Box 456W, B•T.

Broad experience is often the missing element in building or rebuilding a successful radio or TV operation. Having sold my last radio station (in order to live where we wish), I am now free to offer consultation services to a limited number of present or potential broadcasters. The value of the knowledge based on my twenty years of hard work in, and intensive study of, every phase of broadcasting is proved by the recognized success of the two stations I have owned since 1946. This knowledge can be put to work for you, on a consultative basis, for a small fraction of your probable savings; forewarned of frustrating and costly mistakes, you can avoid them. I can help you put a new or losing station on a sound and profitable basis of continuing success. Wide industry contacts, a practical knowledge of the basic economics of broadcasting and a firm grasp of FCC requirements and procedures would indicate the value of my services from the very start of your radio or TV planning. I would be happy to respond to sincere, original inquiries without obligation. Write Box 512W, B•T.

Manager with knowhow, over 20 years experience. Strong on sales, some TV experience. Best of reference. Will answer all inquiries. Box 475W, B•T.

Manager in search of the right job with a challenge. This mature man is matured by heavy experience, has get-up-and-go but comes back with something worthwhile. Kind of man who knows what to do and does it. Realizes economical operation is essential and that a profitable station is a happy one. Wants to stay in the south and will relocate for the right job. Not looking for the moon but expects a fair shake. Prefer small or medium market. Box 496W, B•T.

20 years sales and management background. Well connected with buyers of radio and television on the national level. Sales knowhow. 22 West Elm, Chicago.

Announcers

Baseball play-by-play, football, basketball, 5 years experience. Excellent voice, highest recommendations. Baseball a must. Desire sports minded station. Consider all offers. Box 341W, B•T.

Hillbilly DJ specialist. Sing, play guitar, piano. Must play personals. General announcing, news, spots. Well experienced. Permanent, progressive only, please. Interviews? OK, you pay. How about it, Ohio? All considered. Box 387W, B•T.

Announcer, pianist, novelty DJ. 3 years experience. Top television material. Married, congenial, reliable, excellent references. Box 413W, B•T.

Summer position sought by announcer-newsman. College grad, radio and newspaper experience. Box 421W, B•T.

Lazy, good for nothing announcer, complete failure, desires place in which to loaf. Smokes expensive cigars, also drinks and chases women. Prefers living wage, but will work for usual salary. Box 445W, B•T.

Announcer-engineer with first phone. Experienced in record shows (request and ad-lib) news and all sports—play-by-play and reporting with special emphasis on baseball. Minimum starting salary expected $350 a month including talent. Available after May 6th. For more detailed information and/or tape write to Box 450W, B•T.

Combination man, first phone, 33, married, veteran. Two years broadcasting. Desires position with opportunities for advancement. Emphasis on announcing, programming. Minimum salary, $80 per 40 hour week. Available July 15th. Please state particulars in replies. Box 451W, B•T.

Top sports director and sportscaster, 1000 watt independent, experienced staff and low-pressure DJ. Seeks relocation, larger operation, west coast or southwest. Play-by-play. Single, veteran, college, 27. Best references. Tape. Box 469W, B•T.

Real crazy hillbilly DJ. 6 years experience, musician. No small towns. Box 486W, B•T.

Top sportscaster—program director experienced all phases of radio. Tape on request. Box 491W, B•T.

Experienced sportscaster. Three years southern conference all major sports. Prefer station in Philadelphia area but willing to travel south or west coast. College graduate, 25, single, draft exempt. Box 492W, B•T.

Rich, mature voice—smooth delivery. Velvet touch on race personality disc shows. Commercials that sell! Box 502W, B•T.

Situations Wanted—(Cont'd.)

Experienced announcer, actor, writer. Interested locating in Washington, Baltimore, Philadelphia, Trenton, Newark or New York. Will call for audition. Box 504W, B•T.

Florida, Louisiana, Texas: Versatile announcer, 12 years experience, wants to live in south. Available two weeks notice. Box 507W, B•T.

Summer announcing. Available June through August. Experienced. Operate board. Pay no object. Marshall D. Berger, 8 Summit Court, Flushing, N. Y.

Announcer, draft exempt. Experience slight. Strong play-by-play, news, DJ, control board. Restricted ticket. Andy Denonn, 169 Columbia Heights, Brooklyn, New York. Main 4-0088.

Experienced, versatile announcer. Operate control board. Bart Feriss, 630 Dumont Avenue, Brooklyn, N. Y. HY 8-1075.

Announcer-control board operator. Reliable, limited experience, desires station staff connection. News, DJ, strong on commercials. Resume, tape, references. Tom Jeffrys, 31-38 29th Street, Long Island City 6, N. Y.

Announcer, all-round staffman—experienced all phases. Good, mature voice. Marty Ladd, 26-11 25th St., Long Island City 2, New York.

Announcer—3rd license, relaxed DJ, experienced. Available anywhere. Contact Chris Martin, % Hermedes, 18-37 21st Road, Astoria 5, N. Y. Ravenswood 8-4576.

Available, announcer, topnotch, 7 years experience, first phone. Authoritative delivery, congenial, cooperative, dependable, married. Don Montgomery, Route 1, Sedalia, Missouri.

Play-by-play all sports immediately. Tom Murphy, P. O. Box 692, Cedar Rapids, Iowa.

Comedy DJ team—2 boys with a knack for making you laugh. Characterizations, flubs and ad-libs. Prefer eastern city, consider all good offers. Tommy & Ted, 47 Barnyard Lane, Levittown, N. Y.

Meet me at convention, if your staff needs woman announcer-engineer, first ticket, college and professional school graduate, veteran. In Los Angeles contact Martha Jane Warner, Hillside 7794. Box 457W, B•T.

Technical

Technician—Studio control room, transmitter, tape, disc recordings, remotes, first phone. Box 416W, B•T.

Licensed engineer two years experience wishes to relocate midwest, eastern coast. Box 449W, B•T.

Engineer, first class ticket, available now. Prefer New England states. Box 452W, B•T.

Experienced writer-announcer desires to locate in or near Washington, D. C. College graduate, board operator, DJ, news, all phases station promotion. Can handle radio production, traffic, or gather and edit news, if desired. Presently employed by 10 kw indie in major market as copy chief-announcer. Young, versatile, steady, dependable, like people, good references. Prompt reply. Box 379W, B•T.

1st phone, 13½ months experience with tape, disc, recording and transmitter work. Box 468W, B•T.

Combination man—4½ years experience. Married. 26 years old. Prefer northeast. For details write Box 481W, B•T.

Chief engineer, twenty years experience; seven as chief. Constructed three stations. Will get topnotch performance from any type installation. Box 483W, B•T.

Transmitter engineer. Experienced. Vacation relief or permanent. No announcing. Prefer Michigan, Ohio or south. Box 484W, B•T.

Chief engineer experienced all phases AM, some TV. Construction and maintenance. 20 years total experience. Desire permanent position only. Prefer Michigan location but will consider other midwest offers. All replies answered promptly. Write Box 505W, B•T.

Chief engineer-announcer—all-round radio man, construction, top morning DJ, sportscaster, all play-by-play, married, family, TV or radio. Box 509W, B•T.

First phone man wants employment in broadcast station, Virginia or nearby. Can begin immediately. Lehman, Parkview, Harrisonburg, Virginia. Phone 4-3110.

First phone, light announcing. 29. Russell Nicoletti, 660 Brainard, Detroit.

Production, Programming, Others

News director of active independent wants bigger market; authoritative delivery; special events: commentary; outstanding local coverage. Box 351W, B•T.

Situations Wanted—(Cont'd.)

Desire change. What have you? Presently PD 12 years experience. Box 396W, B•T.

Missourian with 5 years experience; might resign present PD job, if you pay above $65 weekly. Box 447W, B•T.

News director, newscaster, commentator. Top background. Harvard grad. Radio, newspaper experience. Steady, reliable, talented. Fine record on special events. Exceptional voice. $5200 minimum. Box 474W, B•T.

Experienced reporter-rewrite for station or regional net. Washington or foreign coverage. Over year of radio news, mike work. Now with famous metropolitan news agency. Young, single, disc, references. Box 480W, B•T.

Your gal Friday—writes, does air shows, DJ, kiddies programs. Disc, photo on request. Box 503W, B•T.

Television

Technical

Engineer. Experienced all phases. Wants connection with a TV station. Box 434W, B•T.

Experienced photographer desirous locating with TV station. College grad, completed TV courses. Veteran, married. Box 470W, B•T.

12 years experience in the 16mm film field, entertainment and TV. Also experienced projectionist on all types of equipment. Seeking job with new TV station as film director or projectionist. Can do installation of equipment. If salary is right will relocate anywhere. Married, age 30. Reply Box 454W, B•T.

Combo, 3 years experience. 2 years chief, AM directional, AM construction, news, TV camera. Looking for station going TV. California or upper midwest. State salary and conditions. Box 471W, B•T.

Chief engineer or studio supervisor for TV station. 15 years in all phases of broadcasting and 2 years experience in television. Presently number two engineer with maintenance responsibility in a TV station. Western states preferred. Box 489W, B•T.

Ohio network affiliate has given me experience, camera, video boom, lighting, floor manager, some directing. Box 497W, B•T.

Production, Programming, Others

Experienced TV film specialist, formerly with medium sized midwestern station. Capable of heading department, training crew. References. Ans. Box 441W, B•T.

TV executive. Thoroughly experienced in film procurement, programming, operations. Now with top company. Box 460W, B•T.

Television production man. Radio and theatre background. Available April 30th, complete resume. Programming, supervising, director, film editor. Box 461W, B•T.

TV operation supervisor—Familiar with both production and engineering problems. Capable of training studio crew and program directing. Four years television experience—New York City. Hold first class ticket and New York State teacher's license. Minimum salary $150 per week. Box 464W, B•T.

TV artwork. Radio experience on small FM. Light on experience, heavy on ambition. Married. Box 467W, B•T.

Announcer, program director, solid commercial radio experience completing TV studio, camera, film course, seeks permanent all-round production position in new TV outlet. Background in news, theater, education, married, vet. Available May. Box 477W, B•T.

TV production team—2 vets—experienced radio—cameras—films, seek to do all production chores and grow with new small TV station. Available May. Box 478W, B•T.

For Sale

Stations

Southern California 250 watt station in community of 12,000. Collins equipment. Box 262W, B•T.

Stations west of the Mississippi. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Continued on next page

For Sale—(Cont'd.)

Equipment, etc.

For sale RCA heavy duty FM Pylon 4-section antenna. Type 14D, Gain 6, tuned to 105.1 MC. Will support 6-bay TV antenna. Approximately 500 ft., 1⅝ inches rigid transmission line and assorted group elbows, gas stops, etc. Box 256W, B•T.

Attention new TV CP holders! We have 3 surplus RCA TK30A camera chains for sale at reasonable price. These chains are approximately 4 years old, in top condition. Work like new. Write Box 448W, B•T.

Best offer takes new Minitape with all accessories. Box 472W, B•T.

For sale, one RCA-BTF-3B, 3 kw, FM transmitter. Also, one W.E. 506-B1, 10 kw FM transmitter and one G.E. BM-1A frequency and modulation monitor. All in excellent condition with top performance record. Make offer. Write, wire, phone Art Rekart, Chief Engineer, KXOK Inc., 12th and Delmar, St. Louis 1, Missouri. (Chestnut 6000).

RCA Channel 13 Diplexer, complete set Channel 13 crystals and ovens for RCA TT5A transmitter. Western Electric 25B audio console. WHIO-TV, Dayton, Ohio.

RCA TG1A studio sync generator. New, unused. $3875. WJBF, Augusta, Ga.

RCA 250G, 250 watt transmitter. WJMC, Rice Lake, Wis.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

New #10 bare copper wire for ground systems. Tower Construction Co., Box 1828, Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

One or two used field camera chains with sync generators regardless of age, make, condition. Give details. Box 479W, B•T.

Wanted—16", 12", 10" vinylite discs. Will pay 8½ cents per pound. Federal Plastics, 166 Barkley Avenue, Clifton, N. J.

Wanted—FM ring antenna-Collins 37M, whole or sections. Advise details. Call collect TRowbridge 6-2800, Mr. Frank Lyman, Jr., Cambridge, Mass.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, California.

Help Wanted

Announcers

WANTED: TOP DJ PERSONALITY

Exceptional opportunity for outstanding air personality. Right man will have unlimited earning potential. Must build hi-rated morning show on Northern California's most popular independent. Send full particulars, photo and tape to KGMS, Hotel Senator, Sacramento, Calif.

Production, Programming, Others

Help Wanted—(Cont'd.)

Television

Technical

COLLEGE GRADUATE
RADIO ENGINEER

with knowledge and experience in TV for UHF licensee, excellent opportunity for thoroughly trained and competent young man now actively engaged in UHF who wants to come to New England preferred. Give step by step story of record, references and starting salary expected. Box 427W, B•T.

Situations Wanted

Managerial

EXECUTIVE

for national television enterprise interested in making a change. Sixteen years experience management, sales, engineering and programming. Salary and organization a factor. Box 499W, B•T.

Announcers

VERSATILE ANNOUNCER

Warm, sincere personality. N.Y.C. experience. Strong on ad lib, production and news. TV. Top references. Prefer Middle Atlantic. WW II & Korean veteran. University graduate. Married. Available May 4. Box 485W, B•T.

OI GEVALDT

2 unbelievably untalented no talenters. Prima donnas, drunks, raspy-voiced, floaters. Both 26—know pop music backwards and sidewards (learning it frontwards). Strong on disc and comedy? Weak on day before payday. Must flee highest rated josh diskey show in million market area because lowee salaree no matchee bigee pulsee. Both have newly soled ad-lib shoes and 3 dimension ear phones. Also adept at tearing news from machine, running errands and screwing light bulbs. Untalented, ugly and stupid enough for TV too. Tintypes and adhesive tapes available. Prefer California, but will settle for California. Send no money. Just the left armpit of your nat'l. sales rep—or kneecap (right) of your bookkeeper to Box 501W, B•T.

For Sale

Stations

$50,000

Will buy progressive, profit-making, network affiliated radio station in an Atlantic coastal state. No other station within 30 miles. Write Box 490W, B•T. Quick sale desired.

Equipment, etc.

BIG BARGAIN . . . WFMY FM, Greensboro, N. C., ceasing operation. All technical equipment in excellent condition for sale at low price. List of equipment and prices submitted upon request. Contact Wm. E. Neill, Chief Engineer, WFMY.

RADIO-TELEVISION
PUBLIC RELATIONS
PERSONALITY

We are looking for a personable blonde young woman with radio-television experience and background for one of the east's outstanding companies. Must be able to conduct radio and TV shows weekly. Must be able to make personal appearances and talk to women's clubs and sales meetings. Substantial salary will be paid to the right career woman. Send complete facts about your experience and why you think you can fill this position. No application considered without accompanying recent photograph. Send all particulars to Box 455W, B•T.

For Sale—(Cont'd.)

FOR SALE
TV ANTENNA
RCA TF3A Channels 4, 5 & 6
FM TV TRIPLEXER
FM 96.1 mc TV Ch. 5
KSD-TV 1111 Olive St.
St. Louis 1, Mo.

RCA ML 6206	Mike & Stand	$36.00
51581	Speaker	23.95
51582	Speaker	39.95
51581	Dual-speaker	42.00
MI-11056	Boom	110.50
MI-4090A	Stand	32.00
MI-4027H	Mike	206.00
Truscon 176' Self-supporting tower. Excellent GE two-bay Antenna. Copper wire 9 gauge 22 coils.		
Shure 51	Mike	36.00
Electro-Voice	Mike & Stand	34.75
GE 109	Photo Relay	74.50
Westinghouse RQ	Photo Relay	74.50
Grafic-System	Traffic Board	24.00
Presto 10A	Turn Table Cabinet	300.00
Raytheon RT1000	Antenna Coupler	100.00
Rek-O-Kut G2	Turn Table	80.00
Radio Music Corp.	Arm & Filter	30.00

WFAH, ALLIANCE, OHIO

3 TV TRANSMITTING ANTENNAS

RCA 5-Bay, Channel 4 to 6 (tuned WLW-T, Ch. 4)

RCA 5-Bay, Channel 4 to 6 (tuned WLW-D, Ch. 5)

RCA 3-Bay, Channel 2 & 3 (tuned WLW-C, Ch. 3)

Pylon mount with pylon

Also RCA FM triplexers for 5-bay antennas

Box 498W, B•T.

Miscellaneous

For the best in Complete Erection of
Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

Wanted OPPORTUNITY TO BUY INTO RADIO STATION

. . . by 33 year old man with ten years radio selling and program. Married, two children, industrious, intelligent, hard worker, good references and some money and willing to prove worth desires to work with and purchase over five to ten year period radio station in midwest market capable of grossing $200,000. Has good and responsible position now. Box 429W, B•T.

T-V and RADIO STATIONS

Make those dead "spots" produce a profit. Have quality product you can promote on percentage basis on unused spots. Product tested and proven big repeater. You can build a success story with it in short time. Write Agency, Box 500W, B•T.

1040) and Anthony Wayne Bcstg. (Docket 10425; BPCT-1400)—Anthony Wayne petitions for further enlargement of issues to add issue to determine if antenna structure proposed by Radio Fort Wayne would have improper radiation effect upon its AM station, WANE.

Montpelier, Vt. New TV, vhf Ch. 3. WCAX Bcstg. Corp. (WCAX Burlington) (BPCT-1327) and Colonial Television Inc. (BPCT-1557)—WCAX petitions for early hearing, noting applicants do not want unsought uhf channels in rugged terrain area since vhf is needed to cover large part of state to make TV economically feasible.

Hearing Calendar . . .

Hearings in Progress

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa) (Docket 10253), Orange TV Bcstg. Co. (Docket 10255) and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa) (Docket 10330).

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd, d/b as Cal Tel Co. (Docket 10341) and Maria Helen Alvarez (Docket 10340).

Muskegon, Mich.—New TV, uhf Ch. 35. Sec. 309(c) protest proceeding. Versluis Radio & TV Inc., permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co., operator WGRD Grand Rapids. Examiner Gifford Irion. (Docket 10442).

Wichita, Kan.—New TV, vhf Ch. 10. Further hearing. Examiner Hugh B. Hutchison. Contestants: Mid-Continent TV Inc. (Docket 10262) and KAKE Bcstg. Co. (KAKE) (Docket 10263).

April 27

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc. (Docket 10246), Columbia Empire Telecasters Inc. (KPOJ is 40% owner) (Docket 10247) and Northwest TV and Bcstg. Co. (Docket 10317).

April 30

Chattanooga, Tenn.—New TV, vhf Ch. 3. Contestants: WDOD Bcstg. Corp. (WDOD) (Docket 10438) and Mountain City TV Inc. (WAPO) (Docket 1039). Examiner J. D. Bond.

May 4

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423).

May 8

Fort Wayne, Ind.—New TV, uhf Ch. 69. Further hearing. Examiner Annie Neal Huntting. Contestants: Radio Fort Wayne Inc. (WANE) (Docket 10425) and Anthony Wayne Bcstg. (Docket 10424).

May 11

Portland, Ore.—New TV, vhf Ch. 6. Hearing to begin. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 9137) and Pioneer Bcstrs. Inc. (KGW) (Docket 9136).

May 18

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Sharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

May 25

Lebanon, Pa.—New TV, uhf Ch. 15. Contestants: Lebanon TV Corp. (Docket 10459) and Steitz Newspapers Inc. (Docket 10460). Examiner Benito Gaguine.

Evansville, Ind.—New TV, vhf Ch. 7. Contestants: South Central Bcstg. Corp. (WIKY) (Docket 10461), Evansville TV Inc. (Docket 10462), On the Air Inc. (WGBF) (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464). Examiner Herbert Sharfman.

Evansville, Ind.—New TV, uhf Ch. 62. Contestants: Trans-American TV Corp. (Docket 10465), Premier TV Inc. (Docket 10466) and W. R. Tuley (Docket 10467). Examiner Fanney Litvin.

Akron, Ohio—New TV, uhf Ch. 61. Contestants: Matta Enterprises (Docket 10468) and Allen T. Simmons (WADC) (Docket 10469). Examiner James D. Cunningham.

Mobile, Ala.—New TV, vhf Ch. 5. Contestants: WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458). Examiner H. Gifford Irion.

Chattanooga, Tenn.—New TV, vhf Ch. 12. Contestants: Southern TV Inc. Tri-State Telecasting Corp. and WDEF Bcstg. Co. (WDEF).

May 27

Honolulu, Hawaii—New TV, vhf Ch. 2. Contestants: Royaltel and Pacific Frontier Bcstg. Co. (KULA).

May 29

Shreveport, La.—New TV, vhf Ch. 3. Contestants: KTBS Inc. (KTBS) and International Bcstg. Corp. (KWKH).

Worcester, Mass.—New TV, uhf Ch. 14. Contestants: Salisbury Bcstg. Corp. and New England Bcstg. Co.

June 1

San Juan, P. R.—New TV, vhf Ch. 4. Further hearing. Contestants: American Colonial Bcstg. Corp. (WKVM) (Docket 10437) and Jose Ramon Quinones (WAPA) (Docket 10436). Examiner Benito Gaguine.

August 13

KDIA Auburn, Calif.—License renewal. Hearing set for Auburn. Examiner not designated. (Docket 10405).

Hearings Without Date

Beamount-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC Port Arthur) (Docket 10285) and Smith Radio Co., Port Arthur (Docket 10352).

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion (Docket 10089). Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) (Docket 10272) and Stark Telecasting Corp. (WCMW) (Docket 10273). Additional uhf channel to be sought after June 2.

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 6. Further hearing. Examiner Herbert Sharfman. Contestants: Ridson Inc. (WDSM Superior) (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292). Merger has been proposed and Lakehead seeks dismissal [B•T, March 30]. Head of the Lakes Bcstg. Co., Duluth Ch. 3 applicant, seeks amendment to Ch. 6.

Lancaster, Pa.—New TV, vhf Ch. 8. Examiner J. D. Bond. Contestants: WGAL-TV (now on Ch. 8 conditionally) (Docket 10366) and Peoples Bcstg. Co. (WLAN) (Docket 10365).

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) (Docket 9013) and Sacramento Telecasters Inc. (Docket 10298).

Sacramento, Calif.—New TV, uhf Ch. 36. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Wichita, Kan.—New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH) (Docket 10259), Taylor Radio & TV Corp. (KANS) (Docket 10260) and Wichita TV Corp. (Docket 10261).

Theatre Television—Allocation of frequencies for exclusive theatre TV circuits. Before Commission *en banc*. (Docket 9552).

Pontiac, Mich.—New AM station, 1460 kc, 500 w unlimited. James Gerity Jr. (Docket 10346); BP-8651). Applicant has petitioned for grant without hearing.

KVOL Lafayette, La.—Modification of permit to change daytime power from 1 kw to 5 kw, operating on 1330 kc full time, directional night (Docket 9739; BMP-5098). Applicant has petitioned for grant without hearing.

Salinas-Monterey, Calif.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 8 to Salinas Bcstg. Corp. (KSBW Salinas) (Docket 10445) and Monterey Radio-TV Co. (KMBY Monterey) (Docket 10446). Protestant is KICU (TV) there.

Rochester, N. Y.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 10 to WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447). Protestant is WSAY there.

Durham, N. C.—Sec. 309(c) protest hearing on grant of uhf Ch. 46 to T. E. Allen & Son (Docket 10452). Protestant is WSSB there.

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

Mexico

Change List No. 156, March 19

760 kc

XENP Mexico, D. F., 10 kw DA-N, Unl. II, 6-19-53 (New).

1150 kc

XERY Merida, Yucatan, 500 w/D 350 w/N, Unl. III-B, 11-19-53 (New).

1370 kc

XERM San Andres Tuxtla, Veracruz, 250 w/D 100 w/N, Unl. IV, 6-19-53 (New).

1450 kc

XECA Tampico, Tamaulipas, 1 kw/D 250 w/N, Unl. IV, 3-19-53 (Delete assignment—see 1460 kc).

1460 kc

XECA Tampico, Tamaulipas, 1 kw, Unl. III-B, 3-19-53, (Change in call letters from XES.).

Change List No. 157, March 24

820 kc

XEJD Cordoba, Veracruz, 1 kw Day, II, 3-24-53, (Change in call letters.).

1290 kc

XEIX Jiquilpan, Michoacan, 1 kw Day, III, 7-30-53, (Correcting error in schedule.).

1430 kc

XEIP Salamanca, Juanajuato, 0.25 kw Day, IV, 7-24-53, (Correcting schedule.).

(1450 kc)

XEUJ Ciudad del Carmen, Campeche, 0.25 kw Unl., IV, 7-26-53, (Delete assignment.).

1460 kc

XEUJ Ciudad del Carmen, Campeche, 0.25 kw, Unl., IV, 7-26-53, (Change in frequency—previously 1450 kc.)

1480 kc

XEGW Acambaro, Guanajuato, 0.2 kw, Unl., IV, 3-25-53, (Reduction in power.).

1490 kc

XEGS Guasave, Sinaloa, 0.25 kw, Unl., IV, 3-24-53, (Change in call letters.).

1500 kc

XEUH Villa Hermosa, Tabasco, 0.25 kw, Unl., II, 7-26-53, (Correction in classification.).

Dominican Republic

Change List No. 15, March 30

610 kc

HI3J San P. De Macoris, 0.5 kw, Unl., nondirectional, III, (Change in location and power.), (Previously 1360 kc, see change list #14.).

1050 kc

H18B Santiago, 1 kw, Unl., nondirectional, II, (Change in location and power.), (Previously 610 kc, see change list #14.).

1360 kc

H15K Barahona, 0.25 kw Unl., nondirectional, III, 5-2-53, (Change in location and power.), (Previously 1050 kc.), (See list of Dominican Republic stations, Annex 3, NARBA, Washington, D. C., 1950.).

Routine Roundup . . .

April 16 Decisions

BY COMMISSION EN BANC

Advised of Hearing

KRLW Walnut Ridge, Ark., Southern Baptist College; Tri-State Bcstg. Service, Memphis, Tenn.; Southern Bcstg. Service Inc., Memphis, Tenn.—Are being advised that application of KRLW (BP-8372) to change facilities from 1320 kc, 1 kw-D to 730 kc, 1 kw-D; Tri-State (BP-8775) and Southern (BP-8802), for new stations to operate on 730 kc, 250 w-D, indicate necessity of consolidated hearing.

WHUN Huntingdon, Pa., The Joseph F. Biddle Pub. Co.—Is being advised that application (BP-7788) to change facilities from 1400 kc, 250 w, Unl., to 1150 kc, 500 w-D, indicates necessity of hearing.

KTOE Mankato, Minn., Minn. Valley Bcstg. Co.—Is being advised that application (BP-8702) to increase power from 1 kw, 5 kw-LS, DA-N, to 5 kw, Unl., DA-N, on present frequency 1420 kc, indicates necessity of hearing.

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Marvin I. Thompson, Winchester, Ky.—Is being advised that application for a new AM (BP-8564) to operate on 1380 kc with 500 w-D, indicates necessity of hearing.

Extension of Authority

Granted applications of Church of Universial Triumph, The Dominion of God Inc., Detroit, Mich., for extension of authority to transmit programs by wire from church in Detroit to CKLW Windsor, Ont., Can., for period of one year ending April 5, 1954 (BFP-234).

Granted Applications

Granted applications of The Hampden-Hampshire Corp. (WHYN), Holyoke, Mass. (BFP-233), Maryland Bcstg. Co. (WITH), Baltimore, Md., (BFP-232) and WGR Bcstg. Corp., Buffalo, N. Y., to transmit play-by-play descriptions of baseball games by wire to Station CFRA Ottawa, Canada, for period of one year. This is first authority for WGR and extensions for WHYN and WITH.

Advised of Hearing

KWEM-TV Inc., Memphis, Tenn.—Is being advised that application for a new TV to operate on Ch. 48 indicates necessity of hearing (BPCT-1385).

ACTIONS ON MOTIONS

American Broadcasting - Paramount Theatres Inc.—Granted petition for extension of time to May 8, to file exceptions to initial decisions released March 26, 1953, re application of Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M., for extension of special service authorization (Docket 10336; BSSA-275).

Darrell E. Yates, Jacksonville, Tex.—Granted petition for acceptance of late filing of notice of intention to appear and participate in hearing on application (Docket 10429; BP-8285).

Chief, Broadcast Bureau—Granted petition for extension of time to April 30 to file reply to petition filed March 27, 1953, by Ridson Inc., for completion of hearing in proceeding re application and that of Lakehead Telecasters Inc. for CP's for new television stations at Superior, Wis., and Duluth, Minn. (Docket 10291; BPCT-728) (Docket 10292; BPCT-981) upon expedited and simplified basis, deletion of certain issues, or other appropriate relief.

By Hearing Examiner J. D. Bond

WDOD Bcstg. Corp., Chattanooga, Tenn. — Granted petition to amend application for CP for new TV (Docket 10438, BPCT-676) to submit alternative program proposal showing non-network operation in event that network affiliation is not available.

By Hearing Examiner Thomas H. Donahue

Cal Tel Co., Sacramento, Calif.—Granted petition to amend application for CP for new TV (Docket 10341; BPCT-1330), filed on Feb. 3 and amended by petition of April 9, 1953, (to change proposed trans. location, ant. height, ERP, hours of operation, financing, personnel, programming, cost of construction, cost of operation during first year, revenue during first year and to designate studios.

By Hearing Examiner Annie Neal Huntting

Anthony Wayne Bcstg., Fort Wayne, Ind. — Granted petition to amend application for CP for new TV (Docket 10425, BPCT-1400) for purposes of: (1) correcting clerical errors in percentages shown in Sec. IV, Part I (b) relating to proposed weekly program set forth in application; (2) altering proposed trans. location and associated data shown in Sec. V-C; and (3) altering proposed trans. equipment shown in Sec. V-C.

Beaumont Bcstg. Corp., Beaumont, Tex. — Granted petition for extension of time from May 11 to May 18, 1953, to file proposed findings and conclusions of law in proceeding re application (Docket 10287; BPCT-762), et al, for CP's for new TV stations in Beaumont, Tex.

Radio Fort Wayne Inc., Anthony Wayne Bcstg., Fort Wayne, Ind.—Ordered that certain actions taken at hearing conferences on April 6 and 10 shall control subsequent course of hearing in proceeding (Docket 10424; BPCT-1040) (Docket 10425; BPCT-1400), unless modified by hearing examiner for cause during course of hearing, or by Commission upon review of examiner's ruling, and that proof at hearing will be adduced only in respect of matters relied upon by each of parties, including Commission counsel, set out in this order and in subsequent order to be issued with respect to Issue 3 (d).

By Hearing Examiner Basil P. Cooper

Tampa Television Co., Tampa, Fla.—Granted petition to amend application for CP for new TV (Docket 10330; BPCT-1302) to correct exhibit so as to add certain radio interests of W. Walter Tison and H. H. Baskin in WLAK Lakeland, Fla., during 1938-1939.

By Hearing Examiner James D. Cunningham

Metropolitan Television Co., Denver, Colo. — Granted petition for extension of time from April 10 to April 15, 1953, for filing proposed findings in proceeding re application (Docket 10238; BPCT-941) and that of KMYR Bcstg. Co., Denver, Colo. (Docket 9043, BPCT-488) for CP's for new television stations.

Chief, Common Carrier Bureau—Granted motion for continuance of hearing re applications of Page Boy Inc., New York, N. Y. (Docket 10388, et al.) from April 13 to May 13, 1953.

By Hearing Examiner Elizabeth C. Smith

Columbia Empire Telecasters Inc., Portland, Ore.—Granted motion to amend application for CP for new TV (Docket 10247; BPCT-982) in order to show certain changes resulting from death of one of its officers and directors.

By Hearing Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc., Canton, Ohio—Granted petition for continuance of hearing in proceeding re application for CP for new TV (Docket 10272; BPCT-264) and that of Stark Telecasting Corp. (Docket 10273; BPCT-949); hearing now scheduled for April 15, 1953, at Washington, D. C., was continued without date and until further order of Commission; parties intend, at expiration of one-year waiting period, to renew request for assignment of additional uhf channel to Canton, assignment of which might obviate necessity for comparative hearing.

By Hearing Examiner James D. Cunningham

Chief, Broadcast Bureau—Granted petition for extension of time from April 15 to April 20, 1953, to file proposed findings in proceeding re applications of KMYR Bcstg. Co. (Docket 9043; BPCT-488) and that of Metropolitan Television Co. (Docket 10238; BPCT-941), both of Denver, Col.

April 16 Applications

ACCEPTED FOR FILING

Modification of CP

WFTW Ft. Walton, Fla., Vacationland Bcstg. Co.—Mod. CP (BP-8140), which authorized new AM for approval of ant., trans. location as aprox. 0.5 mi. NW of junction of Wright Rd. and Hollywood Blvd., Ft. Walton, Fla., and specify studio location as 39 Main St., Ft. Walton (BMP-6187 Resubmitted).

Remote Control Operation

Following stations request remote control of transmitter:

KSON San Diego, Calif., KSON Bcstrs. (BRC-1); KVEC San Luis Obispo, Calif., The Valley Electric Co. (BRC-11); KEAR San Mateo, Calif., Bay Radio Inc. (BRC-5); WWCO Waterbury, Conn., The Mattatuck Bcstg. Co. (BRC-7); KSWI Council Bluffs, Iowa, Nonpariel Bcstg. Co. (BRC-15); WARK Hagerstown, Md., United Bcstg. Co. of Western Md. (BRC-8); WCCM Lawrence Mass., The Lawrence Bcstg. Co. (BRC-9); WLLH Lowell, Mass., Merrimac Bcstg. Co. (BRC-14); WLYN Lynn, Mass., Puritan Broadcast Service Inc. (BRC-10); WJDA Quincy, Mass., South Shore Bcstg. Co. (BRC-6); KFGT Fremont, Neb., Walker Newspapers Inc. (BRC-3); WISP Kinston, N. C., Edwin J. Schuffman (BRC-4); WRHI Rock Hill, S. C., York County Bcstg. Co. (BRC-12); WJAN Spartanburg, S. C., James Cozby Byrd Jr. (BRC-2); WDIA Memphis, Tenn., Bluff City Bcstg. Co. (BRC-13).

April 17 Applications

ACCEPTED FOR FILING

Remote Control Operation

Following applications filed for remote control operation of transmitter:

KROW Oakland, Calif., KROW Inc. (BRC-16); KROS Clinton, Iowa, Clinton Bcstg. Corp. (BRC-18); KBUN Bemidji, Minn., Butler Bcstg. Co. (BRC-19); WGAT New Hartford, N. Y., Central Bcstg. Co. (BRC-17); WGNI Wilmington, N. C., New Hanover Bcstg. Co. (BRC-20); WGCD Chester, S. C., Craig Bcstg. Co. (BRC-21); WDBL Springfield, Tenn., Springfield Bcstg. Co. (BRC-22).

KROS-FM Clinton, Iowa, Clinton Bcstg. Corp. —301-A request to operate by remote control (BRCH-7).

WKPT-FM Kingsport, Tenn., Kingsport Bcstg. Co. — 301-A for remote control operation (BRCH-9).

WRFL (FM) Winchester, Va., Richard Field Lewis Jr.—301-A for remote control operation (BRCH-8).

Modification of CP

KDZA-TV Pueblo, Col., Pueblo Radio Co. — Mod. CP (BPCT-1172) as mod., which authorized new TV to change designation of trans. and studio location from 3011 Elizabeth St., Pueblo, Col., to 31st St. and West St., near Pueblo, and to request waiver of Sec. 3.613(b) of rules (BMPCT-1069).

WNCT (TV) Greenville, N. C., Carolina Bcstg. System Inc.—Mod. CP (BPCT-898) as amended, which authorized new TV, to change trans. and studio location from S. Evans St. extended 2 mi. S of city limits near Greenville, N. C., to S. Evans St. extended, 1.84 mi. S of city limits, Greenville, N. C. Ant. height above average terrain 858 ft.

WHEP Foley, Ala., Alabama-Gulf Radio—Mod. CP (BP-8012), which authorized new AM, for approval of ant., trans. location as 2.5 mi. N of Foley at intersection of Highway #3 and Lane Rd. near Foley, Ala., specify studio location as on Highway #3 (P. O. Box 1556), 1.6 mi. N of Foley, Ala. and change type trans. (BMP-6189).

KGRO Malvern, Ark., Malvern Bcstg. Co. — Mod. CP (BP-8462), replacing expired CP (BP-7857) which authorized new AM, for approval of ant., trans. and main studio location. AMENDED to change power from 1 kw to 500 w and change trans. location.

KLYN Amarillo, Tex., Plains Empire Bcstg. Co. —Mod. CP (BP-8501), as mod., which authorized changes in ground system, for extension of completion date (BMP-6191).

Application Amended

WTVH-TV Peoria, Ill., Hilltop Bcstg. Co. — Amended to request waiver of Sec. 3.613(b) of Commission's rules (BMPCT-1070 Amended).

Extension of Completion Date

KUSC-TV Los Angeles, Calif., U. of Southern Calif. — Mod. CP (BPET-14), which authorized new educational TV, for extension of completion date to 7-28-53.

License for CP

WWWB-FM Jasper, Ala., Bankhead Bcstg. Co. —License for CP (BPH-1752) which authorized new FM (BLH-879).

WJMC-FM Rice Lake, Wis., WJMC Inc.—License for CP (BPH-1791) which authorized changes in licensed FM (BLH-882).

Change Transmitter Site

WRNL-FM Richmond, Va.—CP to change trans. site to Wilkinson Rd., Henrico County, Va. (BPH-1848).

APPLICATION RETURNED

Assignment of License

WCRW Chicago, Clinton R. White—Voluntary assignment of license to Clinton R. White and Josephine A. White d/b as WRCW.

WHJC Matewan, W. Va., Three States Bcstg. Co.—Voluntary assignment of license to Three States Bcstg. Co.

Relinquishment of Control

WEDR Birmingham, Ala., Magic City Bcstg. Co.—Voluntary relinquishment of control by J. Leslie Doss to John Leslie Doss Jr. through transfer of 49 shares of stock.

Negotiations conducted for the sale or purchase of radio and television properties.

R. C. CRISLER & Co.

RADIO STATION BROKERS—FINANCING

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April 20 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WLBS Birmingham, Ala., WLBS Inc.—Mod. CP (BP-8457), as mod., which authorized change in trans. location, for extension of completion date (BMP-6190).

WRGB (TV) Schenectady, N. Y., General Electric Co.—Mod. CP (BPCT-1047), which authorized change in facilities of existing TV, for extension of completion date to 11-16-53.

License for CP

KWOC Poplar Bluff, Mo., Poplar Bluff Bcstg. Co.—License for CP (BP-7342), as mod., which authorized change in frequency, increase power, install DA-DN, change trans. location and install new trans. (BL-4969).

WCON Cornelia, Ga., Habersham Bcstg. Co.—License for CP (BP-8227), as mod., which authorized new AM (BL-4970).

Modification of CP

WACL Waycross, Ga., Teletronics Inc.—Mod. CP (BP-8437), which authorized change in hours of operation and installation of DA-N to make changes in DA (BMP-6175).

WNRV Narrows, Va., Giles Bcstg. Co.—Mod. CP (BP-8437), as mod., which authorized new AM, to change trans. location (coordinates only) (BMP-6192).

Erect New Antenna

KSPR Casper, Wyo., Donald Lewis Hathaway—CP to erect new ant. (mount TV ant. on top) and change trans. location (coordinates only). Contingent on grant of TV application (BP-8786).

License Renewals

Following stations request renewal of license: **WNBF-TV Binghamton, N. Y.**, Clark Assoc. Inc. (BRCT-29); **WBEN-TV Buffalo, N. Y.**, WBEN Inc. (BRCT-11).

April 21 Decisions

BY BROADCAST BUREAU

Granted License

WBBO Forest City, N. C., Rutherford County Radio Co.—Granted license covering installation of new trans. (BL-4952).

WHLF South Boston, Va., Halifax Bcstg. Co.—Granted license covering use of old main trans. as auxiliary located at present location of main trans.; 1400 kc, 250 w. (BL-4960).

WKEY Covington, Va., Earl M. Key—Granted license covering change in trans. location and changes in ant. and ground systems (BL-4959).

KSNY Snyder, Tex., Snyder Bcstg. Co.—Granted license covering change of facilities and installation of new trans.; 1450 kc, 250 w, Unl., (BL-4955).

WRIO Rio Piedras, P. R., The Master Bcstg. Corp.—Granted license for CP (BP-8562, replacing expired permit BP-8305) which authorized installation of auxiliary trans., at present site of main trans., to be operated on 1320 kc, 250 w, for auxiliary purposes only (BL-4951).

WKBN-FM Youngstown, Ohio, WKBN Bcstg. Corp.—Granted license covering changes in FM station—Ch. 255; 25 kw, ant. 490 ft. (BLH-880).

WGAL-FM Lancaster, Pa., WGAL Inc.—Granted license covering changes in FM station—Ch. 267, 3.8 kw, ant. 215 ft. (BLH-881).

Extension of Completion Date

KTVA (TV) Austin, Tex., Tom Potter—Granted mod. CP for extension of completion date to 7-20-53 (BMPCT-1044).

Following granted mod. CP's for extension of completion dates as shown:

WTVT (TV) Chattanooga, Tenn., to 10-20-53 (BMPCT-1041); WOUC (TV) Chattanooga, Tenn., to 10-20-53 (BMPCT-1060); KDEF Albuquerque, N. Mex., to 11-1-53 (BMP-6180); WNEW New York, N. Y., to 11-6-53; conditions (BMP-6181).

Granted Remote Control Authority

Following granted authority to operate trans. by remote control: KSWI Council Bluffs, Iowa (BRC-15); WDIA Memphis, Tenn. (BRC-13); WLLH, WLLH-FM Lowell, Mass. (BRC-14) (BRCH-4); KVEC San Luis Obispo, Calif. (BRC-11); WRHI WRHI-FM Rock Hill, S. C. (BRC-12) (BRCH-3); KFGT Fremont, Neb. (BRC-3); KEAR San Mateo, Calif.; condition (BRC-5); WJOA Quincy, Mass. (BRC-6); WWCO Waterbury, Conn. (BRC-7); WARK Hagerstown, Md. (BRC-8); WLYN Lynn, Mass. (BRC-10); WCCM Lawrence, Mass. (BRC-9); WISP Kinston, N. C. (BRC-4); WJAN Spartanburg, S. C. (BRC-2); WGUY-FM Bangor, Me. (BRCH-1); WIOD-FM Miami, Fla. (BRCH-2); WPPA-FM Pottsville, Pa. (BRCH-5); WPAM-FM Pottsville, Pa. (BRCH-6); KROS-FM Clinton, Iowa (BRCH-7); WRFL Winchester, Va. (BRCH-8); WKPT-FM Kingsport, Tenn. (BRCH-9); KSON San Diego, Calif., KSON Broadcaster (BRC-1).

Granted License

WKEU Griffin, Ga., Radio Station WKEU—Granted license covering increase in height of vertical ant. (BL-4972).

KPLT Paris, Tex., North Star Bcstg. Co.—Granted license covering installation of new trans. (BL-4962).

WFTC Kinston, N. C., Kinston Bcstg. Co.—Granted license covering change of facilities, type of trans., installation of DA-N and change in trans. location; conditions 960 kc, 1 kw, 5 kw-LS, DA-N, Unl. (BL-4964).

KSVP Artesia, N. M., Artesia Bcstg. Co.—Granted license covering change of facilities, changes in ant. system and change in type trans.; 990 kc, 250 w, 1 kw-LS, Unl. (BL-4967).

Granted CP

WEAS Decatur, Ga., WEAS Inc.—Granted CP to install new trans. as auxiliary trans. to be operated on 1010 kc, 1 kw (BP-8806).

Modification of License

KGKB Tyler, Tex., Lucille Ross Buford—Granted mod. license to change name to Lucille Ross Lansing (BML-1540).

Modification of CP

KSEN Richfield, Utah, Scenic Bcstg. Co.—Granted mod. CP for approval of ant., trans., and studio location (BMP-6002).

WHYL Carlisle, Pa., Richard Field Lewis Jr.—Granted mod. CP to make changes in ant. system (BMP-6182).

KLER Lewiston, Ida., Cole E. Wylie—Granted mod. CP for approval of ant., trans., and studio location; condition (BMP-6134).

Request Granted

WKOP-FM Binghamton, N. Y., The Binghamton Broadcasters Inc.—Granted request to dismiss pending application (BMPH-4771) to change frequency to 96.7 mc.

April 22 Decisions

BY COMMISSION EN BANC

Designated for Hearing

KFBC Cheyenne, Wyo., Frontier Bcstg. Co.—Designated for hearing application (BMP-5864) for additional time to complete construction authorized Sept. 12, 1951, involving change of facilities from 1240 kc, 250 w, Unl., to 710 kc, 1 kw-N, 10 kw-LS, DA-2, Unl.

Advised of Hearing

KPOO San Francisco, Calif., Grant R. Wrathall; KECC Pittsburg, Calif., KECC Inc.; KCHJ Delano, Calif., Charles Herman Johnes; KLAS Las Vegas, Nev., Las Vegas Bcstrs. Inc.—Are being advised that applications to change facilities indicate necessity of consolidated hearing. KPOO seeks to increase power on 1010 kc from 1 kw to 10 kw-D (BMP-5828); KECC, to increase power on 990 kc from 1 kw, DA-N, Unl., to 5 kw-N, 10 kw-D, DA-2 (BP-8529); KCHJ, to increase power and hours of operation on 1010 kc from 1 kw-D, to 1 kw-N, 5 kw-D, DA-2, Unl. (BP-8681); and KLAS, to change from 1230 kc, 250 w, Unl., to 1010 kc, 1 kw-N, 5 kw-D, DA-N, Unl., and install new trans. (BP-8528).

Dorsey Eugene Newman, Hartselle, Ala.; WERD Atlanta, Ga., Radio Atlanta Inc.; WDMG Douglas, Ga., WDMG Inc.—Are being advised that applications indicate necessity of consolidated hearing. Newman seeks CP for new AM on 860 kc, 250 w-D (BP-8334); WERD to increase power on 860 kc from 1 kw to 10 kw-D (BP-8569); and WDMG to increase power on 860 kc from 1 kw to 5 kw-D (BP-8648).

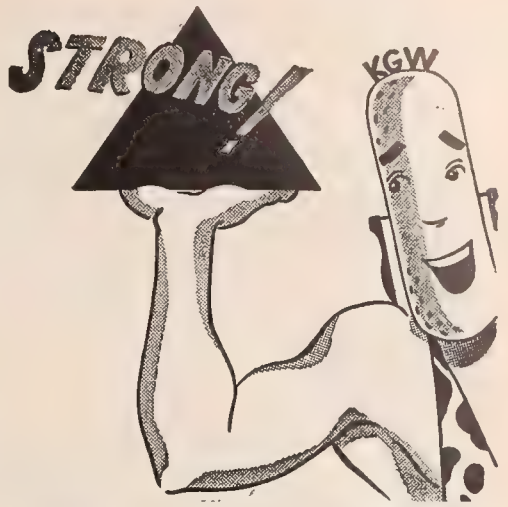
Sangamon Valley Tele. Corp., Springfield, Ill.—Is being advised that application (BPCT-589) for new TV station to operate on Ch. 2 indicates necessity of hearing. (Comr. Doerfer not participating).

Petitions Granted

Smith Radio Co., Port Arthur, Tex.; Port Arthur College, Port Arthur, Tex.; Jefferson Amusement Co., Beaumont, Tex.—By memorandum opinion and order, granted petitions filed by Smith Radio Co., on Dec. 10, 1952, and Jan. 7, 1953, and petition of Port Arthur of Jan. 5, 1953, requesting that application of Jefferson Amusement Co. for TV Ch. 4 be dismissed, and said application (BPCT-1440) of Jefferson was dismissed.

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You Can Get A Share of East Texas
by Appointing us Your Spokesman
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use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.



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E. A. Heiniger

FOR THE RECORD

Designated for Hearing

Designated for consolidated hearing in Washington on May 25, 1953, applications of Southern Television Inc. (BPCT-931); Tri-State Telecasting Corp. (BPCT-983), and WDEF Bcstg. Co. (BPCT-989), all applicants for TV Ch. 12 in Chattanooga, Tenn.

Designated for consolidated hearing in Washington on May 27, 1953, applications of Royaltel (BPCT-923) and Pacific Frontier Bcstg. Co. Ltd. (BPCT-945), both applicants for TV Ch. 2 in Honolulu, T. H.

Designated for consolidated hearing in Washington on May 29, applications of KTBS Inc. (BPCT-464), and International Bcstg. Corp. (BPCT-505) both applicants for Ch. 3 in Shreveport, La.

Designated for consolidated hearing in Washington on May 29, applications of Salisbury Bcstg. Corp. (BPCT-1068) and New England Bcstg. Co., (BPCT-1220), both applicants for Ch. 14 in Worcester, Mass.

Petition Denied

By memorandum opinion and order, denied petition of Jacob A. Newborn Jr., Tyler, Tex., filed March 20, 1953, requesting that Commission amend Sec. 3.606 of rules to reserve vhf Ch. 7 at Tyler for noncommercial educational use and to add a uhf assignment to that city. The denial is without prejudice to refiling at the expiration of the one year waiting period provided in Sec. 3.609 of the Commission's rules.

April 22 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

KIUL Garden City, Kan., The Telegram Pub. Co. (BR-848); **KIND Independence, Kan.,** Central Bcstg. Inc. (BR-1828); **KFKU Lawrence, Kan.,** The U. of Kansas (BR-505); **KSAL Salina, Kan.,** KSAL Inc. (BR-927); **KNEB Scottsbluff, Neb.,** Platte Valley Bcstg. Corp. (BR-1867); **KGWA Enid, Okla.,** Public Bcstg. Service (BR-2450); **KGLC Miami, Okla.,** Miami Bcstg. Co. (BR-2053).

Remote Control Operation

Following stations have filed for 301-A; application for remote control operation:

WHDH-FM Boston, Matheson Radio Co. (BRCH-12); **WTSV-FM Claremont, N. H.,** Granite State Bcstg. Co. (BRCH-10); **WDOD-FM Chattanooga Tenn.,** WDOD Bcstg. Corp. (BRCH-13); **KCLE-FM Cleburne, Tex.,** Marti Inc. (BRCH-11).

Following applications filed for remote control operation of trans.:

KTIM San Rafael, Calif., Marin Bcstg. Co. (BRC-32); **KASI Ames, Iowa,** Ames Bcstg. Co. (BRC-31); **WKZO** Kosciusko,, Miss., Cy N. Bahakel (BRC-24); **WFRM Coudersport, Pa.,** Farm & Home Bcstg. Co. (BRC-26); **WPXY** Punxsutawney, Pa. Jefferson Bcstg. Co. (BRC-27); **WKBI St. Marys, Pa.,** The Elk-Cameron Bcstg. Co. (BRC-25); **WDOD Chattanooga, Tenn.,** WDOD Bcstg. Corp. (BRC-30); **KSIJ Gladewater, Tex.,** Gladewater Bcstg. Co. (BRC-33); **WRIS Roanoke, Va.,** Cy N. Bahakel (BRC-28); **WCOM Parkersburg, W. Va.,** Parkersburg Bcstg. Co. (BRC-29); **KASL Newcastle, Wyo.,** Newcastle Bcstg. Co. (BRC-23).

Extension of Completion Date

WHDF Houghton, Mich., Upper Michigan Bcstg. Co.—Mod. CP (BP-8568), which authorized installation of new trans., for extension of completion date (BMP-6193).

Move Transmitter Location

WHED Havelock, N. C., Beaufort Bcstg. Co.—CP to move trans. and studio location from Washington, N. C., to Havelock and make changes in ant. system (BP-8833).

Change Antenna System

WBEX Chillicothe, Ohio, Shawnee Bcstg. Co.—CP to make changes in ant. system (BP-8834).

Modification of CP

WTAO-TV Winchester, Mass., Middlesex Bcstg. Corp.—Mod. CP (BPCT-1485) as amended which authorized new TV, to install new trans. and make other equipment changes (BMPCT-1086).

Extension of Completion Date

WICU (TV) Erie, Pa., Dispatch Inc.—Mod. CP (BPCT-758), as mod., which authorized changes in TV, for extension of completion date to 7-24-53 (BMPCT-1081).

HOWARD E. STARK

Brokers and Financial Consultants

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Top Rated Half-Hour

MYSTERIES

We can deliver up to 6 half-hour transcribed Mystery Programs Weekly.

We Offer —

LET GEORGE DO IT!

MYSTERY HOUSE!

30 MINUTES TO GO!



Ask us for the Dope.
We'll shoot the works

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue
NEW YORK, N.Y.

See us at the Convention
Biltmore, Suite 2300-02

CANCEL
CANCEL
CANCEL

"Due to increased volume through your advertising, we are unable to get out the extra work. Please cancel my advertising as soon as possible."

So wrote Stanley Parker, plumbing, heating, electrical contractor of Cicero, N. Y. Mr. Parker explained that he had received over 20 phone calls per day directly traceable to his radio program and was filled up on work orders for four months.

A good sales story to a good audience—that's what produces the sales. And WSYR gives you the audience—up to 239% more daytime audience families than other local stations according to SAMS and Nielsen.

Write, Wire, Phone or
Ask Headley-Reed

WSYR SYRACUSE
570 KC

NBC Affiliate in Central New York

How Hungry Can You Get?

THE REPORT last week of the Assn. of Better Business Bureaus, accusing radio and television of lending their facilities to "bait and switch" advertising, points up only one of several kinds of commercial abuses that are all too prevalent on today's air.

"Bait and switch" advertising, as a story elsewhere in this issue explains, is that which lures customers to a store on the promise of an extraordinary bargain so that high-pressure salesmen may strong-arm them into buying something else which costs more. It may not be illegal, but it is a moral fraud. It is by no means the only offensive technique in use at the moment.

The truth is that some stations are accepting accounts that ought to be rejected. One has but to turn the radio or TV dial in major cities to encounter commercials that run too long, are too loud, promise too much, and come in excessive quantity.

Unless these broadcasters improve their business practices, they are inviting unpleasant action by organizations like the Better Business Bureaus or, more unfortunately, by the government. There is no guarantee the Federal Trade Commission won't crack down.

It should not, however, be the threat of that sort of action that motivates a clean-up in radio-TV. The general self-interest of those media is best served by adherence to a set of ethics somewhat above those of the garment district or the New York docks. If radio and television are to carry out their assigned missions of public service, they must earn public respect. They cannot earn it if they presume to treat the public as dupes of shoddy advertisers or as fools to whom the simplest message must be delivered repeatedly and at the top of an announcer's voice.

Fortunately for the future of both radio and television, ethical operators far outnumber those of more primitive tastes. We trust that the ethical ones, who not by coincidence are the leaders of the media, will try to persuade their less enlightened colleagues to advance themselves.

There are at hand NARTB codes for radio and television. Perhaps this week in Los Angeles the leaders of radio and television will discuss means of utilizing both codes more effectively.



Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . our next speaker is a man who has made a serious study of 3-D television."

Chairman Hyde

IT CAME three months late, but President Eisenhower finally did the obvious in naming Rosel H. Hyde to the FCC chairmanship. The situation at the FCC was beginning to become ludicrous, with a Democratic majority running the show, spoon-fed by the held-over Democratic staff.

With Mr. Hyde as chairman, things won't happen automatically. Mr. Hyde knows that he has to act. He probably can count on at least three members to vote with him in making staff changes. By June 30 he will have his fourth Republican member as the replacement for Commissioner and Ex-Chairman Paul A. Walker. It is to be hoped that this man will be a practical broadcaster.

Mr. Hyde's appointment is for one year—an innovation probably deemed expedient to assuage hungry party men who wanted a new face as chairman. If he doesn't achieve the desired result, the President will be free to name his successor a year hence.

With a quarter-century background in communications regulation, Mr. Hyde is richly endowed with the knowledge essential to handle the assignment—admittedly one of the most rigorous in Federal government. He is the only chairman who ever came up through the ranks. He has an affection for the staff worker and the career man. But he realizes that he can't let sentiment interfere with administrative judgment. And, as a good administrator, he knows the existing going concern cannot be destroyed.

The root of the FCC's trouble has been at the executive staff level. This hits the lawyers hardest. The legal staff has always taken its orders from the chairman—always a Democrat. It has exerted uncommon control over the FCC, serving up only those matters with which it was in sympathy. This same hard core seems always to have resented the successful broadcasters and has inexorably moved toward clamping more and more restrictions upon operations. The latest thrust is the effort to penalize the licensed broadcaster against the newcomer in evaluating television applicants.

The FCC is operating with a tight budget. But it's an open secret that a lot of people have been retained to perform work that should be done at other staff levels. The Secretary's office is supposed to handle administration and budget. Instead there is an "office of administration" costing probably $100,000 a year, assigned to this work. There are a number of legal jobs highly rated filled by men who get few, if any, assignments. The Democrats had sentenced them "to Siberia" years ago.

Chairman Hyde takes over with no commitments except to clean house. He can't do this overnight. He has no wild-eyed crusading notions. He will have to undo many of the extreme acts committed during 20 years of Democratic rule.

Given an even chance, he will do the job.

Crandall to Levin to chance

LAST Feb. 9 B•T published an article by John B. Crandall, media director of Sherman & Marquette, giving his views on the eventual size of TV coverage that national advertisers would find it economically possible to buy. He listed 112 markets as the likely limit.

Obviously television is going to survive in far more than 112 parts of the United States. To find out what kind of sensible guess could be made as to the total station population that the U. S. economy can afford, B•T commissioned Peter Levin, a recognized economist, to do a special study. His work appears in the feature section of this issue.

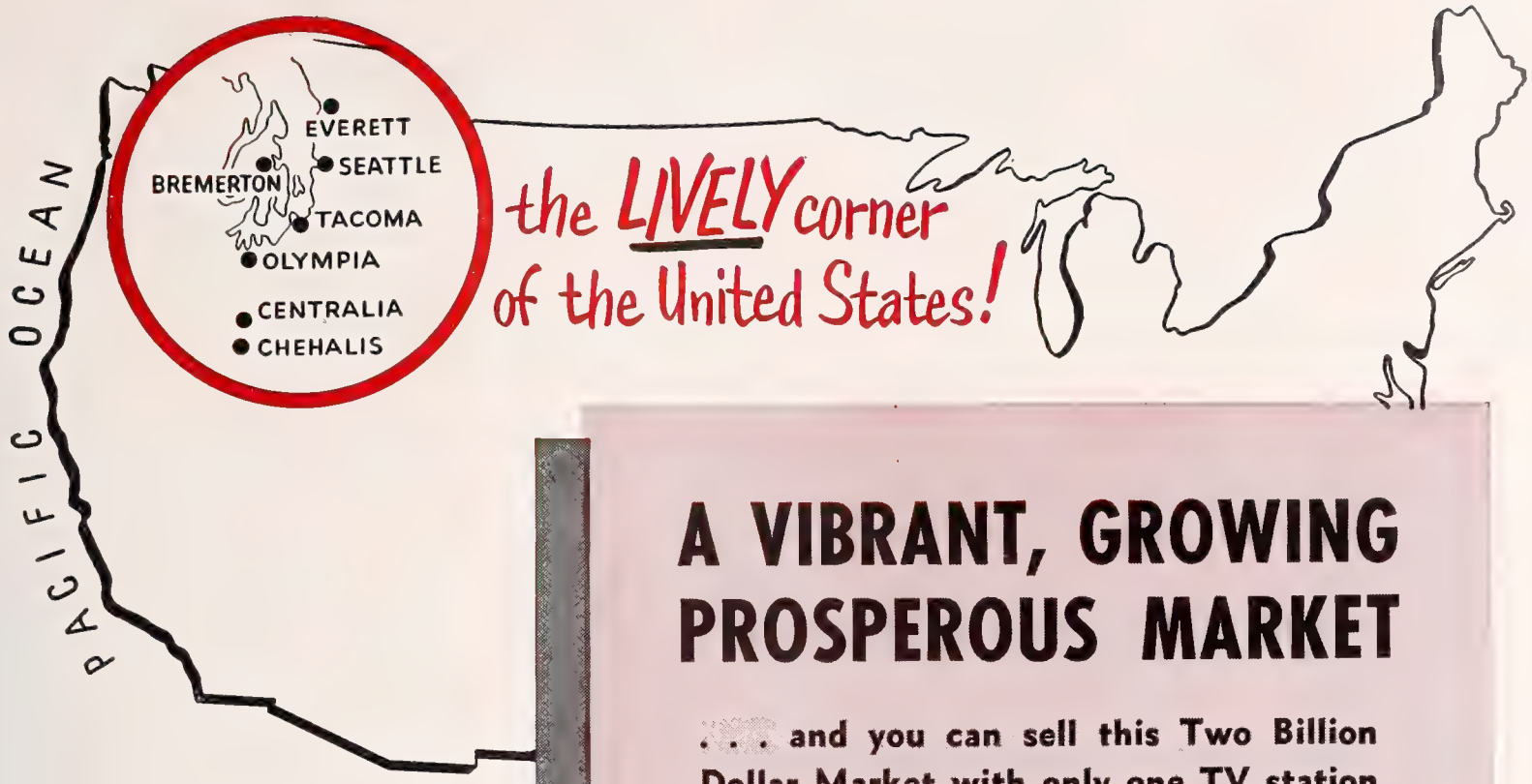
Mr. Levin's projections probably will not correspond exactly to the actual size or placement of the U. S. television system when it reaches maturity; so far as we know he is simply a good economist and not gifted with occult powers. But we venture that he will not be proved embarrassingly wrong. Give or take a market here or there, or a station here or there, his nationwide analysis of TV probabilities looks sound.

Those Collect Calls

THERE are a lot of ways to make a living. One is the way of the Columbia Press Service of Washington, D. C.—which, by the way, has utterly no connection with the Columbia Broadcasting System.

This organization picks up news scraps around the capital and telephones (collect) to radio stations it thinks might be interested in them. Here's the way it works. Columbia may find a Korean casualty listed with a home town in Two-Sticks, Neb. Columbia places a collect call to the station there. If the call is accepted, Columbia sends the station a bill (usually about $2.50) for providing it with a news item.

Several stations have complained to us about this practice. Our advice is that there is nothing illegal in the Columbia technique and that any station which accepts collect calls from people it doesn't know is apt to find out the call isn't worth the charges, even if the call is from Washington, D. C.



A VIBRANT, GROWING PROSPEROUS MARKET

. . . and you can sell this Two Billion Dollar Market with only one TV station

Six counties bordering on Puget Sound account for more than half of Washington State's population . . . more than half the state's total retail sales . . . more than half the state's effective buying income.

These six counties lie within the Puget Sound Area served by KTNT-TV, the new station which went on the air in March with basic CBS and Dumont Television Networks.

The Puget Sound Area is **alive** . . . it is **growing** . . . it is **prosperous.** There are 418,100 families; retail sales, $1,316,645,000; effective buying income, $2,416,495,000. Within this area are such cities as Seattle (population, 467,598), Tacoma (143,673), Everett (35,000), Bremerton (29,900), Olympia (16,300). And there are approximately 250,000 TV receivers in this lively area.

You can sell this prosperous market with only one TV station—and that station is KTNT-TV!

KTNT-TV

CHANNEL 11

CBS

CBS and Dumont Television for the Puget Sound Area

DUMONT

KTNT-TV, South 11th at Grant, Tacoma 6, Washington

Transmitter strategically located at Tacoma in Middle Puget Sound

Represented nationally by WEED TELEVISION

Represented in Pacific Northwest by ART MOORE & SON, Seattle and Portland

WEED Television

TELEVISION STATION REPRESENTATIVE

NEW YORK · CHICAGO · DETROIT · BOSTON · SAN FRANCISCO · ATLANTA · HOLLYW

MAY 4, 1953

35c PER COPY

BROADCASTING TELECASTING

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22ND year

THE NEWSWEEKLY OF RADIO AND TV

TWO REASONS!

There are many reasons why WOR works—but two of them make WOR unique among radio stations.

First, more people—29,439,000* (one-fifth of the total U. S. population)—can hear your sales message over WOR.

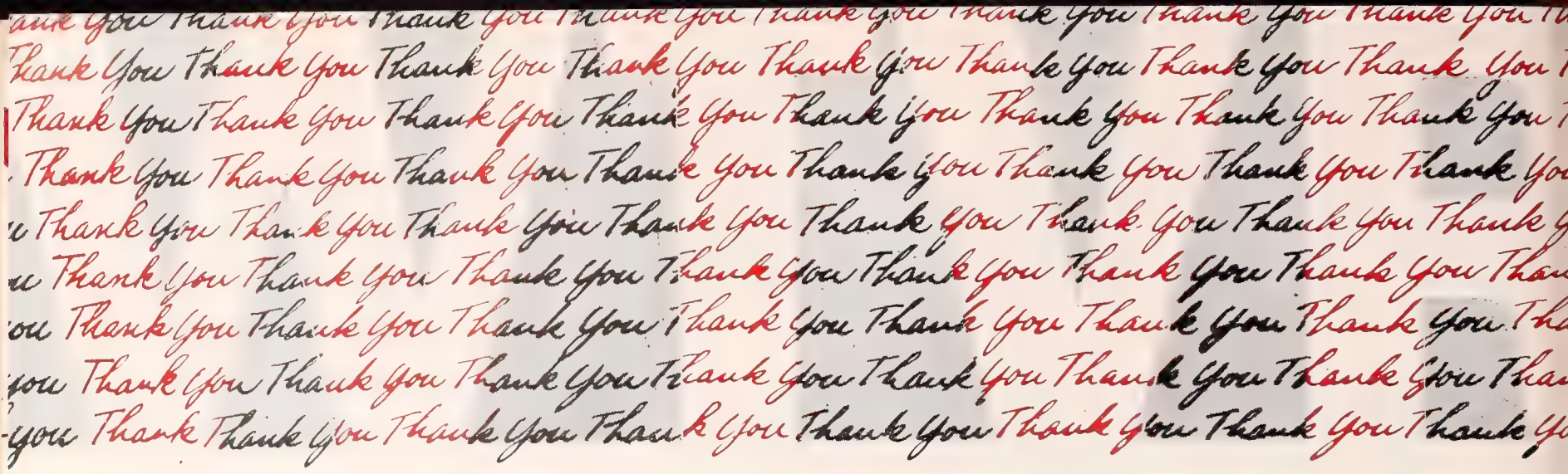
Second, 31 years of selling more products for more advertisers than any other station in the country provides active proof that WOR can sell your product in the world's most competitive market.

Let us give you the specific reasons why WOR will work for you.

IT WORKS!

The New York station where listeners listen and sponsors sell... key station of the Mutual Broadcasting System.

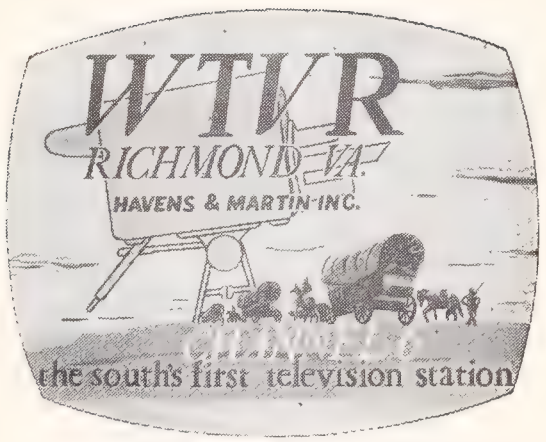
*Estimate based on 1952 Sales Management data.



Our Fifth Anniversary...

a time to say "Thank You" 403 times

We're sentimental at WTVR. That warm glow of gratitude and pride fairly overtakes us on anniversaries. Gratitude to our **403** wonderful regular weekly clients, among them America's most distinguished companies. Gratitude to our loyal viewers, many of whom have been with us since April 22, 1948, the day we began commercial operation. And pride in being "The South's First Television Station." Today we're still Richmond's only TV station. And soon we shall be serving you **even more powerfully!** We now have under construction a 1,049 foot antenna in the heart of Richmond. Upon completion WTVR will be operating with Maximum Height and Maximum Power—100,000 watts. As always, you can expect **maximum results.** We hope **you** will be with us on our next anniversary!



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.

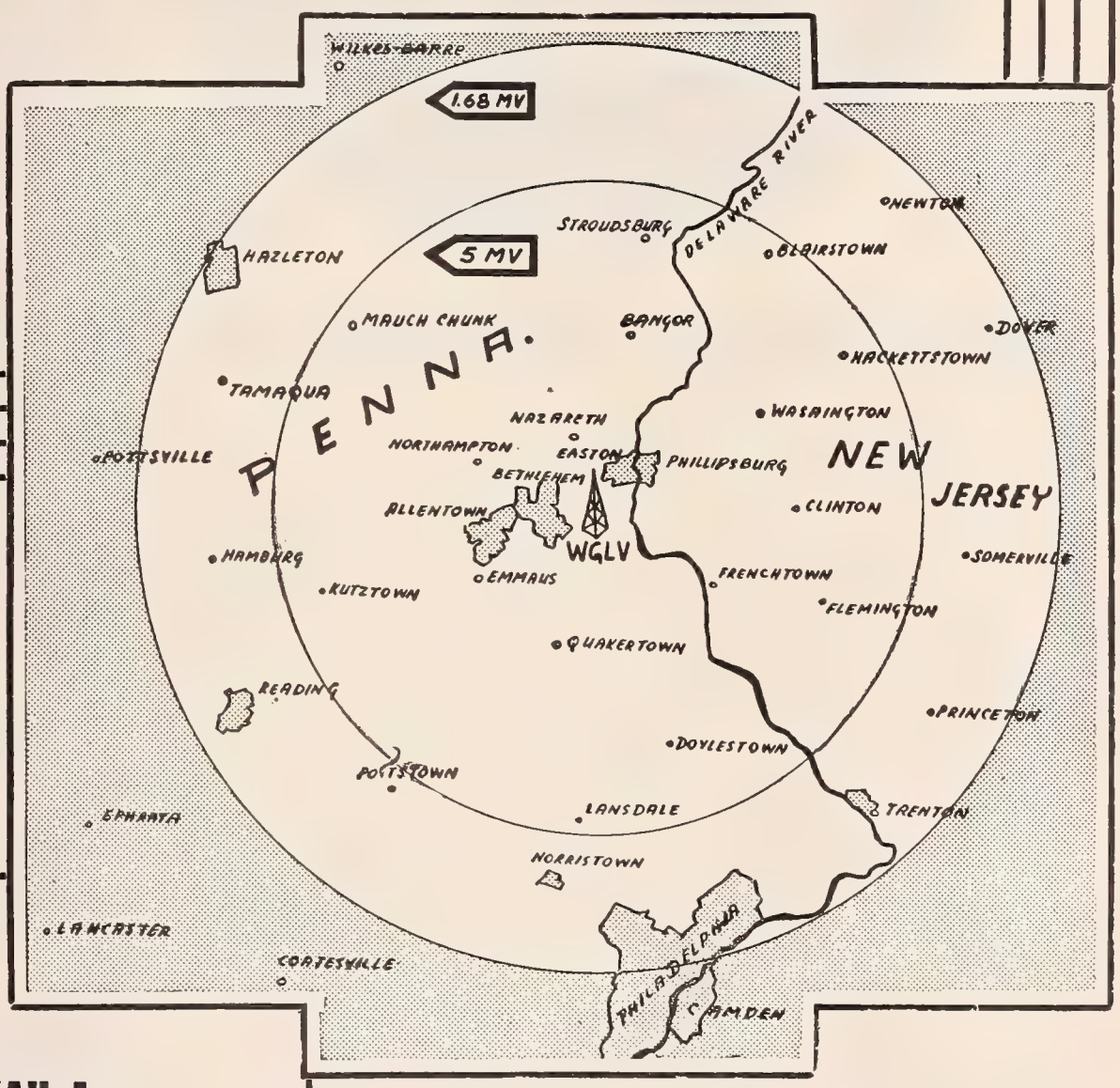
Truly an AREA TV station

WGLV

Located in the Center of the

ALLENTOWN - BETHLEHEM - EASTON METROPOLITAN AREA

Third Largest Market in Pennsylvania — 44th in the United States



ABC
Du Mont
Affiliate

WGLV Grade "A" Area

Contains the entire Allentown-Bethlehem-Easton Metropolitan Area plus 1565 square miles of adjoining territory.

POPULATION - 566,197

RETAIL SALES - $722,426,000

WGLV Channel 57

1481 feet above sea level
1063 feet above average terrain
100,000 watts (E. R. P.)

Represented by

HEADLEY-REED TV

New York Chicago San Francisco
Hollywood Atlanta Philadelphia

The Greater Lehigh Valley's Most Powerful Television Station

WGLV Business Office—48 North Fourth Street, Easton, Pennsylvania

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WLEV·TV

BETHLEHEM
ALLENTOWN • EASTON
PENNSYLVANIA

PRIME PROFIT MARKET

WLEV-TV, in the center of Pennsylvania's rich Lehigh Valley, reaches out to capture a king's share of this consistently prosperous industrial and farm area. The people in the WLEV-TV area are a prime target for advertising. Each year, for example, they spend $281,832,000 for food —$23,526,000 for drug items.

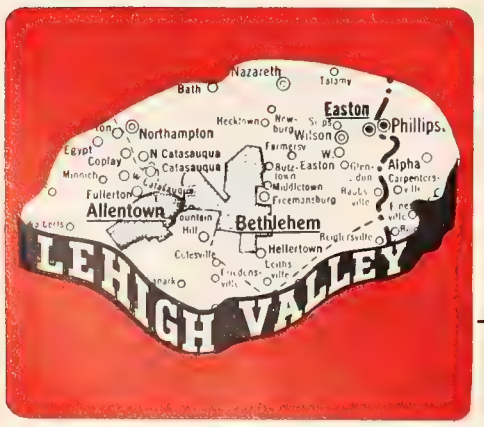
For bigger sales . . . for profitable advertising . . . buy WLEV-TV, the only medium to reach this entire prime profit market. Top time available now. Write for information.

A Steinman Station

1,047,110
people

$1,037,542,000
retail sales

$281,832,000
food sales



Represented by

MEEKER TV, INCORPORATED

New York Chicago
Los Angeles San Francisco

NBC
TV • Affiliate

closed circuit®

IT TOOK wind-up hours of NARTB convention in Los Angeles last week to erupt into those inevitable reports of impending changes in major network affiliations, both radio and television. As usual, reports were impossible to confirm, although there were some admissions of "conversations." Cities linked in "negotiations" looking toward switches from NBC to CBS included, alphabetically: Buffalo, Kansas City, Milwaukee, Norfolk, Oklahoma City, Richmond, Rochester.

★ ★ ★

REALIGNMENT of timebuying staff at Cunningham & Walsh underway. Robert Bauer and Fred Cusick, timebuyers, resigned. Bob Guthrie and Bill White remain under supervision of Newman F. McEvoy, media director.

★ ★ ★

NBC'S NEWEST board member, John K. West, vice president in charge of West Coast operations, is moving to New York, effective at once, presumably in consultative capacity to Frank White, NBC president. Mr. West, former public relations vice president of RCA Victor, is expected to return to Los Angeles headquarters after his special mission is completed.

★ ★ ★

DESPITE SUCCESS of Los Angeles NARTB convention, next two conventions (1954-55) will be held in Chicago. Palmer House expected to be headquarters for next year's event. Difficulty of accommodating engineering exposition, which really pays convention freight, may result in all future conventions being scheduled for Chicago, or possibly New York.

★ ★ ★

CLEAR CHANNEL Broadcasting Service, which functions to protect sanctity of Class 1-A channels for rural and remote coverage, has established its position for planned hearings on ratification of NARBA conference treaty of 1949. It opposes Senate ratification at this time because Mexico is not party to treaty, maintaining it isn't obstructing Senate action. Hearings on treaty ratification are due probably this month before subcommittee of Foreign Relations Committee, with Sen. Tobey (R-N.H.) as chairman.

★ ★ ★

FOLLOWING resounding address of Gen. David Sarnoff in keynoting NARTB convention in Los Angeles last week, broadcasters quipped that he had taken over as "chairman of the board in charge of station relations." In another quarter, with bureaucratic flavor, comment was: "FCC has now heard the oral argument on compatible color."

★ ★ ★

FEDERAL TRADE Commission's experience with "bait" advertising on radio-TV of reconditioned sewing machines and vacuum cleaners comes first-hand as well as through consumer complaints (see story page 74). Wife of one FTC official recently got "burned" in sewing machine deal stemming from TV ad, while another career employe has obtained information to prove a local firm substituted a 1900 Singer in "repairing" her 1923 model.

★ ★ ★

PROCTER & GAMBLE Co., Cincinnati (Crisco), preparing 52-week spot radio campaign of one-minute daytime announcements in number of scattered small markets, through Compton Adv., N. Y.

★ ★ ★

RECORD of some sort was set Wednesday by "board" of FCC while principal entourage attended NARTB Convention. Handling only non-controversial items, Comrs. E. M. Webster and John C. Doerfer, acting as board, handled agenda of 30 items in only 51 minutes. Both broadcast and non-broadcast items were included.

★ ★ ★

IF, AS and when compatible color is authorized, write off any notion of converters or adapters. They're too complicated and expensive. So manufacturers will stress new sets only.

★ ★ ★

WLOE-AM-FM Leaksville, N. C., considering promotional drive involving use of binaural system of broadcasting. Station expects to install equipment shortly and launch campaign aimed at stimulating listener interest.

★ ★ ★

CONCURRENT with FCC Chairman Rosel H. Hyde's call to prospective TV station operators to help the Commission cut workload and TV processing time by limiting hearing evidence to essentials (story page 54), Washington attorneys are watching progress of "paper" comparative hearing for San Juan vhf Ch. 4 now being "heard" by Examiner Benito Gaguine. Contest between WKVM and WAPA San Juan is set for further "session" June 1.

IN THIS ISSUE

NARTB CONVENTION

NARTB's 31st convention reflects changing times and economics as 1,806 delegates hear challenge to attain still greater heights and FCC reassurances of "free" broadcasting. *Page 27.*

BAB outlines plan to add $50 million to next year's radio billings by piling up evidence of the huge radio audience and the medium's selling ability. *Page 28.*

NBC and CBS affiliates in separate moves act to set up organizations to establish greater independence in relationships with networks. ABC and MBS affiliates seemingly approve joining the first groups in an all-industry affiliates committee. *Page 29.*

NARTB President Harold Fellows in his annual report cites the association's enlarged membership, AHF recognition of broadcasting and four major influences bearing on the industry. *Page 36.*

Brig. Gen. David Sarnoff keynotes industry feeling in telling delegates radio and television are going through evolutions in which each must work out its own destiny. He makes bold predictions on color and pay-see TV, number of TV stations and new electronics advances. *Page 40.*

Global TV in the near future is predicted by NARTB Engineering Manager Neal McNaughten. *Page 46.*

Broadcasters are warned to stick to their rate cards lest they undermine their relationships with advertisers and agencies. Allerton, Morency and Kobak join in admonitions. *Page 50.*

FCC is not discriminating against TV applicants because of their business affiliations, Chairman Rosel H. Hyde tells delegates. *Page 54.*

Members review progress in TV programming ethics, uhf engineering. *Page 58.*

FACTS & FIGURES

Radio revenue (AM and FM) rose 5% for total of $473.1 million in 1952, FCC reports. Income was $62.6 million. Revenues for AM-FM-TV totaled $809.4 million. *Page 65.*

PROGRAM SERVICES

Broadcasters win victory as ASCAP accepts industry's position in battle on local radio co-op announcements. *Page 71.*

GOVERNMENT

FCC and FTC take a sharp look at "bait" advertising on radio and TV with a view to acting on listeners' complaints. *Page 74.*

FEATURES

NARTB's five-city survey on the ingredients that make an AM station profitable, both with and without TV competition, are outlined as reported to delegates in Los Angeles. *Page 86.*

UPCOMING

May 5-8: Canadian Assn. of Advertisers, Royal York Hotel, Toronto.

May 9: Catholic Broadcasters Assn. Middle Atlantic District Meeting, Hotel Denis, Atlantic City.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Pennsylvania Assn. of Broadcasters Annual Convention, Bedford Springs Hotel, Bedford.

(For other Upcomings, see page 118)

Any Advertiser

CAN

and most advertisers

SHOULD

use

SPOT RADIO

REPRESENTED NATIONALLY BY

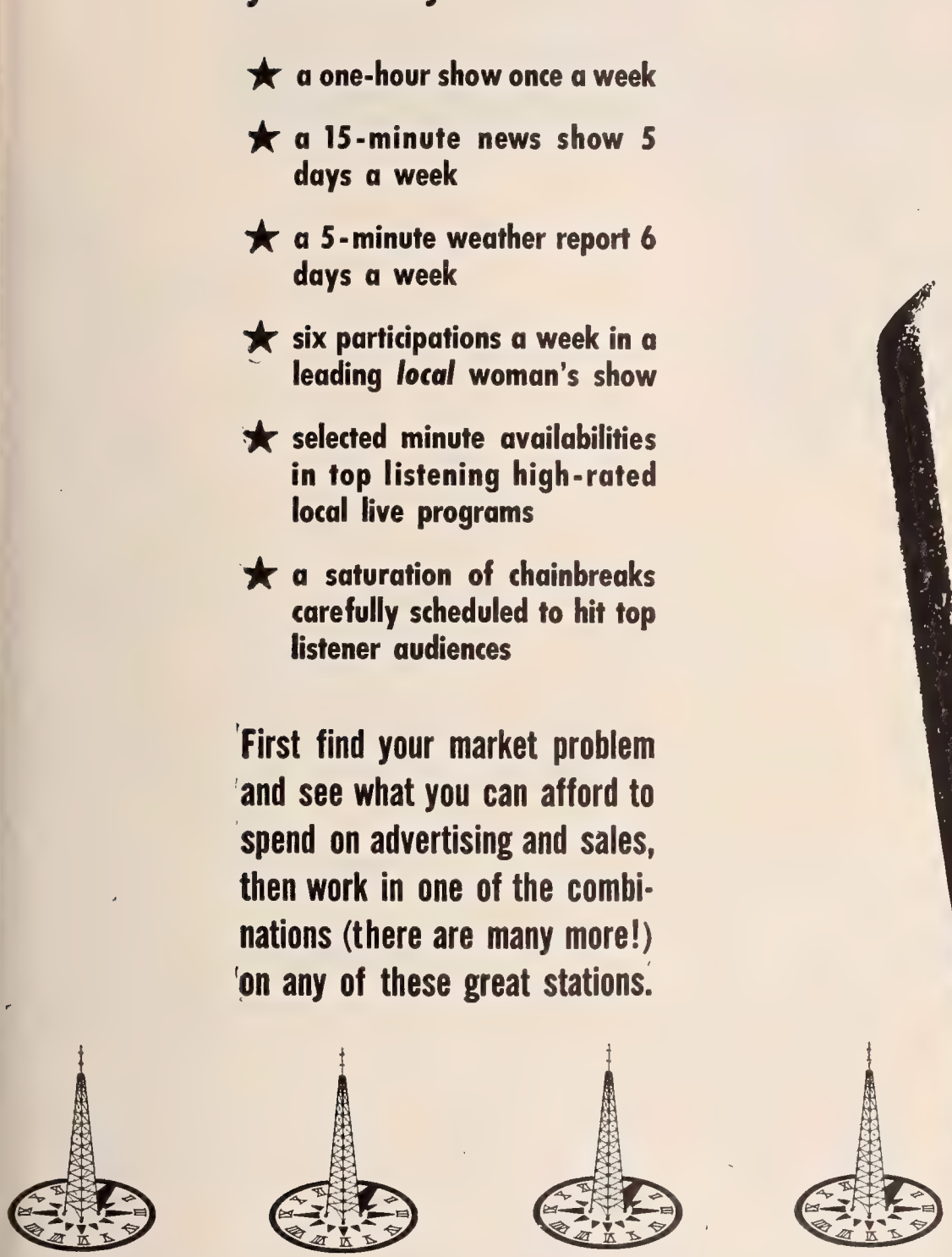
EDWARD PETRY & CO., INC.

SPOT RADIO
COMES IN MANY SIZES

depending on the
emphasis you
want on your product,
you can buy

- ★ a one-hour show once a week
- ★ a 15-minute news show 5 days a week
- ★ a 5-minute weather report 6 days a week
- ★ six participations a week in a leading *local* woman's show
- ★ selected minute availabilities in top listening high-rated local live programs
- ★ a saturation of chainbreaks carefully scheduled to hit top listener audiences

First find your market problem and see what you can afford to spend on advertising and sales, then work in one of the combinations (there are many more!) on any of these great stations.



SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WFAA*	Dallas / Ft. Worth	NBC / ABC
KOA	Denver	NBC
KSO	Des Moines	ABC
KARM	Fresno	ABC
KPRC*	Houston	NBC
KARK	Little Rock	NBC
KECA	Los Angeles	ABC
KSTP	Minneapolis / St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	ABC
WABC	New York	ABC
WTAR	Norfolk	NBC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KGO	San Francisco	ABC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

*Also represented as key stations of the

TEXAS QUALITY NETWORK

NOW YOU CAN COVER ALMOST ALL OF ARKANSAS WITH ONE ULTRA-MODERN STATION— THE NEW 50,000-WATT KTHS! (CBS SOON!)



- the *only* 50,000-watt Class 1-B clear channel station in the State
- the only Arkansas station with 28 years of continuous broadcasting experience —
- formerly located at Hot Springs with 10,000 watts on 1090 KC. —
- now broadcasting from Little Rock, with 50,000 watts on 1090 KC.
- now offers primary daytime coverage of 1,002,758 people, of whom more than 100,000 do not receive primary daytime service from any other station
- secondary coverage (between .5 and .1 contours) adds another 2,369,675 people!
- superb new equipment — superb new programming planned for every segment of Arkansas' population
- same ownership and operation as KWKH, Shreveport, whose KNOW-HOW has made KWKH one of the South's great stations
- **EFFECTIVE JUNE 15th, KTHS JOINS THE CBS RADIO NETWORK**
- ask your Branham Man! Several truly unusual "charter opportunities", now open, may not be available again for years

Represented by The Branham Co.
Henry B. Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

THE NEW 50,000-WATT (CBS SOON!)

KTHS

BROADCASTING FROM LITTLE ROCK, ARKANSAS

at deadline

Friday Convention Panel Features FCC Members

EDUCATIONAL TV, FCC's workload and time-tables, TV satellite stations, community antennas, and ways to get Congress to boost FCC's budget were among problems explored by three FCC commissioners in give-and-take panel session with broadcasters at NARTB Convention Friday.

Comr. George Sterling said FCC staff is investigating "legal aspects" of community antennas, implying common carrier problem may be involved, while Comr. Frieda Hennock voiced serious concern that community antenna systems, by exporting metropolitan vhf stations' programs to small communities, might impede development of uhf outlets in such communities. In answer to another question, Comr. Robert T. Bartley estimated it would be "summer" before FCC can finalize its plan to "cut to the bone" number of contracts and other papers which broadcasters must file with commission.

Answering broadcaster's question as to how industry can help FCC solve its workload problem, Comr. Bartley noted that FCC is required to support Budget Bureau's estimate of FCC needs, and expressed confidence additional personnel would be available soon. Comr. Hennock voiced hope broadcasters would write their congressmen to aid FCC's budgetary plight.

Miss Hennock, pursuing educational TV question, conceded educators have been "naive" —else they would have been in educational TV from beginning, she said—but said broadcasters, too, would be "naive" to try to stand in educators' way.

Fellows Praised for Work

FOLLOWING earlier resolutions (see story page 60), NARTB President Harold Fellows was praised for his administration and for staff esprit de corps. Endorsement was given radio and TV codes as self-regulatory measures.

Convention voted thanks to networks and BMI for providing Thursday banquet program. Convention work of Robert K. Richards, administrative vice president, and C. E. Arney Jr., secretary-treasurer, praised. Vote of thanks given Southern California Broadcasters & Telecasters. H Quenton Cox, KGW Portland, Ore., was chairman of resolutions committee.

Westinghouse Sales Rise

SALES of Westinghouse Electric Corp. in first 1953 quarter were $382,226,000 compared with $323,820,000 in corresponding 1952 quarter, President Gwilym A. Price reported last week to board in New York. Net income for year's first quarter was $16,858,000 against $15,485,000 and net earnings per share equalled $1.04 on 15,765,116 common shares outstanding vs. $0.96 on 15,549,697 shares same period last year. If excess profits tax expires June 30, as scheduled, Mr. Price said net income would be increased to $19,171,000, or $1.19 per common share.

PROGRAM PRAISED

NARTB Convention delegates expressed high praise for organizing job done by Convention Committee in arranging week-long program that ended Friday at Los Angeles. Program was arranged under direction of Clair R. McCollough, Steinman Stations, committee chairman. Other committee members were Jack Harris, KPRC Houston; Henry W. Slavick, WMC Memphis; Howard Lane, KFAC Los Angeles; Hugh B. Terry, KLZ Denver, and Albert Johnson, KOY Phoenix, Ariz.

Small Market TV Called Risky Venture

FINANCING TV stations in markets under 100,000 population is risky venture, was consensus of broadcast engineering conference symposium at NARTB Convention (see story, page 56). Panelists collectively painted black picture pointing out that minimum of $300,000 worth of equipment is necessary for small station, including transmitter, studio equipment and buildings. Operating costs they estimated as from $175,000 to $300,000 yearly, with minimum of 35 to 40 hours weekly costing $18,000. Warning was given that national advertiser would be reluctant to buy station time for such limited coverage, passing up small market for more heavily populated areas. Local advertisers will be enthused about TV until contract time comes along, it was agreed.

Radio-TV Set Production Up

MANUFACTURE of TV and radio receivers for first 1953 quarter totaled 2,259,943 TV and 3,834,784 radio sets, Radio-Television Manufacturers Assn. reported Friday. This compares with 1.3 million TV and 2.3 million radio receivers in same 1952 quarter. Television set production in first three months of 1953 attained 9 million annual rate, while radio production was at 15 million yearly rate. Radio receivers with FM totaled 50,701 in the first quarter this year. In addition, 23,771 TV receivers contained FM facilities.

RTMA estimates for TV and radio set production for first three months of 1953 follow:

	TV	Home Sets	Portables	Auto	Clock	Tot. Radio
Jan.	719,234	361,921	93,962	447,667	189,592	1,093,142
Feb.	703,597	402 742	87,711	491,062	210,924	1,192,439
Mar. (5 wks.)	810,112	442,101	177,656	654,367	275,079	1,549,203
TOTAL	2,259,943	1,206,764	359,329	1,593,096	675,595	3,834,784

DOOR PRIZES

EWELL K. JETT, WMAR (TV) Baltimore, won free RCA TV set at NARTB Convention Friday to add to his collection. Ray Butterfield, WLOX Biloxi, Miss., won General Electric TV set and J. R. Livesay, WLBH Mattoon, Ill., won choice of mountain burro or $50, selecting latter. They were door prizes at closing session.

• BUSINESS BRIEFLY

PINPOINT SPONSOR • Murine Co., Chicago, has signed to participate in Mutual's new "Pinpoint Plan," which permits advertisers to sponsor variety of shows that already are partially sponsored on most of network's stations. Contract, which covers 13-week period starting May 25 and total of 29 broadcasts, calls for sponsorship of *Titus Moody, Van Devanter & The News, Gabriel Heatter, Twenty Questions,* and *Queen For a Day.*

BOXING BOUGHT • Admiral Corp., Chicago, has signed for one-time only sponsorship of International Golden Gloves bouts from Chicago over DuMont Television Network June 16, starting at 10:30 p.m., EDT. Agency: Erwin, Wasey and Co. Inc.

AGENCY NAMED • Home Style Food Products Co., Waterloo, N. Y. (Greenwood's line of vegetables in glass), names Paris & Peart, N. Y., to handle advertising. Donald C. Porteus is account executive.

MAZOLA HALF-HOURS • Corn Products Refining Co., N. Y. (Mazola Salad Oil), buying Ziv-transcribed Guy Lombardo half-hour radio programs for use twice weekly, chiefly in daytime, on stations in eight California markets, starting June 1. Agency: C. L. Miller Co., N. Y.

GF SIX-WEEK SHOT • General Foods Corp., N. Y., planning six-week spot radio campaign in selected small markets, using announcements on Wednesday, Thursday, Friday of each week for Maxwell House Coffee. Agency: Benton & Bowles, N. Y.

SUMMER SHIFT • American Tobacco Co., through BBDO, N. Y., on June 20 moves *Private Secretary,* now on CBS-TV, Sun., 7:30-8 p.m. EDT, to NBC-TV as summer replacement for *Your Hit Parade* (Sat., 10:30-11 p.m.), and puts new film drama series, *Your Play Time,* into *Private Secretary* time on CBS-TV.

More TV Station Starts

REPORTS received late Friday from TV stations beginning operation indicate WKNX-TV Saginaw, Mich., uhf Ch. 57, affiliated with all four networks, will start regular programming tonight (Monday). WLBC-TV Muncie, Ind., which started airing test pattern last Friday night, plans to begin regular programming May 8, including features from all four networks (see early story page 78).

TV Network Grows

AT&T Friday connected WCOS-TV Columbia, S. C., with intercity TV network facilities via new video link with Charlotte-Jacksonville section. TV network programs now available "live" to 131 TV stations in 86 U. S. cities according to phone company's count.

Going Steady with a "Billion Dollar Baby"



"Speedy" keeps steady company with a charming lady who will purchase a billion dollars' worth of merchandise this year. His words of wisdom are listened to attentively and his advice is followed emphatically.

"Speedy" **TV**isits with her in the living room during her moments of leisure, **AM**uses her in the kitchen while she prepares lunch, and even accompanies her when she drives to the shopping center.

For years, the advertiser wishing to convey his sales message to rich "Miss Toledo Market", has learned that, entrusted to "Speedy's" care, his message will definitely find a receptive audience with this "Billion Dollar Baby".

WSPD AM-TV
TOLEDO, OHIO

Storer Broadcasting Company
TOM HARKER, NAT. SALES MGR., 118 E. 57th STREET, NEW YORK

Represented Nationally by KATZ

at deadline

Dismissals Highlight FCC's Friday Activity

DISMISSALS highlighted FCC TV actions Friday. Two were in cases contested by one other applicant and one was unopposed. Stock control of KAFY-AM-TV Bakersfield, Calif., is gained by Sheldon Anderson and his mother in new transfer, subject to Commission approval. No new TV grants were issued late in week but one new bid, for vhf Ch. 12 at Providence, was filed Friday.

Three TV Dismissals

WNEB Worcester, Mass., petitioned for dismissal without prejudice of its uhf Ch. 14 bid which would leave uncontested pending application of Salisbury Bcstg. Corp. for same channel. WNEB feels uhf would be difficult to develop in market which now is receiving multiple improved vhf signals from nearby Boston and Providence.

FCC Friday dismissed Lindsey TV Co. bid for vhf Ch. 5 at Lubbock, Tex. Move leaves Plains Radio Bcstg. Co. (KFYO) application unopposed. Commission also dismissed Southwestern Bcstg. Co. (WAPF) uncontested bid for uhf Ch. 31 at McComb, Miss., leaving channel open.

Files for Providence

Greater Providence Bcstg. Co., Providence, R. I., requests vhf Ch. 12 with effective radiated power of 50 kw visual and 26.6 kw aural; antenna height above average terrain 518 ft. Seventeen local principals, all holding less than 10%, include Charles G. Taylor and Robert T. Engles, part owners of WHIM Providence and WORC Worcester. Cherry & Webb (WPRO) and Hope Bcstg. Co. also are applicants for Ch. 12 there.

KAFY-AM-TV Stock Sale

KAFY-AM-TV Bakersfield, Calif., transfers control as Sheldon Anderson (16—2/3%) increases holding to 43—1/3%, pending FCC approval. Mr. Anderson's mother owns 16—2/3%. John P. Hearne, KAFY legal counsel, buys 25% and Charles Thieriot, general manager, KRON-TV San Francisco, buys remaining 15%. Consideration is $60,000 each to George Crome and R. F. Harlow, who withdraw.

TV Changes Approved

Following TV stations were granted power changes and STAs:

KTVH (TV) Hutchinson, Kan.—Granted ERP boost on vhf Ch. 12 from 115 kw visual and 58 kw aural to 180 kw visual and 91 kw aural.

KROC-TV Rochester, Minn.—Issued STA to commence commercial operation on vhf Ch. 10, effective May 25-Sept. 14.

WIL-TV St. Louis—Granted ERP boost on uhf Ch. 42 from 79 kw visual and 46 kw aural to 170 kw visual and 89 kw aural.

KELO-TV Sioux Falls, S. D.—Issued STA to commence commercial operation on vhf Ch. 11, effective April 29-Oct. 29.

WTVT (TV) Chattanooga — Granted ERP change on uhf Ch. 43 from 275 kw visual and 140 kw aural to 240 kw visual and 125 kw aural.

WHBQ-TV Memphis—Granted ERP boost on vhf Ch. 13 from 240 kw visual and 120 kw aural to 316 kw visual and 160 kw aural.

KNUZ-TV Houston — Granted ERP change on uhf Ch. 39 from 100 kw visual and 60 kw aural to 89 kw visual and 50 kw aural.

KBCD-TV Lubbock, Tex.—Granted STA to commence commercial operation on vhf Ch. 11, effective April 28-May 8.

WKNX-TV Saginaw, Mich.—Granted STA to commence commercial operation on uhf Ch. 57, effective May 1-May 11.

EDUCATIONAL AID

MINIMUM offer of $10,000 per year for five years toward operating costs of San Antonio educational TV station was made by Hugh A. L. Halff, president of WOAI-AM-TV San Antonio, and accepted by San Antonio Council for Educational Television, which plans to file for reserved vhf Ch. 9 in San Antonio this month. Council also received free offer of surplus equipment from Storer-owned KEYL (TV) San Antonio, and free legal services by firm of San Antonio attorneys. Mr. Halff offered services of WOAI-TV staff members.

Transmitters Shipped

THREE 25 kw vhf transmitters, one 10 kw vhf transmitter and one 1 kw uhf transmitter shipped last week, RCA Victor Div., Camden, N. J., said Friday. WLWT (TV) Cincinnati, WLWC (TV) Columbus, both in Ohio, and WAGA-TV Atlanta, Ga., will receive 25 kw amplifiers which will boost their effective radiated powers to 100 kw visual. WBEN-TV Buffalo, N. Y., will get 10 kw vhf transmitter which will increase its ERP to 100 kw visual. Uhf transmitter, with output of 1 kw visual, sent to WICA-TV Ashtabula, Ohio, post-thaw grantee.

'Mr. President' Honored

ABC radio's *Mr. President* series (Wed., 9-9:30 p.m.), starring Edward Arnold and depicting incidents in lives of American Presidents, on Friday was presented with Veterans of Foreign Wars' Award of Merit. Award was presented to Raymond Diaz, national program director for ABC radio, by VFW Commander in Chief James W. Cothran and Vice Admiral Leland P. Lovett, U.S.N. Ret.

AM Ownership Shifts

WKSR Pulaski, Tenn., is sold to James R. Stephens, concrete manufacturer, for $60,000. Seller is Richland Bcstg. Co. (Fred Fleming and Third National Bank in Nashville, executor of estate of W. K. Jones, deceased). Negative control of WTNT Tallahassee, Fla., is acquired by Emmanuel Joanos (13.4%) through purchase of 36.6% interest of Frank W. Pepper. Consideration is $30,066. Frank W. Hazelton retains negative control. Both transfers are subject to FCC approval.

Two New AM Bids

B. F. J. Timm (WDMG Douglas, Ga., and stockholder in WMFS Chattanooga, WLBS Birmingham and WGAA Cedartown, Ga.) applies for 1280 kc, 1 kw day in Jacksonville, Fla. Bid for Wilmington, Del., 900 kc, 1 kw daytime, was filed by Rollins Bcstg. Co. (WJWL Georgetown, Del.).

PEOPLE

ROBERT K. EDMONDS, vice president and account supervisor with Young & Rubicam, Chicago, named vice president of McCann-Erickson, Detroit, as account supervisor on Chrysler Div. account. Mr. Edmonds' appointment is part of move to strengthen preparation for increased competition in automotive field, according to **MARION HARPER Jr.,** Mc-Cann-Erickson president.

H. WARD ZIMMER, executive vice president of Sylvania Electric Products, elected president, succeeding **DON G. MITCHELL,** who becomes chairman of board. **W. BENTON HARRISON,** Sylvania treasurer, elected vice president in charge of finance, new post.

HARRY C. ROCKER and **LEWIS P. OGLE,** art director and account executive, respectively, of H. B. Humphrey, Alley & Richards, N. Y., have been elected vice presidents.

HORACE J. ELIAS, radio-television program producer for last 23 years, joins Kaufman-Strouse Advertising, Baltimore, as account executive and radio-TV director.

FCC COMR. E. M. WEBSTER appointed chair- of U. S. delegation to International Telegraph Consultative Committee, Arnhem, Netherlands, May 26-June 13, State Dept. confirmed Friday.

CAB Support of TV Control Blasted by Ex-Director

CANADIAN Assn. of Broadcasters' support of stand taken by parliamentary radio committee on subject of TV station control in that country has been denounced by George C. Chandler, president of CJOR Ltd., Vancouver, and past director of CAB, as strengthening government's monopoly.

Mr. Chandler charges CAB "prevailed upon its own trade association to 'butter up' the government at this time." Adding that "government policy has discriminated against Canadian TV set owners, talent and business by delaying the development of Canadian television at least six years behind that of the U. S.," he stated CAB action indicates the strong governmental control of radio-TV.

Declaring he cannot go along with CAB action, Mr. Chandler is prepared to solicit members to oppose the policy he believes "reduces channel efficiency in the settled areas of Canada and thereby reduces the potential total of television stations in major markets."

KBS Adds Affiliates

KEYSTONE Broadcasting System Inc., Chicago, added 12 new affiliates, bringing total to 652, Blanch Stein, director of station relations, said Friday. Stations are:

WMFC Monroeville, Ala.; KVSA McGehee, Ark.; KAFP Petaluma, Calif.; WGLS Decatur, Ga.; KRIG Cedar Rapids, Iowa; KFAD Fairfield, Iowa; KWSK Pratt, Kan.; KNUJ New Ulm, Minn.; KNIM Maryville, Mo.; KLMS Lincoln, Neb.; KBYE Oklahoma City, Okla., and KCLW Hamilton, Tex.

Guild Reports Sales

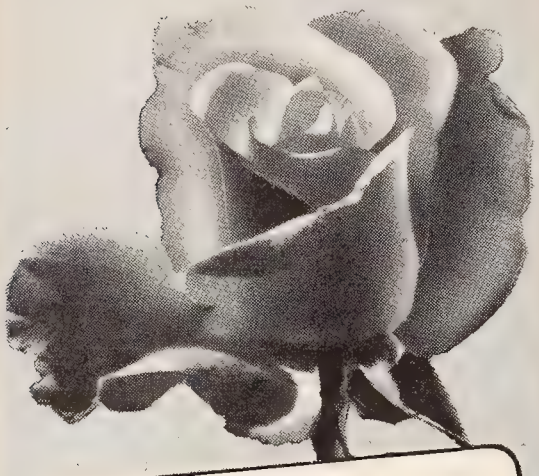
GUILD Films, N. Y., reported Friday that *Liberace,* half-hour film series, has been sold in five additional markets, bringing total to 48. Latest sales are to First Federal Savings and Loan Assn., Miami; First National Bank, Mobile; Lee County Bank, Ft. Myers, Fla.; WSUN-TV St. Petersburg, Fla., and Columbus (Ohio) National Bank.

WXYZ TV

Detroit,

Congratulates

Detroit's Largest Jewelers . . .



Rose JEWELERS

Motion Picture Academy

Now Starting Its 4th YEAR* on Television!

exclusively on

WXYZ TV

Channel 7

****4 Feature Films per Week!***

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BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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Here are the facts about . . . .

WJTV

Mississippi's First Television Station

Through-the-day programming?

Yes . . . Three months ago WJTV "hit the air," and already Mississippi's enthusiastic viewers watch programming that begins each day at ten o'clock in the morning and goes straight on through to midnight.

Local live programming?

Yes . . . The live programs that WJTV is producing . . . *with multiple-camera operation* . . . number more than 30 a week, plus regularly scheduled weekly remotes.

Interconnected network programming?

Yes . . . Eight of the nation's ten most-watched shows, according to Videodex's March ratings, are carried by WJTV.

Wide circle coverage?

Yes . . . The Product Performance Division of Philco Corporation determined in a survey throughout the area that WJTV is being received . . . and clearly received . . . 50 miles away in *all* directions from the broadcasting site.

Audience approval?

Yes . . . Proof that viewers are enthusiastic about the entertainment WJTV is bringing them is the continuing large increase in number of sets. From fewer than 5000 just prior to the time WJTV began operations, the number of sets in the area has increased to more than 15,565, according to WJTV's monthly independent agency survey of distributors and leading dealers.

Industry-wide acceptance?

Unquestionably . . . Reaching *most* of the viewers *most* of the time, and *all* of the viewers *much* of the time, WJTV's operation has proved to the industry that it gets results . . . profitable results . . . for foremost national spot, network, regional and local advertisers.

There are the facts . . . and the result they add up to is this: WJTV is giving Mississippi's viewers and America's leading national spot and network advertisers UHF INTERFERENCE-FREE PICTURE PLUS VHF COVERAGE.

WJTV UHF CHANNEL 25 JACKSON, MISSISSIPPI

MISSISSIPPI'S FIRST TELEVISION STATION

Owned by Mississippi's two state-wide newspapers
The Clarion Ledger and JACKSON DAILY NEWS

John Rossiter, General Manager
CBS PRIMARY AFFILIATE . . . NBC . . . DUMONT . . . ABC

Represented Nationally by THE KATZ AGENCY

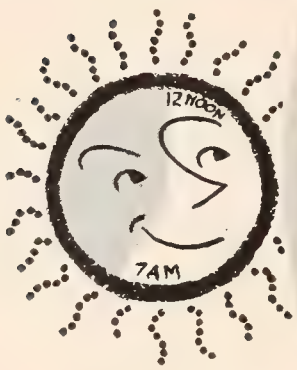
The sun shines bright on WMCT, Memphis



205,000

TV homes in Memphis area

According to latest distributors' figures WMCT reaches more than 205,000 homes in the 2 billion dollar mid-South market.



Average Hooper 7 AM-12 Noon **13.2%**

Cost per thousand homes **$1.92***

In the morning, average homes reached are 27,060

*This figure is based on Class "D" minute rate.



Average Hooper 12 Noon-5 PM **21.4%**

Cost per thousand homes **$1.78***

In the afternoon, average number of homes reached is 43,870.

*Based on Class "C" minute rate.

Here's proof that if you are selling the Memphis market, your best advertising buy, dollar for dollar, is WMCT.

National Representatives The Branham Co.

Channel 5 • Memphis

Affiliated with NBC

Owned and operated by

THE COMMERCIAL APPEAL

Also affiliated with CBS, ABC and DUMONT

WMCT

Memphis ONLY TV Station

WMC WMCF WMCT

IN REVIEW

HAMLET

NBC-TV, Sunday, April 26, 3:30-5:30 p.m. EDT.
Sponsored by Hallmark Greeting Cards.
Agency: Foote, Cone & Belding.
Approx. Production Cost: $50,000.
Produced by: Maurice Evans Productions.
TV Adaptation: Mildred Freed Alberg and Tom Hughes Sand.
NBC-TV executive producer and director: Albert McCleery.
Production supervisor: George Schaefer.
Cast: Maurice Evans, Ruth Chatterton, Joseph Schildkraut, Sarah Churchill, Barry Jones, Wesley Addy, William Smithers, others.

A RETROSPECTIVE consideration of Maurice Evans' televised *Hamlet* affirms the original conviction that it was a superb *tour de force* by Mr. Evans and a generally rewarding adaptation of Shakespeare to the most modern platform. It also emphasizes the pioneering nature of the work which was not so apparent in the immediate spell of the performance.

It is not to profane the memory of an extraordinary event to say that if Mr. Evans and his same cast were to undertake another television presentation of *Hamlet,* as it is to be fervently hoped they will, they would be able to improve upon this first venture into the most trying of all dramatic media. The intricacies of a live TV production of such magnitude are appalling. It was inevitable their effects would



SARAH CHURCHILL, MAURICE EVANS

be felt by the production staff and the cast. The stage hand who wandered through the set during one of Hamlet's speeches may be excused under the taxing circumstances.

One must assume that the technical demands of television were responsible for the uneven playing of Ruth Chatterton and Joseph Schildkraut in the pivotal roles of Queen Gertrude and King Claudius. The professional abilities of both have been repeatedly demonstrated in other media, but neither seemed at ease April 26.

Miss Chatterton's and Mr. Schildkraut's lusterless characterizations suffered additionally by comparison with the uniformly competent performances given by other players. Sarah Churchill was a completely satisfactory Ophelia. (Perhaps it is significant that she is experienced in television drama.)

Needless to say, Mr. Evans had his own job under complete control. Only in one scene, and that unfortunately the last of the play, did he forget the merciless curiosity of the television camera. As the captains carried the dead Hamlet from the court, the camera zoomed in for

a close-up and found Hamlet blinking under the lights.

The adaptation by Mildred Freed Alberg and Tom Hughes Sand, though leaning heavily on the editing done in World War II when Mr. Evans played a shortened *Hamlet* to G.I. audiences, was an ingenious work of its own. Despite the excision of entire scenes from the original play, the television *Hamlet* gave no appearance of a condensation, except perhaps to the Shakespearean student.

The production and direction of Albert McCleery and George Schaefer were imaginative but unobtrusive. Settings, lighting and camera work gave fluidity to the play without straying too far from classical presentation.

To Hallmark Greeting Cards, NBC-TV, Mr. Evans and associates the television audience owes a vote of thanks. Despite the flaws inherent in this pioneer production, it is to be hoped that TV has not said a permanent good bye to the sweet prince or to the many other imperishable characters whom Shakespeare invented and who, it now is proved, can be as lively on a 21-inch screen as they were in the Globe Theatre.

* * *

BOB AND RAY SHOW

NBC-TV, 7:30-45 p.m. Mondays, EDT.
Director: Grey Lockwood.
Writers: Bob Eliot and Ray Goulding with additional material by O. Leo Leahy.
Background Organ Music: Paul Taubman.
Announcer: Bob Denton.
Cast: Bob Eliot and Ray Goulding with Audrey Meadows.
Origination: New York.

NOT too long ago, radio audiences and subsequently TV fans took a shine to Bob Eliot and Ray Goulding, a team whose stock-in-trade is serving up double doses of comedy in the dead-pan tradition. Last Monday evening, Bob and Ray started a new sustaining quarter-hour show on NBC-TV. If you like your comedy on the quiet, effortless side, the *Bob and Ray Show* will be around each Monday to help take care of your entertainment needs.

The format of the new series will be as flexible as Messrs. Eliot and Goulding choose to make it, since they write as well as star in the show. On the first program, viewers got a fair cross-section of their style—a demonstration of a new and designedly confusing parlor game for restless souls at a total loss when the TV set goes on the blink; a parody on a television sportscaster whose current crusade pitted him against alarmists who alleged that water skiing was fixed (!), and a dramatization of a teen-age problem written to the Eliot-Goulding teen-age clinic by a parent in search of a solution for her offspring's momentary crisis.

There was time for a commercial too. An authoritative announcer, obviously sold on what he was selling as successful announcers must be, stressed the urgent need for people in his audience to use wrappers to dispose of chewing gum because it's messy to get out of the rug etc. etc. And so it went.

In the writing and presentation of their material, both performers, who use the underplay technique to its best advantage, show tremendous intuition into the obvious—a comedy trick that accounts in large measure for their appeal. Humor in a show such as this springs from intense, serious treatment of a basically ridiculous situation. If forthcoming programs follow the general pattern of the first telecast, the *Bob and Ray Show* will continue to have its humorous moments.

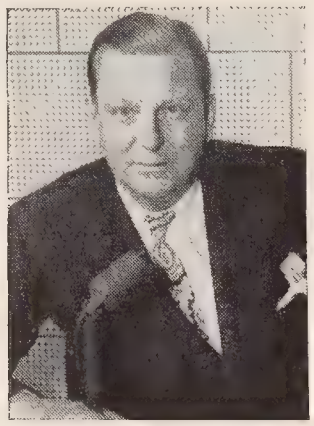
This is Mr. A. P. Weed



This is what he says

"*The Covington County Bank* (of Andalusia, Alabama, of which he is president) *is in its second year of sponsoring Fulton Lewis, Jr., on WCTA. During the period of our sponsorship, our deposits have practically doubled. We feel that Mr. Lewis has contributed immensely to our increased business. We also believe that in continuing our sponsorship we will continue to create new users of our service.*"

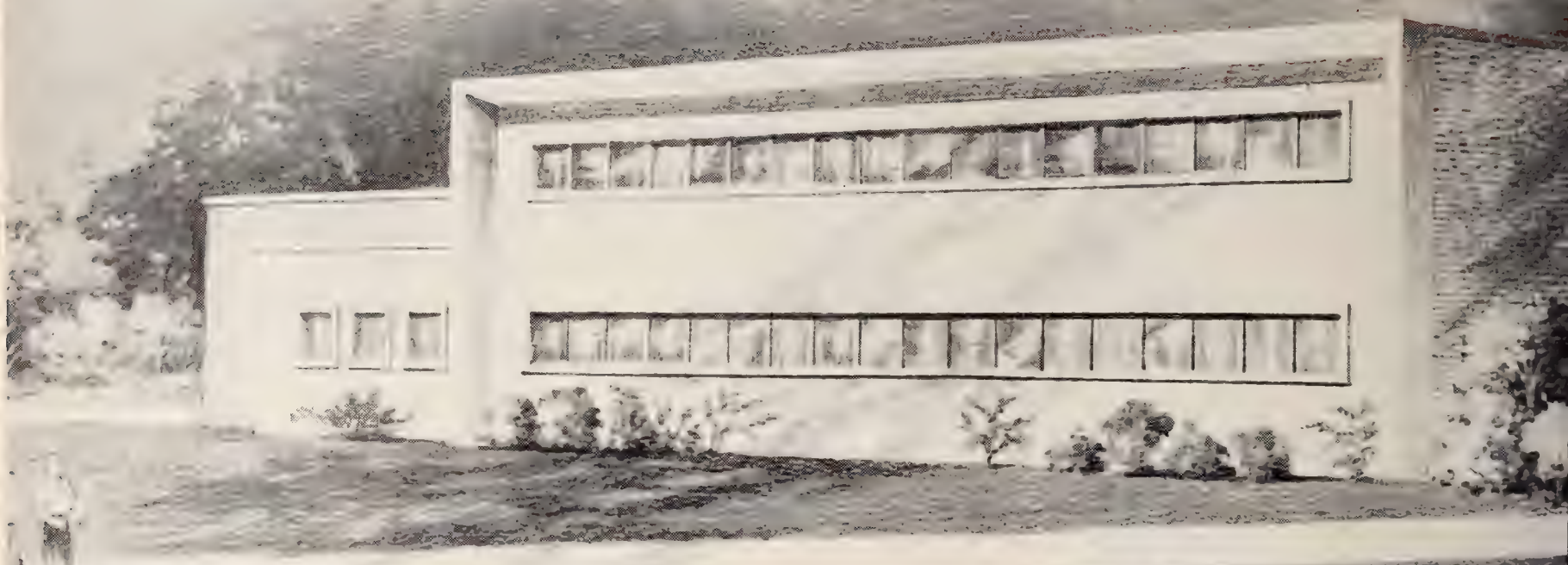
This is Fulton Lewis, Jr.



whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers (including 60 financial institutions), the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BUILT BY EXPERIENCE

KPRC-TV BIGGER



Only *ONE* can be *FIRST* and in Houston it's *KPRC-T*

first in time . . . first in know-how . . . first in facilities . . . first in the homes of Houstonians! And now, KPRC-TV is first to combine with AM and FM to give Houston a complete, new Radio-Television Center, one of the finest, most modern in the nation.

KPRC-TV

Channel 2 - Houston

NBC • CBS • ABC • DUMONT

JACK HARRIS, Vice President and General Manager

Nationally Represented by **EDWARD PETRY AND CO.**

. BACKED BY POWER★

and BETTER!



40,000 square feet of completely air-conditioned floor space

3 LARGE TV STUDIOS

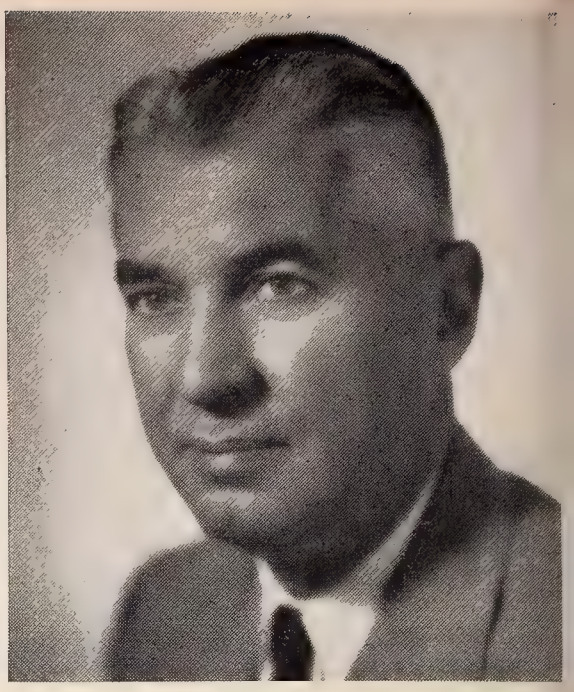
A garden studio for outside shows
An audience-participation studio seating 200 people
4 radio studios
Doorways in all television studios, large enough to admit automobiles
3 rear screen projectors — one for each studio
12 microphones in each studio
3 film previewing studios
Viewing booths over each studio
Complete audition facilities
Separate controls for directors and engineers
Three "memory booths" for announcers and actors
4,000 square feet of prop room space

★ COMING SOON!

New 750-ft. tower
100,000 Watts

KPRC-TV is now telecasting at 65,000 watts of power . . . will complete new 750-foot tower and telecast at maximum 100,000 watts sometime in June.

ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST and ONLY
TELEVISION STATION
KRTV
CBS TV and
DuMont TV Networks
CHANNEL 17
LITTLE ROCK, ARK.
KRTV
LITTLE ROCK
TELECASTERS, INC.
Kenyon Brown, Pres.



J. Frank Gilday

on all accounts

J. FRANK GILDAY, vice president and radio-television director of Cecil & Presbrey Inc., New York, is no mail room boy-to-vice president agency executive. In fact, he didn't get into the business until he was 32.

He attained his present position by a circuitous route—as a construction engineer for a New York building company, various sales and buyer jobs with Macy's department store in New York, and as an account executive with an agency a colleague at Macy's had formed.

Mr. Gilday brings to the job of supervising a staff of 25, which handles such accounts as the Whitehall Pharmacal Co., Sylvania Electric Co. and the Electric Auto-Lite Co., a realistic approach that mirrors his background. He has a deep understanding of costs, ingrained from his engineering training, and an insight into "grassroots" sales approach acquired during his four years at Macy's.

A graduate of the U. S. Naval Academy at Annapolis in 1927, Mr. Gilday was an engineer until 1932 when the depression, as he put it, persuaded "me to seek out a field with a future." That future involved Thomas J. Maloney, whom he met while at Macy's. Mr. Maloney, now executive vice president of Cecil & Presbrey, was a classmate of Mr. Gilday's.

In 1936, Mr. Maloney formed an advertising agency, T. J. Maloney Inc., and hired Mr. Gilday as one of his first employes. His first assignment was not to get new business or service an account but to open a retail paint store in New Rochelle, N. Y., because the agency had the Sherwin-Williams account.

It was during World War II that Mr. Gilday had his first brush with radio. He was called back into the Navy shortly after Pearl Harbor and served until late 1945, principally as an officer in charge of recreation for Navy personnel. He worked closely with the Armed Forces Radio Service.

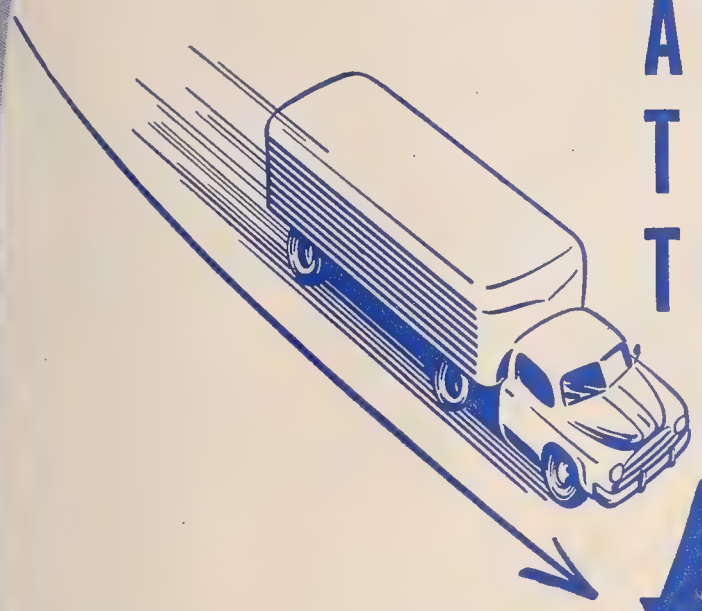
After his release from the service, he became an account executive with the Newell-Emmett agency, with which T. J. Maloney Inc. had joined forces. In early 1950, together with Mr. Maloney, he became associated with Cecil & Presbrey as Auto-Lite account executive. He was named radio-TV director in 1951 and vice president shortly thereafter.

Mr. Gilday is a true blue New Rochelle citizen, where he was born in 1904. He attended New Rochelle High School and still lives in the city with his wife, the former Genevieve Carberry. They have a daughter, Joan, 17, who will be graduated in June from the Ursuline Academy in New Rochelle.

Standard Electronics Corporation

delivers

ANOTHER
TELEVISION
TRANSMITTER



AHEAD *of schedule*

MORE POWER
to **WAFM-TV**
CHANNEL 13
Birmingham, Alabama

VISIT OUR EXHIBIT
AT THE
NARTB CONVENTION
LOS ANGELES

Standard Electronics Corporation
A SUBSIDIARY OF CLAUDE NEON, INC.
285-289 EMMETT STREET • NEWARK 5, N. J.

STANDARD SE ELECTRONICS

STANDARD ELECTRONICS

VHF-UHF TV TRANSMITTER

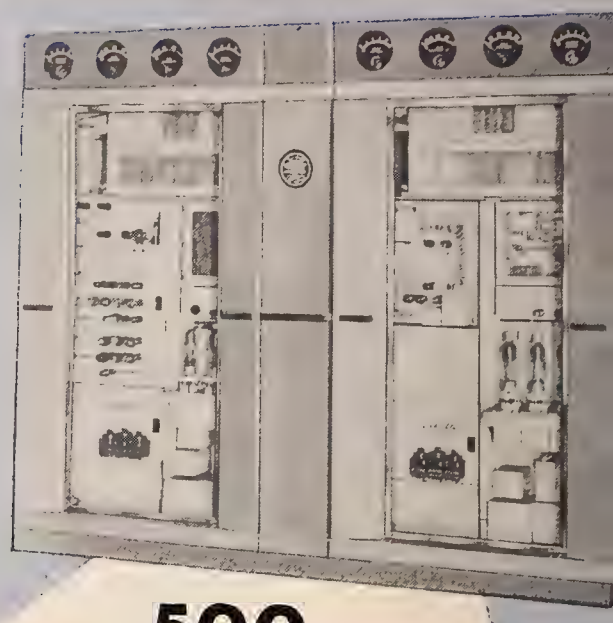
A COMPLETE LINE OF VHF-UHF TRANSMITTERS AND AMPLIFIERS

with all the

Money-Saving and

Design Features

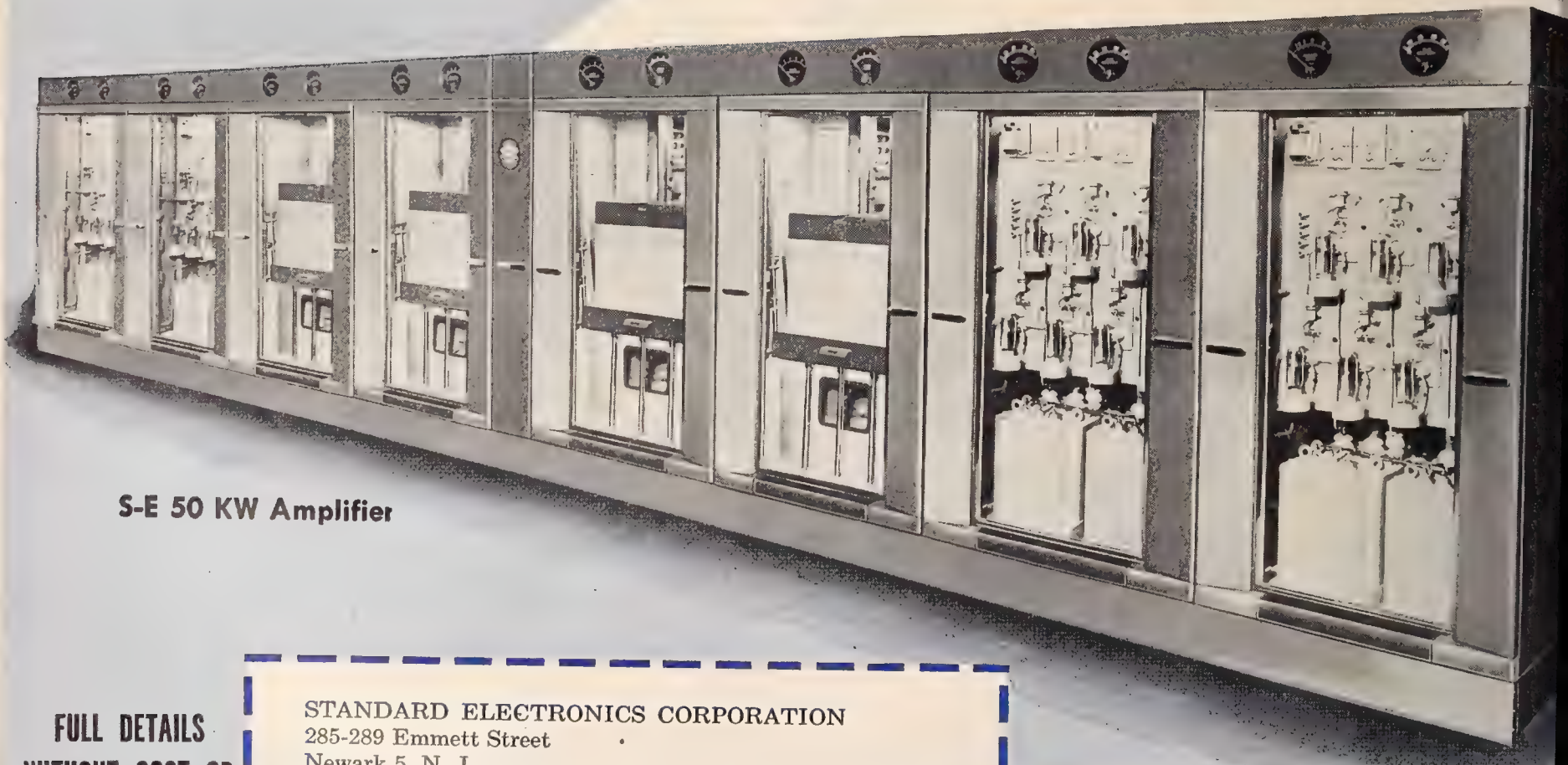
you have looked for!



500 WATTS

e-x-p-a-n-d-a-b-l-e to

50 KILOWATTS



S-E 50 KW Amplifier

FULL DETAILS WITHOUT COST OR OBLIGATION

•

FILL IN COUPON AND RETURN TODAY ➡

STANDARD ELECTRONICS CORPORATION
285-289 Emmett Street
Newark 5, N. J.

I would like more information on the Standard Electronics Add-A-Unit TV Transmitter.

VHF.....UHF.....Amplifiers.....

Name.....Title.....

Address.....

City.....Zone.....State.....

Standard

Put You on The Air QUICKER!



Standard Electronics high power 20 KW Amplifier installed at WOR-TV Channel 9, New York, September, 1952.

S-E Money-Saving Features

✔ MINIMUM STATION PACKAGE

Get on the air quickly, inexpensively with Standard Electronics Minimum Station Package. Depending on your channel allocation, *order* a 500 watt VHF or 1KW UHF transmitter, a high gain antenna, sync generator, monitoring equipment and a film system.

✔ EXPANDABLE

The minimum station package can be expanded without scrapping a single piece of equipment, when you are permitted to increase power. Simply add S-E Add-A-Unit amplifiers for higher power even up to 50 KW output.

✔ S-E TRANSMITTERS COST LESS INSTALLED

Add-A-Unit design saves building alteration expense. Units are easily adapted to any station layout, straightline . . . "U" . . . "L".

✔ LOWER TUBE COSTS

Aging tubes, incapable of supplying power in the visual section are interchangeable with the aural section where power requirements are considerably less.

S-E Design Features

✔ TRANSMITTER

Basic VHF unit is the 500 watt visual and 250 watt aural unit; basic UHF is 1,000 watts visual and 500 watts aural—a complete self-contained transmitter, in either case.

✔ INCREASED POWER

Transmitter power can be increased by simply adding a S-E Add-A-Unit amplifier to provide complete transmitters up to 50KW without scrapping a single piece of equipment.

✔ VERSATILE

S-E Add-A-Unit amplifiers can be added to existing station equipment regardless of make.

✔ SELF-CONTAINED

Compact, completely self-contained . . . no external blowers or transformer vaults needed.

✔ ACCESSIBILITY

All tubes and major components are visible and accessible from the front. Full length glass doors provide easy access and add eye appeal.

All S-E VHF-UHF Transmitters are equal to or exceed FCC standards and RTMA Standards as set forth in TR 104-A or latest revision thereof.

Visit our exhibit at the NARTB Show, Los Angeles

Electronics Corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

285-289 EMMETT STREET • NEWARK 5, N. J.

STANDARD S/E ELECTRONICS

America's Best Buy:

150 years ago this Spring the U. S. closed its biggest real estate deal — the Louisiana Purchase. (Louisiana's mineral products alone, in one year, are worth more than 26 times the price paid for the entire Louisiana Purchase—which included part or all of 13 states.)

Baton Rouge's Best Buy:

WJBO

—to reach
the market
where
every index is up
—and where
population
has grown
250%
in a decade.

NBC's 5,000 watt affiliate. Associated with the State-Times and Morning Advocate.

National reps:
George P. Hollingbery Co.

WJBO
WBRL (FM)

... that's what you like about the South

OPEN MIKE

Travel Note

EDITOR:

. . . In my travels throughout the country, I find your magazine on the desks of the exectives in the advertising agencies as well as in the television stations. I feel that you are doing a swell job, and the only further suggestion that I can make is that you continue pounding in your editorials for more showmanship in the presentation of TV shows.

Sam Nathanson
Vice President in Chg. of Distribution
Helen Ainsworth Corp.
Beverly Hills, Calif.

Love That Log

EDITOR:

All over town I see [copies] of BROADCASTING • TELECASTING's TV [network] log pinned up on bulletin boards. Obviously these are reprints and we'd dearly like to have some in our publicity and TV departments. Can you fix?

Franklin E. Brill, Director
Public Relations Dept.
Cecil & Presbrey
New York

[EDITOR'S NOTE: Yes.]

Target Dates

EDITOR:

It has been noticed that for some unknown reason, we have been omitted from your list of new grantee commencement target dates.

KTVE-TV will go on the air July 20. . . . If we may be re-established in this information column, we will appreciate it very much.

William M. Morrow
Commercial Manager
KTVE-TV Longview, Tex.

[EDITOR'S NOTE: All TV construction permits granted up to press time of the TELECASTING YEARBOOK were listed in the YEARBOOK and removed from the target date listing in the weekly magazine, as a means of reducing the length of the weekly listing which was becoming unmanageably long. KTVE-TV was one of many in that category.]

Seminar for Customers

EDITOR:

. . . We're in a community where a TV CP has been granted. We place business in quite a few other similar markets. The TV business we have placed in the past has been quite small and quite simple. We realized we know nothing about this medium except what we had gleaned from watching, reading. We could talk the lingo, but we didn't know anything.

My art director and I have just completed an informal three-day seminar in Salt Lake City. We (and two staff members of the Cline Agency, Boise) met the staffs of both KDYL-TV and KSL-TV through the courtesy of R. T. Harris Agency of Salt Lake.

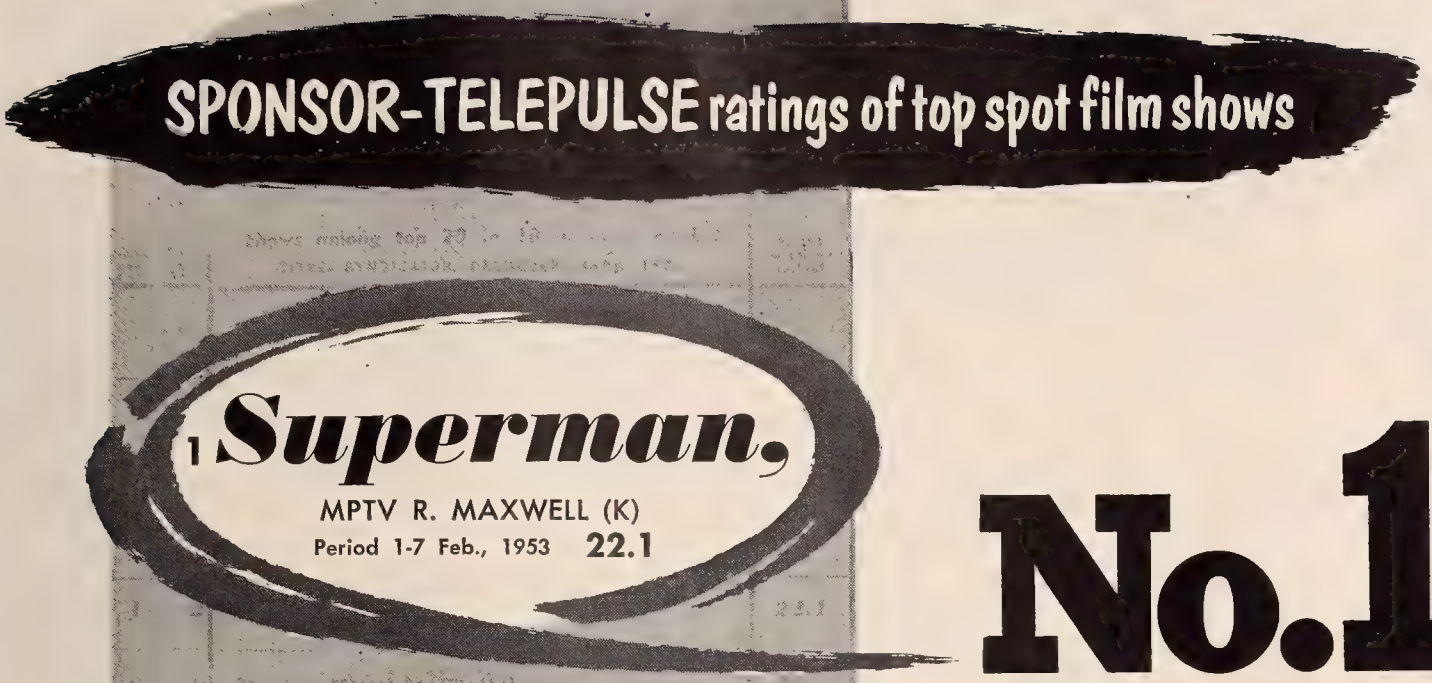
It's probably an old story to many good TV stations, but it opened our eyes. In addition to learning much that was new, we also profited in other ways. We had made some plans already for the advent of TV in our markets. Now these plans have been radically changed or junked. We saved the costs of our three-day junket more than five times over just from equipment we have planned to buy—equipment we now realize we do not need . . .

We'd like to tell everybody of the wonderful cooperation we got from the people at both Salt Lake City TV stations.

Thomas C. Wilson
Thomas C. Wilson Agency
Reno, Nev.

CLEVELAND'S Chief STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

JET FIRE
MERCHANDISING
IN THE TRI-CITY AREA
TO GIVE YOUR PRODUCT
TIME PLUS
WPTR
50,000 WATTS
UPSTATE NEW YORK'S
LEADING INDEPENDENT
ALBANY SCHENECTADY-TROY
ASK YOUR
WEED REPRESENTATIVE



produced by
ROBERT MAXWELL

renewed for
104 WEEKS by KELLOGG

thru
LEO BURNETT CO., Inc.

Current MAXWELL Productions

In Production

- LASSIE *(In color)*
  In Association with Clarence Eurist
- EVENING BENEDICTIONS
- ENCYCLOPÆDIA BRITANNICA QUIZ LIBRARY

In Preparation

- HOUSE OF MYSTERY
- NATIVE LAND
- THE YOUNG REVEREND

NEW YORK: 480 Lexington • PLaza 9-5700
HOLLYWOOD: Goldwyn Studios • GRanite 5111

ROBERT MAXWELL ASSOCIATES
RADIO and TV PRODUCERS

IN THE
Upper Midwest...

. . . whether you sell

kickshaws to kids,

winkies to women,

or mix to men,

you'll reach more

of 'em more often,

more economically

with a KSTProduced

television show!



our respects

to CLINTON BURT OLIVER



FREQUENTLY referred to as the agency's trouble-shooter, Clinton Burt Oliver, vice president in charge of Hollywood operations of Foote, Cone & Belding, entered the advertising business back in 1930 when his knowledge of radio was limited to twisting a dial.

Today his manifold responsibilities include supervising production on such network shows as CBS Radio's *Hallmark Radio Hall of Fame,* sponsored by Hall Bros.; CBS Radio's *Bakers Star Theatre,* sponsored by American Bakers Assn., and the Columbia Pacific Regional Network's *Rocky Jordan,* sponsored by General Foods Corp. In addition, he works on development of new radio-TV shows for the agency's eastern offices, plus presentations in those media for prospective sponsors. And he'll take on any difficult assignment at the drop of a hat.

Quick to pounce upon anything that might undermine and destroy the public's confidence in advertising, Mr. Oliver is most explosive on the subject of pitch deals.

He declares that agencies and their clients who recognize the value of sound advertising practices reap greater and more permanent benefits than those who depend upon unsavory methods to get a "doubtful fast buck."

Jacksonville Background

Mr. Oliver was born in Webb City, Mo., on Aug. 29, 1908. His family moved to Jacksonville, Fla., where he received his early education, graduating from Duval High School in 1926.

With business administration and finance as majors, Mr. Oliver enrolled at Northwestern U., Evanston, Ill., the following spring. He also went to work for A. W. Shaw Co., Chicago publishing firm. A merger of that firm with McGraw-Hill a year later resulted in his transfer to New York as assistant circulation manager, handling direct mail campaigns for various publications.

Wishing to continue his education at Northwestern, he returned to Chicago a year later and became office manager for Balaban & Katz Corp. When the theatre chain moved its headquarters to New York a year later, Mr. Oliver elected to remain in Chicago.

With a background which he felt fitted him for the administrative end of the advertising business, he convinced Lord & Thomas executives that he would be a valuable asset to the firm. He joined the agency as assistant to the treasurer. Mr. Oliver also continued his academic education at NU, graduating in 1933.

The next several years found him doing considerable traveling in his agency activities. Shifted to Dayton in 1935 to establish and manage a branch office devoted to servicing cooperative accounts, he remained there three years, getting his indoctrination into local spot and regional radio.

His next move was to Los Angeles as business manager and assistant treasurer of the agency's California offices. When Lord & Thomas became Foote, Cone & Belding in Jan., 1943, Mr. Oliver went along with the change as business manager.

That agency was then the most active on the West Coast handling radio and TV, and Mr. Oliver's administrative duties gradually were enlarged to include supervision of all production for the Los Angeles as well as Hollywood offices. He also negotiated all talent, package and other radio-TV deals made in California for the agency's offices. With his multiple radio-TV responsibilities, he shifted headquarters from downtown Los Angeles to the more convenient Hollywood in July, 1943.

Responsibilities included such NBC radio shows as *Lucky Strike Hit Parade, Jack Benny Show* and *Frank Morgan Show,* all sponsored by American Tobacco Co.; *Bob Hope Show* for Pepsodent; CBS Radio's *Tony Martin Show* sponsored by Bourjois Inc. There also were several West Coast regional network programs for such accounts as Southern Pacific Co., Safeway Stores, Sunkist Growers, Union Oil Co. and others.

When Foote, Cone & Belding acquired the Hughes Tool Co. and Gulf Brewing Co. accounts, which necessiated a Houston office, Mr. Oliver in 1949 was dispatched to that city to head it as co-manager with Steve Wilhelm.

No desk jockey, Mr. Oliver traveled the length and breadth of Texas for the next few years. Meanwhile, in late 1950, the agency elected him vice president. He was transferred back to Hollywood in July, 1951 to become vice president and general manager of the radio-TV production office.

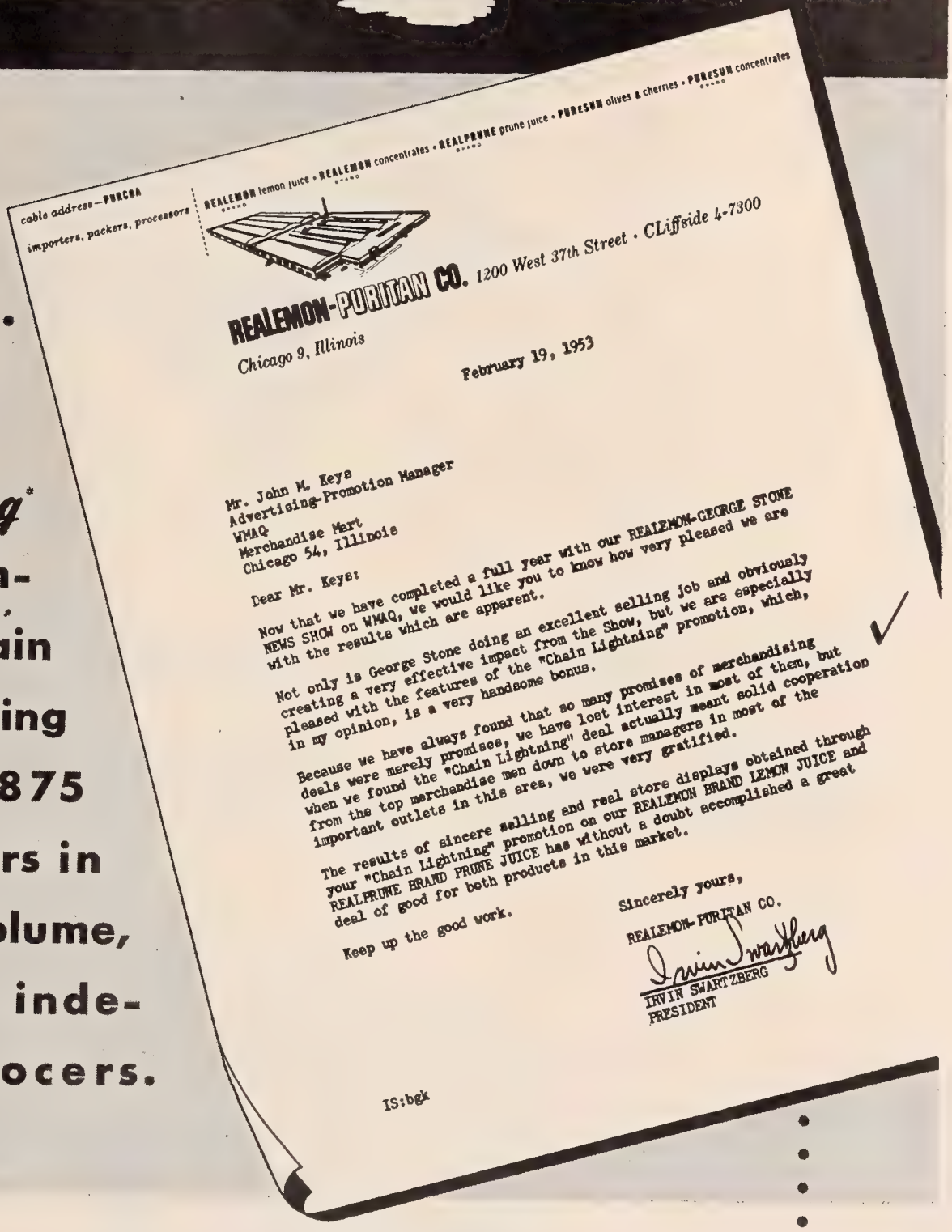
Believing that only a small percentage of today's TV commercials make full use of the visual medium, he points out "too many are just radio commercials with pictures. Instead of using the visual portion of the medium to tell an important part of the sales story, too many advertisers depend upon sound alone."

Mr. Oliver is a founder and past-president of Hollywood Ad Club and vice chairman of the national radio and TV production committee of the American Assn. of Advertising Agencies. He also is the AAAA's chief Hollywood liaison on union negotiations. He holds membership in the Masquers, Delta Sigma Pi, and an honorary membership in Alpha Delta Sigma, national advertising fraternity.

Mr. Oliver is married to the former Marie Robinson of Des Moines. With their daughter Constance, 10, they live in suburban La Canada, 12½ miles from Hollywood and Vine.

Real MERCHANDISING THAT BRINGS *Real* RESULTS

The WMAQ *Chain-Lightning plan now embraces 771 chain stores, controlling more than 875 million dollars in annual sales volume, plus leading independent grocers.**



cable address—PURCOA

importers, packers, processors

REALEMON lemon juice • REALEMON concentrates • REALPRUNE prune juice • PURESUN olives & cherries • PURESUN concentrates

REALEMON-PURITAN CO. 1200 West 37th Street • CLiffside 4-7300

Chicago 9, Illinois

February 19, 1953

Mr. John M. Keys
Advertising-Promotion Manager
WMAQ
Merchandise Mart
Chicago 54, Illinois

Dear Mr. Keys:

Now that we have completed a full year with our REALEMON-GEORGE STONE NEWS SHOW on WMAQ, we would like you to know how very pleased we are with the results which are apparent.

Not only is George Stone doing an excellent selling job and obviously creating a very effective impact from the Show, but we are especially pleased with the features of the "Chain Lightning" promotion, which, in my opinion, is a very handsome bonus.

Because we have always found that so many promises of merchandising deals were merely promises, we have lost interest in most of them, but when we found the "Chain Lightning" deal actually meant solid cooperation from the top merchandise men down to store managers in most of the important outlets in this area, we were very gratified.

The results of sincere selling and real store displays obtained through your "Chain Lightning" promotion on our REALEMON BRAND LEMON JUICE and REALPRUNE BRAND PRUNE JUICE has without a doubt accomplished a great deal of good for both products in this market.

Keep up the good work.

Sincerely yours,

REALEMON-PURITAN CO.

Irvin Swartzberg

IRVIN SWARTZBERG
PRESIDENT

IS:bgk

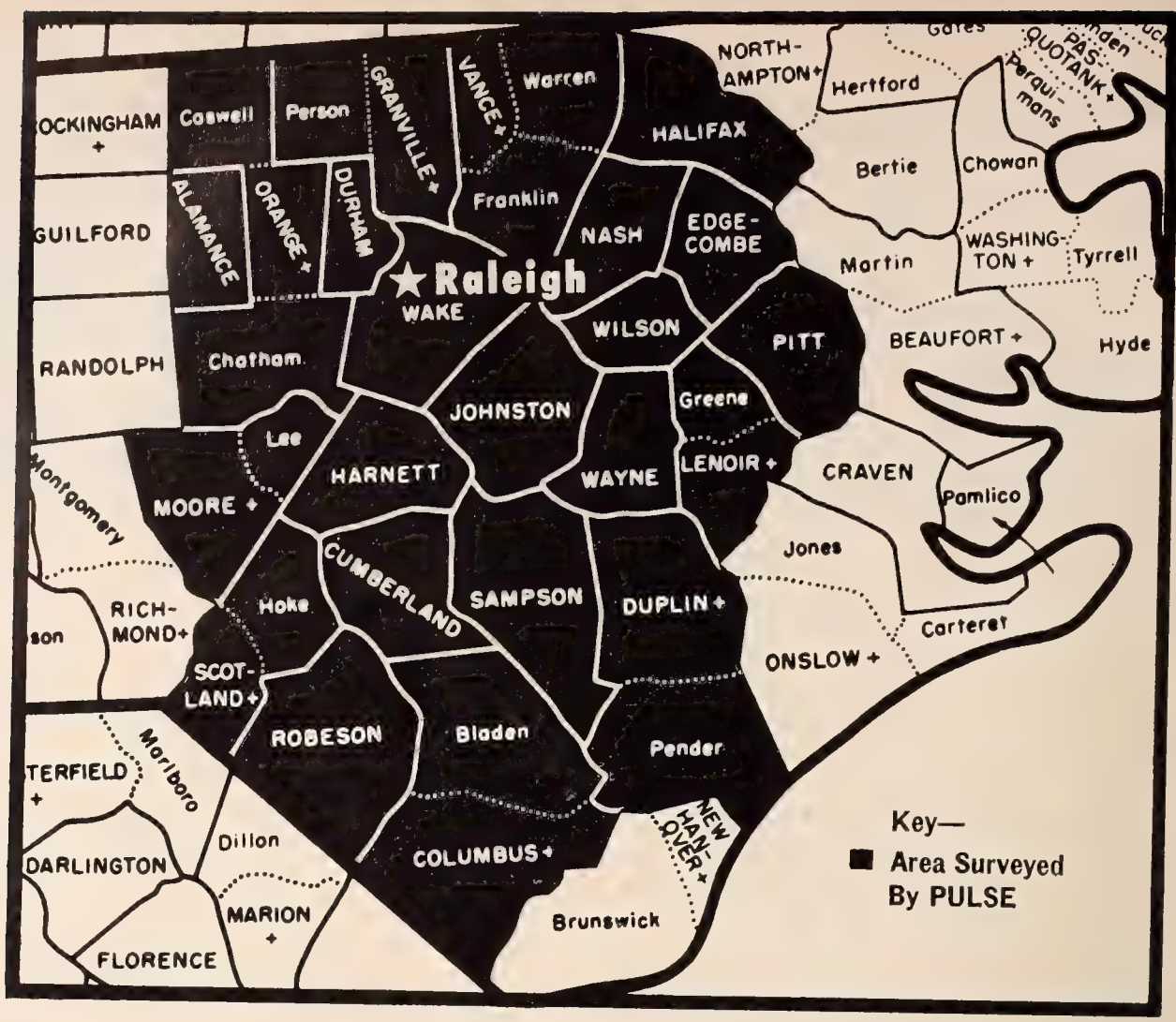
Write or wire for full details.

NBC RADIO

*TRADE MARK

Represented by
NBC SPOT SALES

WMAQ
CHICAGO



From Sign-on to Sign-off Pulse Puts WPTF Ahead in EVERY Quarter-hour!

Pulse surveyed the 32-county area indicated above in February-March 1953. With 62 stations competing for listeners in this area WPTF led in every single quarter-hour! Give your sales the impact stimulant of this proven leader: WPTF, the Number One Salesman in North Carolina, the South's Number One State.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

May 4, 1953 Vol. 44, No. 18

OPTIMISM SPARKS NARTB 'GOLD RUSH' CONVENTION

Near-record attendance hears Gen. Sarnoff's challenging speech, FCC Chairman Hyde's statement on broadcast regulation. Radio-TV industry's strength, economic and physical, is pointed up. Radio affiliates' move to autonomy, increased billings and share of additional advertiser money feature Los Angeles meetings.

CHANGING times and changing economics were reflected on all hands as NARTB held its 31st annual convention last week in Los Angeles amid an atmosphere of optimism and realistic endeavor which typified the convention's "Gold Rush" theme.

From the acknowledged captain of the industry, RCA's Brig. Gen. David Sarnoff, came a challenge to meet radio-TV problems with wisdom and forthrightness, while from government's new broadcasting chieftain, FCC Chairman Rosel H. Hyde, came reassurances that regulation must aim for continuation of "free, private, competitive, responsible" operations throughout broadcasting.

With a near-record registration of 1,806 persons—second only to the first postwar conference of 1946—the convention heard reports of growing strength in both revenues and public service, plans for enlarging radio's share of the advertiser's budget and predictions of billion-dollar annual expenditures in TV, and admonitions to broadcasters in both radio and television to stick to their rate cards for their own best interests.

Convention Developments

Among other developments during the convention, held at Los Angeles' Biltmore Hotel:

- Vastly intensified activity in the TV and radio transcription fields, reaching the extreme of network-owned firm and transcription units selling against live network and local programming.
- Evidence of a mounting trend among radio affiliates to become "independent," organizationally, of their networks.
- Reports showing the gaining strength of NARTB itself, with 1,760 members now compared to 1,435 three years ago and a 54% improvement in net worth during the same three-year period.
- Plans for adding at least $50 million to next year's radio billing through the Broadcast Advertising Bureau, which also touched off a drive to boost BAB station membership from the present 785 to a total of 1,000 stations by next April 1.
- Re-emphasis on the economic strength gained by radio and TV as they expand their influence and their service, as witnessed by their contributions to the Register-and-Vote campaign last year.

In one of the most spectacular news developments during the convention—but apart from the convention itself—the radio industry gained an important victory in its years-long battle with the American Society of Composers, Artists, and Publishers (ASCAP) over the local radio co-op issue.

Another industry-ASCAP problem, concerning fees for per-program and blanket licenses, meanwhile was reviewed for station men at a meeting at which the All-Industry Television Per-Program Committee also voted to change its name to the All-Industry Local TV Music License Committee.

There were numerous news-producing collateral sessions during the week.

ABC demonstrated a 3-D TV system, RCA engineers outlined a new method of predetermining by mathematical standards the quality of images a TV or photographic system will produce, and global exchange of international television programs was forecast by Neal McNaughten, NARTB engineering manager.

Revisions of the recording standards for disc and magnetic tape processes and equipment were approved by the appropriate NARTB committee, while in another session Mitchell Wolfson, co-owner of the Wometco Theatres and WTVJ (TV) Miami, asserted that the service and money-making possibilities of theatre TV have not yet "begun to be tapped."



BRIG. GEN. David Sarnoff, chairman of the boards of RCA and NBC (l), receives the plaque and key symbolizing the first annual Keynoter Award of NARTB from NARTB President Harold E. Fellows at the opening session of the convention in Los Angeles. (See story page 40).

B•T COVERAGE

News of NARTB convention and related events is presented, in day-by-day sequence, on consecutive pages beginning here. Late coverage appears in "At Deadline," pages 9 and 11. Picture coverage of B•T's annual golf tournament is on page 92.

The question of rates—and the need to stick to published rate cards—came up repeatedly, in corridor conversations as well as formal meetings. It was stressed at a meeting in which a five-cities market report was presented by Richard Allerton, research manager of NARTB.

In television, the question of program ethics and the problem of uhf engineering were highlighted at a meeting Thursday, while four members of the FCC in a virtually unprecedented panel program answered broadcasters' questions at a session Friday.

Methods by which FM stations can become integral parts of their communities—and make money—were outlined in another panel session.

'Opportunity Ahead'

In the keynote speech, Gen. Sarnoff, board chairman of RCA and NBC, admonished that radio must be operated in ways that recognize that "it is no longer the only broadcast medium," and that television's cost, among other problems, must be solved by the finding of new ways to make its usage available to more and more advertisers.

But in both radio and TV, he stressed, "inspiring opportunities are still ahead of us."

Gen. Sarnoff gave his own forecast of the timetable for color TV, and came out with his view that pay-as-you-see television—or "cash box" TV, as he termed it—would not become a national service.

A prediction that TV in a few years may attract a billion-dollar annual advertising expenditure was another highlight of Gen. Sarnoff's address.

FCC Chairman Hyde, making his first speech in that post, reassured listeners that in his view FCC should not "discriminate" against applicants because of the nature of their business enterprises—whether newspaper, or whatever—and called upon all hands to help FCC with its TV licensing problem by keeping hearing records as short as possible.

He also gave assurances that, when an application is filed for consideration of a compatible color TV system, FCC will act upon it in orderly fashion, "in an objective manner."

The Convention Committee, headed by Clair R. McCollough of the Steinman Stations, was roundly complimented for its work in organizing the week-long program.

PLAN OF BAB TO BOLSTER RADIO'S POSITION UNFOLDED

Military motif was used by BAB in outlining plans for promotion of radio in the year ahead. Major objectives include an even greater selling job on the national advertiser.

PLAN of attack designed to boost radio's advertising position during the year was dramatically presented to NARTB Convention delegates in Los Angeles last Tuesday by Broadcast Advertising Bureau. The plan envisions addition of at least $50 million to next year's radio billings.

Using the theme "Operation Sales Weapons," BAB employed army missiles, drill teams, girls and complete military trappings to tell stations what it has done and what it is going to do.

Charles C. Caley, WMBD Peoria, Ill., BAB board chairman, led the attack. Garbed like other panel members in combat gear, Mr. Caley said "the job ahead for all of us, and particularly for BAB, is to continue to pile up evidence of the huge radio audience and the selling ability of radio." He recalled the BAB membership increase from 545 to 785 stations in the last year.

He summarized BAB's work, including release of 662 individual sales weapons, 44-city series of sales clinics, 860 presentations (now at the rate of 100 a month), first industry-financed advertising campaign in major business papers and newspapers, sell-radio-on-radio announcement campaign on 1,100 stations, 36 direct mail pieces for advertisers and agencies, and first two of a series of BAB-financed sales effectiveness tests. Ninety percent of member stations reported making sales in the past six months by use of BAB material, he said

Continuing growth in radio billings can be expected, he said, citing expansion in the last two years of heavy TV competition "from $667 million to $723 million" as proof radio "is very much alive and growing because it does a job no other medium can do."

William B. Ryan, president of BAB, offered a series of four resolutions urging broadcasters "to recognize that radio is and always will be a major advertising medium; to give radio its due—our best efforts in programming and advertising techniques, our greatest selling skill; to unite even more to sell our medium together, not against one another; to do a missionary job to get the 'Goodtime Joes' and 'Summer Soldiers' in radio to join industrywide efforts to promote their best interests.

Mr. Ryan took shots at profit-and-loss-only station operators, "many of whom have come into the business since 1946." That owner "does great in a seller's market," he said, "but come the buyer's market he will have nothing to offer save the forlorn hope that price cutting will tide him over."

Kevin Sweeney, BAB vice president, said two major sales effectiveness tests will be ready for release next month involving Kroger Co., third largest grocery chain, and Block & Kuhl, midwest department store chain. A major drug advertiser and others will take part in the sales effectiveness program.

He outlined a four-pronged attack on large retailers, primarily department stores, groceries and ready-to-wear retailers. It calls for four "Annual Plan" presentations which show radio salesmen how to lay out retailers' annual advertising programs; a 'how to do it' book for retailers giving them a better grasp of radio; a series of reports on competitive media."

John F. Hardesty, BAB local promotion director, said the most important of the retail projects was a comprehensive study of what radio advertising can do for department stores.

An attack on the problem of selling nighttime radio was outlined, including studies to overcome buyer resistance in TV markets. Included is a full-scale presentation on nighttime, studies of out-of-the-living-room listening, cumulative audience reports on programs and total station audience.

Another major BAB objective is selling the national advertiser, with heavy pressure to be exerted on national advertisers and chain headquarters by a doubling of BAB's national sales force in New York and Chicago. Stations will show special sales material to district managers, brokers and other distribution units.

BAB's local level solicitation will be made jointly by BAB member stations in individual areas under BAB direction, described as "the first joint solicitation of business for any medium by local competitors in the history of advertising."



LUNCHEON GROUP of Broadcast Advertising Bureau directors met Tuesday prior to BAB sales clinic at NARTB convention. Seated (l to r): Edgar Kobak, WTWA Thomson, Ga.; Charles C. Caley, WMBD Peoria, Ill., BAB board chairman; A. L. Madsen, KOVO Provo, Utah; Robert Schmid, MBS. Back row, Ward Ingram, Don Lee Network; Charles Ayres, ABC; William B. McGrath, WHDH Boston; Joseph E. Baudino, Westinghouse Radio Stations; Gene Cagle, KFDA Amarillo, Texas; John F. Meagher, KYSM Mankato, Minn.

Radio Travelers Reunite

EIGHTH annual reunion of the U.S. Radio Mission to the European Theatre of Operations, was held in Los Angeles last Monday in conjunction with the 31st NARTB convention. Winner of the "VIPer of the Year" award was NARTB board chairman Justin Miller, who headed the 1945 mission to Europe as the then president-designate of NARTB. Clair R. McCollough, Steinman stations executive, as last year's award winner made the presentation of the plaque, which will remain in the recipient's custody for one year. This speech now is celebrated as the "Achtung Address."

Present, in addition to Judge Miller and chairman McCollough, were J. Leonard Reinsch, Cox stations; John E. Fetzer, WKZO - AM - TV Kalamazoo; Morris Novik, WLIB New York; Martin Campbell, WFAA-AM-TV Dallas; William S. Hedges, NBC vice president; Col. Harry S. Wilder, Phoenix, and Sol Taishoff, BROADCASTING • TELECASTING.

PIONEERS ELECT PAUL MORENCY

PAUL W. MORENCY, WTIC Hartford, Conn., was elected president of Radio Pioneers at its annual dinner, held Monday just prior to opening of the NARTB Los Angeles convention.

The pioneers paid tribute to the late Dr. Frank Conrad, Westinghouse inventor "who blazed radio trails" with experiments that started in 1915 and culminated in establishment of KDKA Pittsburgh, Nov. 20, 1920. Dr. Conrad was selected for the 1953 Radio Hall of Fame Award. Honorary scrolls were presented by William S. Hedges, NBC vice president, to Dr. Conrad's son, Francis, radio director for ABC Western Division, Hollywood, and R. A. Neal, Westinghouse vice president.

Other officers elected by the Pioneers were Arthur B. Church, KMBC Kansas City, first vice president; Raymond F. Guy, NBC, vice president; Victor C. Diehm, WAZL Hazleton, Pa., vice president; John F. Patt, WJR Detroit, secretary; Charles A. Wall, Associated Music Publishers and BMI, treasurer.

Five citations were awarded to outstanding living leaders in the radio industry. They are: Dr. Vladimir K. Zworykin, RCA Labs.; Dr. E. F. W. Alexanderson, General Electric Co.; John V. L. Hogan, Hogan Labs.; Dr. Orestes H. Caldwell, Caldwell-Clements Inc.; Donald Manson, Canadian Broadcasting Co.

Carl Haverlin, BMI president, presided at the annual dinner.

Stanley Kramer, independent Hollywood film producer, in the main address of the evening, humorously referred to television in this way: (1) TV doesn't exist; (2) it has flicker and small screen; (3) "we gotta big screen."

Mr. Kramer said he was not excited about three-dimensional films. He contended outstanding comedians can be "relegated to ordinary comics" in a few weeks of TV appearances.

As to the future of the movies, he thought fewer but better films will be produced. TV films "must be films made especially for TV," he said. He conceded television's audience impact is powerful, recalling how films have been successfully promoted via TV.

MOVE FOR MORE INDEPENDENCE UNDERWAY BY RADIO AFFILIATES

NBC and CBS Radio affiliates take steps to set up autonomous groups. ABC and MBS affiliates seem willing to name representatives to All-Industry Affiliates Committee.

A TREND among radio affiliates to assert greater independence in their organizational relationships with their networks gained momentum during the NARTB Convention last week.

In separate moves, stations affiliated with NBC and CBS radio took steps to set up autonomous organizations, while affiliates of both ABC and Mutual were said to have indicated willingness to join them in naming representatives to a reconstituted All-Industry Affiliates Committee.

NBC affiliates also asserted their independence in another way: Those attending a meeting in Los Angeles on Monday went on record condemning NBC's new summer "Tandem" sales plan [B•T, April 27]—a condemnation which did not appear, however, to have deterred NBC's intention of putting the plan into effect.

In a meeting of the All-Industry Affiliates Committee (AIAC), Paul Morency of WTIC Hartford, who has headed the group since its formation under the shadow of the first round of network radio rate cuts in 1951, agreed to continue at the helm for 30 to 60 days, pending the designation of representatives from the various network groups. He has made clear for some time that the weight of other duties makes it necessary for him to give up the AIAC chairmanship.

Although the AIAC meeting was held in an atmosphere that lacked the pressure of rate-cut threats that had marked earlier meetings, the possibility of another advertiser movement to force rates downward was pointed out. And the affiliates appeared unanimous in their belief that the AIAC framework and its activities should be continued.

The brief AIAC session followed separate meetings of NBC and CBS radio affiliates at which steps were taken to form affiliates' organizations which would replace the current NBC Stations Planning and Advisory Committee and the CBS Radio Affiliates Advisory Board, both of which currently operate under the aegis of their respective networks.

CBS Radio Group

The CBS Radio group, which would set up a successor not only to the CAAB but also to the Business Standards Committee which was formed independently when the 1952 round of rate cuts was imminent, approved by-laws which are to be sent shortly to all CBS Radio affiliates for their approval.

Kenyon Brown of KWFT Wichita Falls, Tex., was named chairman of the Business Standards Committee and in that capacity will lead in the formation of the new CBS group. He succeeds John E. Fetzer of WJEF Grand Rapids and WKZO Kalamazoo, who resigned because of the demands made upon his time by his position as chairman of the NARTB Television Code Committee.

Meanwhile, I. R. Lounsberry of WGR Buffalo has resigned as chairman of the CBS Radio Affiliates Advisory Committee in a move which appeared to be in line with the thinking, disclosed earlier, that that committee should give way to a new one, independent of the network.

Reaction of all CBS Radio affiliates to the proposed bylaws for the new group is expected to be obtained within about 30 days.

The new group would be known as Columbia Radio Affiliates and would be composed of nine districts—same as the present affiliates advisory board—with each district naming one director and the nine thus chosen then selecting three additional members to make a 12-man board.

Under the present plan, the CRA would then designate representatives to serve on the central, radio-wide AIAC.

At the meeting of NBC affiliates, Robert D. Swezey of WDSU New Orleans was designated temporary chairman of a committee to investigate the possibility of establishing an "informal affiliates group" similar to the independent NBC-TV affiliates organization, headed by Walter Damm of WTMJ-TV Milwaukee, to work with network officials on mutual problems.

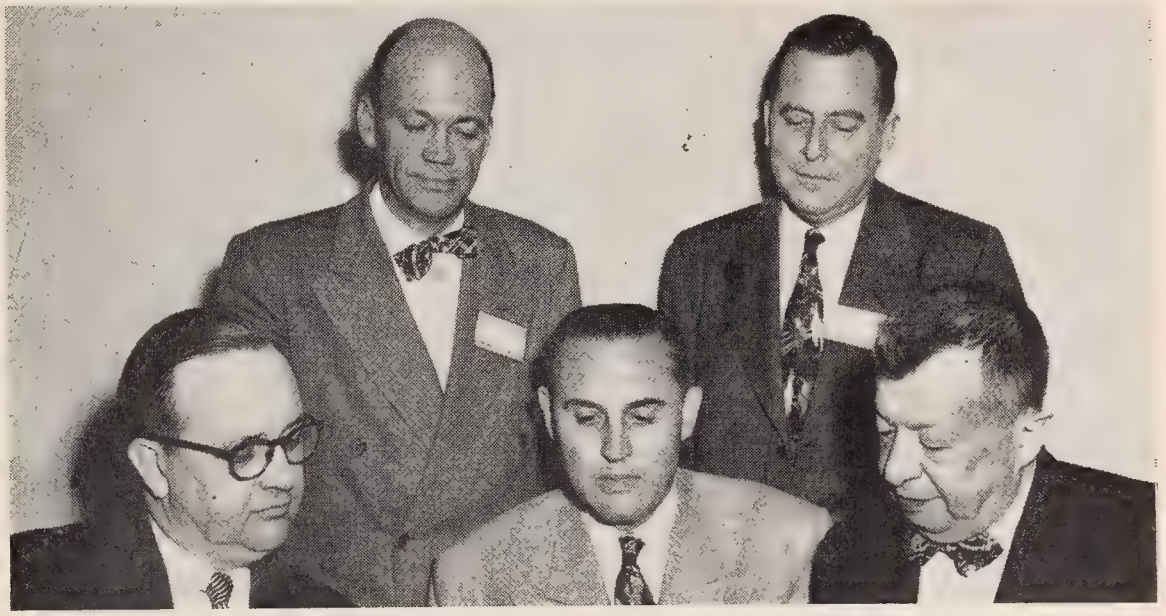
The Swezey committee is slated to make its studies and report back in 30 to 60 days.

The committee is composed of 16 affiliates who signed the letter setting up last week's meeting, plus Dave Gentling of KROC Rochester Minn., and Gene Kelly of KCRA Sacramento. Other members, in addition to Mr. Swezey, are William Fay, WHAM Rochester; Robert B. Hanna Jr., WGY Schenectady; Mr. Damm; P. A. Sugg, WKY Oklahoma City; John H. DeWitt Jr., WSM Nashville; H Quenton Cox, KGW Portland, Ore.; Joseph E. Baudino, KDKA Pittsburgh; Mr. Morency; Harold Essex, WSJS Winston-Salem; Campbell Arnoux, WTAR Norfolk; Wayne Coy, KOB Albuquerque; G. Richard Shafto, WIS Columbia; George W. Norton Jr., WAVE Louisville; E. R. Vadeboncoeur, WSYR Syracuse, and Clair McCollough, The Steinman Stations.

In its meeting, the NBC group—approxi-

NARTB's High Score

REGISTRATION at the NARTB convention was second highest in history despite its West Coast locale. When books were closed Thursday afternoon, 1,460 had registered for management and engineering conferences. Another 346 ladies also registered, bringing the total to 1,806. Record registration was in 1946 when first post-war conference drew approximately 2,000 official delegates. Last year's figure at Chicago was 1,600 but no ladies were registered, a new feature instituted this year.



AMONG leaders at the meeting of CBS Radio Affiliates in Los Angeles coincident with the NARTB convention were (l to r): Seated, Ray Herndon, KTRH Houston; John E. Fetzer, WKZO Kalamazoo and WJEF Grand Rapids, and Saul Haas, KIRO Seattle; standing, Hulbert Taft Jr., WKRC Cincinnati, and John F. Patt, the Goodwill Stations. Absent when the picture was made, Kenyon Brown, KWFT Wichita Falls, was elected president of the CBS Radio Affiliates Business Standards Committee, succeeding Mr. Fetzer.



HEAD TABLE leaders in the NBC Radio Affiliates' session in Los Angeles included (l to r): Seated, Clair R. McCollough, Steinman Stations; Robert D. Swezey, WDSU New Orleans; William Fay, WHAM Rochester, and Harold Essex, WSJS Winston-Salem; standing, Campbell Arnoux, WTAR Norfolk; Richard H. Mason, WPTF Raleigh; Paul Morency, WTIC Hartford; H Quenton Cox, KGW Portland, and Robert B. Hanna Jr., WGY Schenectady.

mately 75 were on hand—adopted a resolution instructing Mr. Swezey to notify the network that they looked "with complete disfavor" on NBC's new summer "Tandem" plan of selling participations in six evening shows.

The plan, made public a week earlier, offers advertisers up to three participations in up to six half-hour programs at a time cost, per participation, of one-sixth of the network's regular one-hour rate. The plan already had been criticized severely by Station Representatives Assn.

Neither the SRA criticism nor that of the affiliates in Los Angeles appeared apt to make NBC abandon the plan, however. Officials reported last week that they intended to go ahead, said they had a substantial number of acceptances from other stations, and that, as sales are made, the programs will be offered on that basis and stations can accept or reject them as they wish.

MBS-Affiliates Conference

Meanwhile, in another affiliates meeting during the convention, members of the Mutual Affiliates Advisory Committee conferred with Mutual officials in what was termed a routine meeting concerned largely with program plans.

Among these plans it was pointed out that MBS intends to continue its 8-9 p.m. Monday-Friday mystery series throughout the summer, and, not later than next fall, to expand its Sunday afternoon mystery lineup. The latter currently consists of *The Shadow, Nick Carter,* and *True Detective Mysteries,* which will be augmented by additional mystery shows both before and after.

NARTB Committee Approves Recording Standard Changes

CHANGES in the recording standards governing disc and magnetic tape processes and equipment were approved Tuesday by the NARTB Recording & Reproducing Standards Committee at a Los Angeles meeting.

Neal McNaughten, NARTB engineering manager and committee chairman, said the new standards provide additional specifications for tape along with a new recording curve. Some changes were made in disc standards and a new curve was approved.

The committee's action was based on subcommittee studies made during the past year. Revised standards will be submitted to the NARTB board in June for final approval. They will become effective after board action.

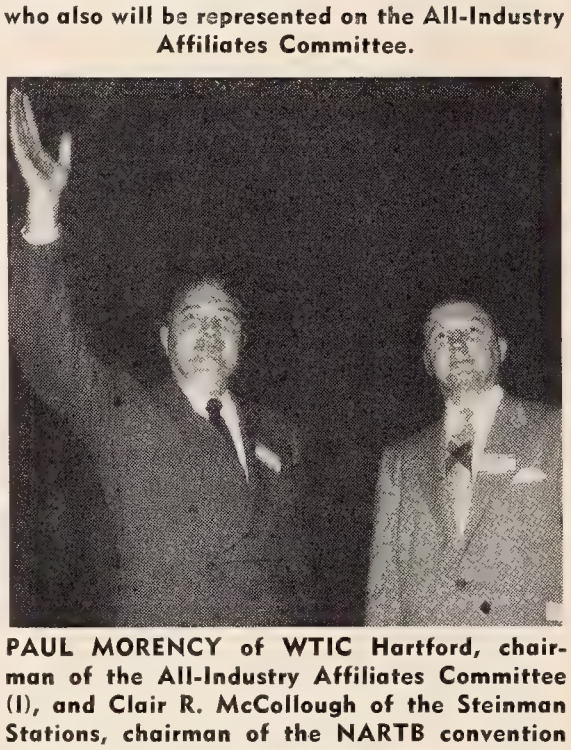
NARTB and its predecessor, NAB, set the first recording standards early in the last decade. They have been generally followed in the U. S. and have been receiving acceptance in other countries. The uniformity in processing and in equipment is credited with providing a stabilizing influence in the recording industry and in the use of recording techniques by broadcasters and related groups.

New tape standards cover the reproducing head, tape wind and signal-to-noise ratio. The new tape reproducing characteristic curve is based on a speed of 15 inches per second.

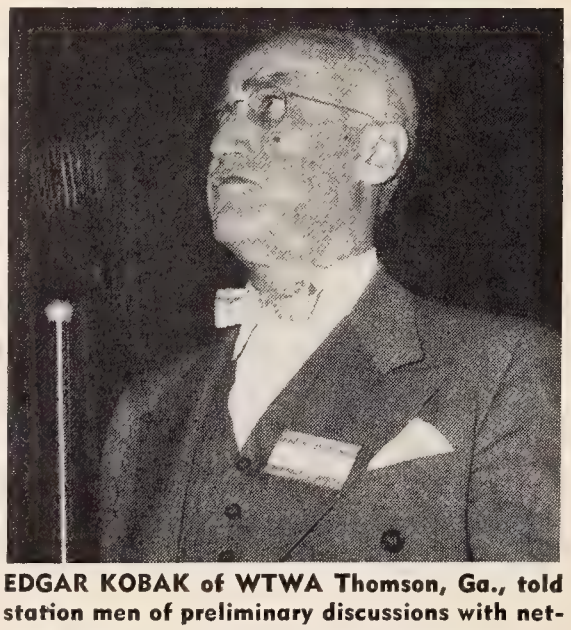
The new later disc standard is controlled by a curve with pre-emphasis of 75 micro-seconds; middle low characteristic a 318 microsecond curve with crossover at 500 cycles and the low frequency end 10 times the 318 microsecond curve or 3180 microseconds with a crossover at 50 cycles.



KENYON BROWN of KWFT Wichita Falls, Tex., as he reported to the industry-wide meeting of radio affiliates on the decision of a group of CBS Radio station executives to set up a new "independent" group of CBS affiliates, who also will be represented on the All-Industry Affiliates Committee.



PAUL MORENCY of WTIC Hartford, chairman of the All-Industry Affiliates Committee (l), and Clair R. McCollough of the Steinman Stations, chairman of the NARTB convention committee, greet station officials at the Affiliates Committee session Tuesday afternoon at the NARTB convention in Los Angeles.



EDGAR KOBAK of WTWA Thomson, Ga., told station men of preliminary discussions with network officials looking toward continuation of an All-Industry Affiliates Committee to be composed of representatives designated by the affiliates' groups of the respective networks.

FOUR ELECTED TO TV BOARD

Quaal named as new member, along with re-election of Fay, Arnoux and Carter.

FOUR directors were elected to the NARTB Television Board of directors for two-year terms at the TV membership business meeting held Tuesday morning at Los Angeles. They were:

TV-AM stations: William Fay, WHAM-TV Rochester (re-elected); Campbell Arnoux, WTAR-TV Norfolk, Va. (re-elected); Ward Quaal, WLWT (TV) Cincinnati (new member).

TV-only stations: Kenneth L. Carter, WAAM (TV) Baltimore (re-elected).

Harold Hough, WBAP-TV Fort Worth, in floor discussion suggested elections should not be held on the opening morning of the convention. Clair R. McCollough, WGAL-TV Lancaster, Pa., Convention Committee chairman, said the time was picked at the suggestion of the Election Committee.

Brown's Report

Thad Brown, NARTB TV vice president, in reporting to the membership, urged that program sources be maintained reasonably available to the TV camera without government interference or concerted group action by any interest. This will require industry salesmanship, persuasion and "legalistics," he added, noting that attacks on TV are a popular fad. He promised NARTB will "tell and sell the great and good in the social, economic and cultural contributions of commercial television broadcasting to the nation's welfare."

Listing achievements of the past year, he cited work of the Television Code Review Board, Television Information Committee and Television Circulation Study Committee.

Mr. Brown predicted ever-increasing goodwill will develop between the industry and FCC as a result of informal conferences and better understanding of common problems.

At the same time he stabbed deeply at two recent Commission developments. First is the concept "that the licensee of another broadcast medium potentially injured financially by a proposed television operation has standing to file protest in such matter, evolved literally from the refusal by the Justice Dept. (in an appeal) to support prior FCC opinion to the contrary. The potential: "A lawyer's delight."

Second, "Triggered by the Broadcast Bureau," he said, "is the concept simply that all other things being equal (on application for CP or, we must assume, for renewal of license) he who also is affiliated with 'the two powerful media of standard or FM broadcast' in such a community is behind an eight-ball. Its short form title is 'diversification.'

Henry W. Slavick, WMCT (TV) Memphis, retired from board service with the convention. He refused to run for re-election. Named by individual networks as their TV board members were Alexander Stronach Jr., ABC-TV; Merle S. Jones, CBS-TV; Chris J. Witting, DuMont TV Network; Frank M. Russell, NBC-TV.

Continuing on the board until 1954 are Chairman Robert D. Swezey, WDSU-TV New Orleans, who presided at the Tuesday meeting; Clair R. McCollough, WGAL-TV Lancaster, Pa., vice chairman; Harold Hough, WBAP-TV Fort Worth; Paul Raibourn, KTLA (TV) Los Angeles; George B. Storer, Storer Stations.

Like ducks take to water

Baltimore merchants take to W-I-T-H just like ducks take to water. W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

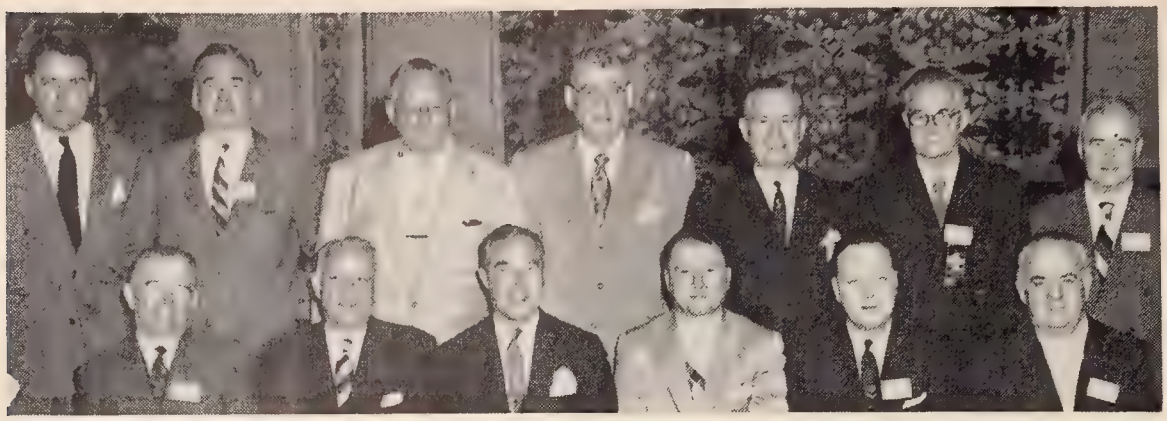
For a real good reason! W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And that means low-cost results. W-I-T-H can do it for you too! Get all the details from your Forjoe man.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT

REPRESENTED BY FORJOE & COMPANY





NEW TV BOARD members welcomed by fellow directors after Tuesday morning election. Front row (l to r): Harold Hough, WBAP-TV Fort Worth; William Fay, WHAM-TV Rochester (re-elected); Robert D. Swezey, WDSU-TV New Orleans, board chairman; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Ward Quaal WLWT (TV) Cincinnati (newly elected); Frank M. Russell, NBC. Back row: Thad Brown, NARTB TV vice president; Alexander Stronach, ABC; Kenneth L. Carter, WAAM (TV) Baltimore (re-elected); Campbell Arnoux, WTAR-TV Norfolk, Va. (re-elected); NARTB President Harold E. Fellows; Judge Justin Miller, NARTB board chairman, and Paul Raibourn KTLA (TV) Los Angeles.



BALLOT COMMITTEE counting votes at TV board election includes (l to r): Len Higgins, KTNT-TV Tacoma, Wash.; Ewell K. Jett, WMAR (TV) Baltimore; Irving Rosenhaus, WATV (TV) Newark; Charles A. Batson, WIS-TV Columbia, S. C., and Ralph Evans, WOC-TV Davenport, Iowa. The TV board elections were held Tuesday morning.



ATTENTIVE listeners at NARTB TV business meeting included (l to r): George Cranston, WBAP-TV Fort Worth; Henry W. Slavick, WMCT (TV) Memphis; Martin B. Campbell, WFAA-TV Dallas; John M. Outler Jr., Marcus Bartlett, WSB-TV Atlanta; Clyde W. Rembert, KRLD-TV Dallas; Joseph Herold, KBTV (TV) Denver.



REPORT on NARTB's TV activities during year was given by Thad Brown, TV vice president-counsel, at the Tuesday business meeting.



PRACTICING FM broadcasters explored ways and means of making that medium more profitable and valuable to the community during a workshop session at the NARTB convention in Los Angeles. Taking part in head-table panel are (l to r): Ben Strouse, WWDC-FM Washington; Paul Bartlett, KRFM (FM) Fresno, Calif.; George Volger, KWPC-FM Muscatine, Iowa; John H. Smith Jr., NARTB FM department; Frances Knight, WORX (FM) Madison, Ind.; Walter J. Brown, WDXY (FM) Spartanburg, S. C.

FM PAYOFF IS EXPLORED

Methods whereby FM operation is paying off is described at the NARTB panel meeting. A highlight: Hastings Products tells of its new auto FM converter.

TECHNIQUES of establishing FM stations as an integral part of each community and making them pay off in black ink in the face of AM and TV competition were canvassed thoroughly by practicing FM operators during the NARTB Convention in Los Angeles last week.

Tenor of the FM session last Tuesday was keyed to a concession that there had been a slight numerical station recession in FM ranks last year but that enthusiasm of more avid FM operators had not receded the slightest. It was acknowledged by some panel participants that they had charted a successful course toward more profitable FM operation—with or without AM affiliation.

One highlight of the FM panel meeting was the description of a new automobile FM converter unit as developed by Hastings Products Co. under F. Mitchell Hastings. His company hopes to turn out some 100 finished products at about $99 each in five weeks. The initial production run of 1,000, is expected to reduce the cost to $89 each. Device utilizes most of the mainstays (amplifier, speaker, etc.) of AM sets, with a switch for FM reception. Power was described as better than three microvolts, with reception dependent now upon height of transmitter antenna location. There will be some flutter in its present stage of development.

Presiding over a six-man panel was John H. Smith Jr., manager of NARTB's FM department and staff representative. Participants included Miss Frances Knight, owner-general manager, WORX (FM) Madison, Ind.; George J. Volger, General manager, KWPC Muscatine, Iowa; Walter Brown, president, WDXY (FM) Spartanburg, S. C.; Paul Bartlett, president-general manager, KRFM Fresno, Calif.; Ben Strouse, general manager, WWDC-FM Washington, D. C.; Hugh K. Boice, Jr., general manager, WEMP-FM Milwaukee.

Mr. Smith told delegates that, while there had been a "slight retrogression" in FM stations last year, there has been "an increase in enthusiasm on the part of the broadcasting industry." He

St. Louis

Announcing

the appointment of

H-R TELEVISION, INC.

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

as

NATIONAL ADVERTISING REPRESENTATIVES

for **KSTM-TV**

CHANNEL 36 • 260,000 WATTS
ST. LOUIS

AND

THE AFFILIATION OF

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CHANNEL 36 • ST. LOUIS • 260,000 WATTS

with the

AMERICAN BROADCASTING CO.
BASIC TELEVISION NETWORK

AFFILIATED WITH RADIO STATION KSTL

KSTM-TV

ST. LOUIS FIRST TELEVISION STATION SINCE THE FREEZE

William E. Ware, *President*

PROGRAMMING BEGINS SEPTEMBER FIRST



FOURSOME at SCBA-TBSC joint reception during NARTB convention are (l to r): Clair McCollough, WGAL Lancaster, Pa.; William Ryan, BAB president; Thelma Kirchner, manager of KGFJ Hollywood, and SCBA secretary-treasurer; Rosel Hyde, FCC Chairman.



FRIENDLY conversation at SCBA-TBSC reception is held by Harold Fellows (l), NARTB president, and Robert McAndrews, commercial manager of KBIG Avalon, Calif., and member of Southern California Broadcasters Assn. board of directors. Mr. McAndrews was official host at joint reception.



AT Ambassador Hotel reception of Southern California Broadcasters Assn. and Television Broadcasters of Southern California are guests William Weldon (l), president of Blair-TV Inc., and Richard Moore, manager of KTTV (TV) Los Angeles and vice president of TBSC.



RECEPTION held by Southern California Broadcasters Assn. and Television Broadcasters of Southern California at NARTB convention brought together (l to r): Calvin J. Smith, KFAC Los Angeles; Edgar Kobak, WTWA Thomson, Ga., consultant and former MBS president, and Dr. Sydney Roslow, director of The Pulse Inc. Reception was held in the Embassy Room of the Ambassador Hotel in Los Angeles last Tuesday.

said 10 FM outlets had stopped operation last year and quoted these later figures:

As of March 1953, there were: 611 licensed and CP commercial outlets; 98 operating noncommercial; 20 CPs not yet operated; eight receiving power increases; 15 deletions; and nine CPs granted.

Mr. Smith noted that some major manufacturers have stepped up their production and promotion efforts in recent months and traced the history of a spot announcement campaign, increased from 103 to 127 different markets.

He urged an eight-point program designed to make radio—and particularly FM—"correspond with family habits": A good transcription library; arrangements for complete news coverage; separate FM programming (with certain selective AM duplication); a music-news (and some sports) format; public announcements on community interest; listener promotion; listener surveys; a drive for advertisers on a "premium rate" basis.

Success of the NARTB-RTMA set-selling drive in some cities and states and favorable FM developments (the Supreme Court decision for Transit Radio, FCC rule changes on remote control operation, others) were cited by Mr. Smith.

Miss Knight told how WORX (FM) had circumvented local newspaper opposition to win listeners and influence advertisers. Initiative in obtaining tape-recorded news coverage and special programs (sports, etc.) was recounted by Miss Knight. An applicant for an AM station, Miss Knight is thinking of giving AM "as a bonus."

Mr. Volger claimed that "nothing sells FM quite as well as sports" and explained that KWPC also tape-recorded city council meetings. He described how his station had induced local advertisers to join together in joint, more-or-less institutional sponsorship.

Mr. Brown felt "FM will increase rather than decrease" even though some southern stations had lost interest in the medium. WDXY, FM affiliate of WORD, has used "teaser" techniques to stimulate FM set-buying, he said, alluding to his station's baseball package valued at $36,000. Sponsors buy AM programs as part of the FM baseball package "and largely because of sports FM has been a profitable operation," he reported.

Music Format

Mr. Bartlett explained that KRFM had turned from a sports-music-news format to "good music" when three AM stations came into operation. He predicted his station will bill $1,000 a month after a dip from $1,500 to $400 during the AM invasion. He feels KRFM offers a "cultural service to the community," with good music fans not taken away from television.

Mr. Strouse, an NARTB FM director, told how WWDC-FM had switched its attack from largely transit riders (WWDC-FM is a Transit Radio Inc. member) to the home audience. He said the station had lost $100,000 on FM at one time but expects to be in the black by this fall and feels there is a $100,000 potential from this previously "totally disregarded audience." He cited American Research Bureau surveys on WWDC-FM's high listenership and reported the station is preparing a new rate card taking into account the home audience.

Mr. Boice, new NARTB District 9 director, traced the history of WEMP-FM's storecasting operations and its development of a receiver and tuner for IGA Super-Markets and five-and-ten cent stores. He reported "tremendous acceptance" in stores and extension of FM operation.

CBS-TV's Cocktail Party, Tea

CBS Television City's Studio 43 was the setting of a cocktail party for the network's TV affiliates, Tuesday afternoon (April 28). Over 200 executives accepted the invitation extended by Glenn Marshall, chairman of CBS-TV Affiliates Advisory Board.

The affiliates' wives and daughters were entertained by the network's feminine stars at a tea, Thursday afternoon (April 30), in Studio 43. Gracie Allen, co-star on *George Burns and Gracie Allen Show*, poured.

NARTB Conventioners Feted

COCKTAIL party and reception for NARTB members, held Tuesday evening in the Embassy Room of Hotel Ambassador, Los Angeles, was co-hosted by Southern California Broadcasters Assn. and Television Broadcasters of Southern California. An estimated 1,000 delegates and their wives attended.

CTPN's Welcome Breakfast

GET-ACQUAINTED breakfast was held last Tuesday morning at the Statler Hotel for Columbia Television Pacific Network members. James T. Aubrey Jr., general manager of CTPN and KNXT (TV) Hollywood, and George W. Faust, CTPN director of operations, welcomed some 40 executives, pointing out that the group's purpose is to get good TV across to the public.

THE 17 TH STATE* Traveler



"Everyday people and places—they're news" is the philosophy behind the WGY Traveler's program. Wandering over the highways and byways of WGY-Land, Enoch Squires encounters many interesting people and places. A veteran radio and newspaper man, Enoch is the kind of a fellow who has a knack at ferreting out stories from complete strangers. And with the rich historical and legendary character of the WGY area (from the Hudson River Valley to the Canadian border and from mid-New England to Central New York) he's having a field day in gathering human interest material for his 15-minute program on Station WGY at 2:45 p.m. every weekday. Some of his material is fact and some of it is legend, but Enoch Squires has become very real to the people of the 17th State.

An intensive promotional campaign for this new program has made "The WGY Traveler" a household word in Eastern Upstate New York and Western New England. See your Henry I. Christal representative for choice spots on this unique program.



Wherever the story is, Enoch Squires will find it. Walking through fields, visiting general stores, or just knocking on strange doors are the WGY Traveler's techniques. And they work because the WGY audience is richly rewarded with the little known facts about the everyday people and places in the WGY community. The WGY Traveler is a home-spun show which has taken the 17th State by storm.

The WGY area is so named because its retail sales is exceeded by only 16 states.

WGY *50,000 watts Studios in Schenectady, New York.*

A GENERAL ELECTRIC STATION

Represented by Henry I. Christal Company, New York • Chicago • San Francisco

RADIO-TV'S GROWING ROLE OUTLINED IN FELLOW'S REPORT

NARTB president cites the four major influences on the industry's future: Government, advertising, public and individual conscience. Reports also point to the sharp increase in membership.

AMERICAN radio and television are strong economically as they broaden their influence and improve their service, NARTB President Harold E. Fellows told the Los Angeles NARTB Convention Wednesday in his annual report to the membership.

Mr. Fellows found growing recognition of broadcasting as a part of the American pattern of living, citing the award of the American Heritage Foundation for the industry's contribution to the Register-Vote Campaign last year.

The association itself is stronger, he reported, with a total of 1,760 members compared to 1,435 three years ago. As a going business, he added, the association's net worth has improved 54% in three years.

He listed the four major influences bearing on the future of the broadcasting industry as government, advertising, public and individual conscience. As to government, he said it is now obvious that a change of political administration doesn't necessarily mean a change in government attitude toward broadcasting. He listed such items as proposed laws to fix rates, censorship ideas and other harassing measures. Similar legislative moves occur constantly in the states and provide problems for state associations, he continued.

Mr. Fellows asked rhetorically if broadcasters should be forced "to forego all interest in the freedom enjoyed by our competitive media because the device we use is electronic rather than mechanical?" He claimed broadcasters "have long since established their right to equal competitive and economic and social stature with all other media upon the basis of the record." He voiced the hope that President Eisenhower, and his chief officer, Sherman Adams, will name a staff radio-TV adviser.

Going into the problems of FCC regulations, Mr. Fellows argued that the Commission has been guilty in the past of rubber-stamping staff activities, which he called failure to perform its duty. He pointed to indications that the Commissioners "are beginning to lead the staff" and called this "a sensible and logical arrangement" that will lead to greater efficiency. He lauded the Commission's action relaxing the operator-rule requirements and congratulated William C. Grove, KFBC Cheyenne, Wyo., chairman of the Special Operator Rule Committee, and Bernard Koteen, committee counsel, for their work on the matter.

Mr. Fellows deplored a recent decision indicating the FCC intends to make it difficult, if not impossible, for radio licensees to obtain television facilities. He congratulated Rosel Hyde for his accession to the FCC chairmanship and Comr. John C. Doerfer for his appointment.

But for advertising, he said, every broadcaster would have a civil service classification; every listener and viewer would have to be content with the program selected for him by the government. Advertising is "in the public interest, convenience and necessity," he said. "That portion of our station time which is given over to trading goods and services represents a solid contribution to the welfare of the nation and those we serve as broadcasters. Anything we as broadcasters can do to increase understanding and appreciation of advertising is a contribution to the total welfare of the nation, and thus a contribution to the richness of the individual."

He predicted a downward curve in the cost of television though reminding that while TV is expensive, it is not costly in terms of productivity. "Let's not make the mistake we made in radio," he said. "Let's see to it that the rates bear some reasonable relationship to the cost of doing business, and not suddenly find ourselves in the red and wondering why."

He described the TV and Radio Codes as the industry's "consciences." Failure to meet demands placed on such family media, he warned, "will visit upon us the righteous wrath of the public, whose support is essential to the continuance of free broadcasting."

Mr. Fellows listed a number of things NARTB cannot do as an association. These include rate negotiations, with their legal restrictions; endorsement of a candidate for government office; opposition to educational television; labor negotiations on behalf of its members; training of employes in specialized fields.

As to educational TV, he reminded that to oppose it would be "to oppose our own interests since much of what we do in TV properly classifies as education. NARTB's position, he said, is this: "Give the educators an opportunity to get into television on a non-commercial, non-profit basis which will allow no loopholes for subsequent conversion to commercial operation." He urged fairness in the licensing process —fairness to the public itself "which in many cases is still waiting for television service six years after the launching of the medium."

Education will gain most through cooperative effort with existing commercial broadcasting facilities, he contended.

In referring to the public's attitude toward radio and TV, Mr. Fellows said: "Good old, funny old American public—that keeps on looking at television and enjoying it; that keeps on listening to radio, and enjoying it; that keeps on buying the products advertised over the broadcast media—just like it doesn't understand the organized critics of the media who frantically turn out reams of copy damning this program and that; berating commercial content; bedeviling and belittling station and network ownership and management. Some of the product of this critical glance is constructive indeed."



TOGETHER just before the opening session of the NARTB convention are (l to r) Clair R. McCollough of the Steinman Stations, convention chairman; Lucille Ball of the Ball and Arnez team of *I Love Lucy*; Francis Cardinal McIntyre, who delivered the invocation, and Desi Arnez, of *I Love Lucy*. The convention opened April 27 and concluded May 1.

BAB Members Hear Plans For Membership Campaign

A MEMBERSHIP campaign designed to bring station enrollment in Broadcast Advertising Bureau to the 1,000-mark by next April 1 was outlined to BAB state chairmen at a breakfast held Wednesday during the NARTB Los Angeles convention. Present membership is 785 stations.

With 34 state chairmen and board members attending, Gene Cagle, KFDA Amarillo, Tex., discussed the campaign plans. William B. Ryan, BAB president, reviewed BAB's financial status and presented a breakdown of BAB membership by station categories.

Jack Hardesty, BAB local promotion director, detailed the campaign strategy. He reviewed a series of presentations for use in selling membership to specific types of stations.

The drive actually got underway April 1. It is organized by states, according to Mr. Hardesty. He listed the campaign steps as follows: Membership activity during NARTB convention; new members brought in by BAB's own member service unit; direct mail; BAB's executive calls; state membership campaigns, and the series of BAB clinics starting May 25.

BAB will hold 44 clinics this spring and summer, ending July 11. Two teams will cover the entire country. BMI is joining with BAB, taking the first day of two-day sessions. The BMI agenda will be built around programs whereas BAB will concentrate on radio sales.

BMI Dinner Honors Miller

ANNUAL BMI dinner to the NARTB and BMI boards was held Wednesday evening at Dave Chasen's in Hollywood with 120 guests attending. Tribute to Judge Justin Miller, BMI and NARTB board chairman, was paid by Paul W. Morency, WTIC Hartford, a BMI board member. Carl Haverlin, BMI president, presented Judge Miller with a group of rare books on behalf of the BMI board.



It takes a Giant
to catch a Giant

It's always exciting to watch a little guy challenge a big guy—and win. That's why Jack the Giant Killer has topped the list of popular children's stories for centuries. And that's why we think the oil business is the most thrilling business in the world. It's a contest between Men and a modern Colossus.

Not just any men. It takes men of tremendous initiative and daring—giants in their own right—to stalk the reluctant giant, Petroleum, drag him from his lair, civilize him, and put him to work.

Cities Service is well equipped with such men. Geologists who, at great personal hardship, track down the giant in his native haunts. Production men who risk all to bring him out alive. Refinery operations men, who domesticate and train him. Research men, who think of new ways to utilize his strength.

The mammoth muscles of petroleum have taken over some of mankind's hardest, most back-breaking jobs. We think a lot of credit is due the great-hearted Cities Service "Jacks" who've devoted their lives to finding, catching and domesticating this mightiest of modern "Giants."

CITIES SERVICE

Quality Petroleum Products

We've



an axe to grind!

and some hefty help in grinding it

Here and now—on Mutual in '53—we're putting a new edge on an old axiom:

"Network radio, in the right hands, is <u>still</u> the most effective mass-sales tool in advertising... night <u>or</u> day!"

Sharpened by proof from some of the sellingest brands in business, the results make kindling out of the notion that radio's strength is limited to non-TV areas or to the daytime.

Lever Bros. is now moving to Mutual to join General Mills and Reynolds Tobacco in a coast-to-coast, evening line-up of 5 half-hours that provides unmatched mass and economy: some 5,000,000 homes every week, for $7,500 in total cost, at $1.50 per thousand homes!

Other sales-productive adaptations of our evening time and talent are hard at work for clients like Admiral, Johns-Manville, Libby, Wildroot—with Coca-Cola just signed, too!

And even the more conventional uses of network broadcasting seem to pay off better on Mutual these nights: at an all-time low in costs, some programs are delivering a 4-year high in audience!

It's not surprising that all this hewing to the line of more effective evening radio should win tangible advertiser endorsement:

Mutual is now selling 30% more evening time than in 1950—the only nighttime gain in network radio.

Learn how Mister PLUS and his unique axe can clear a new trail to sales for *you*...

MUTUAL...*the PLUS network of 560 affiliates*

GEN. SARNOFF DETAILS RADIO-TV 'EVOLUTION'

NARTB convention keynoter sketches the electronic future. His predictions: Color TV is two or three years away; pay-as-you-see video will not become a national service; the next few years will see 1,000 TV stations and a billion dollars expended annually in TV advertising. The RCA Board chairman also envisions the many other new electronic strides ahead.

RADIO and television are going through evolutionary processes which are inevitable for the continued success of both networks and stations, Brig. Gen. David Sarnoff, board chairman of RCA and NBC, declared in a sober but confident keynote address opening the NARTB convention last Wednesday.

Radio "must now be operated and used in ways which take cognizance of the fact that it is no longer the only broadcast medium," he asserted, adding that ingenuity is essential and that affiliates must cooperate in arrangements that permit greater flexibility in network sales.

In television, he said, one of the pressing problems is to devise ways of making the medium economically available to more and more advertisers—a problem which, he said, certainly can be solved by networks, stations, advertisers, talent and labor unions working in cooperation.

Looks to Future

Gen. Sarnoff, who received NARTB's first annual Keynoter Award at the session, explored a wide range of radio and television potentials in his speech. Among the highlights:

- Color television is two to three years away from substantial production, but RCA is convinced that the compatible color system is ready now for submission to FCC for approval.
- Pay-as-you-see television will not, in Gen. Sarnoff's opinion, become a "national" service.
- A thousand TV stations will be in operation within a few years, and TV advertising expenditures may exceed a billion dollars a year.
- Many new electronics advances are in the offing, including a voting system by which the public can register its opinions by pushing "yes" or "no" buttons on its home TV sets; electronic tape recorders for TV in use within two years; new closed-circuit TV techniques for industry, science, and education, and the development of smaller, more versatile and longer-lived devices through the use of the new, tiny transistors.

Gen. Sarnoff's speech was carefully prepared, in the knowledge—as he pointed out—that it was "for the record." But some of its most spectacular news content—the so-called timetable on color television, and his observations on pay-as-you-see, or "cash box," television—were ad libbed in digressions from the prepared text.

He said RCA is confident that development of the compatible color system has reached a point where the application for FCC approval could be made now. But some of the other companies cooperating in the National Television System Committee's work on it feel that two or three months' more field-testing are needed. Accordingly, he said, RCA is willing to wait that length of time so these companies will be fully satisfied. But if there is any indication of hesitancy among the other firms after field tests are completed, he asserted, RCA will push forward with its own FCC application.

He estimated that "tooling up" for color production will take nine to twelve months from the time FCC gives its go-ahead, and that, overall, it will be two to three years from now before production can reach a pace of 500,000 sets a year.

Color With Peace

Gen. Sarnoff voiced the hope that there will be no "quarrel" over color in the future. The quarrel—chiefly between CBS on the one hand and RCA and other manufacturers on the other—"was yesterday," he asserted.

Departing from his prepared talk to discuss pay-as-you-see TV, Gen. Sarnoff said it was the policy belief of RCA, as well as his own personal view, that such a system will not be established on a national scale.

Pay-as-you-see TV is technically feasible, he said, but its adoption on a national basis would be "the negation" of the fundamental principle of freedom to listen and freedom to see, and would invite strict regulation by government. He said it is conceivable that some local communities may eventually have pay-as-you-see television. But, he declared, "I am convinced that television broadcasting, like radio broadcasting, can solve its economic problems without a cash box in the home."

In both radio and television, the convention keynoter declared, "inspiring opportunities are still ahead of us," all linked to service to the public and to the advertiser. To maintain and enlarge their public service, he continued, the broadcast media "must be kept in sound financial condition."

Nothing that networks and their affiliates are dependent upon each other for mutual success, he said that "as we go through this formative period of television development and the changing circumstances of radio, conditions could arise which might strain these relationships." He said that the profit derived from network operations is "very small indeed" when compared to gross volume, and called for "sympathetic understanding and cooperation between networks and stations."

No 'Doom-Caller'

He was never one of those doom-callers who predicted that TV would wipe out radio by this time, Gen. Sarnoff reminded. Since those pessimistic forecasts, he pointed out, "not three but four years have passed, and radio broadcasting is still with us and rendering nation-wide service.

"It plays too vital a role in the life of this nation to be cancelled out by another medium. I have witnessed too many cycles of advance and adaptation to believe that a service so intimately integrated with American life can become extinct."

But it would be "closing our eyes to reality" to fail to see that "radio has been undergoing fundamental changes," he asserted.

"A process of adjustment is necessary, and it is taking place," he continued. "Nevertheless, it has been complicated by the fact that the changes in radio have not been uniform throughout the system. Radio networks have been affected differently from stations, and the effects have also varied widely from station to station."

With rate changes made "in appropriate cases" where TV has cut sharply into radio listening during certain hours, radio now "is an outstanding advertising buy in terms of the cost for what it delivers," comparing favorably with printed media, "whose rates have been going up without equivalent increases in circulation."

Noting that "stations have been able to adjust their own sales patterns to the opportunities of the market," he warned that "unless networks can work out arrangements with their affiliates permitting similar flexibility in network sales, they will not be able to take full advantage of sales opportunities available to them."

He pointed out that radio network time sales have dropped 22% since 1948, while national spot volume has risen 19% and local sales 35%, but emphasized that "the overall increase in time sales is proof that radio has continuing economic opportunities." He continued:

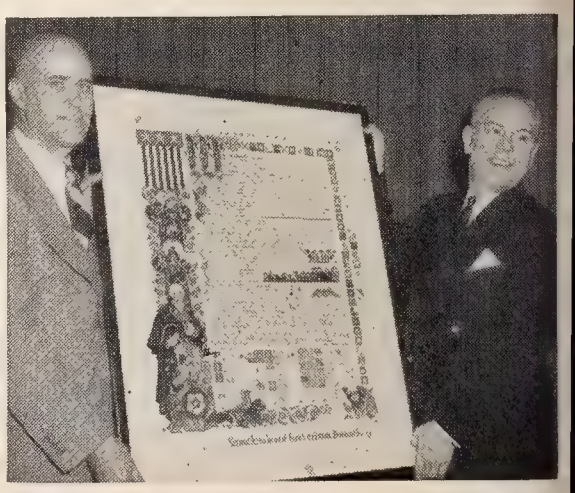
'Individual Listening'

"Radio is being used widely and intensively—but it is being used differently. Family listening is giving way to individual listening. There are sets in kitchens, dining rooms and bedrooms, in workrooms and playrooms. They are used to meet individual interests in certain types of programs; and they are also used when the mood calls for something different from the television fare available at the particular time.

"Whether it be the printed word, the spoken word, or the sound picture, the value of their service depends not on their ability to undermine each other, but on their ingenuity in making the most of their individual appeals.

"Radio, for example, can maintain large and loyal audiences by providing more programs of broad and selected appeal, so that millions will turn to it for the satisfaction of their special interests.

"National advertisers can use radio networks



AWARD of American Heritage Foundation to NARTB for its role in election drive is presented to NARTB President Harold E. Fellows (right) by Theodore S. Repplier, president of the Advertising Council. (See story in AWARDS, page 112).

March 9, 1953

Mr. Frank Matthews
W.O.A.I
San Antonio, Texas -

Dear Sir -

I have been a captain on American Airlines for the past twenty four years - For the past two years, if I am in the air, I always tune in on W.O.A.I. at ten p.m. for your news-cast. I have heard your broadcast between New York and Washington D.C.; New York and Chicago; San Francisco and Dallas, over the Grande Canyon; Las Angeles and Dallas, over Palm Springs Calif.; and Mexico City and Dallas, over Mexico City and Tampico -

night I listened to your news-cast over the Grande Canyon, which came in strong and clear - This news is passed back to our passengers -

W.O.A.I. is truly a clear channel station - Hoping I have the pleasure of meeting you personally, I remain

Yours truly,
A.R. Perkins
Captain, American Airline

4407 Pershing St.
Ft Worth, Texas

North, South, East, West
and in-between, too

WOAI and its 50,000 watt clear channel voice *serve* and *sell.*

WOAI is the most powerful advertising influence in the Great Southwest.

NBC
TQN

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York — Chicago — Los Angeles — St. Louis
Dallas — San Francisco — Detroit

CLEAR CHANNEL · 50,000 WATTS
WOAI
SAN ANTONIO

NOW Increased Power for Increased Sales

WJAR-TV
PROVIDENCE R. I.

★ **MOVED** . . . . . to CHANNEL **10**

★ **INCREASED POWER** . . to (200 kw Video / 100 kw Audio

★ **REACHING** . . . . . 5,423,000 people*
with . . . . .1,016,600 sets • and an

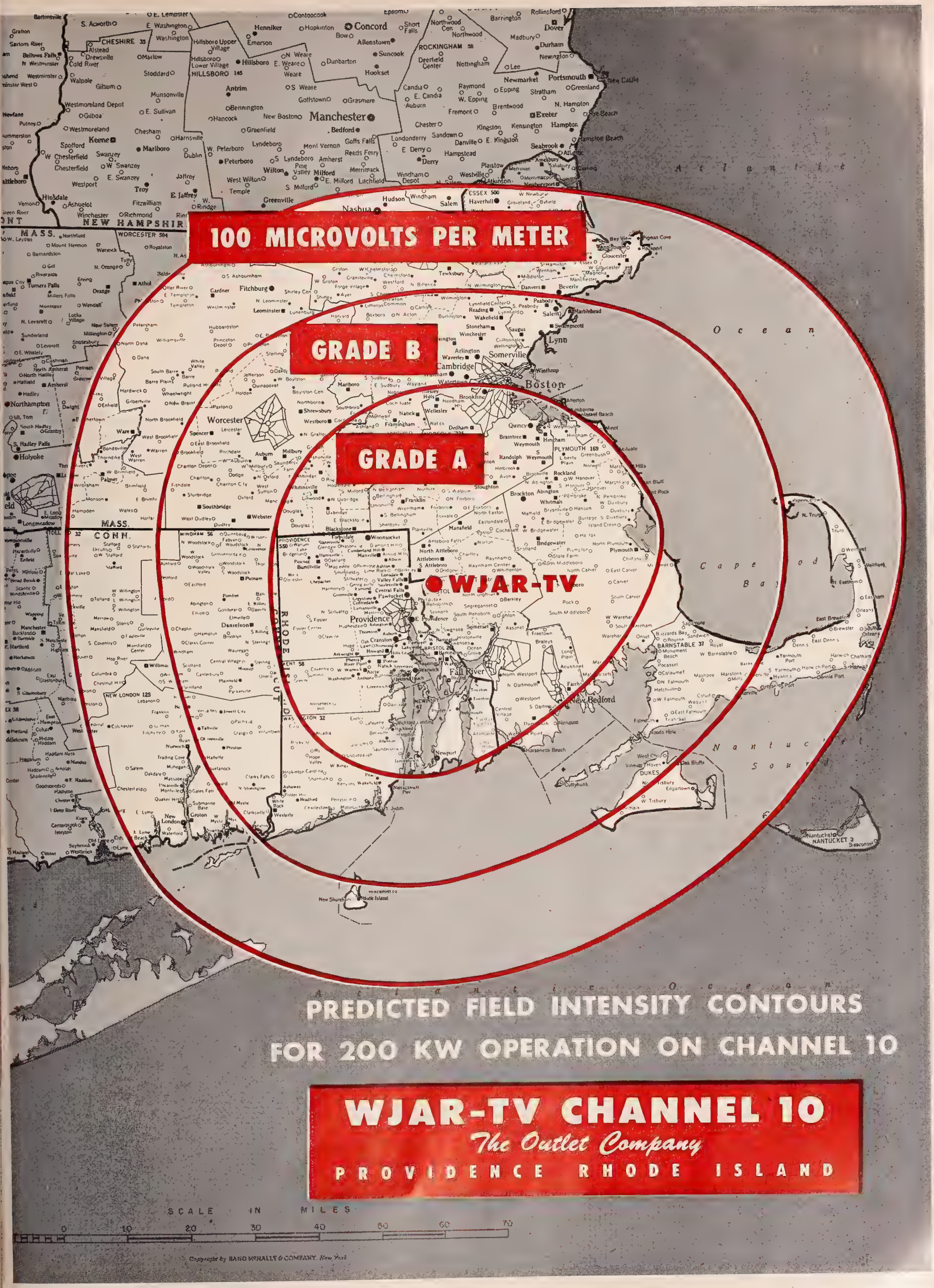
★ **ANNUAL BUYING POWER** of $8,222,224,000.

*All of Rhode Island; Central and Eastern Massachusetts, including Boston, Worcester, Fall River, New Bedford, Cape Cod; Eastern Connecticut, including New London.

Your **Persistent** Salesman in an **Increased** Multi-Million Dollar Market . . .

WJAR - TV
PROVIDENCE, R.I.
CHANNEL 10

Represented Nationally by
Weed Television



Copyright by RAND McNALLY & COMPANY, New York

and stations to reach massive audiences at low cost, just as they use selected magazines read by large groups with special interests. Networks and stations alike have a prime obligation to re-educate the advertiser in line with changes in audience and program.

"We have a solid basis for continuance of a vigorous national radio service that can co-exist with television. However, to build on that base solidly, stations and networks must strive to work out a balance of interests that will enable each to maintain economic health in the period ahead."

Gen. Sarnoff said that while the goal in radio must be "to strengthen the economic base of a nationwide system already in existence," the objective in TV "is to complete the building of a nationwide system now in the process of formation." "Here, too," he said, "we face serious economic challenge."

The TV industry "is only on the threshold of its destiny," he declared, cautioning that it must be operated as "an instrumentality for public service."

He said advertisers "understandably" are showing concern over TV costs, but he was confident that "these costs must and will be stabilized eventually." Television, he continued, "has become so indespensable to the public and so valuable to the business community that it will of necessity find sensible solutions."

New techniques to make TV available to more advertisers should be immediate objectives, Gen. Sarnoff asserted, calling attention to various types of participating sponsorships being devised by the networks with this in mind. Also, he added, existing sponsors will learn to use TV more flexibly and efficiently, thus becoming able to control their costs and get greater value from their advertising dollars.

"If stations, networks and advertisers can be as bold and inventive in the use of television as the scientists have been in creating it," he said, "we will see this new medium grow in scope, in influence, and in prosperity."

Networks Will Expand

He foresaw "networks reaching into all parts of the country, supported by many more large and small national advertisers," with the stations and their local advertisers presenting strong local programs and the networks providing a national program service "that will make the present schedules seem primitive.

"The potentialities of television as yet have barely been sketched," he continued. "They stir the imagination. For all of us connected with the new medium it holds out the vision of a great adventure."

Turning to the relationships between TV and the movies, he observed that "audiences in the home and audiences in the theatre are quite different human entities. They will not long be satisfied with the same fare. They will expect, and rightly so, something in the theatre unlike what they can tap at home—and vice versa. This is all to the good, for it means that there is need for both types of offering. To satisfy this dual need calls for imagination, artistic enterprise and open-minded experimentation in the motion picture theatre and the television home alike."

Gen. Sarnoff called for vigilance in maintaining high standards in programming, for originality and avoidance of the easy course of programming by formula—"the road to sterility"—and for maintenance of high standards of good taste.

"I believe that the industry has demonstrated that it can arrive at reasonable, commonsense judgments which rule out the vulgar and the offensive without imparing artistic effectiveness," he declared. "Advertisers have recognized that a message presented with tact and in good taste will win more customers and goodwill than blatant commercials or claims exaggerated to the point of irritation."

Television, like radio, must be based on the "solid foundation" of service to the American people, Gen. Sarnoff asserted. He saw no place in it for "Get-Rich-Quick Wallingfords, more interested in what they can take than what they can give." Though such operators "may ride high for a time," he cautioned, "they will have no staying power. Sooner or later the public will intervene, and they will lose out to broadcasters who have shouldered the responsibilities on which continuing opportunities for profit are founded."

Looking over the technical horizons, he characterized uhf as "the band of the future," declaring that uhf operations "will fill a place of growing significance in television." He cited new techniques in closed-circuit TV; developments in solid-state electronics, "of which the transistor promises to become the master key to new advances in radio and television"; and in video tape, which he called "a true electronic system of program storage, with great advantages of economy and convenience."

TV Voting System

Gen. Sarnoff also reported that Dr. V. K. Zworykin of RCA Labs., is working on an "electronic audience voting system"—a device which, attached to the home TV set, will enable listeners by pushing a button to register an opinion at the TV station.

"The purpose, of course," he explained "is to get from listeners and lookers their reactions to programs and issues of the day. Eventually we may have a national push-button poll, the results of which can be tabulated automatically by electronic computers at a central point. Thus, public opinion throughout the nation could be sampled simultaneously."

On the subject of color TV he recalled that the opportunities of black-and-white TV were recognized at the outset by forward-looking broadcasters, to their profit, and expressed the view that with the coming of color "those who are determined to lead in broadcasting will again, I am sure, act promptly."

Overall, Gen. Sarnoff said, broadcasting is "now in the throes of one of these great cycles of transition to a higher level." He continued:

"Although the problems of transition are large, the prospects are correspondingly promising. We have in radio a very flexible, inexpensive medium with powers of resilience and adjustment greater than some may realize. We have in television an unparalleled communications system which has become an indispensable tool of American salesmanship and a major influence in American life.

"The public wants both radio and television. It will use each of them to the extent that it serves and satisfies the public interest. Our economy needs both mediums, and it is big enough to support both, provided they will conscientiously meet its requirements for effective and economical advertising. . . .

"In facing the future, the experience we have gained in more than a quarter-century of broadcasting gives us confidence that American ingenuity and skill can solve problems as they arise. My own confidence in the future rests on the fact that science is our partner, and that radio and television are in the hands of resourceful men and women—the broadcasters of America—who have built a great industry on the tradition of dedicated service to the American people."

After his speech, Gen. Sarnoff was presented by NARTB President Harold E. Fellows with the association's first annual Keynoter Award, in the form of a plaque and a key, honoring him as a pioneer "whose vision, industry, leadership, and faith are essential components of the free American system of broadcasting . . . for his good citizenship in the quiet hours and in the hours of strife . . . for the steadfastness which has marked his achievements in modern times . . . and because he has shared his great dream of communications with the millions whom we serve."

Gen. Sarnoff's address came at the initial session of the convention. Clair R. McCollough of the Steinman Stations, convention chairman, presided over the opening, introducing Lucille Ball and Desi Arnez, stars of the *I Love Lucy* television show, who welcomed the group. He then read messages of greeting from President Eisenhower, Vice President Nixon, and California's Gov. Earl Warren, preceding Gen. Sarnoff's speech.

STERLING GIVES CONELRAD REPORT

(For text of CONELRAD report see FOR THE RECORD, Page 118)

FULL IMPORT of the CONELRAD plan to avert "homing" of enemy bombers on broadcast signals was explained to broadcasters at the NARTB Convention Wednesday by FCC Comr. George E. Sterling. The full plan to "control electronic radiation" goes into effect May 15.

Complimenting broadcasters and industry engineers for their cooperation in the civil defense measure, Comr. Sterling reported that more than 1,000 stations now are operating in the CONELRAD system. But, he said, "We need more. More stations mean greater navigational deception and assure wider dissemination of information to the public."

Comr. Sterling pointed out it is mandatory that all stations—AM, FM and TV—"have radio equipment to receive the radio alert message when broadcast from key stations." This equipment includes a special monitor receiver tuned to the key station in any given area.

The FCC spokesman explained differences between a CONELRAD "test" and "drill." The test is conducted during regular experimental hours late at night and such tests in the future will come every three or four months, using the special 640 kc and 1240 kc "cluster sequential" type of intermittant transmission.

The drill, he pointed out, involves direct public participation during regular broadcast hours.

"A full CONELRAD drill will have a tremendous impact on the industry and the public," he said. "The cost of such an operation has been estimated to be $3 million an hour. We have not tried to determine the effect on the public during a drill."

Comr. Sterling advised that a public drill is not contemplated "for the present." He said industry will be consulted before such a drill is scheduled.

Civil defense programming during an "alert" is being worked out, he related, as well as operation of stations in event of an actual enemy attack.

Steve McCormick, Federal Civil Defense Administration, answered broadcasters' questions on programming during an alert and other problems connected with CD.

Figures don't lie!

Hooper and Standard Audit

Prove You Need kglo

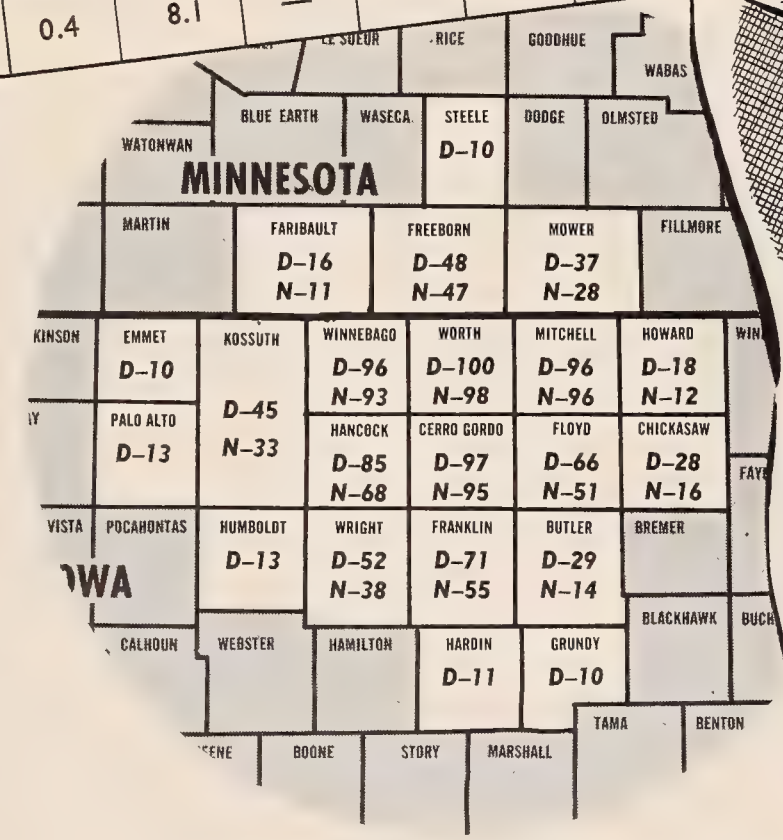
to sell this rich, Midwestern Market

HOOPER RADIO AUDIENCE INDEX

Mason City, Iowa — CITY ZONE — Nov., 1952 thru Feb., 1953

		SHARE OF RADIO AUDIENCE						
TIME	Radio Sets in Use	KGLO	Station "A"	Station "B"	Station "C"	Station "D"	Station "E"	Other AM & FM
Mon. thru Fri. 8:00 AM — 12:00 Noon	28.4	63.7	0.2	14.0	7.1	3.0	9.7	2.2
Mon. thru Fri. 12:00 Noon — 6:00 PM	27.9	75.0	0.6	10.5	7.0*	1.4	5.4	1.3
Sunday 12:00 Noon — 6:00 PM	25.6	57.3	1.2	28.0	5.3*	1.1	3.0	5.2
Sun. thru Sat. Eve 6:00 PM — 10:30 PM	38.1	81.0	0.4	8.1	—	0.5	8.4	1.6

*The above measurements are adjusted to compensate for the fact that Radio Station "C" signs off at local sunset.



D-Daytime Audience N-Nighttime Audience
Total weekly audience percentage from Standard Station Audience Report, Spring, 1952

Figures

from latest Hooperatings show the average KGLO audience is more than four times as great as any other station in the Mason City area. Invest your dollars wisely — include KGLO to sell this rich midwestern farm market of northern Iowa and southern Minnesota.

For availabilities, write or call Walter Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois.

Lee STATIONS **kglo,**

MASON CITY, IOWA

1300 KC — 5000 Watts • Full Time, CBS • Affiliated with WTAD, Quincy, Illinois

Represented by Weed & Company

INTERNATIONAL TV EXCHANGE NEXT, McNAUGHTEN TELLS BROADCASTERS

Broadcast Engineering Conference hears NARTB engineering manager predict submarine transistor cables linking the continents. He cites upcoming Coronation telecast as an example of how "microwaves are turning back the time curtain."

AN EXCHANGE of international TV programs, on a global basis, was predicted for the near future by Neal McNaughten, NARTB manager of engineering, Wednesday, at the 7th annual Broadcast Engineering Conference of the NARTB in Burdette Hall of the Los Angeles Philharmonic Bldg.

"With the entire field of microwaves and the possibility of submarine transistor cables before us, who is to say that global television is impossible?", he told the engineering conference.

Pointing out that long distance TV was possible in 1925 on frequencies used then, he stated that "transmission requirements of more intelligence and information required that the system be placed at higher frequencies with far shorter range.

"The answer," Mr. McNaughten added, "lies in a submarine transistor cable using a transistor repeater unit—smaller than a cigarette—to augment microwave relays between the continents of the world.

High Power Tubes

"We have relatively high power tubes in the 6,000 to 8,000 megacycles band; the traveling wave tube holds much promise of higher frequencies; we have multiplexed sound and video signals, and Bell Labs. is working in long distance wave guides using frequencies so high I'm also afraid to mention them.

"As an example of how microwaves, augmented in many cases by the coaxial cable, are turning back the time curtain in global TV, it is my understanding that the motion picture of the Coronation will be flown from London to a point in Canada by jet bombers and placed on a microwave system feeding into the U.S., thereby picking up about one hour of time since it would take jets about one hour to fly the additional 400 miles into the U.S."

Six technical papers on various phases of TV were given during the Wednesday morning opening session of the engineering conference when Frank L. Marx, ABC vice-president in charge of engineering, presided. [See summary of engineering papers, B•T, April 27].

Russell J. Tinkham, midwest district manager, Ampex Electric Corp., discussed "Automatic Station Operation," while R. C. Bickel, engineering dept., Andrew Corp., delivered a paper written by Chief Engineer J. S. Brown, titled "Waveguides for Uhf Television." L. O. Krause, section engineer, commercial and government equipment dept., General Electric Co., spoke on "Contouring Television Antenna Patterns." There was an explanation on "Methods of Control of the Vertical Pattern of Uhf and Vhf Antennas" by O. F. Fiet and I. J. Wolf, RCA Victor Div.

"A 3-D for Television" progress report was made by Alex Quiroga and Glen Akins, ABC-TV Hollywood staff engineers. (See ABC 3-D demonstration story, page 50). Dr. Frank G. Back, secretary, Television Zoomar Corp., spoke on "Zoomar Lenses in Television."

Royal V. Howard, executive engineer, Committee for Free Asia, presided at the Wednesday afternoon session, when six additional technical papers were given.

William F. Rust Jr., president, Rust Industrial Co., had for his topic "Operation and Installation Problems of Remote Control Equipment," with Ben Akerman, chief engineer, WGST Atlanta, discussing "Remote Control of FM 10 kw Transmitter." Rodney D. Chipp, director of engineering, DuMont TV network, outlined "Proof of Performance Measurements for Television."

WSM-TV Experiment

Aaron Shelton, chief engineer, WSM-TV Nashville, read a paper relating to WSM-TV's experimental booster station, prepared by John H. Dewitt Jr., station president.

Other papers read included "High Efficiency AM Radiation from High Television Towers," by Glenn D. Gillett, senior partner, Gillett & Bergquist, consulting engineers, and "The Proper Care of a Tower and Installation from a Tower Designer's Viewpoint," by J. Roger Hayden, Ideco Towers sales manager.

The Thursday all-day session included nine technical papers and discussions. Albert J. Baracket, head of studio equipment dept., and James Valentine, manager of TV station installation dept., Federal Telecommunication Labs. Inc., told the engineering conference "How to Set Up a Television Technical Operation With Two Persons." "The Multi-Scanner —A Versatile Scanner for Film, Opaques and Slides" was jointly discussed by George R. Tingley, head of the color and video technique dept., and Jesse H. Haines, senior engineer, color and video technique dept., Allen B. DuMont Labs. Inc.

"The Mechanisms in Transistor Electronics" were explained by Robert M. Ryder, electronic apparatus development engineer, Bell Telephone Labs. A broad description of "Developments in the Application of Transistors" was given by Allen A. Barco, section head, RCA Labs. An illustrated discussion of "Television Test Equipment" was given by Roy Moffett, NBC-TV staff engineer. There was a review of "The NTSC Color Television System" by W. R. G. Baker, chairman, National Television System Committee and vice president in charge of electronics, General Electric Co., and I. J. Kaar, vice president of Panel 18, National Television System Committee and manager of engineering, General Electric Co.

John T. Mullin, chief engineer, electronics div., Bing Crosby Enterprises Inc., discussed the VTR system now under development by his company.

Low Budget TV

With James L. Middlebrooks, engineering director, KING-TV Seattle, as moderator, Leroy E. Kilpatrick, vice president and technical director, WSAZ-TV Huntington, W. Va.; Joseph Herold, manager, KBTV (TV) Denver, and Orrin Towner, director of engineering, WHAS-TV Louisville, participated in a symposium on "Low Budget Television Operations."

The engineering conference agenda was completed Friday with addresses on "Television Film Scanner" by Ernest H. Traub, project engineer, Philco Corp.; "Development of the Staticon Camera," by Louis L. Pourciau, head of TV development section, General Precision Laboratory, and "Installation Problems and Operating Results of Diesel Electric Standby Units in Television Transmitters," by R. V. Bradley, sales development div., Caterpillar Tractor Co.

Others Who Spoke

Other talks given were: W. E. Stewart, manager, TV projector design, RCA Victor Div., "Requirements for High Quality TV Film Projectors"; Herbert A. Kliegl, vice president, Kliegl Bros., "Approved Wiring and Control Methods and Devices for Television Studio Lighting"; Charles Shevlin, sales and development engineering staff, Century Lighting Co., "Progress in Studio Lighting." A joint discussion on "CBS Television City Audio and Video Facilities" was given by R. S. O'Brien, R. B. Monroe and P. E. Fish, senior engineers, CBS, New York. Fred Whitney, test film engineer, Society of Motion Picture and Television Engineers, and Paul Huhndorff, chief engineer, KPRC-TV Houston, jointly discussed "Projector Maintenance and Test Films."



ANDY JAREMA, WKOP Binghamton, N. Y., low net winner of the 19th annual NARTB-B•T Golf Tournament, and Sil Aston, KMBY Monterey, Calif., low gross winner, with their trophies. (Story and pictures on page 92).

Feted With Fashion

NARTB wives were entertained at a luncheon and fashion show Wednesday, co-hosted by Southern California Broadcasters Assn. and Television Broadcasters of Southern California in the Crystal Room of the Beverly Hills Hotel.

With Eddie Cantor as m.c. and songs by Lucille Norman and Jimmy Wakely, the fashions and models were provided by Heft's Hotel Shops.

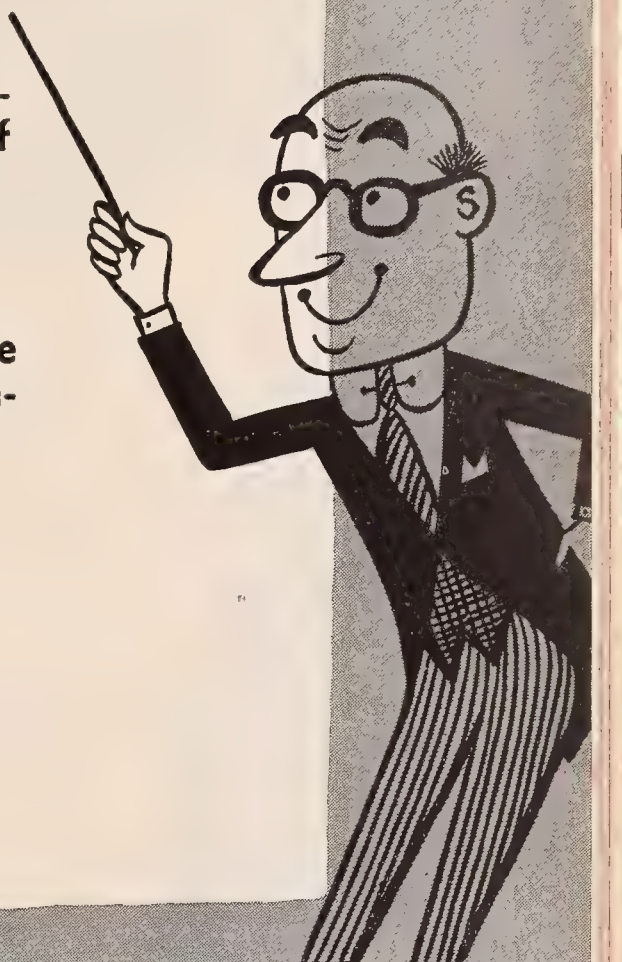
Among the recipients of door prizes were Mmes. G. Richard Shafto, WIS Columbia, S. C.; Louis Bookwalter, KOIN Portland; John Poole, Cliff Gill, Robert McAndrews, all KBIG Avalon, Calif.; Roger Sawyer, KGLO Mason City, Iowa; Ralph Shepard, KWOA Worthington, Minn., and Benjamin Lockerd, KDIX Dickinson, N. D.

HOW TO SELL TIME TO DEPARTMENT STORES

✓ **DEPARTMENT STORE STUDIES** have been responsible for the revived interest in the use of radio by department stores.

✓ **DEPARTMENT STORE STUDIES** themselves are prepared from material gathered in tests conducted in various parts of the country.

✓ **DEPARTMENT STORE STUDIES**
Make
Not Relate
Radio Success Stories





SAYS HOWARD P. ABRAHAMS, manager, sales promotion division and visual merchandising group, National Retail Dry Goods Association.

Department Store Studies have pinpointed an effective way for stores to use radio as a selling tool. I have been associated with these studies from the start and I know their use has awakened store interest in this means of promotion.

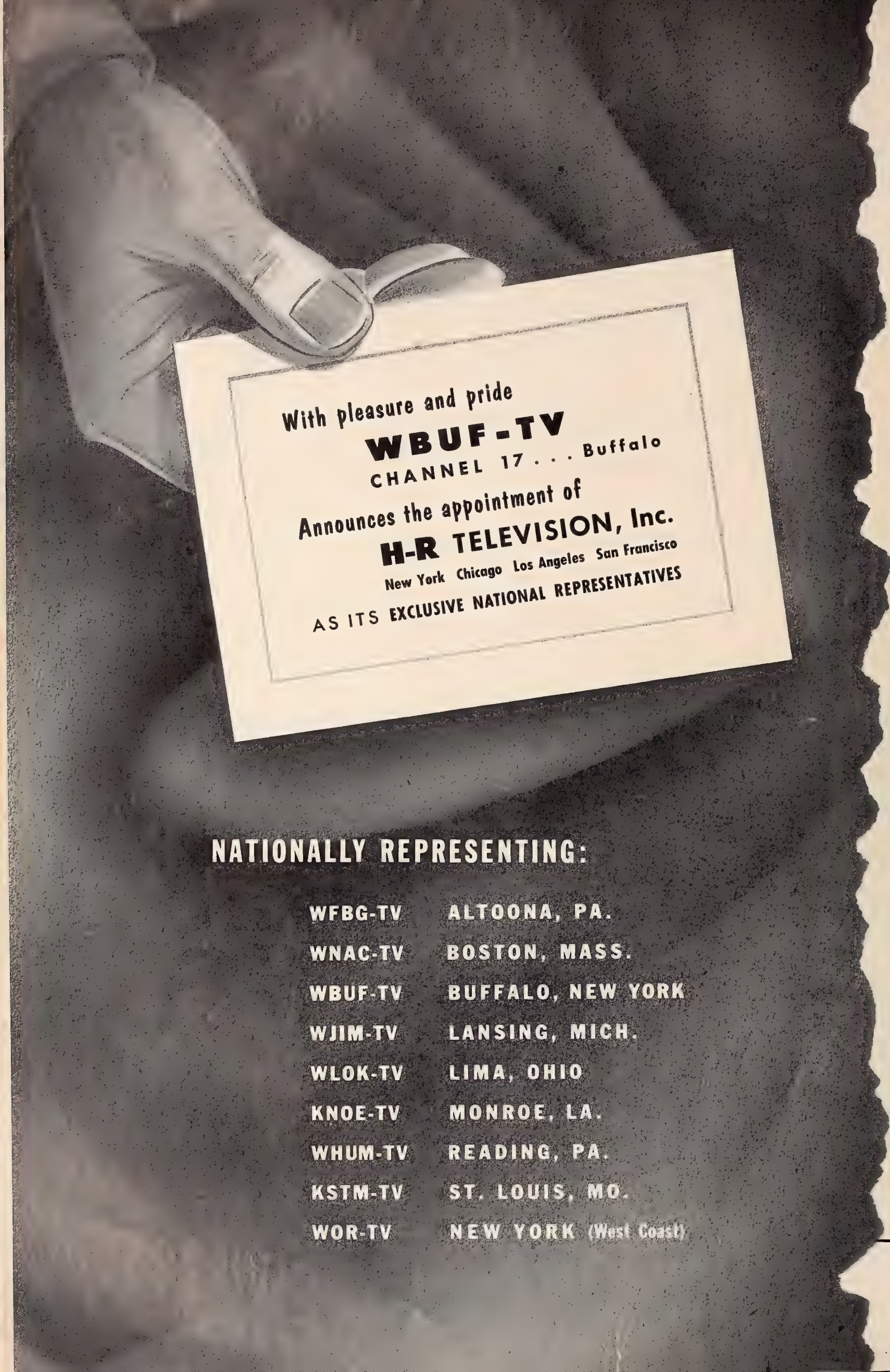
SAYS GERVASE N. BUTLER, Associate Editor, Department Store Economist.

Department Store Studies offer the radio station a double advantage . . . they interpret the store selling message on a wide variety of merchandise in actual copy . . . they provide ready made, sales tested formulas matched to the needs of local store advertisers.

For further Information contact

DEPARTMENT STORE STUDIES

119 WEST MARKET STREET, POTTSVILLE, PENNSYLVANIA


With pleasure and pride
WBUF-TV
CHANNEL 17 . . . Buffalo
Announces the appointment of
H-R TELEVISION, Inc.
New York Chicago Los Angeles San Francisco
AS ITS EXCLUSIVE NATIONAL REPRESENTATIVES
NATIONALLY REPRESENTING:
WFBG-TV ALTOONA, PA.
WNAC-TV BOSTON, MASS.
WBUF-TV BUFFALO, NEW YORK
WJIM-TV LANSING, MICH.
WLOK-TV LIMA, OHIO
KNOE-TV MONROE, LA.
WHUM-TV READING, PA.
KSTM-TV ST. LOUIS, MO.
WOR-TV NEW YORK (West Coast)



WBUF-TV
CHANNEL 17 *BUFFALO*

will give the

TELE-VIEWERS of the Nation's

14th BUY-INGEST Market

★ **the finest programs of**

MAJOR NETWORKS
ABC • DUMONT

★ **WBUF-TV will give its**

ADVERTISERS in the Nation's

14th BUY-INGEST Market

the WBUF-TV 4-POINT GUARANTEED PLAN

★ **plus the WBUF-TV MERCHANDISING PROGRAM**



H-R TELEVISION, Inc.

New York
Chicago
Los Angeles
San Francisco

ABC SHOWS TV 3-D AT NARTB MEETING

ABC unveils 3-D video system over its KECA-TV Los Angeles in special showing at NARTB convention. The system requires polarized glasses and a special TV receiver.

ARMED with special FCC authority to conduct experimental tests, ABC last Wednesday unveiled a three-dimensional television system, using its o&o KECA-TV Los Angeles as the originating outlet for live telecasts.

The experimental telecast was demonstrated at a special press showing during the 31st annual NARTB Convention at the Biltmore Hotel. ABC plans to continue similar tests on a limited basis this week, using a TV projection set that employs two picture tubes and a non-depolarizing screen.

Uses Polarized Glasses

The ABC system requires use of polarized light glasses and a specially designed TV receiver. It utilizes two pictures, each representing an eye of the camera. Pictures are transmitted in fleeting sequences, each for 1/60th of a second. While only one picture appears at a time on the screen, both appear to be seen together, giving three-dimensional effect.

The three-dimensional picture was televised with a conventional TV camera, modified with accessories—rotating plastic disc and a second, front-surface mirror—for the demonstration. The disc rotates in exact synchronism with the TV frame rate of 30 complete pictures per second. Half the time, the camera sees a direct picture through the clear portion of the disc, the other half through a combination of the mirrored portion of the disc and the fixed mirror.

Commenting on the experimental telecasts, Frank Marx, ABC vice president in charge of engineering, said the demonstration is merely a means of showing one method of possible 3-D TV transmission. He said it should not be regarded as "final or conclusive" for home televiewing.

When the system would be commercially ready was not indicated at Wednesday's press showing. It was explained that there are many factors involved in its perfection and that its availability is some time off yet.

Phil Caldwell, director of engineering and general services for ABC Western Div., said home receivers will require two picture tubes instead of one.

Home Images Blurred

Home viewers receive blurred or scrambled pictures during the tests, with KECA-TV so notifying them before each experiment is held.

Viewers of the ABC 3-D tests last Wednesday were distributed polarized glasses to receive the special effect during the showing, which included a portion of ABC-TV's *Space Patrol* live and a special 3-D film.

The system was developed experimentally in recent months by Glenn Akins and Alex Quiroga, ABC staff engineers, under direction of Cameron Pierce, KECA-TV chief engineer. The glasses were manufactured by Polaroid Corp. and distributed by Natural Vision Corp.

BROADCASTERS WARNED ON RATE CUTS AT 'PROFITABLE OPERATIONS' SESSION

Allerton, Morency, Kobak join chorus of indignation directed against radio rate-cutting during NARTB general session on profitable station operation. Their refrain adds up to this: The station which doesn't keep to its rate card is undermining itself. NARTB's five-city market report highlights meeting.

LIKE an old refrain—but perhaps not as popular—rate-paring practices on an increasing scale haunted U. S. broadcasters last week during the 31st annual NARTB convention in Los Angeles.

The setting was an NARTB general session on profitable station operation, highlighted by a five-cities market report from Richard Allerton, NARTB manager of research.

Once again, as in the past, admonitions went out that broadcasters had best adhere to their established, published rate cards lest they undermine their relationships with advertisers and agencies alike.

The warnings were sounded by Paul W. Morency, vice president-general manager of WTIC Hartford, and other members of the NARTB AM committee, and in session-ending comments by Edgar Kobak, consultant and owner of WTWA Thomson, Ga.

Mr. Allerton reported on NARTB's five-cities survey embracing the "principles of profitable radio station operation"—programming, sales, personnel, public service and financial factors. [See story on report in FEATURE SECTION, this issue.]

Mr. Allerton's report was followed by questions and answers from the floor of the Biltmore Theatre, which drew a substantial number of broadcasters, many of them from small, independent stations throughout the country.

Panel Members

Participating along with Mr. Morency and Mr. Allerton on the panel were John Esau, vice president and general manager, KTUL Tulsa; William C. Grove, general manager, KFBC Cheyenne, Wyo.; Lee Little, president, KTUC Tucson; John F. Patt, president, WGAR Cleveland; G. Richard Shafto, vice president-general manager, WIS Columbia, S. C., and F. C. Sowell, general manager, WLAC Nashville.

Aside from rate-cutting, other topics explored were public service programming, sales and merchandising co-op advertising billing practices, radio's health as a broadcast medium, music news formats as an antidote to TV competition, and time devoted to religious programs.

Mr. Morency, who was introduced as presiding officer by NARTB President Harold E. Fellows—and who is chairman of the Affiliates Committee—told broadcasters that rate-cutting "undermines the ability of our advertisers and agencies to know they are paying a proper rate. This uncertainty, he noted, defies the principle of "equal treatment to the competition."

Mr. Kobak, who heads the American Research Foundation, described rate-cut solicitations as an "insult to the integrity" of broadcasters. He said that throughout his years in the industry he had never been asked for sub-established rates.

Mr. Allerton told broadcasters that stations indulging in rate cuts "have not been making money, even though their revenue volume may be high."

One irate small station operator told his fellow colleagues that a large number of "major stations—clear channel outlets" have pared their rates and asked: "What can we say when advertisers come to us and tell us that some of the high power stations have cut theirs?" He claimed that "some of the million dollar boys" were not represented at the session.

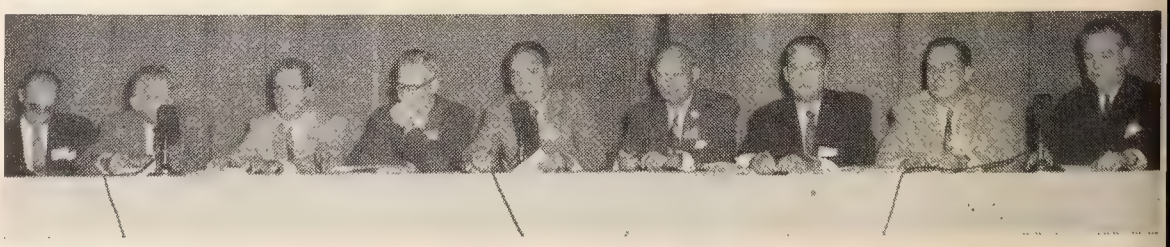
Robert B. Hanna Jr., manager of WGY Schenectady, N. Y., said "there are still many 50 kw stations which sell at the rate card." Victor Sholis, vice president and director, WHAS-AM-TV Louisville, said "its getting lonesome on the rate card."

One station operator reported that some stations "have been giving away programs" to prevent them from going to other stations. Mr. Patt said he heard "they're cutting rates even in television and until each broadcaster realizes he is hurting himself when he departs from established, published rates," rate-cutting practices will continue.

Question of billing advertisers at the local or national rate on co-op programs was raised by A. J. Mosby Jr., president and general manager of KGVO Missoula, Mont. He wanted to know whether a trend had set in within the industry, not with respect to "double-billing," but to actual billing procedure. He noted that some stations charge as much as 25% more than local rate for administrative and other costs.

One small independent station operator reported the administrative burden of furnishing affidavits to agencies on time purchased. Mr. Morency felt the industry might well undertake a new study on standardization of rate cards.

Public service programming—with or without a profit—got a considerable airing. Mr. Patt said he felt there has been an "abdication" of responsibility in recent years. He called for more such programs. Mr. Shafto claimed there is no answer on how to make it



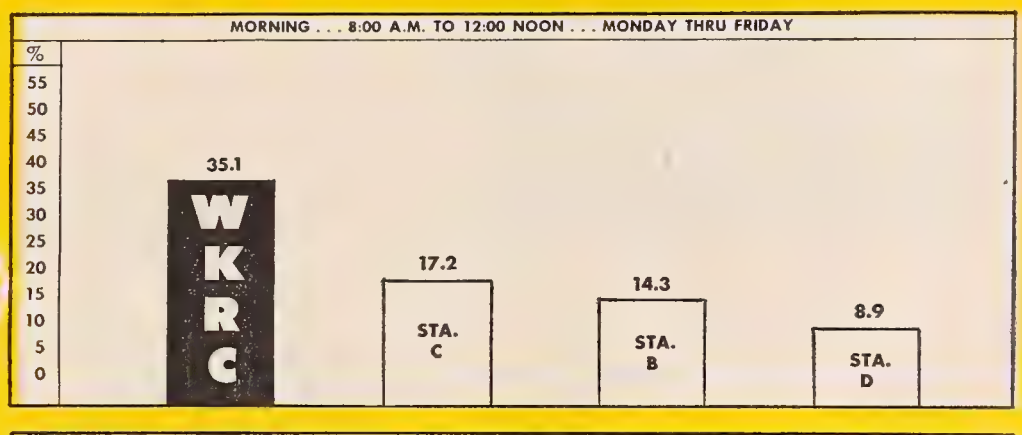
PANEL members participating in NARTB general session on profitable station operation during the convention included (l to r): F. C. Sowell, WLAC Nashville; John Esau, KTUL Tulsa; G. Richard Shafto, WIS Columbia, S. C.; Richard Allerton, NARTB research manager; Paul W. Morency, WTIC Hartford, Conn., who presided over informal floor discussions; Lee Little, KTUC Tucson, Ariz.; William C. Grove, KFBC Cheyenne, Wyo.; John F. Patt, WGAR Cleveland, and Harold E. Fellows, NARTB president. Session was held at the Biltmore Theatre in Los Angeles last Wednesday afternoon.

Here's MORE Proof

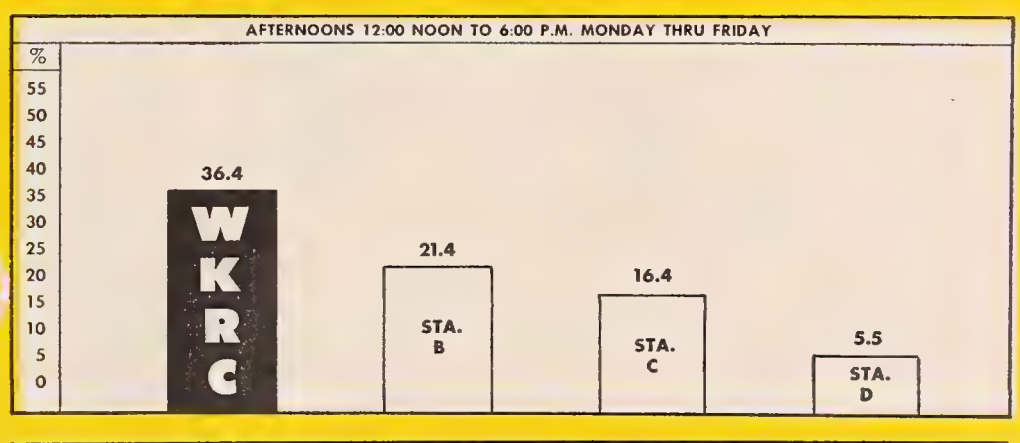
WKRC DOMINATES *Cincinnati*

COMPARISON OF CINCINNATI NETWORK STATIONS HOOPER SHARE OF AUDIENCE - FEBRUARY - MARCH 1953

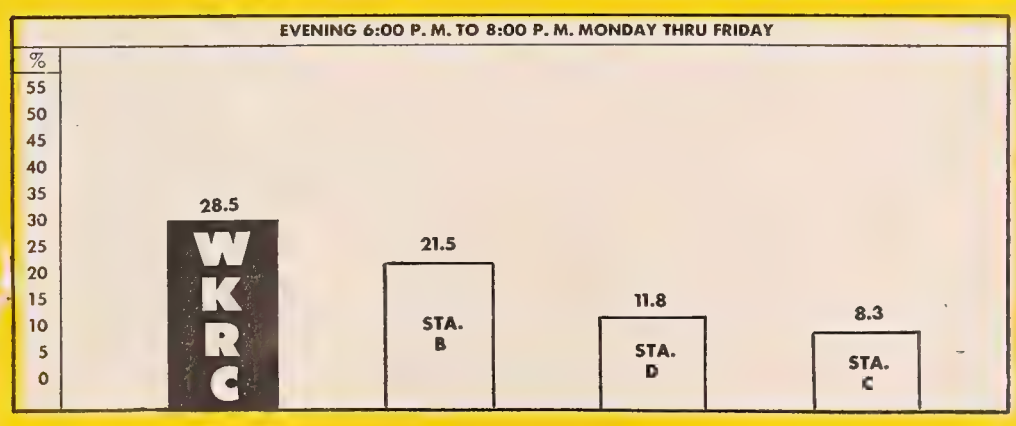
MORNING



AFTERNOON



EVENING



And according to the January-February 1953 Local Pulse, WKRC also dominates morning, afternoon and evening.

CINCINNATI'S BEST BUY!

David G. Taft, *Vice President*
Radio Cincinnati, Inc.

Kenneth W. Church
Vice President & National Sales Manager
Radio Cincinnati, Inc.

THE CBS NETWORK . . . REPRESENTED BY THE KATZ AGENCY

profitable directly "in terms of dollars and cents"—only indirectly. Mr. Sowell said showmanship is needed in many instances.

Les Biederman, general manager, WTCM Traverse City, Mich., told his colleagues that any station that isn't a part of its community isn't a "successful station." He noted that, on public service shows, "you can't rub elbows with these people without making a profit."

Ratings 'Murdered'

George Turpin, vice president and general manager, KEYY Provo, Utah, said it is inconsistent to air some public service shows after good music blocks. He reported "some public service programs murder a station ratingwise—especially a good music station."

Question of "out-of-pocket" expenditures for merchandising on sales also was pursued. Role of station salesmen in merchandising drives also was explored.



BACKSTAGE meeting took place at Biltmore Theatre before NARTB general session on profitable radio station operation. Chatting are Paul W. Morency (l), vice president-general manager, WTIC Hartford, Conn., and NARTB President Harold E. Fellows. Mr. Morency, who was introduced by Mr. Fellows, presided over panel consisting of members of NARTB AM Committee. Highlight of session was a five-city market report given by Richard M. Allerton, NARTB manager of research.

Mr. Morency noted a "growing opinion" that music-news format should be developed to combat TV competition. Mr. Esau said radio is the only medium with the ability to create "word pictures" and suggested "it is cutting its own throat trying to compete with TV" with music-news. He urged operators to build programming and personalities.

Urges Block Programming

Robert Earle, general manager, WIBR Baton Rouge, La., disagreed, claiming that block programming which emphasizes distinctive disc jockey personalities is the answer.

William Lester, production manager, KOY Phoenix, urged broadcasters to urge their colleagues to listen to the radio. Mr. Morency conceded that in many instances "I'm afraid it's true that advertisers have more faith in our medium than our salesmen and others." He suggested a promotion drive looking toward a reinvigoration of radio's confidence in itself —a fresh approach.

NARTB Entertained

ALL-STAR Hollywood cast entertained NARTB banquet guests Thursday night at the annual convention dinner held at the Paladium. Danny Thomas was m.c. Other entertainers were Celeste Holm, Dennis Day, Abbot & Costello, Basee Trio, Edgar Bergen, Gene Autry and the Cass County Boys. A rodeo theme featured the show. Robert Armbruster was musical director, presiding over a 46-piece orchestra and a chorus of 40. Russ Morgan's orchestra played dinner music.

ENGINEERS DISCUSS 'LOW BUDGET' VIDEO

DRAWING from personal experience, a three man panel gave its views on "low budget operation" of a TV station at Thursday's session of the seventh annual Broadcast Engineering Conference at the NARTB convention, with James L. Middlebrooks, engineering director, KING-TV Seattle as moderator.

Sub-titling the panel session as "Sound Station Planning and Economical Operation," Mr. Middlebrooks reminded the engineers that "station operation on any level is an expensive business" and at the very start management and department heads must be in agreement.

He stated that station coverage should be the first concrete fact and cautioned those who have ambitions to own a TV outlet to "carefully review your plans before starting construction. It will save many headaches." He said many manpower savings must be installed to facilitate operation.

LeRoy E. Kilpatrick, vice president and technical director, WSAZ-TV Huntington, W. Va., advised the engineer delegates that "if you are entering the category of a low budget TV operation, it may be more imperative than ever before, that you plan your operation for minimum expenses consistent with maximum efficiency."

He suggested that for low-budget TV station operation, it be so arranged that each man, when necessary, be able to perform two or more functions.

The chief engineer is assuming more responsibility in the overall operation of a TV station, was the opinion of Joseph Herald, manager, KBTV Denver. He said a TV station's personnel must be versatile in a wide field of operation. He further reminded that at a low budget station a great deal of responsibility is carried by the technical personnel.

Illustrating his talk with slides showing the operation of his station, Orrin Towner, director of engineering, WHAS-TV Louisville, covered eight points in the problems of budgets, and manpower efficiency. He showed various steps through equipment installation to reduce manpower problems.

CCBS Members Approve

MEMBERS of Clear Channel Broadcasting Service approved recent actions by its headquarters staff at a meeting held Thursday afternoon during the NARTB Los Angeles Convention. About 30 station members attended the meeting. Harold Hough, WBAP Fort Worth, presented Hollis Seavey, new CCBS director, to the group and complimented him for his services since assuming the post a few weeks ago.

NARTB DELIBERATES ASCAP-TV BATTLE

New Music License group reviews developments for station operators. Authority has been given the committee to "secure a satisfactory agreement" with ASCAP.

STATUS of the TV industry fight with ASCAP over equitable fees for per-program and blanket licenses was reviewed for station operators during the NARTB convention in Los Angeles last week.



Mr. Miller

Developments in litigation, negotiations and key issues were explored last Thursday for the edification of new TV station operators by the All Industry Television Per-Program Committee under Dwight Martin, WOR New York.

The committee passed a resolution to change its name—to the All-Industry Local TV Music License Committee—and also appointed eight new members in a move to make the unit more representative of geographical districts of the country.

The committee has been given authority to "take steps to secure a satisfactory license and per-program agreement" with ASCAP. It also pledged cooperation with network representatives who have been conducting informal discussions with the union in recent months. Current interim agreement with ASCAP expires Dec. 31, 1953.

Judge Miller Urges Support

Judge Justin Miller, NARTB board chairman and general counsel, spoke briefly. He urged TV broadcasters to support the committee and enlarge itself. Judge Miller presided over the initial meeting of the committee in September 1949 and named the first members to the group.

The industry-ASCAP feud has been a bitter one from the outset, carrying through the courts and involving some 56 stations which sued ASCAP under a consent decree. In view of RCA Board Chairman David Sarnoff's prediction of an estimated $1 billion industry gross [see separate story], it's conceded that ASCAP conceivably might realize a $25 million profit from the TV industry if its demands for per-program and license agreements are met. The demands are on the basis of an approximate 2½% rate of gross, minus deductions.

The 56 stations which brought the original legal action have not been siphoning money into ASCAP coffers, while some network stations — mostly o & o — have been operating under a blanket agreement with the group. Fees for non-paying stations will be retroactive to January 1949 when the dispute is finally settled. (For ASCAP concession on radio position on local co-ops, see PROGRAM SERVICES).

ASCAP radio-TV revenue in 1952 was about $14 million and is expected to climb substantially.

New members named to the committee include: W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Campbell Arnoux, WTAR-TV Norfolk,



One of America's top disc jockeys

WSM'S SMILIN' EDDIE HILL



In their 1953 Disc Jockey popularity and trade aspects surveys, Billboard asked this question:

"Which three disc jockeys, in your opinion, had the best local radio and/or TV jockey shows over the past year?"

When all the ballots were counted, WSM's Smilin' Eddie Hill was in a neck and neck tie for second place in the country and western field.

Not bad, considering the fact that the Eddie Hill Show has been aired by the Central South's Boss Salesmaker for only six months.

For all the facts about WSM's extraordinary ability to sell the Central South Market, just ask Irving Waugh or any Petry Man.

WSM *Nashville . . . 650*

Clear Channel 50,000 Watts

Va.; Phil Lasky, KPIX (TV) San Francisco; Gaines Kelley, WFMY-TV Greensboro, N. C.; Wayne Coy, KOB-TV Albuquerque; Jack Harris, KPRC-TV Houston; Hugh Terry, KLZ Denver; and Walter Damm, WTMJ-TV Milwaukee.

Present committee members are Paul Adanti, WHEN (TV) Syracuse, N. Y.; Nathan Lord, WAVE-TV Louisville; Don McGannon, DuMont TV network; Irving Rosenhaus, WATV (TV) Newark; G. Richard Shafto, WIS Columbia, S. C.; Robert Swezey, WDSU-TV New Orleans, and Robert Thompson, WBEN-TV Buffalo.

Also present for the closed session last Thursday were Stuart Sprague, Sprague & Peck, general counsel; Judge Simon Rifkind, special litigation counsel; Joseph McDonald, NBC, and Robert Myers, former NARTB music committee chairman.

CAUTION URGED IN MERCHANDISING

Outler compares broadcasters to Columbus, and says there is too much merchandising on the auction block.

COMPARING broadcasters to Columbus, who didn't know where he was going, where he was when he got there, and doing it on someone else's money, John M. Outler Jr., general manager of WSB Atlanta, opened the radio merchandising panel Thursday in the Biltmore Hotel.

He expressed his belief that merchandising is a most powerful and dangerous tool and that his station's obligation is to sell itself to its audience as rate cards are predicated on that group. Decrying the fact that too much merchandising is on the auction block, Mr. Outler came out in favor of a plan uniform to all advertisers. Too many stations are engaged in bidding for clients with inducements not included in rate cards, he said, reminding that "the station that gives it away fastest goes broke firstest."

Helps Small Markets

Lee W. Jacobs, president of KBKR Baker, Ore., started a discussion of "Uniform Minimum Merchandising Plan," as conceived by Art Moore & Son, Seattle station representatives. With 45 member stations in Oregon, Washington and Idaho, the plan benefits small market stations who cannot afford to do a thorough and successful job of merchandising at a cost of $150 per year per station.

Declaring WIBW Topeka promotes the station first and the product incidentally, Ben Ludy, general manager, said this formula gains more listeners.

As it is possible to merchandise yourself right out of profits, Gilmore N. Nunn, president of WLAP Lexington, advocates cost accounting, because his station in the past had oversold itself. WLAP will do anything to merchandise an account, according to Mr. Nunn, but on a cost basis. Cautioning fellow members not to overlook utilities companies, he wound up the discussion by describing success of WLAP in using their monthly statement mailing to include station pieces after convincing firms how many people turn on radio sets.

FCC NOT DISCRIMINATING, HYDE TELLS CONVENTION

The new chairman discounts the idea that applicants might be placed in a disadvantageous position because of their other businesses. Asking industry cooperation on filings, he also stresses his preference for speeding up Commission actions.

IN HIS first speech as FCC Chairman, Rosel H. Hyde assured a crowded audience of broadcasters at the NARTB Convention last Thursday that he regarded as "untenable" the idea of FCC discriminating against applicants because of the nature of their businesses.

In comparative cases, as well as with uncontested applications, he said, justice and fairness require that FCC's decisions be based on the record—not on any "rule of thumb" against newspaper or other type of applicants —and that the criterion in contested cases is the service potential offered by the competing applicants.

Broadcasting is a service which has benefited greatly from the "ideas and ingenuity" of persons who have come into it from a wide range of business pursuits, Chairman Hyde declared.

He called upon applicants to help a "literally swamped" FCC through its TV processing problems by eliminating "inconsequential detail, minutia and trivia" from hearing cases, and also, as much as possible, by submitting their cases in writing, waiving oral hearings altogether.

Speeding up the Commission's processing functions by such methods as these, he said, is to him preferable to the alternative of rearranging processing lines.

Warns 'Strike' Applications

He also served new warning—though he acknowledged that he was not addressing the appropriate audience on this subject—that FCC intends to follow through against "strike" applications—those filed for the purpose of delaying other applicants.

On the subject of color TV, he made clear that when a request for consideration of a compatible system is filed, then FCC will "take it up in regular order, in an orderly way, and of course in an objective manner."

He noted that FCC had said from the beginning that it is part of its duty to watch, study, and encourage new advancements in the broadcasting art, and said the Commission is interested in current efforts to develop a "better" color system than the noncompatible one which FCC approved.

But he also pointed out that establishing or changing technical standards is "a serious business," and that adequate field-testing will be necessary in order to prove the feasibility of any system proposed.

Chairman Hyde urged broadcasters to make full development of uhf as the only means of achieving a true national service in TV—and, in both radio and TV—to display "responsibility" in their operations. Only by being "responsible," he said, can broadcasters quiet the continuous clamor for greater outside regulation of the industry.

Going back to the original Radio Act of 1927, whose purpose he said was to insure "free, private, competitive, responsible operations," he emphasized the magnitude to which broadcasting has grown—1952 revenues of approximately $809.4 million in radio and TV, compared to some $77 million in 1931.

There are now a total of 3,731 AM, FM, and TV stations operating or authorized, he pointed out, and whereas one family in three had a radio set in 1927, the radio receiver today is "standard equipment" in all homes.

In television, he saw the shortage of FCC hearing officers (12, whereas hearings as of April 3 loomed for 244 channels in 179 cities) as a "serious obstacle" to the development of TV as a national service.

But in addition to calling upon broadcasters and their lawyers to shorten hearings as much as possible by eliminating unnecessary data, he pointed out, FCC itself is making "every possible effort"—including new procedures announced recently—to expedite the processing of applications.

Chairman Hyde was introduced to the convention by his immediate predecessor, Comr. Paul A. Walker, and at the speaker's table with him were three other members of the seven-man commission: Miss Frieda B. Hennock, George Sterling and Robert T. Bartley.

Comr. Walker recalled that at last year's convention he had announced plans for lifting the freeze on TV licensing, and noted that since then 349 TV grants had been issued. "We're well on the way to having a national television system," he declared.

Earlier at the same luncheon meeting, NARTB President Harold E. Fellows read messages of good wishes to the convention from American Women in Radio & Television, the Canadian Assn. of Broadcasters' board of directors, United Nations Ambassador Henry Cabot Lodge Jr., and the Academy of Television Art & Sciences.

Frank Lemmedee, one of the four high-school winners of the annual Voice of Democracy contest, presented his winning talk as another feature of the Thursday luncheon meeting.

Ways to Improve Programs Discussed by Panel at NARTB

WAYS of improving station program services were discussed at a panel session held Thursday during the NARTB Convention by William D. Pabst, KFRC San Francisco, new District 15 director.

Varying views were expressed on types of announcing techniques. William B. Quarton, WMT Cedar Rapids, Iowa, suggesting executives generally aren't impressed by shouting salesmen, opposed the "holler" type of announcing as did Carl Garland, KSFO San Francisco. Mr. Quarton noted that some sponsors figure they are getting something special if an announcer shouts.

Jack L. Pink, KONO San Antonio, said the station avoids building up names and goes in heavily for mail and request shows. He favored simple introductions to musical numbers rather than "cute, lengthy dialogue."

Barney Schwartz, KPRL Paso Robles, said announcers on his station are trained to treat commercials as news. Messrs. Quarton, Pink and Schwartz were panel members along with George H. Clinton, WPAR Parkersburg, W. Va., new NARTB District 3 director.

Two members of the audience said they operated without SESAC licenses with another indicating intent to do so.

An hour a week on WLS



PROVES RADIO'S POWER FOR ALKA-SELTZER...

In February, 1933, Miles Laboratories decided to see what an hour's sponsorship of the WLS National Barn Dance would do for its relatively new product, Alka-Seltzer.

By the middle of summer, Alka-Seltzer was selling so well in the Chicago area that Detroit and Pittsburgh stations were added and, eventually, this popular WLS program was being broadcast over a total of 133 stations for Alka-Seltzer.

Throughout Miles' fourteen-year sponsorship of the WLS National Barn Dance, sales of Alka-Seltzer increased so rapidly that Miles used radio more and more, until it became one of the largest such advertisers in the field.

Today Alka-Seltzer is using a saturation schedule every night on the WLS National Barn Dance program. WLS is one of the few *individual* stations on the Miles' otherwise network radio schedule...further proof of the pulling power of WLS, and the importance of the vast WLS listening audience.



If *you* want to put *your* product over in a big way... see your John Blair man, or contact us, today. Alka-Seltzer is only one of many products which have started on the way to fame and fortune with WLS advertising.

WLS GETS RESULTS *for the* **DRUG INDUSTRY**

A Clear Channel Station

WLS The PRAIRIE FARMER STATION CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

40 ASSOCIATIONS FORM FEDERATION

Ben Laird, WDUZ Green Bay, heads Federation of State Broadcasters, group of 40 state associations formed at Thursday NARTB meeting. The federation will further exchange ideas among state groups and work with NARTB on promoting national broadcast legislation.

FEDERATION of State Broadcasters, a permanent organization of 40 state associations with annual dues of $50, was established Thursday at a meeting in Los Angeles' Biltmore Hotel. The organization followed a preliminary meeting of state association executives Tuesday.

Ben A. Laird, president and general manager, WDUZ Green Bay, Wis., was elected president with S. John Schile, commercial manager, KUTA Salt Lake City, vice president, and Dan E. Jayne, general manager, WELL Battle Creek, Mich., secretary-treasurer.

In addition to officers, two broadcasters were named to the board of directors: Fred L. Bernstein, general manager, WTTM Trenton, N. J., and Parry Sheftall, commercial manager, WJZM Clarksville, Tenn. These men all were named in a committee, headed by Mr. Jayne, Tuesday to organize the federation. Annual meetings will be held concurrently with the annual NARTB conventions.

"The purpose of the Federation of State Broadcasters is to further an exchange of ideas of broadcasters at the state level," Mr. Laird said in announcing the new organization. "We will also work in conjunction with the NARTB on promotion of national broadcast legislation.

"Our group will serve as the focal point for the collection and dissemination of ideas and problems common to broadcasters. One of our foremost aims will be to foster the development of state legislation in the interest of broadcasters."

Paying tribute to the effective work accomplished in many areas by the station associations, Harold E. Fellows, NARTB president, opened the Tuesday session and welcomed the state representatives. He cited the record vote which radio and television played such a major role in polling in the last Presidential election as an outstanding example of such effort and said that in all such industry undertakings "the final answer to success is in the action taken at the state level by organized broadcasters."

Mr. Fellows said NARTB believes strongly in a schedule of annual meetings of the state association presidents, probably during the NARTB Convention. He assured the group of the full support of the national organization in sending NARTB staff personnel, on request, to the state groups' annual or semi-annual meetings.

Carl Haverlin, BMI president, attending the meeting, added further tribute to the fine industry accomplishments of the state groups.

Mr. Jayne said the state associations, in tentatively planning to organize on a larger scale, have no desire to bring another national organization into the broadcast field. The state associations, he added, are being urged by his committee to cooperate as closely as possible with the NARTB in all industry-wide undertakings.



SPEARHEADING formation of a permanent states' association organization at the NARTB Convention were (standing, l to r), John Schille, KUTA Salt Lake City; Willard Deason, KVET Austin, Tex.; Fred L. Bernstein, WTTM Trenton, N. J.; Harold E. Fellows, NARTB president; Carl Haverlin, BMI president; Arch L. Madsen, KOVO Provo, Utah; Newton Wray, KTBS Shreveport. Seated (l to r), Leroy Lenwell, KBRL McCook, Neb.; Henry H. Fletcher, KSEI Pocatello, Idaho; J. Parry Sheftall, WJZM Clarksville, Tenn.; Dan E. Jayne, WELL Battle Creek, Mich., chairman of the states' organization group; William Holm, WLPO LaSalle, Ill.; G. Pearson Ward, KTTS Springfield, Mo.; Art Westlund, KRE Berkeley, Calif.

TV FILM PANEL STUDIES ECONOMICS

Economics of programming TV film catch attention of broadcasters in convention panel. Various facets discussed.

ECONOMICS of TV film programming—full-length motion pictures and film packages created specially for television commanded the attention of station operators in a panel session at the NARTB convention last week.

The subject of "film's place in television" was thoroughly canvassed by a group of experts including TV broadcasters and film distributors last Thursday.

Among topics explored were revenue potential from film programming, group-buying plans for film distribution, equipment maintenance, desirability of re-runs and exclusivity and film editing practices.

Presiding over the panel at the Biltmore Theatre was Paul Adanti, vice president-general manager, WHEN (TV) Syracuse, N. Y.

Participants included Robert W. Sarnoff, vice president of NBC's Film Div.; Harold P. See, manager, KRON-TV San Francisco; Lee Ruwitch, vice president - general manager, WTVJ (TV) Miami; John L. Sinn, president, Ziv Television Programs Inc., New York; Peter M. Robeck, national sales manager, Consolidated Television Sales, Hollywood; Ralph W. Nimmons, manager, WFAA-TV Dallas; John H. Mitchell, vice president and general sales manager, Screen Gems Inc., New York; Gerald King, president, United Television Programs Inc., Hollywood; E. H. Ezzes, general sales manager, Motion Pictures for Television Inc., New York.

Re-runs, Exclusivity

Problem of re-runs and exclusivity in multi-station TV markets also was aired. Views varied on whether re-runs are desirable, particularly in single-station markets. Jack Harris, KPRC-TV Houston, expressed hope that they would decrease in practice.

Mr. Sarnoff said he could see instances where re-runs of feature films would be economically desirable. Advantages of re-running films at different hours beamed to varying audiences also were recounted. Mr. Sarnoff felt economics will largely govern the film picture in the future.

Mr. Ruwitch noted a prediction that 80% of all TV programming eventually would be on film and urged TV stations to fortify themselves with equipment. He said 56% of WTVJ's revenue stemmed from film shows. He suggested adequate equipment maintenance.

Mr. Nimmons felt a combination of film and "live" shows "desirable" and expressed hope that cost of film would anchor at a "reasonable level." WFAA-TV programs 29% live, 37% network and 34% film, he explained.

Mr. See described editing problems and standardized film contracts.

SMALL MARKET TV GETS GOING OVER

SMALL MARKET TV operators can prosper if they realize that television can't be done "half-way" and is not "illustrated radio" or "home movies," television broadcasters were told at the annual NARTB Convention in Los Angeles last week.

TV broadcasters heard case histories from practicing small market operators during a workshop session last Thursday at the Biltmore Hotel. W. D. Rogers Jr., president and general manager, KDUB-TV Lubbock, Tex., presided over a five-man panel.

Robert Lemon, general manager, WTTV (TV) Bloomington, Ind., told broadcasters that "TV is about 90% a visual medium." He felt TV stations should realize about four to eight times the income of their radio operation.

James D. Russell, president-general manager, KKTV (TV) Colorado Springs, Colo., noted that mail response on TV programming was "tremendous" alongside that for his AM affiliate, KVOR.

It was L. H. Rogers, general manager, WSAZ-TV Huntington, W. Va., who warned broadcasters not to think of TV as "illustrated radio" or "home movies." He urged operators to go all out in their approach to programming on the local level.

Gaines Kelley, general manager, WFMY-TV Greensboro, N. C., called for a creation of ideas and enthusiasm right down to staff level. His outlet programs about 95 hours per week and expects soon to increase its power.

W. D. Rogers Jr. said 80% of KDUB-TV's local commercials are live and stressed the advantages of spontaneity in local operation.

VICTORY AT SEA

Four years in the making!

"TV's best effort to date"
—Bob Foster, San Mateo California Times

"A work of art"
—Jack Gould, New York Times

"In a class by itself"
—Chicago News

"Magnificent"
—Ted Luizza, New Orleans Star

"Stirring"
—Time Magazine

"Greatest contribution to television since the switch-off knob was invented"
—Jack Cluett, Woman's Day

"The most exciting film ever made"
—London Daily Graphic

Now available for exclusive local sponsorship at a local market price. Call or wire immediately for complete information.

NBC FILM DIVISION



NEW YORK, CHICAGO, LOS ANGELES

NARTB DISCUSSES PROGRAM ETHICS, UHF ENGINEERING AT VIDEO SESSION

Future of TV considered by delegates at Thursday morning session on TV, with TV Code Review Board Chairman John Fetzer reviewing progress in the code's enforcement and Herbert Mayer, WXEL (TV) Cleveland, heading a panel on uhf technical and coverage problems.

INSIGHT into television's future, with attention focused on program ethics and uhf engineering, was given NARTB Convention delegates in Los Angeles last Thursday morning at a two-ply TV meeting.

John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB TV Code Review Board, reviewed progress of TV code enforcement in the 14 months since the standards went into effect and unfolded some of the problems confronting the industry.

Herbert Mayer, operator of WXEL (TV) Cleveland and the first uhf commercial station, KPTV (TV) Portland, Ore., as well as KTCY (TV) Kansas City, led a panel of broadcaster-manufacturer members. They covered a wide range of uhf problems, mostly of the technical and coverage variety. Robert D. Swezey, WDSU-TV New Orleans, presided as NARTB TV Board chairman.

On the Mayer panel were Frank P. Barnes, General Electric Co.; Kenyon Brown, KWFT-TV Wichita Falls, Tex.; Martin Silver, Federal Telecommunication Labs.; James B. Tharpe, Allen B. DuMont Labs.; Alan C. Tindal, WWLP (TV) Springfield, Mass., and E. C. Tracy, RCA Victor Div.

Care Needed With Uhf

Care in installation of uhf equipment is required, Mr. Mayer said, though the problem is eased because the antenna is small in size. Adequate transmitting power is not available, he added. As to home problems, he advocated tubular or ladder lead-ins and said an outdoor antenna is generally necessary since a person walking across a room may spoil an indoor signal.

Man-made interference is generally not a problem in uhf, Mr. Mayer continued, and most pictures are ghost-free. He noted special rooftop problems in home antennas and said the serviceman often must hunt around for a good spot.

"If there is no hill problem you are better off with uhf, assuming equivalent power," he said. He said dealers in Kansas City were being advised that uhf receivers need "good conversion" if viewers are to be satisfied, with these satisfied viewers in turn developing more conversion business.

"We're sold out in Portland," Mr. Mayer said. He said a 40% discount was being offered for about seven months in Kansas City. He has found advertisers interested in local TV stations because of improved picture and the very fact that the station has local identity.

Coverage Problem

Mr. Tracy said coverage of the area close to the transmitter is a more difficult uhf problem than mere distance. Mr. Barnes advocated use of high antennas and explained that every station installation presents different problems. Mr. Tharpe pointed out that the uhf antenna experiences are proving helpful in vhf installations. Mr. Silver added that shadow and poor signal areas can be fairly well predicted by engineers.

Mr. Tindal said it is difficult to convert receivers before a station goes on the air, but Mr. Mayer said at least 75% of such conversions will be satisfactory. Mr. Brown said people want programs as soon as the station is able to get on the air rather than mere test-pattern pictures over a relatively long period when the station is getting underway.

Rotor antennas may be needed where there is multi-station uhf service, Mr. Tindal said, or in some cases two antennas will do the job. Mr. Mayer suggested stations use adjacent transmitter sites where possible.

Foliage Blocks Signals

When Leonard E. Nasman, WFMJ-TV Youngstown, Ohio, asked about ways of obtaining accurate conversion data in communities, Mr. Brown said the utility company did a study in Little Rock and Mr. Tindal said the same thing was done in Springfield. Importance of foliage in blocking a clear signal path in the warm months was stressed.

As chairman of the TV Code Board, Mr. Fetzer called for "unification" by telecasters "as a matter of self-interest." He told how code officials have maintained liaison with government agencies, civic organizations and the public in general, handling hundreds of decisions and developing internal criteria. Edward H. Bronson is NARTB's director of code affairs.

Code Responsibility

Mr. Fetzer said TV ownership and management must assume full responsibility for code compliance. If the Code Board becomes "busybodies and snoopers," he said, it might destroy voluntary compliance. Wielding of a big stick, he added, might bring about mass resignations from the code or run into restraint-of-trade litigation.

He urged stations to file written formal complaints if competitors violate the code, reminding that such complaints are held in strictest confidence. While the board tries to solve all cases quickly, he reminded "it can get rough and tough with habitual violators. All four TV networks and over 100 stations are subscribers and are making definite efforts to follow the code by keeping programs within its provisions and training personnel to adhere, he said. The board has just completed an industry survey showing that all stations and networks responding to a questionnaire either were generally adhering or in the process of so doing.

Network activities include special monitoring, indoctrination of program and sales staffs, advance clearance of program material and periodical bulletins to all personnel and stations.

Self-Regulation Preferred

Mr. Fetzer observed that federal legislators are aware of the self-regulator TV document. He quoted a House subcommittee report that found substantial progress in enforcement. "So long as the public interest is served," the committee reported, self-regulation "is preferable to government-imposed regulation." He said further Congressional investigation may come and urged all stations and networks to display the TV Code seal.

NTSC COLOR PLEA TO FCC BY SUMMER IS CHAIRMAN KAAR'S PROMISE TO NARTB

New system now being field tested, I. J. Kaar reports, with plans for presentation to Commission this summer with a request that it be authorized for public use.

NEW system of color television, now being field tested by the National Television System Committee, will be presented to the FCC this summer with request that it be authorized for public use. That was the promise made Thursday by I. J. Kaar, NTSC vice chairman and vice president in charge of electronics for General Electric as he spoke at the 7th Annual Broadcast Engineering Conference of the NARTB Convention.

Standards 'Workable, Practical'

He said that the NTSC now has what it believes to be a "workable, practical set of standards for color." Before these can be said to be foolproof, he stressed that they must be thoroughly field tested, a process that is now under way.

"If the field tests are successful, and there is every reason to believe that they will be, then the next step is to petition the FCC for authorization," Mr. Kaar said, adding that this will be done in mid-year.

Mr. Kaar stated that the NTSC system adds color to the present black-and-white TV picture by the use of sub-carrier frequency for chromatic operation. Two independent chroma signals are arranged in such a manner as not to interfere noticeably with the monochrome signals, yet to provide an excellent color picture, was his explanation.

"The NTSC color system," Mr. Kaar added, "is fully compatible with the present system and utilizes the standard television band for transmission of color." As a result, color receivers would get a perfect color picture, but present receivers, tuned to the same color telecast, would get perfect black-and-white pictures.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

TOP ANTENNA AUTHORITY REPORTS ON CONTOURING TV PATTERNS

LLOYD O. KRAUSE
Supervisor Antenna and Relay Engineering, General Electric Co.

High-gain antennas for television have caused a need to insure adequate signal in the so-called "null regions" of every broadcaster's market area. Generally, four factors—average antenna height, antenna location relative to population and terrain, antenna gain, and transmitter power—enter into coverage considerations. Adjusting the antenna vertical plane pattern to provide certain signal levels based on the requirements of these four factors may be defined as pattern contouring.

G-E Installed First High-gain VHF TV Antenna at Louisville, Ky.

The current popularity of high-gain antennas is directly traceable to the success of General Electric's first installation at Louisville, Kentucky, in 1950. As a result, these antennas were produced in quantity to greatly increase availability. Then, too, this initial experiment proved it is economically feasible to achieve increased ERP through higher gain antennas rather than with higher power amplifiers. Today, with broadened application, high-gain antennas are almost universally used for UHF-TV.

Pattern Contouring and Nulls

In general, contouring employs two basic techniques—tilt and null fill-in. The amount used of each depends on the particular application. Nulls are fundamental in antenna arrays. An antenna array is comprised of a prime element having its own pattern, multiplied by the array factor. Nulls will exist where either the array factor becomes zero or where the prime pattern has a null. The array factor resulting from a large vertical aperture produces nulls at high angles, or near the horizontal. These may cause difficulty.

Nulls and Transmitter Power

If antenna gain is increased, pattern nulls move farther away from the station. The same is true when antenna height is increased. Nulls move in proportion to the height. The combination of gain and height increases, which is rapidly becoming common practice today, results in nulls fairly distant from the transmitting site. As this distance becomes greater, unfortunately the effective signal level in the null becomes lower. Transmitter power then becomes an important factor. Higher transmitter power means greater relative depth of null which may be tolerated, since the total level of signal is increased.

Terrain effects enter in that the ground may slope away abruptly on one side and be relatively flat on the other. A combination of electrical and mechanical beam tilting may become necessary. In this way, cities on either side may be covered by an adequate signal.

Beam Tilting

Beam tilting as such usually helps solve a high gain coverage problem in the medium distance range. It may also be desirable for maximum range since the horizon is depressed from the horizontal, depending on antenna height. Without beam tilt, the area at a medium distance from the antenna may have large variations in signal. Tilting a small amount can bring this area up to a high level point on the beam without much variation in average signal.

Simple beam tilting is accomplished by the technique known as progressive phase shift. Uniform phase advance is put in each primary unit of the antenna array from bottom to top. Note, however, that phase shift on a two element array will produce beam tilt but never null fill-in!

Number of Array Elements Important

The amount of pattern control obtainable depends on the number of elements in the array. A certain minimum number exists for effects of phase and amplitude. For example, to produce null fill-in on a 12-bay antenna, by phase shift, the antenna must be broken down to at least three elements of 4 bays each.

Practical Application Contouring G-E 6-Bay Antenna in Brazil

An actual application in Brazil called for a 6-bay antenna but with the principal city lying very close to the transmitting site in the range from 2° to 23° below the horizontal. (See Fig. 1) Simple beam tilting alone could not handle the situation. The only answer was to contour the pattern. For the type of contouring required, phase deviation was found to be the simpler solution. The contoured pattern which was designed for this installation is shown in Fig. 1.



● One of the nation's leading authorities on antenna design and construction, Lloyd O. Krause has been in charge of antenna design for General Electric Co., Electronics Park, Syracuse for the past three years. A graduate of Rose Polytechnic Institute and G-E's 3-year advanced engineering course, Mr. Krause has devoted the past six years to antenna research and development.

He recently received the Coffin Award "for outstanding technical skill and ability in designing a helical UHF television antenna which is an important factor in opening up the UHF TV band." Mr. Krause is the author of several TV antenna articles published nationally by leading trade publications, and last month he delivered an address before NARTB in Los Angeles on the subject of "Contouring Television Antenna Patterns."

Distant Null Fill-in with 12-Bay Antennas

For most applications of 12-bay antennas, only a small amount of fill-in of the most distant null is required. Ordinarily, a level of 20 db below the nose power is adequate in this null region. A simple solution is 90° phasing of the top or bottom bay of the antenna.

No Mystery in Pattern Shaping

Contouring is not an item over which the broadcaster need be technically concerned. He should be aware of it, however, in order that each installation be reviewed and proper recommendations made. A considerable amount of effort has gone into analyzing basic requirements and designing antennas to meet these requirements. Even so, new and special applications continue to arise and may require different patterns from those offered. By working with a consultant and manufacturer in whom you have complete confidence and applying either standard, standard contoured, or a specially contoured antenna pattern, the best overall coverage is assured for the broadcaster.

EDITOR'S NOTE: Due to space limitations this article has been concisely prepared. It should be remembered that the same general principles and procedures apply also to UHF contouring. For additional information please write: *Section 253-4, General Electric Co., Electronics Park, Syracuse, New York.*

GENERAL ELECTRIC

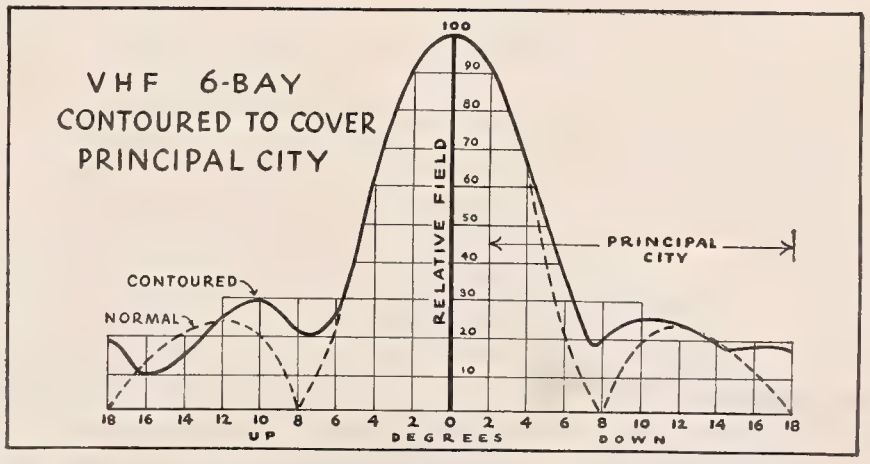


FIG. 1 6-Bay antenna application in Brazil. Dotted line shows pattern without contouring; solid line denotes solution for this installation.

RESOLUTIONS COVER BASIC RIGHTS

NARTB members act to protect basic rights of broadcasters and telecasters and pledge support to public service causes in series of resolutions offered at convention's conclusion.

NARTB last week took a series of steps to protect basic rights of broadcasters and telecasters as the annual convention was concluded in Los Angeles. The convention business session adopted a series of resolutions covering freedom of information and pledging support to public service causes.

On the business side, the convention voiced appreciation of ASCAP's agreement to allow the 2¼% local rate to apply in the case of local commercials on network co-op programs (see story page 71).

The convention adopted a resolution terming freedom of information "a paramount freedom." It found evidence of undue censorship by local and state agencies, along with discriminatory rulings by legislative, executive and judicial bodies. State associations were encouraged to combat such trends.

Formation of an NARTB committee to work on the problem was approved and other trade organizations will be invited to cooperate in the move to protect freedom of information.

On the ground the public interest is served when radio and TV are used to maximum efficiency by the Chief Executive of the U. S., President Eisenhower was urged to add to his secretariat an adviser trained in radio and TV.

The principal of uniform time in each time zone was endorsed, with reference made to the confusion caused listeners by the present lack of consistency.

Resolutions were adopted praising FCC Chairman Rosel Hyde for his participation in the convention, along with Comrs. Paul A. Walker, Frieda Hennock, George E. Sterling and Robert T. Bartley.

Broadcasting Advertising Bureau was commended for its "valuable services" and active support by stations was recommended.

Other resolutions pledge support to the blood donor campaign, Conelrad civil defense program, the Palladium banquet hall and the Biltmore Hotel. RTMA, U. S. Junior Chamber of Commerce and other groups participating in the Voice of Democracy contest were commended along with Frank Lammedee, one of the 1952-53 winners, who addressed the Wednesday luncheon.

An unusual resolution voiced the association's appreciation for the time, money and trouble devoted by NARTB board members in their service on the industry's behalf. BMI was thanked for its "Freedom House" display.

Members of the resolutions committee were H Quenton Cox, KGW Portland, Ore., chairman; Robert R. Tincher, WNAX Yankton, S. D.; Harry D. Peck, WISN Milwaukee; Irving Rosenhaus, WATV (TV) Newark; Jack Harris, KPRC-AM-TV Houston. Vincent Wasilewski, NARTB chief attorney, was committee adviser.

FILM SCANNER SHOWN BY PHILCO

NEW FILM scanner, developed by Philco Corp. to transmit and receive color motion picture films on both black-and-white and color TV receivers, was demonstrated for the first time, last week at NARTB and SMPTE conventions in Los Angeles.

Claimed to be of immediate value to the broadcaster because it results in black-and-white picture reception superior to that currently received, Leslie J. Woods, Philco vice president and director of research-engineering, said the scanner "will speed up introduction of color telecasting by enabling the broadcaster to transmit programs from color film."

To solve the problem of high fidelity TV film transmission, the scanner embodies new concepts of optically compensated continuous motion projection and high resolution cold light scanning using a single cathode ray tube.

By the addition of a "color head," the transmission of color film for color TV reception is now possible, Mr. Woods said.

The optical compensator used in the scanner is basically a rotating, many-sided glass prism. Since the film is continuously immobilized by optical means, the transition from one frame to the next is accomplished without any interruption of the light.

Produced by the Philco government and industrial division, the equipment will sell for between $20,000 and $30,000 with availability of units assured by late 1953.

DuMONT EXHIBITS SPOT SCANNER

NEW flying-spot scanner for 16mm film and video recorder were exhibited at the NARTB convention in Los Angeles last week by Allen B. DuMont Labs.

Improved picture quality along with operating simplicity and programming flexibility were claimed for the film scanner, which DuMont calls "Multiscanner." Picture quality is ascribed to greater image sharpness and extended tonal range "and the fact that flying-spot scanners are inherently free from the various spurious shading signals found in the iconoscope."

J. H. Haines and G. R. Tingley of the DuMont Labs. Research Div. described the scanner at the NARTB engineering conference (see conference story page 46). It is adapted to opaques and slides as well as film. They described the scanner as "one of the most revolutionary advances within the field of television pickup devices to have occurred in the past five years." They voiced the belief that "we stand at the threshold of a new era in television wherein film will gain increasing importance as a means of bringing entertainment of the highest quality into the American home."

The new DuMont video recorder uses a 7-inch picture tube "to provide a clear TV picture on which a standard television recording camera is focused." The 7-inch tube is of a high-voltage, high-definition blue phosphor type. It is aluminized to increase light output and improve tonal graduation in dark areas and eliminate need for an ion trap.

Among features cited by DuMont is the provision for modulating the grid of the picture tube with either positive or negative video signals to produce either a negative or positive picture. Built-in monitoring oscillograph and comprehensive control panel are described as handling incoming video signals from any one of five sources by pressing a button. Easy monitoring of the cathode-ray beam current as well as composite video signal is claimed.

NETWORK SIGNINGS ARE ACTIVE

Prudential, Chrysler and Pepsi-Cola committed to new TV shows, while U. S. Steel, Willys Overland, Cat's Paw Rubber and Pontiac make plans.

THREE major advertisers signed contracts for network shows last week while four others negotiated for programs likely to be placed in the near future, B•T learned.

The three sponsors committing themselves are Prudential and Chrysler on CBS-TV and Pepsi-Cola on ABC-TV. The quartet of still undecided advertisers are United States Steel, Willys Overland, Cat's Paw Rubber, and Pontiac.

Prudential Life Insurance Co., through Calkins & Holden, Carlock, McClinton & Smith, has signed with CBS-TV for alternate-week sponsorship of *You Are There,* sharing the program with the Electric Companies of America. Currently Prudential underwriters a portion of *Your Show of Shows* on NBC-TV, but the prospects now of its continuing that outlay are slight.

You Are There will be seen a half-hour later at 6:30-7 p.m. EDT Sunday. That time has been vacated by Alcoa Aluminum which moves its *See It Now* program to Tuesday, 10:30-11 p.m.

Chrysler has also put its signature to a CBS-TV contract for a dramatic show, Saturday, 10-10:30 p.m. starting in July. Program, whose precise format is still undetermined, will probably be produced by Worthington Minor, under contract now to NBC. It is expected that NBC, which has no production plans of its own for Mr. Minor will release him for the CBS assignment.

Pepsi-Cola (Biow Co.) has purchased the 8-8:30 p.m. EDT time on ABC-TV in the period following the *Ozzie and Harriet* show. The exact nature of the show is as yet unresolved but it is expected that it will be a dramatic feature and star Marlene Dietrich.

Meanwhile, Hotpoint and Listerine, alternate-week sponsors of *Ozzie and Harriet,* have renewed sponsorship for next season.

The plans, at this stage, of the four uncommitted advertisers are as follows: United States Steel is understood to be considering a television version of *Theatre Guild on the Air;* Willys Overland reportedly is interested in a program starring Ezio Pinza; Pontiac Div. of General Motors is contemplating a nighttime show with Dave Garroway, and Cat's Paw Rubber Co. is looking for a half-hour TV idea.

Pan-American Coffee Bureau, New York, begins another spot radio campaign, similar to last year's, on 150 stations throughout the country. Contract, effective today (Monday) is spread out for 52 weeks, with 36 weeks actually on the air. Electrical transcriptions will be used varying from 5 to 15 per week on each station. Agency is Cunningham & Walsh, New York.

Citrus Tax Boost Voted

THE FLORIDA Senate's Citrus Committee last Monday approved a two-cent boost in taxes on grapefruit to obtain revenue to underwrite the Florida State Citrus Commission's grapefruit advertising program.

The boost, effective Aug. 1, raises the total tax to six cents. A series of TV films starring Miss America, Neva Jane Langley, was begun earlier this year from a $75,000 appropriation.

Alice on Park Avenue...

Tricks of tremendous impact... useful in a limitless variety of dramatic and commercial situations... are accomplished easily, effectively, and at low cost when you...

USE EASTMAN FILM



For information concerning film selection and processing, write to

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Low Cost of Advertising Is Cited by Hilyard

Large sales volume, which reduces product cost, is due to advertising, American Tobacco Co.'s treasurer tells Boston group.

"OUR company's cigarette advertising costs only about one-third of a cent per package of twenty cigarettes," Harry L. Hilyard, treasurer of American Tobacco Co., said in a talk before the Boston Security Analysts Society last Monday.

Better earnings and greater sales were predicted by Mr. Hilyard.

"Advertising, as in many if not most industries, has been one of the chief means to create and expand the demand which has made mass production possible," he said. "Advertising is a principal factor in achieving the great volume of cigarette sales, without which the cost of manufacturing cigarettes, and their price to the consumer, would necessarily be much higher than they are today.

"Considerable misinformation exists as to the cost of cigarette advertising. The American Tobacco Company's expenditures, while substantial in total, are small when applied to the individual unit," he continued.

He pointed out that the substantial growth experienced in recent years by the king size brands, Pall Mall and Herbert Tareyton "has come about with very conservative expenditure for advertising."

American Tobacco Co. sponsors *The Big Story* on NBC radio and TV; CBS-TV news for Pall Mall; Jack Benny and *American Way*, both on CBS Radio, for Lucky Strikes; Jack Benny and *Private Secretary* both on CBS-TV, *Robert Montgomery Presents* and *Your Hit Parade*, both on NBC-TV, all for Lucky Strike cigarettes.

Spot radio and television campaigns are placed for Pall Mall and Herbert Tareyton throughout the year.



EARLY agreement for broadcasting and telecasting the Washington Redskins 1953 football season on WBAL-AM-TV is made as American Oil Co. signs the pact with the Baltimore outlets. Making it official are (l to r): Leslie H. Peard Jr., stations' manager; Joseph Katz, president, Joseph Katz Advertising Agency; E. F. Kalkhof, advertising manager for American Oil, and James Kennedy, who is WBAL sales manager.

Cincinnati Agencies Merge

TWO Cincinnati agencies merged into a single advertising agency last Friday. The new firm will retain the name of one of the merged agencies, Associated Advertising Agency Inc. Offices are in the First National Bank Bldg.

Announcement of the merger was made by Bruce W. Brown, president of Venable-Brown Co., who becomes chairman of the board of the new agency, and Sam Malcolm Levy, president of the old Associated, who retains that post in the new firm. Other officers are: Templeton Briggs, executive vice president; Bryant Venable, vice president; George L. Service, vice president, and W. Wilson Lang, vice president in charge of radio and television. Personnel of both agencies have been retained, it was said.

Schwartz Opens Agency

MARVIN SCHWARTZ (known professionally as Marv Gray) has announced the opening of Gray-Schwartz Advertising (agency) at 228 N. La Salle St., Chicago. Agency will handle radio, television and some outdoor and newspaper advertising. Mr. Schwartz previously was Chicago region account man on Dodge for Grant Advertising Inc. and formerly was with WJJD Chicago and WTAQ La Grange, Ill.

Cashin, Cornelius Involved In BBDO's Minneapolis Change

CHANGES in BBDO's Minneapolis office as a result of acquisition by the agency of General Mills' Betty Crocker cake mixes account, were announced last week by Bernard C. Duffy, agency president.

E. A. Cashin, formerly head of BBDO's Minneapolis office, has been transferred to New York as account group head for the new account. John C. Cornelius now is directly in charge of the Minneapolis office and continues to supervise BBDO branches in San Francisco and Los Angeles. Because of increased responsibilities in Minneapolis, Mr. Cornelius will relinquish supervision of BBDO's Chicago office to New York.

Bob Chaney, account executive in Minneapolis, becomes assistant manager of that branch.

On the executive level, John M. Bridges, vice president, will head the Minneapolis Plan Board, with Mr. Cornelius, Mr. Chaney, and Philip F. Kobbe, vice president and creative head, as board members.

C-P-P Re-Elects Heads

E. H. LITTLE was re-elected Palmolive-Peet Co. board chairman and Joseph H. McConnell re-elected president at a board session after the annual stockholders meeting April 22. Mr. Little and Mr. McConnell, who was president of NBC before assuming the Colgate presidency earlier this year, also were named to the executive committee. A report showed Colgate's net income for the 1953 first quarter totaled $3,275,000, as against $2,250,000 for that period of 1952.

P. Lorillard Co. Realigns Staff; Ganger Resigns

REALIGNMENT of the top executive staff of P. Lorillard Co. (Old Gold cigarettes), New York, was announced last week by the board of directors, with the top shift coming at the resignation of R. M. Ganger as president and director.

Mr. Ganger resigned for reasons of ill health, the company announced, and will "relinquish all business connections." William J. Halley, executive vice president, will replace him. In turn, Frank Hopewell, vice president, was elected by the board to succeed Mr. Halley.

Herbert A. Kent, board chairman and former president, has been designated executive officer. All elections are effective immediately.

NEW BUSINESS

Congoleum-Nairn Inc. signs for 12 segments of *Today*, NBC-TV's early-morning show featuring Dave Garroway (Mon.-Fri., 7-9 a.m. EST and CST), starting May 1 and continuing through June 3 at rate of three segments per week. Agency: McCann-Erickson, N. Y.

Amana Refrigeration Inc., Amana, Iowa (food freezers), will sponsor *People Are Funny* on CBS radio starting May 19. Agency: Maury, Lee & Marshall, N. Y.

General Mills Inc., Minneapolis, renews *The Stu Erwin Show* on ABC-TV (Fri., 7:30-8 p.m., EDT) for 52 weeks, effective June 5. Agency: Dancer-Fitzgerald-Sample, N. Y.

Holland Furnace Co., Holland, Mich., is sponsoring special one-time broadcast of *Tulip Time in Holland*, over CBS Radio, May 16, 5:30-6 p.m. EDT, from Holland, Mich. Agency: Lindeman Adv., Holland.

AGENCY APPOINTMENTS

Parke Edwards Ltd., N. Y. (imported and domestic silver), names Gibralter Adv., N. Y. Radio will be used.

S. A. Schonbrun & Co., N. Y. (Medaglia d'Oro coffee) names Kiesewetter, Baker, Hagedorn & Smith Inc., N. Y. TV will be used.

Lo Heet Stainless Steel Co., L. A., (cooking utensils), and **House of Carpets,** that city, appoint J. E. Coyle Adv., L. A. Radio-TV will be used.

Barnet Brody Inc., Brooklyn (kosher frankfurters, salami and other smoked meats), appoints Weightman Inc., Phila.

Any way you clock it,

3135 replies from 50 counties

is terrific response at 9:45 AM



But that's typical of what happens on KYW. The "Happy Clarks," a popular program of inspiring gospel songs, offered a little booklet of religious poems and thoughts. The offer was made during the Clarks' regular weekday appearances (9:45-10:00 AM). Replies totaled 3135 pieces of mail from 50 counties, stretching from the top to the bottom of Pennsylvania and covering *all* of South Jersey and *all* of Delaware. Yes, any way you clock it, you can count on *spot action* from KYW. For availabilities, check KYW or Free & Peters.

KYW Philadelphia
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

EACH dominates BOTH saturate

—and a Rich Market's Yours for the scheduling!



WHIO-TV coverage

1st in Dayton

Six of the top eight once a week shows in the WHIO-TV Service area are seen on WHIO-TV. (March Pulse). As the first step in our long range program of better service we have just moved to Channel 7. About September 1st this new program will be completed when we increase power to 316,000 watts and use the tallest TV tower in the world (1104 feet). This will increase the primary service area from 41 to 65 miles—adding nearly a million new viewers.

WHIO coverage

1st in Dayton

37.9% of the total radio audience. This compares with 13.5% for Station B; 26.5% for Station C; and 14.1% for Station D. (*Hooper average for the past year*)

THE DAYTON MARKET

1,465,852 prosperous prospects—485,000 families. Payrolls in Dayton for 1952—$679,959,941. Retail sales for Dayton and Montgomery County—$479,750,000. Average weekly industrial paycheck in Jan.-Dec., 1952, $83.43—highest in Ohio and one of the highest in the country. Dayton has been designated a "Preferred City" by Sales Management every month for several years.





YOU CAN *DOMINATE* THE DAYTON MARKET WITH EITHER WHIO-TV OR WHIO—WITH BOTH OF THEM TOGETHER, YOU CAN *SATURATE* IT. ASK NATIONAL REPRESENTATIVE GEORGE P. HOLLINGBERY CO. FOR FULL INFORMATION

DAYTON
OHIO

whio TV AM FM

RADIO REVENUE HITS $473.1 MILLION; FCC REPORT SHOWS 5% GAIN OVER 1951

AM-FM income totals $62.6 million for 1952, which is above the 1951 figure but still below 1950's peak year. Combined AM-FM-TV revenues amount to $809.4 million.

THE RADIO industry (AM and FM) had total revenues of $473.1 million for 1952, 5% above the previous year, the FCC reported Thursday. Figures are based on preliminary reports submitted to the Commission by networks and stations.

The report noted that seven networks (four nationwide, three regional and including 25 o&o stations) had a 3% drop in their 1952 revenues, which totaled $101 million. The radio gain was notched by 2,300 other stations, whose $372.1 million revenues were up 7.4% over 1951.

When the estimated revenues for television

TELESTATUS®

Weekly TV Set Summary—May 4, 1953—Telecasting Survey

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	167,569	.....
Amarillo	KGNC-TV, KFDA	22,341	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	270,000	.....
Atlantic City	WFPG-TV	.....	9,308
Austin	KTBC-TV	27,062	.....
Baltimore	WAAM, WBAL-TV, WMAR-TV	473,873	.....
Bangor	WABI-TV	16,000	.....
Baton Rouge	WAFB-TV	.....	.....
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	155,000	.....
Bloomington	WTTV	225,000	.....
Boston	WBZ-TV, WNAC-TV	1,043,130	.....
Bridgeport	WICC-TV	.....	11,031
Buffalo	WBEN-TV	343,998	.....
Charlotte	WBTV	317,215	.....
Chicago	WBBM-TV, WBNK, WGN-TV, WNBQ	1,363,674	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	413,000	.....
Cleveland	WEWS, WNBK, WXEL	750,709	.....
Colorado Springs	KKTV	16,500	.....
Columbia	WCOS-TV	.....	.....
Columbus	WNBS-TV, WLWC, WTVN	279,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	262,586	.....
Davenport	WOC-TV	190,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	272,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	26,226	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	262,586	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	233,961	.....
Green Bay	WBAY-TV	.....	.....
Greensboro	WFMY-TV	161,030	.....
Harrisburg	WHP-TV	.....	35,000
Holyoke	WHYN-TV	.....	.....
Honolulu	KGMB-TV	19,000	.....
Houston	KPRC-TV	242,450	.....
Huntington-Charleston	WSAZ-TV	188,992	.....
Indianapolis	WFMB-TV	332,000	.....
Jackson	WJTV	.....	13,420
Jacksonville	WMBR-TV	112,000	.....
Johnstown	WJAC-TV	642,428	.....
Kalamazoo	WKZO-TV	282,511	.....
Kansas City	WDAF-TV	288,366	.....
Lancaster	WGAL-TV	216,701	.....
Lansing	WJIM-TV	174,350	.....
Lawton	KSWO-TV	25,000	.....
Lima	WLOK-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Little Rock	KRTV	.....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,559,976	.....
Louisville	WAVE-TV, WHAS-TV	238,066	.....
Lubbock, Tex.	KDUB-TV	24,843	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	201,800	.....
Miami	WTVJ	178,500	.....
Milwaukee	WTMJ-TV	427,045	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	363,300	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Montgomery	WCOV-TV	.....	4,000
Muncie	WLBC-TV	.....	.....
Nashville	WSM-TV	111,309	.....
New Britain	WKNB-TV	.....	53,017
New Castle	WKST-TV	.....	27,763
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	182,111	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	167,133	.....
Oklahoma City	WKY-TV	206,765	.....
Omaha	KMTV, WOW-TV	184,459	.....
Peoria	WEEK-TV	.....	18,075
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,232,696	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	610,000	.....
Portland, Ore.	KPTV	.....	84,245
Providence	WJAR-TV	429,005	.....
Pueblo	KDZA-TV	16,000	.....
Reading	WHUM-TV	.....	84,748
	WEEU-TV	.....	.....
Richmond	WTVR	164,742	.....
Roanoke	WROV-TV, WSLS-TV	50,100	19,000
Rochester	WHAM-TV	180,000	.....
Rockford	WTVO	.....	.....
Rock Island	WHBF-TV	190,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Saginaw-Bay City-Midland	WKNX-TV	.....	20,125
St. Louis	KSD-TV	502,000	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	139,220	.....
San Diego	KFMB-TV	173,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	558,200	.....
Schenectady-Albany-Troy	WRGB	265,900	.....
Seattle	KING-TV	254,100	.....
Sioux City	KVTV	37,097	.....
Sioux Falls	KELO-TV	21,500	.....
South Bend	WSBT-TV	.....	35,500
Spokane	KHQ-TV, KXLY-TV	28,442	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	17,230	.....
Syracuse	WHEN, WSYR-TV	217,263	.....
Tacoma	KTNT-TV	254,100	.....
Tijuana (Mexico) San Diego	XETV	.....	.....
Toledo	WSPD-TV	224,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	144,460	.....
Utica-Rome	WKTV	91,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	443,680	.....
Wichita Falls	KWFT-TV, KFDX-TV	22,500	.....
Wilkes-Barre	WBRE-TV	.....	58,800
Wilmington	WDEL-TV	134,034	.....
York	WSBA-TV	.....	35,000
Youngstown	WFMJ-TV, WKBN-TV	.....	31,300
		Total Sets in Use	22,835,733

Total Stations on Air 169*. Total Markets on Air 115*

* Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico.

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U. S., however, is unduplicated estimate.

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
246,871
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

NOW!

one station covers 60% of Arizona's population

KTYL-TV

Serving Metropolitan Phoenix and Central Arizona

Larger coverage area . . . improved reception . . . better production . . . outstanding availabilities!

That's the story of KTYL-TV, "That Good Looking Channel 12," serving metropolitan Phoenix and Central Arizona. The KTYL-TV antenna is located 1,550 feet above average terrain on top of the South Mountains, a mountain range located only eight miles from the heart of downtown Phoenix. From this strategic antenna site, KTYL-TV will provide improved reception in Phoenix, as well as Grade A primary coverage for the first time to the majority of the outlying towns that make up the thickly populated belt of Central Arizona — an estimated 60% of the state's entire population.

Your Avery-Knodel man has the story—call him today!

America's Fastest-Growing State

1st in Population Growth
1st in Income Growth
1st in Farm Income Growth
1st in Employment Growth
1st in Retail Sales Growth
1st in Bank Capital Growth
1st in Truck Registration Growth
KTYL-TV 1st in coverage in Arizona

KTYL-TV
CHANNEL 12

ARIZONA'S *Showmanship* STATION

SERVING METROPOLITAN PHOENIX AND CENTRAL ARIZONA

Represented by Avery-Knodel, Inc.

are added to the AM-FM totals, the entire broadcast industry figure stands at $809.4 million, 18% over 1951. Television revenues for 1952 were $336.3 million.

Radio income (before Federal income tax) was $62.6 million in 1952, up from the $57.5 million income in 1951 but still under the industry's peak income of $68.2 million in 1950. Network income (including o&o outlets), at $11.2 million, was 11% over the previous year, while the other 2,300 stations placed their income at $51.4 million, an 8.4% gain.

AM stations (470 of them) in TV markets reported their 1952 revenues at 2% over 1951; 1,629 AM stations in non-TV markets reported an 11% gain from 1951.

The proportion of AM stations with losing operations is down, the FCC reports said. One out of six (15.9%) of 2,276 stations was unprofitable. This is the smallest proportion since 1946—at that time 11% of 1,015 stations were losing operations.

In the 63 markets with operating TV stations prior to 1952, 108 TV stations reported as much total revenue as did 529 AM operators.

* * *

TOTAL RADIO[1] AND TELEVISION BROADCAST SERVICES

Estimated Revenues, Expenses, and Income of Networks and Stations in 1952
($ Millions)

Service	1952 (Estimated)	1951	Percent Increase or (Decrease) in 1952
	Total Broadcast Revenues		
Radio	$473.1	$450.4	5.0
Television	336.3	235.7	42.7
Industry Total	$809.4	$686.1	18.0
	Total Broadcast Expenses		
Radio	$410.5	$392.9	4.5
Television	281.8	194.1	45.2
Industry Total	$692.3	$587.0	17.9
	Broadcast Income (before Federal Income Tax)		
Radio	$ 62.6	$ 57.5	8.9
Television	54.5	41.6	31.0
Industry Total	$117.1	$ 99.1	18.2

[1] Includes AM and FM broadcasting.
[2] Networks engaging in joint radio-television operations have indicated that certain overhead expenses not readily allocable between radio and television have been charged to radio. To the extent that this has occurred, the above figures may understate radio income and overstate television income.

* * *

BROADCAST REVENUES, EXPENSES, AND INCOME OF RADIO BROADCAST SERVICES

1951-1952
($ Millions)

Service	1952 (Estimated)	1951	Percent Increase or (Decrease) in 1952
	Broadcast Revenues		
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$101.0	$104.0	(2.9)
Other radio stations[2]	372.1	346.4	7.4
Total	$473.1	$450.4	5.0
	Broadcast Expenses		
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 89.8	$ 93.9	(4.4)
Other radio stations[2]	320.7	299.0	7.3
Total	$410.5	$392.9	4.5
	Broadcast Income (before Federal Income Tax)		
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 11.2	$ 10.1	10.9
Other radio stations[2]	51.4	47.4	8.4
Total	$ 62.6	$ 57.5	8.9

[1] Includes the operation of 25 network-owned stations in both years. As a result of ownership changes in 1952, however, operation of three such stations are included only for that part of 1952 during which the stations were network-owned and operated. The three stations are included in "Other radio stations" for the remainder of the year.
[2] Including 2,241 AM, AM-FM or Independent FM stations in 1951 and 2,320 in 1952.



Of course he's using Soundcraft Recording Tape

...it's micro-polished*

Perfect reproduction — that's the reason why more and more engineers today demand Soundcraft Professional Recording Tape.

Soundcraft is the only professional tape that is Micro-Polished. The only tape that is polished, buffed and re-polished by a special process to produce a surface that is mirror-smooth, completely free of even the most minute irregularity. The results of Micro-Polishing are apparent to any sound engineer:

Lower distortion
Uniformity of output
Improved high frequency response
Better head contact
Less friction, longer head life

Soundcraft Professional Recording Tape incorporates all the features developed by Soundcraft research engineers during the last two years: **pre-coating** to insure better adhesion, prevent curling and cupping — **dry lubrication** to eliminate squeals. The 7″ reel has the 2¾″ hub, eliminating torque problems and resulting in better timing. All this, plus a splice-free guarantee on all 1200′ and 2500′ reels.

Why settle for less than the best? Next time, insist on Soundcraft Professional Recording Tape. It's Micro-Polished!



REEVES SOUNDCRAFT CORP.
10 East 52nd Street, N. Y. 22, N. Y.

*PATENT APPLIED FOR

WRITE FOR FREE INFORMATION—DEPT. N-5

MARCH NETWORK TIME SALES UP

Gross sales for both radio and TV media show a gain of 9.7% over the same period of 1952.

MARCH was a good business month for national radio and TV networks which had gross time sales of $33,135,431, a gain of 9.7% over the March, 1952, gross of $30,309,519, according to tabulations of Publishers Information Bureau on advertising expenditures for time on both types of broadcast networks. For the first quarter of 1953, network time sales totaled $93,357,102, up 5.8% over gross of $88,275,086 for the same period of 1952.

Radio and TV networks alike had greater time sales this March than last, with radio barely topping the 1952 figure by 0.7%, while TV was a healthy 17.2% ahead of March 1952. For the first quarter, network radio gross time sales were off 3.4% from 1952's first quarter gross; TV network time sales were up 13.2% over last year. PIB's network-by-network breakdown follows:

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	Total
January	$ 2,674,622	$ 5,156,404	$ 1,786,134	$ 4,260,555	$13,877,715
February	2,538,663	4,670,089	1,638,075	3,812,983	12,659,810
March	2,797,544	5,513,015	1,974,699	4,340,845	14,626,103
Total	$ 8,010,829	$15,339,508	$ 5,398,908	$12,414,383	$41,163,628

NETWORK TV TOTALS TO DATE

	ABC	CBS	DuMont	NBC	Total
January	$ 1,604,892	$ 7,129,226	$ 982,794	$ 7,558,448	$17,275,360
February	1,481,032	6,744,928	862,299*	6,820,529	15,908,788
March	1,720,946	7,794,774	1,054,857	7,938,751	18,509,328
Total	$ 4,806,870	$21,668,928	$ 2,899,950	$22,317,728	$51,693,476

* Revised 4/23/53

NETWORK RADIO

	March 1953	March 1952	Jan.-Mar. 1953	Jan.-Mar. 1952
ABC	$ 2,797,544	$ 3,355,715	$ 8,010,829	$ 9,835,164
CBS	5,513,015	5,154,077	15,339,508	15,103,98
MBS	1,974,699	1,826,527	5,398,908	5,126,20
NBC	4,340,845	4,184,074	12,414,383	12,535,44
Total:	$14,626,103	$14,520,393	$41,163,628	$42,600,79

NETWORK TV

ABC	$ 1,720,946	$ 2,065,052	$ 4,806,870	$ 6,233,98
CBS	7,794,774	5,643,123	21,668,928	15,820,80
DuMont	1,054,857	760,593	2,899,950	2,226,28
NBC	7,938,751	7,320,358	22,317,728	21,393,21
Total:	$18,509,328	$15,789,126	$51,693,476	$45,674,28



"MAIN STREET, EUROPE" is a series of on-the-spot interviews with people on the main streets of Europe — recorded for the WTAG listening audience. It is another outstanding example of the unusual type of programs that attract and hold the greatest number of listeners in Central New England. Good Programs and advertisers — just naturally gravitate to

WTAG
WORCESTER
MASSACHUSETTS

5000 W BASIC CBS

represented by Henry I. Christal Company

ARB Notes 'Lucy' Record In 10 Months of Ratings

CBS-TV's *I Love Lucy* was the top rating television program in the nation in April, according to the American Research Bureau. This is *Lucy*'s tenth month in the Number One spot on the nation's TV screens, and the show continues to lead by a heavy margin, with 10 points and two and a half million homes over its nearest competitor. Arthur Godfrey's *Talent Scouts* was second on the rating list, and *You Bet Your Life* was third. The ARB figures of the 10 most popular TV programs, based on viewing for the week of March 27 through April 2, are as follows:

TV RATINGS

Rank	Program	Rating
1	I Love Lucy (CBS)	64.9
2	Talent Scouts (CBS)	54.0
3	You Bet Your Life (NBC)	53.7
4	Godfrey & Friends (CBS)	49.9
5	Star Theatre (NBC)	49.1
6	Comedy Hour—Hope (NBC)	46.4
7	Dragnet (NBC)	46.3
8	Blue Ribbon Bouts (CBS) (Charles vs. Lane)	42.1
9	Our Miss Brooks (CBS)	40.9
10	Television Playhouse (NBC)	40.5

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	14,860
2	You Bet Your Life (NBC)	12,270
3	Godfrey & Friends (CBS)	11,360
4	Comedy Hour—Hope (NBC)	10,630
5	Dragnet (NBC)	9,730
6	Star Theatre (NBC)	9,640
7	Blue Ribbon Bouts (CBS) (Charles vs. Lane)	9,270
8	Show of Shows (NBC)	8,820
9	Television Playhouse (NBC)	8,750
10	Talent Scouts (CBS)	8,500

Rorabaugh Report Out

RORABAUGH REPORT on Spot Television Advertising for the first quarter of 1953 was released April 25. The report is published by N. C. Rorabaugh Co., New York, and shows where national and regional advertisers used spot TV during January, February and March.

Upstairs and Down

MORE than half of the home radios in the country are located outside the living room, an analysis of Nielsen Coverage Service reveals, showing 42% of radio sets in living rooms, 26% in bedrooms, 20% in kitchens, 5% in dining rooms and the remaining 7% in other parts of the house.

Lang-Worth

has been around now for 18 years, which isn't very important in itself, but here

is a

record its owners like to talk about. During those 18 years Lang-Worth never once bit the hand that fed it. We're talking about the

station's

hand—and we can recall a few cantankerous codgers who did rate a full-sized nip. But

best

do we remember the many wonderful fellows who gave Lang-Worth a home when it was only a pup — who supported it and encouraged it — fellows we are privileged to call

friend!

LANG-WORTH FEATURE PROGRAMS, INC.
113 West 57th St., New York 19, N. Y.

NETWORKS

NBC Tandem Schedule Lists Six Radio Shows

New slate includes five 13-week and one 10-week series.

PROGRAM lineup for NBC's new Summer Tandem Plan for radio [B•T, April 27] as announced by George H. Frey, NBC vice president and network sales director, comprises:

Barrie Craig — Sun., 10-10:30 p.m. EDT, May 31 through Aug. 23; *Robert Armbruster & His Orchestra* — Mon., 10:15-10:30 p.m., June 1 through Aug. 24; *First Nighter*—Tues., 8:30-9 p.m., June 2 through Aug. 25; *Scarlet Pimpernel* — Wed., 9:30-10 p.m., June 24 through Aug. 26; *Judy Canova*—Thurs., 10-10:30 p.m., June 4 through Aug. 27; *Bob & Ray* — Fri., 9:30-10 p.m., June 5 through Aug. 28.

The above schedule, including five 13-week and one 10-week series, differs slightly from that proposed to NBC's affiliate radio stations by Harry Bannister, station relations vice president, in his announcement of the Summer Tandem Plan.

The plan offers advertisers participations in each of the six programs at the base rate of $3,856 for a full minute of commercial plus opening and closing billboards on one program on the full 197-station network, the figure to cover both talent and time charges. The plan allows for three participations per half-hour program.

Six New Affiliates Signed by CBS-TV

AFFILIATION of six new TV stations with CBS-TV raising the total to 111, was announced Tuesday by Herbert V. Akerberg, vice president in charge of station relations. The stations:

WMT-TV Cedar Rapids, owned by American Broadcasting Stations Inc., William B. Quarton, general manager, effective Sept. 27; WCIA-TV Champaign, Ill., owned by Midwest Television Inc., Merrill Lindsay, general manager, Sept. 1; KID-TV Idaho Falls, Ida., owned by Idaho Radio Corp., C. N. Layne, general manager, June 14.

KBES-TV Medford, Ore., owned by Southern Oregon Broadcasting Co., Everett Faber, general manager, June 1; WDAY-TV Fargo, N. D., owned by WDAY Inc., Tom Barnes, general manager, May 15, and KIEM-TV Eureka, Calif., owned by Redwood Broadcasting Co., W. B. Smullin, vice president, Sept. 1.

Coronation Coverage Set

RADIO and television networks last week were speeding preparations for the coverage of the Coronation of Queen Elizabeth II on June 2 and formulating plans for special programs preceding the event.

ABC radio reported it will broadcast from London *The Story of the Coronation*, a feature series of interviews with persons intimately associated with Queen Elizabeth, starting tomorrow (Tuesday), 8:30-9 p.m. EDT. MBS will choose an American "Queen" in connection with its *Queen for a Day* program this Friday and will fly her to London on May 30. NBC and CBS already have sent personnel to London to prepare pre-Coronation features and to complete arrangements for coverage of the event [B•T, March 30].

some

bright young lad once conceived the idea of putting commercial spot announcements into song. It was a neat twist. He called them jingles. These infectious singing

jingles

sold merchandise and pleased listeners, which all adds up to good radio. Later, some not so bright imitators decided to improve the selling power of the jingle. They applied the psychological approach and caused the jingle to

jangle—

They had the misguided notion that if you annoy a listener, he'll get mad, blow his top, and buy all of the product he can lay his hands on—just to get it off the market! But it doesn't work that way.

Lang-Worth

knows that listeners are more easily sold when they are happy than when mad . . . and that Local advertisers want tailored spots just like National advertisers. That's why our NEW 1953 Customized musical spots are selling like crazy to Local sponsors. They are far more than just

jingles

They are especially tailored to feature the LOCAL SPONSOR'S NAME OR PRODUCT right inside the musical spot. They're brand NEW, chum, and copyrighted. They sell the product and personalize the advertiser—they're super-hypos to local sales. Result—station cash registers with a high-frequency

jingle!

IT'S FOR FREE!

Send today for a recorded demonstration of the newest and hottest sales tool in radio . . . musical spots tailored to your local sponsor or his product—IT'S FREE!

LANG-WORTH FEATURE PROGRAMS, INC.
113 West 57th St., New York 19, N. Y.

CBS EXPANDS TELEVISION SALES

Network will syndicate "Amos 'n' Andy" and "Linkletter and the Kids." A half-million dollar dramatic series is in the offing.

AS PART of the overall expansion of CBS Television Film Sales Dept., the network announced Thursday that it would syndicate its *Amos 'n' Andy* series and distribute a new TV quarter-hour film series of 39 children's shows titled *Linkletter and the Kids,* featuring Art Linkletter.

In his announcement, Merle S. Jones, CBS-TV vice president in charge of owned stations and general services, said the film sales dept. also is working on "a half-million dollar dramatic series," which is still in the discussion stage.

Mr. Jones also announced that CBS-TV film sales would double its staff, and that two new offices in Dallas and Atlanta would be opened "immediately."

The syndicated *Amos 'n' Andy* series will consist of 52 half-hour programs, 39 of which have been carried on the network plus 13 which have not been previously released. *Linkletter and the Kids,* a film series in 39 episodes, will be released for national, local, or regional use as an exclusive nighttime feature.

"Pays for Itself and Makes Money for You from the Day It Arrives!"

DOUBLE-BARRELLED Sales Aids put the SESAC Transcribed Library on a paying basis the day you get it. The network-calibre shows are described in colorful *brochures* which you take right to the prospective sponsor, with your own rates and call letters filled in. Then, sample commercial shows on *audition discs* demonstrate exactly how his show will sound. The sponsor sees . . . hears . . . and he's SOLD!

THE SALE of just one ¼-hour show across-the-board for 13 weeks usually pays for the entire service for *more than a year.* After the first sale, it's all profit! That's why hundreds of broadcasters so enthusiastically endorse the SESAC Transcribed Library.

THE SERVICE includes over 4,500 varied musical selections, salable scripts, program notes, and a catalog of bridges, moods and themes. Every month, subscribers get sparkling new releases. SESAC is a *complete* transcription service—the *lowest-priced* in the field.

Drop us a card for samples, discs and data.

***SESAC* Transcribed Library**

475 Fifth Avenue New York 17, N. Y.

ABC-Hal Roach Sign TV Film Contract

LONG-TERM contract covering production of network TV programs and subsequent syndication has been signed by ABC and Hal Roach Jr., Robert E. Kintner, ABC president announced Thursday.

First film program slated for production under the agreement will be a comedy series *White Collar Girl,* starring Laraine Day, which will go into production about mid-May in the network's Hollywood studios, according to Robert M. Weitman, network vice president in charge of talent and programming, who also negotiated the contract.

Under the agreement with Mr. Roach programming will include full range of comedy, drama, mystery and adventure series.

TV Exploitation Names Eight

APPOINTMENTS of Harold Goldman as national sales director of TV Exploitation, New York, TV film production and distribution firm, and of the first seven territorial representatives were announced last week by Oliver A. Unger, general manager. New representatives are: Abe Teitel, Chicago; Sam and Rose Wheeler, Washington; Donald Schwarz, Minneapolis; Al Dezel, Detroit; Harold Schwartz, Texas; William Beegle, Pittsburgh, and Bernard Rubin, Cleveland.

Film Sales

Kellogg Co., Battle Creek, Mich., has signed renewal contracts with **Superman Inc.,** Hollywood, for further production of *Superman* half-hour TV film series. Production starts on the second group of 26 programs June 15. Kellogg agency is **Leo Burnett Co.,** Chicago.

* * *

Nash Dealers of New England will start *Little Theatre,* a quarter-hour TV series filmed by **TeeVee Co.,** Beverly Hills, on **WJAR-TV** Providence, **WHYN-TV** Holyoke, Mass., and **WNAC-TV** Boston and Hartford, for 26 weeks from May 4. Agency: **Shepherd Adv. Agency,** Boston. The series also has been set on **KGUL-TV** Galveston and **WNBW (TV)** Washington, for 52 weeks from May 6 and April 27, respectively.

* * *

Princeton Film Center Inc., Princeton, N. J., announces the completion of three one-minute commercials for **duPont** paint through **BBDO,** New York. The commercials feature **Norman Brokenshire** and will be integrated with the Princeton package, *Norman Brokenshire, The Handyman,* which duPont has purchased for telecasting on **KGUL-TV** Galveston, **WMAR-TV** Baltimore, Md., **WBNS-TV** Columbus, Ohio, **WNAC-TV** Boston and **WCAU-TV** Philadelphia.

* * *

George W. Hayman Adv., Rockville Center, L. I., last week announced completion of a series of 10-minute TV films for **Shieldall Awnings,** Girard, Ohio. Written and directed by **Robert E. Thompson,** and titled *Patio Parties,* films are scheduled for showing in most major eastern markets, beginning with **WPIX** (TV) New York.

* * *

WHYN-TV Holyoke, Mass., has leased *Disc Jockey Film Library* from **Screen Gems Inc.,** for 52 weeks.

* * *

Cine-Tele Productions, Hollywood, is completing a 26-minute TV film on safety education for **California Highway Patrol.** Scenes

being shot in 16mm throughout the state of California. **Harry Lehman** is the producer.

* * *

Farmers Insurance Co. and **Siroil Laboratories Inc.** (medicinal salve), both Los Angeles, started weekly quarter-hour *Double Play* on **KHJ-TV** Hollywood, for 19 weeks from April 5 and eight weeks from April 26, respectively. The filmed series is distributed by **United Television Programs.** Agency on both accounts: **Factor-Breyer Inc.,** Hollywood.

Availabilities

American Medical Assn., through **Marshall-Hester Productions,** New York, is producing six five-minute film programs of a new series titled *What to Do,* featuring skits on such topics as home treatment of the common cold, headache and abdominal pain. The programs will be released June 15 for loan to local TV stations through local medical societies.

Distribution

Kling Studios, Chicago, named sole distributor for TV film puppet series, *King Calico,* winner of Chicago Federated Advertising Award in 1952 for best children's show.

Production

Buck Rogers TV Productions Inc., Culver City, scheduled to headquarter at Hal Roach Studios, has been formed by four businessmen after they secured all rights, except for the syndicated cartoon strip, to "Buck Rogers in the 25th Century" from creator **John F. Dille.** The new firm consists of **Bert D'Armand,** Hollywood motion picture producer, president and executive producer; **Robert S. Howard,** Southern Calif. sportsman, first vice-president and associate producer; **Louis J. Meunier,** Pennsylvania paper mill owner, second vice-president, and **Max Gilford,** Hollywood motion picture attorney, secretary-treasurer and general counsel. The firm plans immediate production on 26 half-hour films in addition to radio series under negotiation in New York. The same group will also function as **Buck Rogers Theatrical Productions** and **Buck Rogers Merchandising Corp.**

* * *

Barrington Films Inc., Culver City, with headquarters at Hal Roach Studios, has been formed to film NBC-TV's *I and Claudie* and *Mr. Mosby, Decent Citizen* series. Former series deals humorously with two international hitchhiking bums and is based on the magazine short stories by **Dillon Anderson.** The latter program, from **Robert Riley Crutcher** short stories, concerns a suburban father and two daughters in a situation comedy format. **Richard Johnston,** Paramount Pictures executive production manager, serves as production supervisor and general manager of Barrington. **Robert Welch** is executive producer for NBC-TV.

* * *

WTVJ (TV) Miami, Fla., sent **Lee Dickens,** WTVJ (TV) television personality, **Bob Johns,** TV producer, and **Vernon Fisher,** cameraman, to Brazil April 24 where they will film a series of wild-life action episodes. Most of the filming will be done in the jungle and along the Amazon River, and will include Mr. Dickens' adventures with alligators, water-buffaloes and man-eating fish in the area. The filmed programs will be packaged and distributed nationally by WTVJ (TV)

* * *

Films for Television Inc., headquartered at Goldwyn Studios, Hollywood, has been formed with **Jack Skirball,** as president-executive producer, to film *World Premiere,* a series of half-hour programs based on stories by famous authors. The pilot film being completed is "Lesson in Biology" by **Pearl Buck.**

ASCAP CONCEDES INDUSTRY POSITION ON LOCAL CO-OPS

Years-old contested question settled. Stations had objected to paying 2¾% rather than the local rate on network co-op programs carrying local announcements.

IMPORTANT industry victory in the three-decade-long negotiations with ASCAP was won last week when the copyright society announced it was accepting the industry's position in the local radio co-op battle.

The question has been contested by broadcasters and ASCAP for years, with stations objecting to the fact they had to pay 2¾% on network co-op programs carrying local announcements rather than the local (2¼%) rate.

These rates applied in the case of local blanket licenses. The rate on co-op programs for those holding per program licenses has been 8%.

Harold Fellows, NARTB president, wired



Stanley Adams, ASCAP president, late Thursday conveying the NARTB board's gratification "that ASCAP has taken action indicating its willingness to adopt an interpretation of the existing radio licenses which will settle the matter of co-op program payment by ASCAP radio licensees."

His wire said the board was "particularly pleased" that the ASCAP board "has offered to resolve the disputed interpretations arising under the existing radio licenses in this manner and to accept payment during the full term of the radio agreements (from 1941 through 1958) on the basis of the rates specified in the local radio licenses wherever such co-op programs are sponsored locally, such payments to be made to ASCAP by the local stations.

"On the basis of their several existing local licenses, we are recommending to our membership that each AM broadcast licensee have his total receipts from the sale of co-op programs re-checked and pay to ASCAP all amounts thus determined to be due under its local license."

The convention adopted a resolution voicing the association's gratification at ASCAP's action. The resolution pointed out that broadcasters felt that the 2¼% rate should apply where network co-ops were locally sponsored in the case of those holding local blanket licenses.

In the case of television, network co-op programs having locally sponsored announcements are subject to the network rate, being considered network revenue. This policy is based on mutual agreement and there was no indication it might be changed in the immediate future.

UP NEWS FEATURES MARK SALES RISE

ADVERTISERS are buying more news feature programs today than they were a year ago, United Press Radio has reported following a survey of nearly 500 client radio stations across the country.

"Sponsorship of scripted programs is definitely up," John J. Madigan, UPR news manager said. "Many stations have all, or nearly all, of the 30 daily and weekly UP features sold across the board.

"Our survey also shows that types of sponsors are expanding. New businesses are coming into radio and old-line sponsors who have restricted their interest to certain kinds of programs are branching out."

The survey also revealed more use of feature scripts for background and integration into locally-written programs, and increased interest in commentaries and documentaries.

TV NEWS OPERATION IS SEMINAR TOPIC

HOW to set up and operate a television newsroom was discussed at last week's First National Television News Seminar held in Evanston, Ill.

Co-sponsored by the Radio & Television News Directors Assn. and Northwestern U.'s Medill School of Journalism, the seminar was attended by 50 students from 22 states.

How to make a profit on TV news by trimming materials costs, utilizing manpower to the fullest while producing a desirable product was outlined by Richard Oberlin, news director of WHAS-AM-TV Louisville, Ky. Once the minimum capital expenditure is made, operating costs are the heart of the matter, Mr. Oberlin explained.

Spencer Allen, WGN-TV Chicago news director, estimated equipment budgets and personnel requirements for small, medium and large TV station newsrooms. Minimum equipment—silent 16mm camera and lenses, projector, film editing equipment and camera accessories—will cost at least $1,700. One cameraman, he said, can shoot 300 feet of film, which costs about $4 per hundred feet, plus development, for a total daily cost of around $15.

William Ray, NBC director of news and special events, discussed production of various types of news programs.

Other speakers at the First National Television News Seminar and their subjects were:

James A. Byron, news director, WBAP-AM-TV Ft. Worth, "Television Special Events and Sports;" Gordon Dunn, meteorologist in charge, Chicago weather bureau, "Services of the U. S. Weather Bureau;" Stephen Fentress, assistant news director, WGN-TV Chicago, "Writing and Editing the Television Newsreel;" Charles F. Harrison, director of news and special events, WFIL Philadelphia, "Building the Man-on-Camera TV News Program;" Jack Krueger, news director, WTMJ-TV Milwaukee, "Setting Up the TV News Operation."

Also, Francis McCall, producer, *Camel News Caravan*, NBC-TV New York, "Good Taste in Film Selection;" Chick McCuen, news director, WCCO-TV Minneapolis, "Television News Promotion;" Everett M. Nelson, account executive, A. C. Nielsen Co., Chicago, "Audience Measurement of TV and Radio News;" Fred S. Siebert, authority on journalistic law, director of School of Journalism, U. of Illinois, Urbana, "TV News and the Law: The Right to Report;" Blaine Wickline, service manager, Bell Telephone Co., Chicago, "The Bell System's Audio and Video Transmission Facilities," and Clint Youle, conductor, weatherman program, WNBQ-NBC Chicago, "Building the TV Weather News Program."

Education TV Meet Opens in Capital

THE FIRST National Conference on Educational Television went into session today (Monday) in Washington. On the agenda is the formation of citizen committees and start of fund raising drives in 35 U. S. cities.

The conference is under joint sponsorship of the Joint Committee on Educational TV and the National Citizens Committee for Educational TV. It is meeting in the Wardman Park Hotel.

A non-technical explanation of TV equipment will occupy the conference's first session. Following that, George W. Stoddard, president, U. of Illinois, and chairman of the new Educational Television and Radio Center, will address a luncheon meeting.

Dr. Arthur S. Adams, president, American Council on Education, will speak at the round-up dinner tonight. Committee reports will feature the meeting.

Congressmen, government leaders, governors and leading industrial figures are expected by conference officials to be on hand for the all-day sessions.

Image-Quality Measurement System Told SMPTE by Schade

UNPRECEDENTED mathematical accuracy in pre-determining the quality of images any given television or photographic system will produce was reported Tuesday (April 28), as the result of progress on a unique measuring system which permits for the first time the scientific grading of picture-producing instruments.

The progress was outlined in a technical paper delivered by Otto H. Schade, RCA Tube Dept. engineer at the Society of Motion Picture and Television Engineers 73rd Semi-Annual Convention at the Los Angeles Statler Hotel.

In an address before the SMPTE 18 months ago, Mr. Schade disclosed his system of universal ratings which can be applied to measure with scientific objectivity the quality of all image-producing instruments—camera and projection lenses, TV camera and picture tubes and positive and negative motion picture film. His progress report Tuesday outlined the system's use to translate optical properties of images into electrical terms.

The new application is based on the establish-



Bubbles tell the "captive carbonation" story of Hoffman Mixers in these Sarra TV commercials . . . bouncy, smiling, animated bubbles . . . sparkling, lively, real Hoffman Beverage bubbles rising in glasses set on a handsome silver tray. So lifelike is the reproduction that the bubbles almost tickle your nose. Skillful audio and strong product identification add up to a sales message with powerful impact. Created by SARRA in cooperation with Warwick & Legler Inc., for Hoffman Beverage Company.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

ment of electro-optical equivalents to permit accurate expression of optical characteristics in mathematical languages, he explained.

The importance of the electro-optical equivalents to the TV and motion picture industry, Mr. Schade said, is that they can be applied to accurately grade the quality of the elements of any image-producing system. The gradings, in turn, make it possible to pre-determine mathematically the quality of the picture which the system is capable of producing.

Conversely, knowing the picture quality required, equipment designers can apply the electro-optical equivalents to determine the characteristics required by each element of any image-producing system to produce such quality, he said.

This scientific approach points the way to optimum equipment design, he declared. Heretofore, the picture quality of TV and photographic systems has been determined visually. The ratings system will enable the motion picture industry, film processors, lens makers and TV tube manufacturers to quickly and accurately determine with electronic instruments the characteristics of basic elements of television and photographic systems and to apply the measurements against mathematical optimums.

Theatre-TV's Advantages Cited to SMPTE by Wolfson

THAT theatre-television "can and will bring culture to main street and wider knowledge to the citizens of every town in the land" was the prediction made by Mitchell Wolfson, co-owner of the Wometco theatre chain and WTVJ (TV) Miami, Monday as a speaker at the luncheon opening the six day 73rd Semi-Annual Convention of the Society of Motion Picture and Television Engineers at the Los Angeles Statler Hotel. He asserted that the revenue producing potential of theatre video "has not yet begun to be tapped."

Stressing that the American public wants and is willing to pay for better viewing techniques, his talk was devoted primarily to the upheaval in the motion picture industry caused by the rush to embrace 3-D and other new methods of increasing realism.

TV Aid to Better Living, Walter Williams Tells ANA

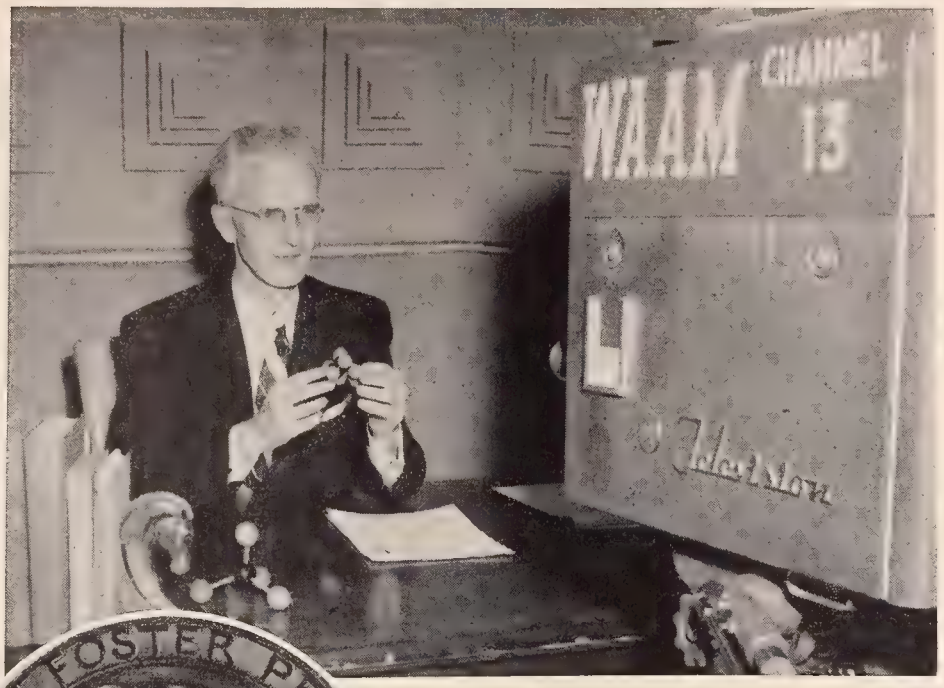
TELEVISION industry should help boost productivity and provide impetus toward a healthier U. S. economy, according to Under Secretary of Commerce Walter Williams in a talk April 25 before the American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va. [B•T, April 27].

Mr. Williams spoke on "Can We Get America to Live One-Third Better?" Noting that about one-half of the nation has access to TV stations, he said: "Construction of new television stations, eventual introduction of color television on a broad scale, will provide a continuous and growing market for this product."

As an example of "private initiative at work to simplify and lower costs of modern electronics devices," Mr. Williams cited the development of germanium, a grayish semi-conductor metal, "reminiscent of the old crystal set," which he said is replacing vacuum tubes in many electronic devices.

Philip L. Graham, publisher, *The Washington Post* (WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.) and board chairman, The Advertising Council, spoke on "Let Ike Do It."

MR. LYNN POOLE, *originator and producer of*
THE JOHNS HOPKINS SCIENCE REVIEW





For Distinguished Achievement
IN A TELEVISION
EDUCATIONAL PROGRAM

The Peabody Award

TO JOHNS HOPKINS SCIENCE REVIEW
TO ORIGINATING STATION WAAM, BALTIMORE
TO THE DUMONT TELEVISION NETWORK

Around Baltimore they keep an eye on channel 13 . . . the WAAM channel. Among other things, it is our privilege to be associated with the Johns Hopkins University and the DuMont Television Network as the originating station for the Johns Hopkins Science Review. This is the program that has already won twelve awards of national importance. Now comes the 1952 George Foster Peabody Award for distinguished achievement in a television educational program. The Johns Hopkins Science Review is proof that an educational program in the right hands can be as fascinating as anything on the air. WAAM's show-wise staff and model facilities have made channel 13 the channel Baltimore keeps its eye on.

Maryland's Most Honored Television Station

WAAM Baltimore Channel 13

AFFILIATE DUMONT TELEVISION NETWORK—AMERICAN BROADCASTING COMPANY
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.—NEW YORK—CHICAGO—SAN FRANCISCO

'BAIT' ADVERTISING ON RADIO AND TV DRAWS ATTENTION OF FCC AND FTC

Deceptive advertising, particularly of reconditioned vacuum cleaners and sewing machines, brings listeners' protests to FCC which staff attorneys consider sufficient to warrant license renewal hearings. FTC is also considering test cases against practice.

INFORMAL acknowledgement was made by FCC spokesmen last week that the Commission has received complaints against misleading radio and TV advertising which are considered sufficient to warrant license renewal hearings for the stations involved.

The principal cases concern acceptance of questionable "bait" advertising accounts—particularly in the reconditioned vacuum cleaner and sewing machine fields. Trading on the allure of top brand names, "bait" advertisers are doing an annual business estimated at up to $500 million.

Bait advertising, as currently employed on radio and TV, chiefly means phony offers of merchandise at ridiculous prices to gain introduction into the home for salesmen who high pressure the prospect into buying an overpriced or inferior-quality alternative product through the sales technique called the "switch." Some firms even fire salesmen for permitting prospects to buy more than a limited quota of the advertised item during a week.

Principal objection to bait advertising, aside from its specific deception and harm, is that the practice rouses disbelief in the public mind toward all advertising and the medium through which it is transmitted.

In a number of large cities, these questionable accounts represent sizable revenue sources for some radio and TV stations—as much as $1,000 a week or more for individual advertisers.

Effectiveness Prompts Usage

Because of the effectiveness of radio and TV as advertising media, there has been an increasing use of broadcasting indicated, but in some cities stations already are refusing such accounts in cooperative campaigns with local Better Business Bureaus to curtail the more flagrant practices.

Meanwhile, the Federal Trade Commission last week reported it has in preparation several test cases against bait advertising of reconditioned vacuum cleaners and sewing machines. In several cities, court suits involving such advertising are pending or in preparation. Radio, TV and newspapers are the chief media used.

FTC for some time has been issuing orders against a score of firms for concealing the Japanese origin of sewing machine heads and for falsely representing such machines as American-made.

While most states have statutes forbidding deceptive or fraudulent advertising, Massachusetts has passed precedent-setting legislation specifically outlawing bait advertising there. Signed by Gov. Christian Herter just a few weeks ago, the new law becomes effective July 15. Massachusetts also has a new law banning fake "going out of business" sales. Stiff penalties and posting of bond are provisions of the law.

A strong resolution against bait advertising and selling practices was adopted by the 39th annual conference of the Assn. of Better Business Bureaus at its closing session April 24 in Palm Beach, Fla. The association has been campaigning two years to stamp out the problem in the reconditioned vacuum cleaner and sewing machine fields.

A special ABBB committee told the conference that "television has been seized upon in many sections as the best method of carrying out bait advertising because of the extra advantage of deceiving the customer, usually as to condition and appearance."

"Why has radio and television been the willing way out for baiters when newspapers' censorship and revocation of advertising privileges slowed down baiting?", the committee asked in its report.

In the past, FCC consistently has referred advertising complaints to FTC for review and possible action by the latter agency, rather than the FCC taking action on its own. Several years ago, however, there were strong recommendations at staff level for FCC to institute a test license renewal case against a major New York City station in order to point up the growing problem. Renewal proceedings were never ordered because members of the Commission felt the problem verged on the border line of FCC responsibility and would be difficult to prosecute.

Whether FCC will reconsider this policy and call for a test case of some station, now that FTC and organizations such as Better Business Bureau emphasize the problem, is open to speculation. FCC attorneys explained last week that complaints continue to be referred to FTC. They said they considered that some protests now pending contain allegations of sufficient implication to warrant calling of renewal hearings under present Commission rules relating only generally to advertising and program responsibility of stations.

The Commission, at its regular weekly meeting, from time to time is given a box score accounting of complaints currently being mailed to FCC, or even referred to the Commission by the president.

For the past couple of months checked, 40% of the protests received by the Commission have related to advertising. More than half of the advertising complaints, or nearly 25% of the total complaints, currently protest incidents of bait advertising on radio and TV. Another 40% of the total complaints currently relate to protests of programming, chiefly for poor taste or alleged indecency.

In January, several hundred letters were received chiefly from adults protesting withdrawal of a religious show for youth, while a smaller flurry was received from children complaining about dropping of *Tom Corbett, Space Cadet*



TAPED results of 1,600 telephone calls to Bryson Rash (r), WMAL-TV Washington news commentator, in his poll of viewers' opinions on whether District of Columbia should switch to Daylight Saving Time this summer, are presented to Rep. Joel T. Broyhill (R-Va.), House District Committee member. Calls, 70% favoring DST, swamped WMAL-TV switchboard.

TWO TV GRANTS INCLUDE S. F. CP

UHF television facilities in San Francisco and Richmond, Ky., were granted by the FCC last week, and a new construction permit was issued to WAFB-TV Baton Rouge to replace an expired one. The Commission Thursday granted dismissal of an uncontested application and received a dismissal request in a case otherwise destined for hearing.

The uncontested applications approved were

San Francisco—S. H. Patterson (KSAN San Francisco and KJAY Topeka), uhf Ch. 32. Effective radiated power 81 kw visual and 46 kw aural; antenna height above average terrain 1030 ft. (City priority Group: B-5, No. 212)

Richmond, Ky.—Blue Grass TV Co. (WFTM Maysville, Ky.), uhf Ch. 60. ERP 81 kw visual and 47 kw aural; antenna 550 ft. (City Priority Group: A-2, No. 516).

Dismissed was the bid of Southwestern Bcstg Co. of Mississippi, for uhf Ch. 31 at McComb. Bowing out of contention for vhf Ch. 5 in Lubbock, Tex., is Lindsey TV Co., leaving the way clear for Plains Radio Bcstg. Co. (KFYO).

SENATE GROUP TO MEET WITH FCC

Sen. Tobey calls May 18 meeting for his Commerce committee and Commission to discuss speed of TV application processing.

CONGRESSIONAL pressure to speed up TV application processing will be turned on May 18, when the Senate Commerce Committee meets with the FCC. Meeting was called by Sen. Charles W. Tobey (R-N.H.), chairman of the Senate committee, last week.

In an April 25 letter to FCC Chairman Rose H. Hyde, Sen. Tobey said that members of the committee "are greatly concerned because so many applications for new TV stations are backed up awaiting hearing." He also said that many areas without television service "apparently will be deprived of this service for years to come unless something is done to speed up the processing of applications."

Sen. Tobey's letter spoke of the committee's desire to be helpful "in this emergency" and set the May 18 date to discuss the FCC's work and workload "and in particular its practices and procedures in considering applications for television station licenses."

Same tack was taken by Sen. Homer E. Capehart (R-Ind.) who also wrote Mr. Hyde last week urging that the Commission give priority to cities without TV service.

Offering to sponsor legislation if needed, Sen. Capehart said:

I believe the Commission should consider first those applications from communities not now having television rather than continue the present policy which often leads to the granting of licenses to communities already having facilities in operation.

Sen. Capehart referred to similar feelings by

other members of the Senate Commerce Committee.

Last month, Sen. George A. Smathers (D-Fla.) introduced S Res. 101 urging a Senate Commerce Committee investigation of the FCC's procedures in TV processing [B•T, April 13]. He also sought an answer to the high cost of TV hearings.

Early this year the Commission established revised procedures for TV hearings which are expected to shorten considerably the length of contested cases. First TV hearing under the revised rules was that for uhf Ch. 69 in Fort Wayne, Ind. Case was completed in five days, with a half-day session required to complete engineering testimony [B•T, April 20]. In San Juan, P. R., contest between WAPA and WKVM for Ch. 4 there has been entirely reduced to a written case.

During recent weeks, the FCC has been working to revise its list of priorities in order to give higher standing in TV application processing for those cities which still have no video service. In many cases, grants have been made to such cities, but CP-holders have not yet begun operation.

May 18 appearance before the Senate Commerce Committee will be the second in as many months for the FCC. Last month, the Commission spent two days before the Senate committee discussing educational TV [B•T, April 27, 20].

BILL WOULD RAISE EXAMINER STATURE

Government hearing examiners would have the stature of "administrative judges" in Sen. McCarran's recent bill.

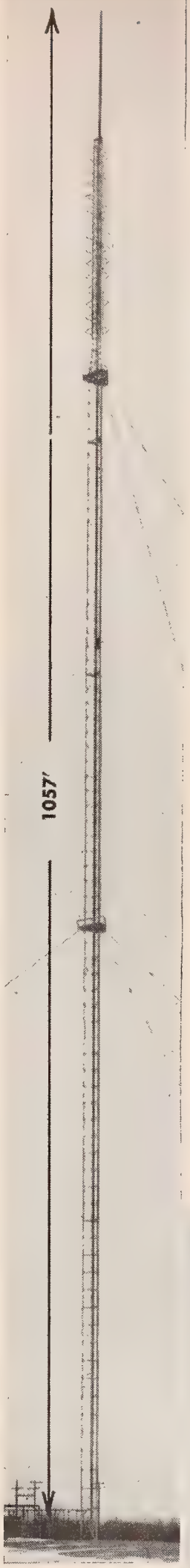
RAISING stature of government hearing examiners to that of "administrative judges" is the purpose of a bill (S 1708) which has been introduced by Sen. Pat McCarran (D-Nev.). It was referred to the Senate Judiciary Committee.

The bill would authorize the President to appoint all examiners, with Senate consent. It also would establish a single $14,000 yearly salary for examiners and approve removal only for cause. The bill provides that all cases be handled on a rotation basis.

Sen. McCarran's action stems from the 4-3 Supreme Court decision last month upholding Civil Service regulations concerning examiners. The Civil Service Commission established different salaries and grades for examiners, ruled that cases were to be assigned on the basis of difficulty, and provided for the removal of examiners if the agency is required to reduce personnel.

The regulations were challenged by the Federal Trial Examiners Conference. A U. S. District Court and Court of Appeals ruled for the examiners' group and against the CSC. Lower courts held that all examiners in a single agency must be paid the same salary, that cases must be handled in rotation and that reduction in force by the agency cannot affect examiners. This is the practice at FCC. Of FCC's 12 hearing examiners, nine are in the $9,600-$10,600 bracket (GS 14)and three are in the $8,360-$9,360 bracket (GS 13).

Sen. McCarran's bill would amend Sec. 11 of the 1946 Administrative Procedures Act. The Nevada Democrat was active in getting the 1946 bill into law. He has maintained that the CSC misinterpreted the act's references to examiners.

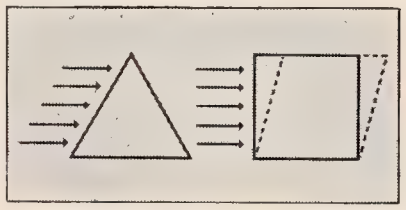


BUY A TOWER IN A PACKAGE?

Certainly you can! Ideco's Tower Package includes complete planning and design, foundations, fabrication, erection, final inspection, with complete insurance coverage.

Ideco's engineers are ready to begin solving your tower problems . . . from foundation to top beacon . . . the day your Construction Permit is issued. And Ideco engineers are on the job until you sign on the air.

You'll find important items like these in your Ideco Tower Package . . . all of them are features that help your tower go up faster and keep your station on the air day in, day out . . . year in, year out.

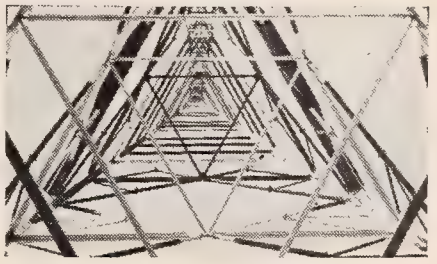


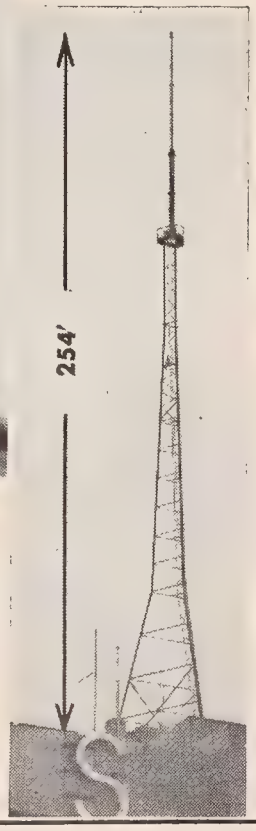
SCIENTIFIC TRIANGULAR DESIGN PREVENTS DISTORTION

The triangular cross-section pioneered by Ideco is your guarantee of a "true" tower with fewer structural members. A 3-sided tower offers the least wind resistance . . . much lower painting and maintenance costs. Rigid triangular design means your Ideco tower has greater resistance against distortion by wind pressure.

NO UNDUE STRESS OR STRAIN IN IDECO TOWERS

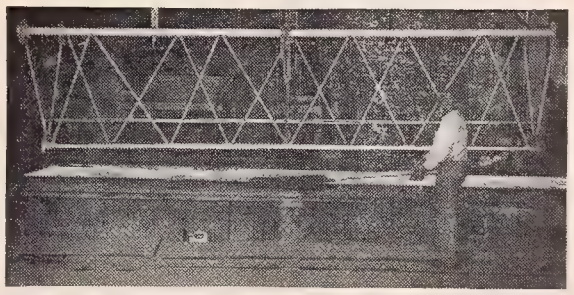
Ideco towers are shop-fabricated to a minimum predetermined tolerance . . . this guarantees a true structure from the ground up. Tower diagonal members are shop-fabricated to exact length and predetermined tension, completely eliminating the possibility of variable and inaccurate field adjustments. An Ideco tower *must* be true.





Tall or short . . . for TV, Microwave, AM, FM . . . IDECO has the tower know-how.

COMPLETE RUST AND WEATHER PROTECTION BY GALVANIZING

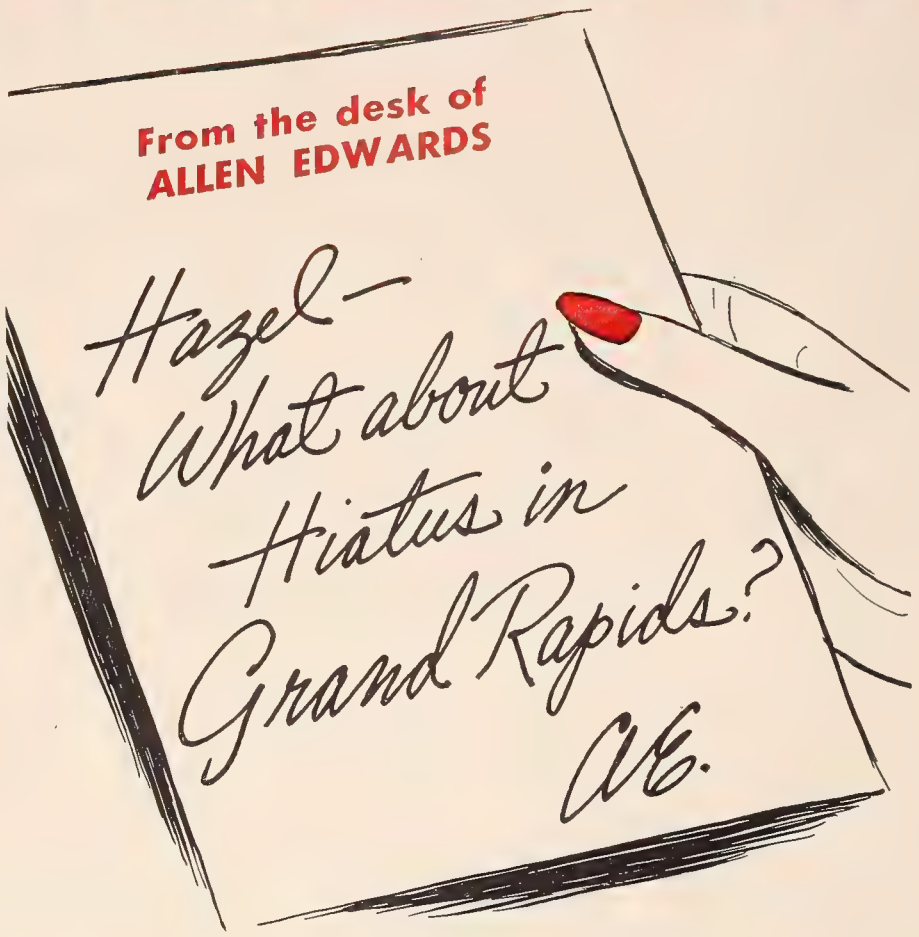


Rust, the great enemy of towers, is stopped before it can possibly start . . . every inch of tower and every tower part is hot-dip galvanized in Ideco's modern plant. Welded towers are dipped in sections (as pictured) while bolted towers are treated as members . . . this gives protection at joints that paint alone can never give.

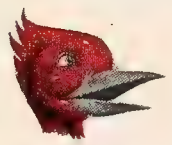
IDECO

IDECO DIVISION, *Dresser-Stacey Company*
Dept. T, Columbus 8, Ohio
Branch: 8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

WOODland! AM



Easy on that hiatus, Hazel



Maybe you have pegged Grand Rapids as a typical midwestern city. And maybe some of these cities do look like good axe bait for your summer cut-back. But, hold it, Hazel, Grand Rapids is different.

There are more people in and around Grand Rapids in summer than in winter. And they spend more dough. Because Grand Rapids is right smack dab in the middle of "The Vacationland of the Midwest". (Western Michigan, of course.)

Not only do Michiganders know how lucky they are and stay home summers . . . millions come up from less fortunate states to enjoy the woods and the lakes and the weather. A glance at the opposite page will tell you they come "loaded".

So play it smart. **Keep** your schedules on WOOD and WOOD-TV this summer. Tell the client why (Katz has all the dope) and he'll tag you as a real smart doll, Hazel.

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts

Associated with

WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.

WEOA — Evansville, Ind.

National Representatives: Katz Agency

WFDF CH. 12 GRANT PROPOSED

WJR Detroit and W. S. Butterfield would be denied Ch. 12 under initial decision.

BETTER antenna site and proposed programming more closely geared to the community to be served won FCC Hearing Examiner Benito Gaguine's approbation last week when he issued an initial decision favoring the grant of Flint, Mich., vhf Ch. 12 to WFDF in that city. Decision also recommended denying the applications of WJR Detroit and W. S. Butterfield Theatres Inc. for the same facility in Flint.

Examiner found that WFDF, owned by the Harry M. Bitner interests (WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, and WEOA Evansville), chose an antenna site which would throw the strongest signal of the three applicants into Flint. It would also minimize Detroit coverage, he pointed out, whereas the other applicants located transmitters to encompass Detroit in coverage area. Whereas WFDF would therefore program for Flint, and areas to north (Bay City and Saginaw), WJR and Butterfield might be tempted to skimp on Flint programming in favor of Detroit coverage, the examiner deduced. Among other reasons in favor of WFDF, the examiner declared that its antenna site permits major network affiliation, while overlap with Detroit TV stations precludes this for other two applicants.

KORE, KUGN Eugene Sales, Three Others, Approved

FIVE shifts in AM station ownership were granted by FCC Thursday—including two involving Eugene, Ore., outlets and principals in the Eugene TV Inc. application for vhf Ch. 13 there.

C. H. Fisher, 30% party in the application, became sole owner of KUGN-AM-FM by purchasing 50% interest from O. E. and P. R. Berke for $56,531. In an April amendment to Eugene TV's application Mr. Fisher agreed to sell his radio holdings should the application be granted.

Glenn McCormick, a 32.3% principal in Eugene TV, transferred his 70% holding in KORE to five parties, including Lee P. Bishop whose interest increased from 30% to 51%. Consideration was $122,500. Under the amendment filed April 24 Mr. McCormick, owner of KSLM Salem, Ore., withdraws from Eugene TV.

Other ownership changes involved:

KPAL Palm Springs, Calif. CP assigned from Jobe Hamman and Melvin Sullivan to Florence Raley for out of pocket expenses of $4,897.

WBML-AM-FM Macon. Allen Woodall and Howard Pill, each 16⅔% parties, acquired negative control through purchase of remaining stock, held by executors of the estate of Ernest Black, deceased, by Middle Georgia Co., the licensee corporation. Consideration $60,000.

WAKN Aiken, S. C. John Mare gave up control and reduced his holding from 56⅔% to 30% by transfering the difference to three new stockholders for $13,333.

KMBC Refiles for TV

KMBC has announced it will amend its application for vhf Ch. 9, Kansas City, to increase its visual ERP to 316 kw—the FCC maximum for that facility. Several years ago KMBC withdrew TV applications for Topeka and St. Joseph, Mo., in order to concentrate on its Kansas City application, the station reported. WHB Kansas City is competing for Ch. 9.

Ike Names Group to Study Lengthy Govt. Hearings

ANOTHER approach to cutting down the length, expense and volume of cases before FCC and other government agencies—this time with the blessing of the President—officially was begun last week when President Eisenhower appointed a committee to study the problem.

Meanwhile, the Senate Commerce Committee is scheduled to meet May 18 with FCC on the subject of speeding up TV grants (see separate story page 74).

The President's move, made upon the recommendation of Chief Justice Fred M. Vinson, was an outgrowth of a 1951 Judicial Conference Study of Administrative Procedure which had as its purpose the elimination of "unnecessary delay, expense and volume of record." Chairman of the study was U. S. Court of Appeals Judge E. Barrett Prettyman. President Eisenhower last week named Judge Prettyman chairman of the new conference.

Included in the membership of the new committee are Federal judges, Government trial examiners (including J. D. Bond of the FCC), and lay attorneys.

A subcommittee of the 1951 Judicial Conference, which numbered FCC General Counsel Benedict P. Cottone among its members, found that unduly voluminous records and unreasonable delay constituted a hindrance to the success of the administrative process.

In an itemized list of some of the causes of delay and expense, the subcommittee suggested among other things that (1) investigations and adjudications be completely separated, (2) greater use of pre-hearing conference technique, (3) tighter rein by examiners on the reception of irrelevant and immaterial evidence, (4) more adequate preparation and the elimination of dilatory tactics by counsel, (5) more discrimination in incorporating by reference other case records, (6) limitation and greater use of stipulation in technical and scientific evidence presented by expert witnesses.

Pennsylvania Senate Okays Educ. TV Plans

PENNSYLVANIA STATE Senate initially approved three bills to set up a state educational TV system last week.

The Pennsylvania State Senate Education Committee earlier had endorsed the bills.

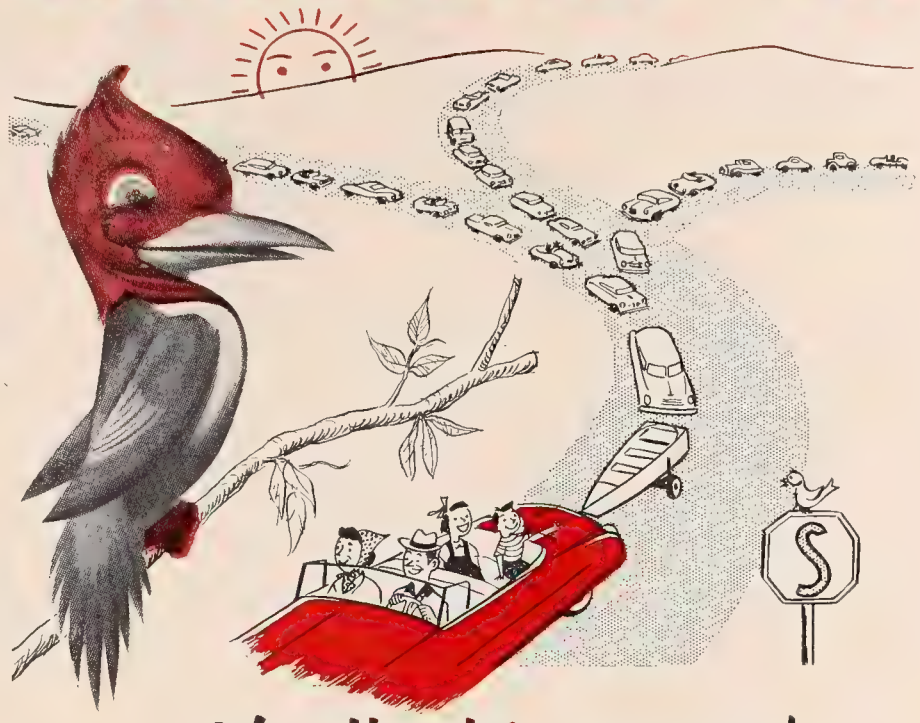
One bill would authorize the General State Authority to build TV stations in Philadelphia, Pittsburgh, State College and Erie. Channels for educational TV outlets in these cities have been reserved by FCC.

The second bill would empower the Superintendent of Public Instruction to supervise the educational program on a state-wide basis. The third bill would give school boards the same authority, but at the local level.

NARBA Delay Seen in Senate

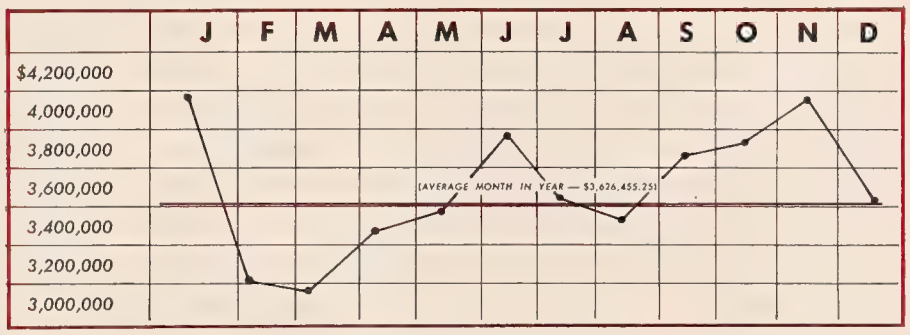
SENATE subcommittee hearing on North American Regional Broadcast Agreement (NARBA), tentatively scheduled for May 4 [B•T, April 20, 13], may have to be postponed to late May or early June. Reason is that Senate Foreign Relations Committee expects to have foreign aid bill before it the first week in May. That information was contained in a letter from Sen. Charles W. Tobey (R-N. H.), chairman of subcommittee, to Clear Channel Broadcasting Service last week.

WOODland! TV



Woodland is summer's cool spot for hot profits

Take it from the tax collector. There are more people spending more moola in this area in summer than in the average months for the rest of the year! And these sales tax figures from Michigan's Revenue Department prove it.



Based on 1952 receipts from 19 Woodland counties. Receipts of each month reflect sales of month preceding.



The U.S. Department of Commerce gets into the act by estimating three to four million tourists spend more than $200,000,000 in Western Michigan each year. Most of this boom business occurs in summer, of course.

So, "Dig that cra-a-azy Woodland market", Hazel. You'll hit paydirt every time.

WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — Basic; CBS, ABC, DuMONT — Supplementary
National Representatives: Katz Agency
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.

NEW TV STATIONS SET TARGET PLANS

Some delays in original plans are reported by new stations. Total count of stations operating commercially stands at 168, 60 of them post-thaw, divided 32 vhf, 28 uhf.

NEW postponements in starting dates of television stations have been indicated. None of the stations which a week ago expected to begin operating May 1 met that target date. Others, set April 26, were delayed several days.

As this week begins, there are 168 stations counted as operating commercially. Of these, 60 are post-thaw TV stations, divided into 32 vhf and 28 uhf outlets.

Here is a complete list of all TV stations which were due to begin within the last few days, and are due on the air between now and early summer (arranged chronologically):

WKNX-TV Saginaw, Mich., uhf Ch. 57, represented by Gill-Perna, at last report began April 29. It was the first Saginaw-Bay City-Midland TV station to go on the air.

(The following six stations did not get on the air as originally planned.)

WCOS-TV Columbia, S. C., uhf Ch. 25, represented by Headley-Reed TV, affiliated with ABC-TV and carrying some NBC-TV programs, was to have begun last Friday (May 1). It is the first Columbia TV station to go on the air, but will be joined about June 1 by WNOK-TV, uhf Ch. 67.

KTYL-TV Phoenix-Mesa, Ariz., vhf Ch. 12, represented by Avery-Knodel Co., affiliated with NBC-TV was to have begun commercial operation last Saturday (May 2). Already on the air in Phoenix: KPHO-TV, vhf Ch. 5 (a pre-freeze station).

WTVO (TV) Rockford, Ill., uhf Ch. 39, represented by Weed Television and affiliated with NBC-TV, was to have begun yesterday (Sunday). It is the first Rockford, Ill., TV station to go on the air.

KCBD-TV Lubbock, Tex., vhf Ch. 11, represented by John E. Pearson TV Inc., affiliated with ABC-TV, was to have begun commercial programming yesterday (Sunday). Already on the air in Lubbock: KDUB-TV on vhf Ch. 13.

KELO-TV Sioux Falls, S. D., vhf Ch. 11, represented by O. L. Taylor Co., affiliated with ABC-TV and NBC-TV, is to begin commercial programming this week. It will be the first Sioux Falls TV station to go on the air.

WSUN-TV St. Petersburg-Tampa-Clearwater, Fla., uhf Ch. 38, represented by Weed Television, affiliated with ABC-TV, expects to start soon. It will be the first St. Petersburg-Tampa-Clearwater TV station to go on the air.

Reports from other stations:

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Meeker TV Inc., plans to begin programming between May 15 and June 1. It will be the first Rochester (Minn.) TV station to go on the air.

KSWS-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc., plans to begin programming sometime this month. It will be the first Roswell TV station to go on the air.

KVOS-TV Bellingham, Wash., vhf Ch. 12, represented by Forjoe & Co., plans to begin programming May 15. It will be the first Bellingham (Wash.)-Vancouver-Victoria (B.C.) TV station to go on the air.

WCSC-TV Charleston, S. C., vhf Ch. 5, represented by Free & Peters Inc., affiliated with all four TV networks, plans to begin programming May 15. It will be the first Charleston TV station to go on the air.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William Rambeau Co., did not begin programming as planned originally, and now expects to start May 15. It will be the first Lafayette TV station to go on the air.

WFTV (TV) Duluth, Minn., uhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks, did not begin programming as planned originally, and now expects to start between May 15 and May 25. It will be the first Duluth TV station to go on the air.

WGLV (TV) Easton, Pa., uhf Ch. 57, represented by Headley-Reed TV, plans to begin programming May 15. It will be the first Easton TV station to go on the air.

WHIZ-TV Zanesville, Ohio, uhf Ch. 50, represented by John E. Pearson TV Inc., plans to begin programming May 15. It will be the first Zanesville TV station to go on the air.

WTVE (TV) Elmira, N. Y., uhf Ch. 24, represented by Forjoe TV Inc., plans to begin programming May 15. It will be the first Elmira TV station to go on the air.

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont, plans to begin programming May 15. Already on the air in St. Louis: KSD-TV, vhf Ch. 5 (a pre-freeze station).

WDAY-TV Fargo, N. D., vhf Ch. 6, represented by Free & Peters Inc., affiliated with NBC-TV, plans to begin programming May 22. It will be the first Fargo TV station to go on the air.

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with CBS-TV, plans to begin programming May 28. It will be the first Raleigh TV station to go on the air.

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all four TV networks, plans to begin programming approximately June 1. It will be the first Bakersfield TV station to go on the air.

KCSJ-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knodel Inc., plans to begin programming June 1. Already on the air in Pueblo: KDZA-TV, vhf Ch. 3.

KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson TV Inc., plans to begin programming June 1. It will be the first Fort Smith TV station to go on the air.

KMJ-TV Fresno, Calif., uhf Ch. 24, represented by the Paul H. Raymer Co., plans to begin programming June 1. It will be the first Fresno TV station to go on the air.

KTAG (TV) Lake Charles, La., uhf Ch. 25, represented by Adam Young Television Inc., plans to begin programming between June 1 and July 1. It will be the first Lake Charles TV station to go on the air.

KTVH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12, represented by H-R Television Inc., plans to begin programming between June 15 and July 1. It will be the first Hutchinson-Wichita TV station to go on the air.

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by the William G. Rambeau Co., plans to begin programming approximately June 1. It will be the first Waterbury TV station to go on the air.

WBUF-TV Buffalo, N. Y., uhf Ch. 17, represented by H-R Television Inc., plans to begin programming between June 1 and June 15. Already on the air in Buffalo: WBEN-TV, vhf Ch. 4 (a pre-freeze station).

WNOK-TV Columbia, S. C., uhf Ch. 67, represented by the Paul H. Raymer Co., affiliated with CBS-TV and DuMont, plans to begin programming June 1. WCOS-TV, uhf Ch. 25, was slated to go on air last Friday (May 1).

WGBI-TV Scranton, Pa., uhf Ch. 22, represented by Blair TV Inc., affiliated with CBS-TV, plans to begin programming June 7. WTVU (TV) Scranton, uhf Ch. 73, plans to start June 1. Station is represented by The Bolling Co.

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair TV Inc., affiliated with NBC-TV, plans to begin programming sometime in early June. It will be the first Boise TV station to go on the air.

WMTV (TV) Madison, Wis., uhf Ch. 33, rep-

KFAC in New Studios; No Loss of Air Time

WITH no loss of air time, KFAC Los Angeles completed its recent move to new studios and offices at 5773 Wilshire Blvd. in Prudential Square. Climax of the dedication ceremonies was soldering of the last 10,000 feet of wire by Mayor Fletcher Bowron and Harry Volk, vice president of Prudential Insurance Co.

KFAC has been known as "The Music Station" since 1940 when popular music and routine programming put it on a paying basis, enabling it to concentrate completely on classical and semi-classical selections. It began operations in 1932.

Two studios and control rooms feature all new equipment built by engineer Glenn Bronner under supervision of Chief Engineer Ron Oakley. The library contains 36,000 records for the 24-hour musical operation, reports Calvin J. Smith, president and general manager.

* * *



NEW KFAC Los Angeles studios were opened officially with soldering of final wires by (l to r) Harry Volk, vice president, Prudential Insurance Co. of America, Los Angeles; Richard Terkel, president, Miracle Mile Assn. (merchants' group); Mayor Fletcher Bowron, and Calvin J. Smith, KFAC president-general manager.

resented by The Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont, plans to begin programming June 21. It will be the first Madison TV station to go on the air.

KUHT (TV) Houston, Tex., noncommercial educational permittee on vhf Ch. 8, planned to begin programming today (Monday).

KUSC-TV Los Angeles, noncommercial educational permittee on uhf Ch. 28, is expected to go on the air this month.

• KTVE (TV) Longview, Tex., uhf Ch. 32, will go on the air July 20, William M. Morrow, station's commercial manager, advised B•T. National representative is Forjoe & Co.

• KFEQ-TV St. Joseph, Mo., vhf Ch. 2, reported that its RCA transmitter is due late this month, and that all the other equipment is in storage in St. Joseph. All the concrete piers for the base of the 750-ft. tower have been completed. Lehigh Steel, it was reported, has the contract for the tower. The station's target date is July. KFEQ-TV, represented by Headley-Reed, will be a CBS-TV affiliate.

• WMAZ-TV Macon-Warner Robins, Ga., started general construction on its transmitter building, tower and studios last week, George P. Rankin, president and chief engineer, reported.

Target date for commercial operation of the Georgia station has been set for Sept. 27, with test patterns on the air in late August. WMAZ-TV, primary CBS-TV affiliate and secondary DuMont affiliate, is represented by The Katz Agency.

WMT-TV Sets Sept. 27

• WMT-TV Cedar Rapids, Iowa, vhf Ch. 2 grantee [B•T, April 13], has tentatively set Sept. 27 as its opening date. The station's building and antenna will be on a ten-acre site on the northeast side of Cedar Rapids.

The tower, 600 ft. high, will be topped with a 102-ft. antenna. The station will operate with maximum power of 100 kw visual. WMT-TV is a CBS-TV affiliate and is represented by The Katz Agency.

• WLOK-TV Lima, Ohio, uhf Ch. 73, ended its first week of commercial telecasting with its first simulcast with WLOK (AM). The simulcast featured all 53 candidates running for nomination in the Lima primary election to be held this month.

• DuMont signed its first West Coast contract for a 5 kw uhf transmitter with Sheldon Anderson of KAFY-TV Bakersfield and KCOK-TV Fresno-Tulare during the NARTB convention last week.

The contract also covered complete studio equipment, cameras and two film scanners of the DuMont line.

• L. T. Matthews, general manager of the Sparton Broadcasting Co., permittee of a vhf Ch. 13 station in Cadillac, Mich., has pointed out that there has been confusion regarding the relationship of the Sparton Broadcasting Co. to The Sparks-Withington Co., home office of which is in Jackson, Mich.

Mr. Matthews, explaining that the vhf Ch. 13 construction permit specified an effective radiated power of 302 kw visual, said legal counsel for the Sparton Broadcasting Co. is Scharfeld, Jones & Baron, Washington. Counsel to The Sparks-Withington Co., parent company of Sparton Broadcasting, is Henderson, Quail, Schneider & Peirce, Cleveland. Engineer for Sparton Broadcasting is Allen W. Dau-

Advertisement



From where I sit
by Joe Marsh

A New Angle for Anglers

The Rod and Gun Club met the other night and the chief topic under discussion was what kind of fishing prizes to award this year.

"Squint" Miller got the floor and pulled a surprise. He said, "Aren't we awarding prizes to the wrong people? We really ought to give some kind of prizes to the farmers who let us fish on their property!"

Well, that *really* caused a lot of comment and finally "Easy" Peterson got up: "I make a motion when prizes are awarded to members, twice that prize go to the farmer on whose land the fish was caught!" The motion was passed—unanimously.

From where I sit it's a good illustration of how people learn to "think of the other fellow." Fishermen and farmers, Democrats and Republicans, soda-pop fanciers, and those who prefer a temperate glass of beer—we all have to think of each other. Thoughtfulness and tolerance are "prizes" all Americans should cherish!

Joe Marsh

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bendick, who also is technical director of Sparton Broadcasting.

President of both Sparton Broadcasting and The Sparks-Withington Co. is John J. Smith. Harold M. Johnston, secretary-treasurer of Sparton Broadcasting, is treasurer of The Sparks-Withington Co.

Noting that The Sparks-Withington Co. has been referred to as a cabinet manufacturing firm, Mr. Matthews emphasized that The Sparks-Withington Radio-Television Div., Jackson, Mich., has manufactured Sparton radios since 1926 and Sparton TV sets since 1938. Its Sparton Automotive Div., also in Jackson, manufactures Sparton horns and automotive safety equipment. Its wholly-owned subsidiary, the Steger Furniture Manufacturing Co., Steger, Ill., manufactures radio and TV set cabinets, both for Sparton Radio-Television and for others. Another wholly-owned subsidiary, Sparton of Canada Ltd., London, Ont., manufactures Sparton radios and TV sets for Canada and also manufactures metal kitchen cabinets and is the franchised manufacturer and distributor for Canada of Columbia Recordings.

• WCOV-TV Montgomery, Ala., uhf Ch. 20 outlet which began commercial programming April 22, is operating from 4:40 to 10:30 p.m. daily.

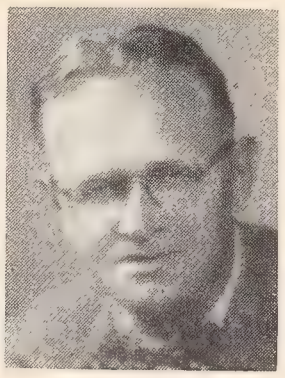
Hugh Smith, WCOV-TV general manager, told B•T that the station, affiliated with all four television networks, is getting "solid fifty-mile coverage." National representative is O. L. Taylor Co.

• The *St. Petersburg* (Fla.) *Independent* recently published a special 28-page television guide carrying stories and pictures about municipally-owned WSUN-TV St. Petersburg, uhf Ch. 38, which was scheduled to begin programming last Friday.

• The *North St. Louis Community News*, in a 16-page television supplement, featured WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54 outlet scheduled to start May 15. Supplement was devoted primarily to objective stories and articles about television, particularly uhf.

Allegheny Names Wiig To Vice Presidency

GUNNAR O. WIIG, managing director of the Gannett Radio Group, July 1 will become executive vice president of the Allegheny Broadcasting Corp., owner of KQV Pittsburgh and applicant for vhf Ch. 4, Earl F. Reed, Allegheny president, announced Thursday. KQV will become an affiliate of CBS Radio on June 15.



Mr. Wiig

Mr. Wiig for 26 years has been associated with WHEC Rochester, headquarters of the Gannett stations, which also include WENY Elmira, N. Y.; WHDL Olean, N. Y. (minority); WTHT Hartford and WDAN Danville, Ill. He joined WHEC in 1927 as a continuity and publicity writer.

In 1928 he became program director of WHEC and in 1930 was named general manager of the station. After Gannett Newspapers acquired ownership of WHEC, Mr. Wiig was made assistant treasurer in 1938 and in 1944 became first chairman of the Gannett radio board. In 1951 he was named manager-director of the five-station Gannett Radio Group.

Jones Succeeds Surrick As V.P.-Gen. Mgr. of WFBR

ROBERT B. JONES JR., vice president and general manager of KRMG Tulsa, has been appointed vice president-general manager of WFBR Baltimore effective July 1. He succeeds John E. Surrick, who resigned that position and a directorship in WFBR effective last Friday.

Frank S. Lane, KRMG station and sales manager, will succeed Mr. Jones as general manager at Tulsa. A veteran of 28 years in radio, he joined KRMG as sales manager in December 1949 before the station began operations.

Mr. Surrick, immediate past president of the Maryland & D. C. Radio & Television Broadcasters Assn., says he is not prepared to announce his future plans but that he will remain in the broadcasting field.

KRLD-TV Dallas Boosts Power to Maximum 100 kw

TELECASTING with maximum allowable power was begun yesterday (Sunday) by KRLD-TV Dallas-Fort Worth. The vhf Ch. 4 outlet now is operating with 100 kw visual, more than three and a half times the former power and the maximum allowed by FCC in the vfh low-band (channels 2 through 6), Clyde W. Rembert, president and managing director, has announced.

Roy M. Flynn, manager of KRLD-TV, said the station would have been on the air sooner with its increased power but that delays in the manufacture and delivery of new equipment postponed the power boost.

KRLD-TV began operations Dec. 1, 1949, with an effective radiated power of 15.1 kw visual. Later, it was increased to 27.3 kw visual ERP. The outlet is owned by the *Dallas Times Herald*.

WOR-TV Plans June 1 Move to Empire State Bldg.

WOR-TV New York's target date is June 1 for transfer of its transmitting site from North Bergen. N. J., to New York's Empire State Bldg. The station has FCC permission for the move, where it will join WNBT (TV), WABC-TV, WCBS-TV, WABD (TV) and WPIX (TV). WATV (TV) Newark also will move to this site at a later date.

WOR-TV will increase its radiated power from 88 kw visual, 44 kw aural to 130 kw visual, 65 kw aural, while raising its antenna height from 973 feet to 1,240 feet above the surrounding terrain. Standard Electronics transmitting equipment now is being installed at the Empire State Bldg., a WOR-TV spokesman said.

Butcher's Hartford Interest

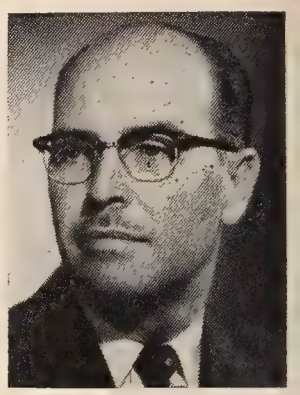
HARRY C. BUTCHER, former CBS executive, now owner of KIST Santa Barbara, Calif., and 14% owner of KEYT (TV) there, has joined the principals of Hartford Telecasting Co. Inc., applicant for vhf Ch. 3 in the Connecticut city. Mr. Butcher is a vice president and director of the company. Amount of his stock interest was not available last week. Other principals are Clifford S. Strike, Charles F. Gannon and Francis J. McClean. Amended application is due to be filed with FCC tomorrow (Tuesday). Competing with Hartford Telecasting for Ch. 3 are WDRC and WTIC, both Hartford.

Three Vice Presidents Named by KSL Radio, TV

THREE new vice presidents for KSL Salt Lake City radio and TV divisions have been announced by Ivor Sharp, executive vice president of Radio Service Corp. of Utah, which owns the audio-video outlets. They are: Eugene M. Halliday, vice president in charge of radio; D. Lennox Murdoch, vice president in charge of television, and Dr. Carl J. Christensen, vice president in charge of engineering and development.

In other appointments announced by RSC, Benjamin H. Hollingworth was named assistant secretary and treasurer, Richard L. Evans was appointed to the board of directors, and Vincent Clayton became chief engineer for both radio and TV.

Mr. Halliday has been associated with RSC since 1934, and for the past 18 months has been manager of KSL radio. He became manager of KID Idaho Falls, Idaho, in which RSC held an interest in 1946. Mr. Halliday returned to Salt Lake City in 1950 as sales manager of KSL-TV, a job he held until taking the managership of KSL radio in December, 1951. He will continue in that capacity in addition to his vice presidential duties.

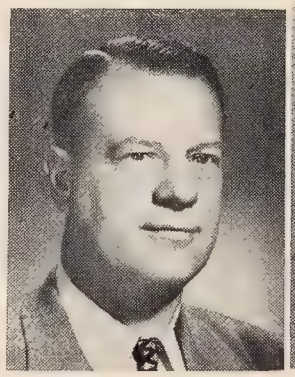


Mr. Halliday

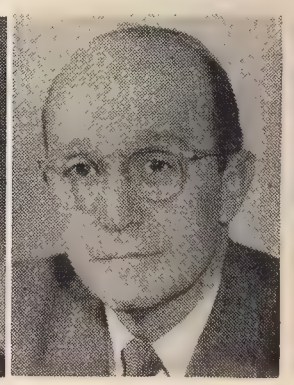
Mr. Murdoch has been with KSL for 22 years, starting as an announcer and going on to work as continuity editor, production manager, sales manager, and director of station relations, FM development, and TV operations. He continues as manager of KSL-TV.

Dr. Christensen is a former dean of the College of Mines and Mineral Industries at the U. of Utah. He began his electronics and communications work in 1927, and was associated with Philo T. Farnsworth at the Crocker Research Laboratory in San Francisco. He later was a research engineer at Bell Telephone Labs. in New York.

Mr. Hollingworth joined KSL radio in 1939 as an accountant. He also has been secretary-treasurer of KSUB Cedar City, Utah. Mr. Evans is known nationally as creator and commentator of *The Spoken Word* on the CBS Radio Salt Lake Tabernacle Choir broadcasts. He is now a director of the David W. Evans Advertising Agency in Salt Lake City.



Dr. Christensen



Mr. Murdoch

NCAA Will Pick Network Or Sponsor for '53 Football

Proposals, submitted by networks and advertisers, for telecasting college football games next fall to be considered by NCAA's TV committee May 11.

NATIONAL Collegiate Athletic Assn.'s 1953 television committee will meet in New York May 11 to examine proposals submitted by networks and sponsors for telecasting collegiate football games next fall within the framework of NCAA's 1953 program.

The committee announced last Tuesday a plan that will offer viewers a slight increase in the number of games on network TV next fall over 1952. It has been submitted for approval to member universities and colleges, and balloting results are expected to be announced Wednesday, according to TV director Asa S. Bushnell.

Mr. Bushnell told B•T last week that the TV committee will consider all network and sponsor recommendations. He said either a network or a sponsor will be chosen, pointing out that it was NBC-TV in 1952 and Westinghouse Corp. in 1951. The selected business organization, he said, will be permitted to work out other arrangements, subject to NCAA approval. Announcement of the network or sponsor will be made later, Mr. Bushnell added.

In deciding upon a network or sponsor to represent NCAA, Mr. Bushnell said, strong consideration will be given the promotional and publicity effort that will be at NCAA's disposal.

The 1953 plan, which was announced in Kansas City by Walter Byers, NCAA director, calls for 13 dates—12 Saturdays plus Thanksgiving. This amounts to one more than last year. Another point of difference is the introduction of a "panorama experiment," whereby "two or three" of the dates will be devoted to telecasting portions of widely separated games all in one afternoon.

Other salient features of the 1953 program, which needs a two-thirds vote of membership for approval, are:

- On the 10 or 11 full-game programs, at least one of the games shall originate in each of the eight NCAA geographical districts and no more than two shall originate from any one district.
- No member shall appear on network television more than once. Preference will be given to colleges which did not participate in network TV in 1952.
- Small college games may be telecast on a local basis and sell-out games may be carried locally on TV with NCAA approval. (Some 40 such games were telecast last year.)
- Games played on dates other than Saturday afternoon are affected only to the extent that the one network appearance rule shall apply and permission must be obtained for telecasting such games.

Although no dates are fixed, an NCAA spokesman indicated the program will begin Sept. 19 and continue through Dec. 5. NCAA restrictions do not cover post-season competition, such as the bowl games, which may be negotiated on an individual basis.

The 1953 television committee is headed by Robert J. Kane, athletic director of Cornell U. Messrs. Byers and Bushnell, TV program directors, are ex-officio committee members.

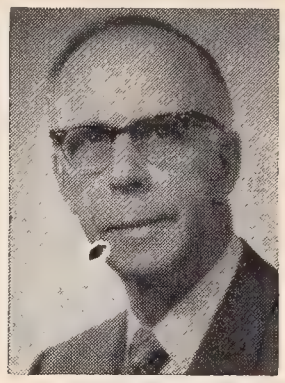




STATIONS

WILD Increases Power To 10 kw Day, 1 kw Night

WILD Birmingham switched its operation to 10 kw day, 1 kw night on 850 kc at noon last Monday, General Manager Don D. Campbell reported last week. The station previously had been on 1490 kc with 250 w.



Mr. Campbell

The changeover was promoted by WILD, a Mutual outlet, with billboards, newspaper ads, trolley-bus cards, trade paper ads, road signs, movie trailers, direct mail and novelty items. First broadcast on the new power and frequency was *Game of the Day,* which that day carried a Birmingham Barons contest.

New Blair Presentations

NEW TYPE radio program presentation forms, illustrated and in color, were placed in use fortnight ago by John Blair & Co., national representative of radio stations, according to Wells H. Barnett, manager of the Blair sales development department.

The new forms, which cover six different program types, are designed for salesmen to provide agencies with quick and accurate data on local programs on Blair-represented stations. An estimated 225 individual programs will be covered in the presentations, Mr. Barnett said.

REPRESENTATIVE SHORTS

WORL Boston appoints Headley-Reed, N. Y., as national representative.

George W. Clark Inc. appointed national sales representative for WTVP (TV) Decatur, Ill.

CHLO St. Thomas, appoints Stephens & Towndrow as representatives for Toronto area.

KXLR Little Rock appoints William G. Rambeau Co., Chicago, as nation representative.

WCOV-TV Montgomery, Ala., appoints O. L. Taylor Co., N. Y., as national representative.

WEAS Decatur, Ga., **WJIV** Savannah, Ga., **WGOV-AM-TV** Valdosta, Ga., and **KWEM** West Memphis, Ark., appoint Stars National Inc., N.Y., as national representative.

KCOK-TV Tulare, Calif. appoints Forjoe & Co. as national representative.

KTVH Hutchinson, Kan., appoints H-R Representatives as national representative.

WPOR Portland, Me., appoints Richard O'Connell, N. Y., as national representative.

KVI Seattle names H-R Representatives as station representative.

MANUFACTURING

New 3-D Color Movie To Be Demonstrated Soon

SOON to be demonstrated is a new system of tri-dimensional color motion pictures, developed by R. E. Shensted of Marshalltown, Iowa.

The new system, called Stereocolor, was hailed by Col. B. J. Palmer, Iowa broadcaster and one of Mr. Shensted's financial backers, as one of the answers to help the movies "combat the invasion of TV which is closing hundreds of movie theatres today." Col. Palmer said the tri-dimensional color system also had application to television.

"As startling and as impossible as it seems, we produce 3-D and a full range of colors with one black and white film," Col. Palmer said. He said these economies would permit saving of millions of dollars to producers and theatre managers.

Stereocolor also includes a special feature respecting illumination, it was reported.

Stereocolor requires only one film and the single negative is printed on a positive in regular black and white method of processing. Colors used in Stereocolor always carry 100% of saturation, it was said.

Fact that other 3-D systems require additional projectors and equipment and Stereocolor does not, should add to its savings for theatre owners, the report stated.

Four patents have been issued on Mr. Shensted's research and more are being applied for.

Col. Palmer is the principal owner of WHO-AM-FM Des Moines, WOC-AM-FM-TV Davenport, and owns 25% each of KMA Shenandoah and KMTV (TV) Omaha.

Stromberg-Carlson Election

RE-ELECTION of the following officers and directors was announced after the annual stockholders meeting of Stromberg-Carlson Co., Rochester, N. Y.:

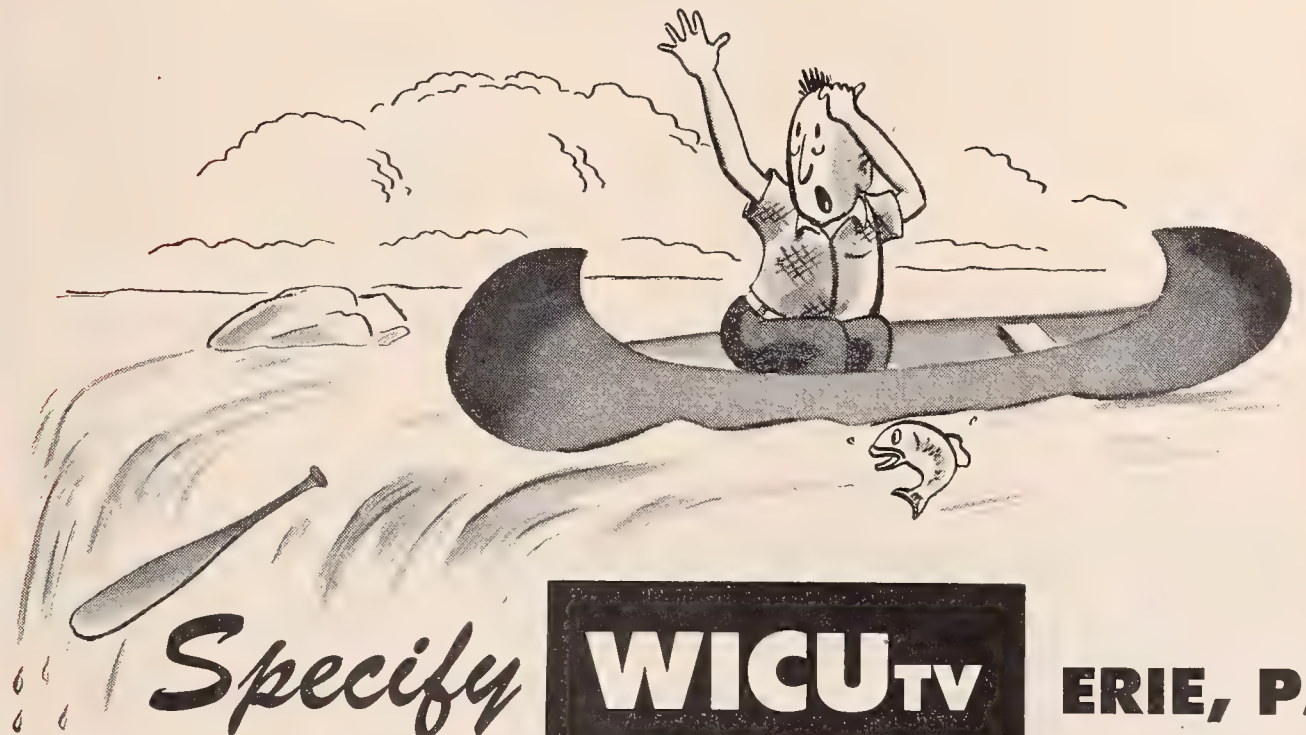
Robert C. Tait, president; Gordon G. Hoit, vice president, finance; William Fay, vice president and general manager, broadcasting division; Sidney R. Curtis, vice president in charge of government contracts; Arthur F. Gibson, general manager, telephone division; Clifford J. Hunt, general manager, radio-television division; Anthony G. Schifino, general manager, sound equipment division; Edwin C. Roworth, corporate secretary; Wilbur W. Hetzel, treasurer; Daniel G. Schuman, controller; George E. Eyer, assistant secretary and manager, industrial relations; Charles W. Pritchard, assistant treasurer; Theodore L. Bowes, assistant secretary and manager, patent department; and George C. Gordon, assistant secretary.

Re-elected directors are Wesley M. Angle, Frank E. Devans, William Fay, Bernard E. Finucane, Myron J. Hayes, Gordon G. Hoit, Thomas L. Lee, Ray H. Manson, Lee McCanne, Frank W. Moffett, Robert C. Tait, and George L. Todd.

Plamondon Loses Fight For Stockholder Proxies

A. D. PLAMONDON Jr., president of RTMA and former president of Indiana Steel Products Co., Valparaiso, Ind., is reported considering court proceedings against the majority faction of the steel firm's board of directors. By winning the greater number of proxies during a stockholders' meeting held last week, the management candidates were re-elected, along with two vice presidents of the steel company. Mr. Plamondon and Fred M. Gillies, vice president of Acme Steel Co., Chicago, were unsuccessful in their efforts to stay on the board.

DON'T BE UP THE CREEK
WITHOUT A PADDLE...



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SERVED AND SOLD

by EDWARD LAMB ENTERPRISES

ERIE, PA.—WICU-TV
Headley-Reed Co.

ERIE, PA.—WIKK AM
H-R Co.

ERIE, PA.—THE ERIE DISPATCH
Reynolds-Fitzgerald, Inc.

MASSILLON, OHIO—WMAC-TV
Now under construction

TOLEDO, OHIO—WTOD AM
Headley-Reed Co.

ORLANDO, FLA.—WHOO AM-FM
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features

- A detailed study directed by NARTB establishes principles of profitable radio station operations. It's the most complete investigation yet made to find out what makes profitable stations profitable. Page 86.

- Picture page: B•T golf tournament. Page 92.

A radio success story:

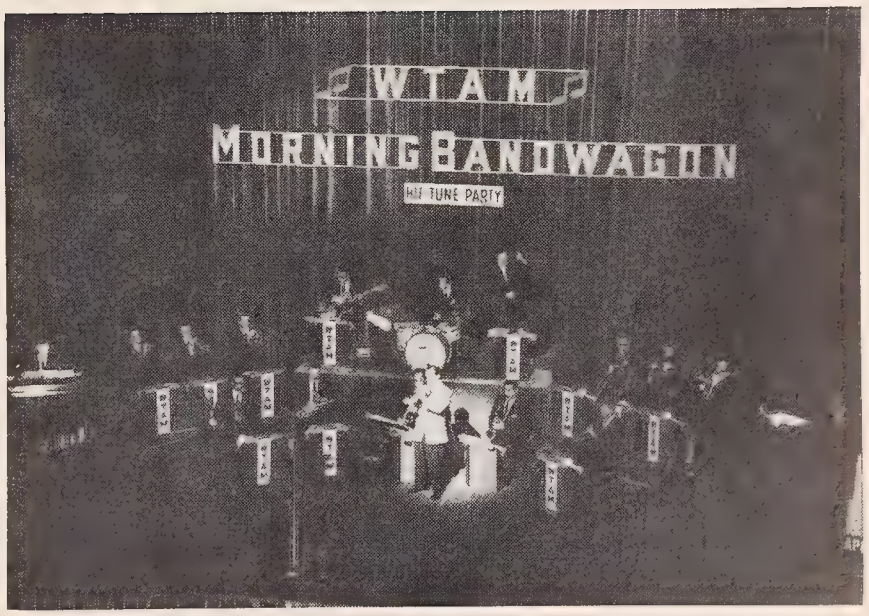
BIG, LIVE SHOW ATTRACTS MORNING AUDIENCE

MORNING radio listening in the Cleveland area needed a potent shot in the arm to revive it when Hamilton Shea took over as general manager at WTAM Cleveland last year. A sales check revealed that his station's 7-9 a.m. portion, following a conventional programming pattern, had never been sold out. In a further breakdown, 7-8 a.m. listenership was considered fair; the 8-8:30 a.m. less than fair, and the 8:30-9 a.m. slot consisted of two 15-minute programs which have either been moved off the station or re-scheduled at a later time.

Rating-wise, the above-mentioned data placed WTAM 3d in listenership—a poor standing for a 50 kw clear channel outlet. If the picture were to change, some drastic revisions were in the offing. Mr. Shea was convinced he had the solution in a program idea new to Cleveland and different enough to make friends and influence people.

The solution: a big, live show in a time period that seldom accommodates any kind of programming but disc jockeys. The pay-off: higher ratings and more sponsors.

The first step in winning back an audience, which had noticeably drifted elsewhere, was to completely revamp the morning schedule. From 7-9 a.m., Mr. Shea programmed *Morning Bandwagon,* a new live show featuring 17 musicians, two vocalists and a singing pianist, Johnny Andrews, as m.c. Henry "Hot Lips" Levine, whose trumpet playing has gained him national popularity, was engaged to lead the WTAM "Clevelandaires." To suit the varied taste of radio listeners, the orchestra was divided and subdivided into groups, each specializing in a particular music style. Unique solos, such as a trombone trio's rendition of a popular ballad, are the rule rather than the exception on *Morning Bandwagon.* In producing the new show, Mr. Shea avoided the ordinary and concentrated on the unusual. His conviction that imaginative, well-planned radio broadcasting will hold its own in any market has become a reality at WTAM.



DESPITE appearances, this isn't a major nighttime production. It's a morning show broadcast across the board by WTAM Cleveland. A big, live band and live vocalists are paying off commercially.

The station's 7-9 a.m. story isn't the sad one it was last year before *Morning Bandwagon* went on the air. The show, boasting a waiting list, is sold out to 38 sponsors. Two months after the program began, ratings showed that no other station headed WTAM in the time period which the show occupied. After seven months, spots, which sold for $39, were raised to $50, a tribute to the show's pulling-power. *Morning Bandwagon's* effectiveness was further established at a recent annual awards luncheon of AFTRA in Cleveland when it walked off with more "best" awards than any other production in the city.



HOW TO INCREASE

WHY is a profitable AM station profitable?

Answer: it has prestige, adequate capital and management know-how, the latter the prime ingredient.

Know-how is not an occult gift. It can be described and applied by alert and imaginative managers everywhere.

This report is intended to translate that know-how into understandable terms. The advice here can be followed by the management of any station.

A good place to begin is to describe how the management of a station may find out whether it is getting its proper share of local advertising and may set local dollar sales objectives.

This may be done by buying, for the state where the station is located, from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., the (1) "U. S. Census of Business, 1948—Retail Trade" and (2) "U. S. Census of Business, 1948—Service Trades." These bulletins list retail stores and service trades for the metropolitan area or county, giving the number in each classification and the 1948 sales for each class.

After sales for each category are listed, then to each dollar sales figure the 1949 Treasury Department Study of Advertising Expenditures (see Table 1 next column) is applied, by type of retail and service operation, showing the percentage relationship between sales and advertising expenditures.

The total local advertising figure is projectable to 1952 by use of the McCann-Erickson Annual Studies of Dollar Advertising Volume which appear in *Printers' Ink* magazine. This study contains a figure showing the growth each year in local advertising. These growths were: In 1949—6.7%, 1950—7.9%, 1951—12.5% and 1952—12.3%.

To the 1948 all-media local advertising dollar expenditures estimated by the station operator should be applied 6.7% to determine the dollar amount to be added to the 1948 figure, then 7.9% to the new 1949 figure, and so on until arrival at the estimate for 1952.

The resulting figure represents overall local advertising expenditures for all local media. In multiple-station markets, radio's share of this has ranged from 5% to 25%, depending upon how well radio has sold itself locally. In 1951 on a national average basis local radio in all markets got 11% of local advertising money, and for 1952, 10.4%.

If a station is the only one in its market selling time to local merchants, it can figure easily what its own share has been and thus set its own dollar sales goal. If there is one other competing station in the market, the station manager must depend upon his own estimate of his competitor's share of local advertising. If there are three or more stations in the market, the manager can get total local time sales for the previous calendar year from FCC.

Thus, the current year's all-media advertising dollar potential for the station's market can be the same as last year's—if business in this market is going to be at about the same level this year as last. In other words, the station operator has formed a basis for all-media dollar potential in his market by estimating an expenditure figure for all media in the most recent year.

The station manager now has a means of determining what his market area should or can do in the way of total radio dollar sales. A 15% to 20% figure for radio is not unreasonable for its share of local all-media advertising expenditures and the operator may set his goal by estimating what he can get as his own station's share of this 15-20%.

Table 1

Retail Store Group	* Percent Advertising Expenditure to Sales
Food	.54%
Eating places	.80
General merchandise group, general stores (department stores)	2.45
Apparel	2.78
Furniture, appliances	3.31
Automotive and gasoline service stations	1.07
Lumber, building and hardware	.71
Drug and proprietary	1.37
Other retail stores	1.50
Service Trades	*** Percent Advertising Expenditure to Sales**
Personal service	1.60%
Business service	.66
Auto repair and garages	.97
Miscellaneous repair	.80
Hotels and other lodgings	1.65
Amusements	3.07

* 1949 Bureau of Internal Revenue study.

Some of the limiting factors: All other media competition and the amount of time the station operator has unsold. The rates radio gets in the market also will help determine its share.

Although estimation of national advertising expenditures for any market is comparatively simple, it must be remembered that there is no assurance that the national advertiser, through network or spot advertising, either will want or need the particular market in his advertising plans. His product may not be distributed in this market or he may have insufficient money to include this market in his advertising.

In estimating the market's national all-media advertising, the total dollar expenditures for national advertising is taken from the McCann-Erickson Annual Study of Advertising Expenditures. In 1952 this figure was $4,120,900,000. This figure is multiplied by *Sales Management's* Retail Sales Per Cent of U. S. A. for the particular market.

It must be kept in mind the figure obtained by this method is for all-media advertising in the particular market. Taking again the 9.7% figure from the McCann-Erickson study as the amount of total advertising dollars going to radio in 1952, it may be figured that approximately 10% of the all-media figure estimated for this market will go to radio. Of course, this is an average figure for the whole country and there will be variations among markets—particularly since national advertisers do not spread their expenditures to every market.

In radio too, the national advertiser often advertises his products in a particular market through some outside station. Thus, to estimate the share of local stations, the operator must estimate what they lose because of coverage of this market by non-hometown stations.

In the major markets, too, a much greater share of national advertising dollars is spent. For instance, the FCC 1951 financial report says: "More than four out of every

A painstaking study of radio operations in both TV and non-TV markets points the way to better management and more profitable AM operations.

YOUR RADIO PROFITS



RICHARD ALLERTON

Richard M. Allerton, manager of the NARTB research department, unveiled at the NARTB convention last Tuesday the results of a painstaking study by Stewart, Dougall & Assoc., New York, into radio management. Objective of the study: To find out what makes profitable AM stations profitable and to set up principles of good management that AM stations everywhere could use. Stewart Dougall & Assoc., a management and market research firm, thoroughly investigated 20 radio stations in five representative markets, two where TV also operated and three without TV. Here, revised for publication, is Mr. Allerton's summary of the findings. Though none of the conclusions is particularly astonishing, the study emphasizes that profit and sound managing—including adherence to recognized ethics and public service standards—go hand in hand. A more detailed report on this study will be distributed shortly.

five dollars spent by national and regional advertisers for radio time was spent on stations located in the nation's 168 metropolitan areas. These stations, numbering about 900, received approximately 84% of the payments to stations for network time sales and approximately 85% of the revenues from national spot business."

Thus, the 1,300 stations in approximately 1,000 communities under 50,000 population receive only 16% of payments by national advertisers for network time sales and only 15% of national spot business. This makes apparent the importance of local business to these smaller-market stations.

This method of estimating national advertising potentials would be fairly reliable in the 162 metropolitan markets listed in the J. Walter Thompson Co. publication, "Population and Its Distribution." In markets with city centers of 25,000 to 50,000 the variation in spending by national advertisers would be much more, and below that, in counties at least 50% urbanized, there would be a still greater variation, many of these markets getting little if any of national advertising dollars.

Dollar Revenues Advance

Data from the five-market study shows radio's share of local all-media spending in radio-only markets averaged 15% in 1947, and went to 15.2% by 1951, a slight rise. Since total revenue dollars increased 91% in the five years and local all-media advertising dollar expenditures rose 89%, local radio dollar revenues advanced slightly more percentagewise than did the expenditure.

In markets where radio had TV competition radio's local dollar revenues were 17.4% of all-media local advertising expenditures in 1947 and 9.6% in 1951. Radio's local dollar revenues rose 9.5% and estimated local all-media advertising dollar expenditure increased 98%. Thus these stations, as well as those without TV competition, increased their dollar revenues one-tenth, by doing the things set forth later in this article in the principles of profitable radio station operation.

For stations in radio-only markets, radio's share of the total all-media national advertising expenditures was 8.8% in 1947 and 8.8% in 1951, making a 27% increase in dollar revenue when all-media national dollar expenditures increased by 27%. Thus, radio held its own in these markets.

But radio's share of the national advertising dollar declined 7% in the five-year period, dropping from 9.9% to the total in 1947 to 5.5% in 1951. This is indicative that TV's effect on radio from national advertising was far greater than its effect on local advertising.

The study shows national advertising dollars received by the five most profitable in the five markets stations in 1947 and in 1951. The two stations in TV markets derived $674,000 from national network advertising in 1947, and $548,000 in 1951, a drop of 18.7%. From national spot they received $576,000 in 1947, and $615,000 in 1951, an increase of 6.8%. The three stations in non-TV markets received $442,000 from network advertising in 1947, and $436,000 in 1951, a drop of only 1.4%. But their national spot business went from $437,000 in 1947 to $680,000 in 1951, a rise of 55.6%.

Comparative profits indicate that in radio-only markets profits in dollars (before federal income tax) increased 39% from 1947 to 1951, while revenues increased 58% and expenses increased 64%. Profits in 1947 were 23% of revenue and in 1951, 20%.

In radio-TV markets profits (before Federal income taxes) decreased 34% from 1947 to 1951, revenues increased only 0.25% and expenses increased 7%. Profits in 1947 were 17% of revenue and in 1951, 11%.

But it is interesting to note that TV's full impact did not hit radio revenues and profits in TV markets until 1951. In 1950 radio profits in these markets reached their peak for the five-year period, while this peak was reached in radio-only markets in 1951.

FCC final AM and FM financial data for 1951 were used in finding whether the experience of the entire industry might indicate, by size of market and kind of station operation, the minimum revenue below

which practically all stations operated at a loss.

In unlimited regional station operations, making a profit according to FCC, average expenses in metropolitan area markets with 250,000 to 500,000 population amounted to $247,000 in that year. Expenses of such stations reporting a loss amounted to $189,000. Average revenues of profitable stations were $316,000, or a profit (before Federal income taxes) of 22% of revenues.

Several important questions are raised here:

(1) Does the average expense figure on loss stations cut down on usual expense items which are necessary for profitable operation, or are these expenses more realistic than those of the profitable operations?

(2) On the other hand, are expenses of the profitable operations realistic or do they contain high administrative salary items which could be trimmed under economic pressures and still not adversely affect the business-producing efforts?

Minimum Profit

Assuming that somewhere between one expense average and the other is the reasonable answer, the figure of $233,500 would be the minimum profit a station must make in 250,000-500,000 markets to break even. Thus to make a 10% profit on sales the minimum average revenues in this class must be approximately $260,000.

The thinking just expressed is set up in Tables 2 and 3 (see below), showing estimated average minimum earnings of limited and unlimited radio stations which must be made by regional and local stations before they show profits in the size markets shown.

A comparison of these average figures to the five-market study shows the profitable stations are well exceeding the average figures set up, and the unprofitable stations correlating to a high degree. This adds up to the conclusion that unless a station can step up activities to meet these minimums for its respective size of market, it probably is fighting a lost cause and might as well close up shop.

Going back to the study, it was found that the case histories of the five most profitable stations collectively followed the principles of profitable station operations. These practices are grouped into five headings: Programming, sales, personnel, public service and financial.

Programming

Under programming, station management:

1. Developed and promoted distinctive personalities on live shows, farm and women's programs and disc jockey shows.

2. Improved established shows by adding new talent and features.

3. Strengthened news programming by broadcasting news more frequently, rewriting local and national news, extending local coverage and developing news personalities.

4. Intensified public service programming and participation in community affairs, in several instances adding a public service director.

5. Tended to drop network sustaining programs and to develop local programs, either live or recorded, around key personalities.

6. In counter-programming against TV, placed increased emphasis on local programming of "relaxing" music, news and sports—with low-pressure advertising, particularly for Sundays and evenings.

7. Used more care in choosing music for local programs, selecting types of music to appeal to varying types of audiences.

8. Appraised programming by competing stations to find the most promising areas for exploitation on their own stations.

Sales

1. Concentrated on local business and obtained business from advertisers not previously using radio. The profitable stations show year by year growth in number of accounts.

2. Intensified advertising and promotion, emphasizing: Frequent on-the-air program announcements, sales presentations to acquaint advertisers with specific programs, signs and posters, movie trailers for station promotion, direct mail and personalized letters to advertisers, specialized direct mail activity of various types, audience promotion, trade magazine and newspaper advertising and publicity, use of studios and facilities by local firms and advertisers and station anniversary publicity stunts.

3. Strengthened sales by adding experienced personnel acquainted with the local area and business men.

4. Studied local advertisers' problems to help them with the sales approach, type of program, and time of day for best results in radio.

5. Analyzed accounts representing local market potential and directed sales effort to those previously weak in radio.

6. Developed case histories of successful radio advertisers for local selling.

7. Collected market data on the metropolitan and trading area for sale of national advertising.

8. Increased direct contact between program personalities and local advertisers to sharpen up commercials, associate personalities with products advertised, and reduce vulnerability in the case of lost sales personnel.

9. Improved account service, but relieved salesmen where possible from routine service functions.

10. Provided sales incentive by salary plus commission or bonus compensation.

11. Maintained closer control of sales by requiring call reports and by meetings with salesmen.

12. Provided new sales personnel with intensive indoctrination and training.

13. Worked closely with local accounts after they were sold.

14. Adopted a policy of not overselling a new account.

15. To meet television competition—analyzed local advertisers to determine why they bought TV, how much they spent, and results obtained from television in relation to expenditure. Many later were persuaded to return to radio, or divide appropriations between radio and TV.

16. To meet competition of newspapers—participated in retail surveys to measure the effectiveness of radio versus newspaper advertising in the local market.

17. Increased merchandising activity in giving more sales service to advertisers. Among specific steps: Sent letters to the retail and wholesale trade informing them of a program to be sponsored by a particular product they sell; made personal contacts at the retail level to find the competitive position and retailers' and consumers' opinions on specific clients' products; used car cards

TABLE NO. 2

AVERAGE ESTIMATED REVENUES NEEDED IN LIMITED (Daytime & Part-time) STATION OPERATIONS

Regional Stations (Limited)

Size of Market Metro. Areas	AVERAGE REVENUES To Show Margin Over Average Expenses Of 10%	Of 15%	Of 20%	Of 25%
250,000-500,000	$104,000	$110,000	$117,000	$125,000
100,000-250,000	106,000	112,000	119,000	127,000
50,000-100,000	90,000	95,000	101,000	108,000
Not in Metro. Areas				
25,000-50,000	92,000	98,000	104,000	111,000
10,000-25,000	72,000	77,000	81,000	87,000
5,000-10,000	56,000	59,000	63,000	67,000
Less than 5,000	52,000	55,000	58,000	62,000

Local Stations (Limited)

Metro. Areas				
250,000-500,000	$ 82,000	$ 87,000	$ 92,000	$ 98,000
100,000-250,000	70,000	74,000	78,000	84,000
50,000-100,000	.....	.....	.....	.....
Not in Metro. Areas				
25,000-50,000	.....	.....	.....	.....
10,000-25,000	69,000	73,000	78,000	83,000
5,000-10,000	46,000	49,000	52,000	55,000
Less than 5,000	35,000	37,000	40,000	42,000

TABLE NO. 3

AVERAGE ESTIMATED REVENUES NEEDED IN UNLIMITED STATION OPERATIONS

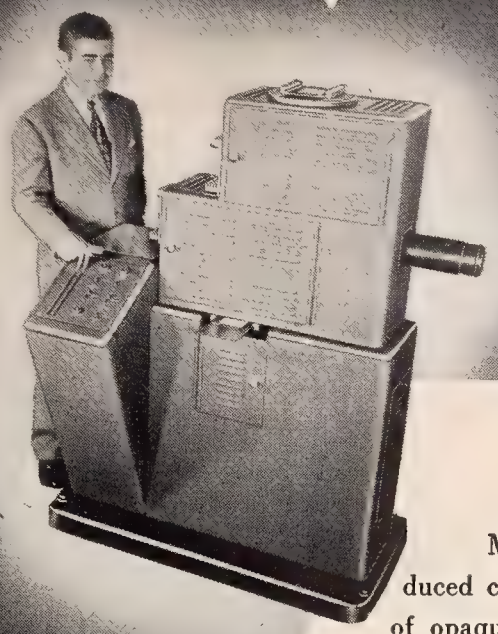
Regional Stations (Unlimited)

Size of Market Metro. Areas	AVERAGE REVENUES To Show Margin Over Average Expenses Of 10%	Of 15%	Of 20%	Of 25%
250,000-500,000	$260,000	$275,000	$292,000	$312,000
100,000-250,000	212,000	225,000	239,000	255,000
50,000-100,000	164,000	174,000	185,000	197,000
Not in Metro. Areas				
25,000-50,000	146,000	155,000	164,000	175,000
10,000-25,000	114,000	120,000	128,000	136,000
5,000-10,000	124,000	131,000	139,000	148,000
Less than 5,000	81,000	86,000	91,000	97,000

Local Stations (Unlimited)

Metro. Areas				
250,000-500,000	$138,000	$147,000	$156,000	$166,000
100,000-250,000	132,000	139,000	148,000	158,000
50,000-100,000	117,000	123,000	131,000	140,000
Not in Metro. Areas				
25,000-50,000	103,000	109,000	116,000	124,000
10,000-25,000	78,000	82,000	87,000	93,000
5,000-10,000	56,000	60,000	63,000	68,000
Less than 5,000	51,000	55,000	58,000	62,000

Used by more TV stations



than any other 4 x 5 commercial slide projector

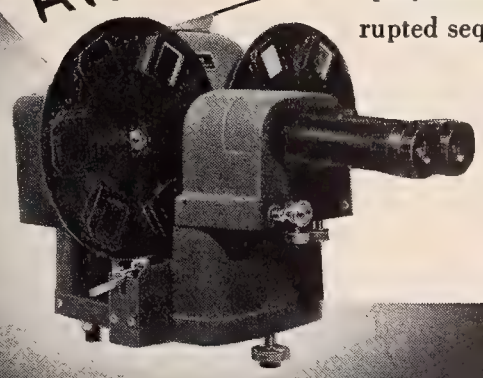
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GRAY RESEARCH

and Development Co., Inc., Hilliard Street, Manchester, Conn.

Division of The GRAY MANUFACTURING COMPANY—*Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph*

and window displays to advertise products, station and programs; encouraged retailers to build product displays tied in with window displays promoting the station and program.

Personnel

1. Obtained salesmen with previous experience in radio, advertising or sales with a definite leaning toward sales of intangibles.
2. Rewarded station personnel for suggestions resulting in improved operations.
3. Paid salaries high enough to obtain and hold high-calibre personnel.
4. Used care in selecting and training continuity personnel, recognizing that copy preparation is a key selling function.
5. Brought in younger people with creative ability and gave them time to prove themselves.
6. Familiarized station personnel with problems and practices in other departments.

Public Service

1. Merchandised public service programs to build awareness of the station's interest in the community.
2. Provided staff talent to make public service programs interesting and effective.
3. Gave local groups ideas on raising funds or obtaining constructive action from the public.
4. Adopted selective local service programming to support activities with the widest interest.
5. Encouraged staff members to participate in community affairs as individuals.
6. In one medium market, formed a Radio Council in the community, made up of the program directors of each station, to evaluate requests for support by fund-raising groups.

Financial

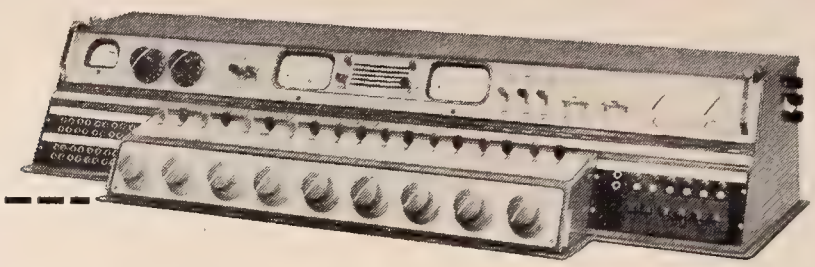
1. Revised rates periodically, considering operating costs, advertisers' cost per listener, and demand for time.
2. Redesigned rate structures with the trend of charging more for daytime radio and less for evening time in TV markets.
3. Maintained closer control over expenses, realizing operating costs have increased faster than revenue.
4. Adopted a philosophy that radio cannot make its product more attractive by cutting prices, and that rate cutting is not the answer to radio or television competition.
5. Helped maintain a firm rate structure locally by not participating in deals and special arrangements which mean rate cutting.

The study attempted to find whether station management budgeted both overall and departmental expenditures for each ensuing year's operations. It found this not the case in the smaller and medium markets in the cities investigated. But the study did find some attempt to determine the probable costs and revenues of new programs being considered.

Although not speaking from factual data obtained in the survey, the NARTB Research Dept. report expressed a belief that budget and fiscal control policies are well established in the largest station operations in the big metropolitan areas. Whether or not this is so, the report indicates a belief that any sound business operation—including radio—should have an overall and departmental

The ultimate in quality control for larger stations

1.



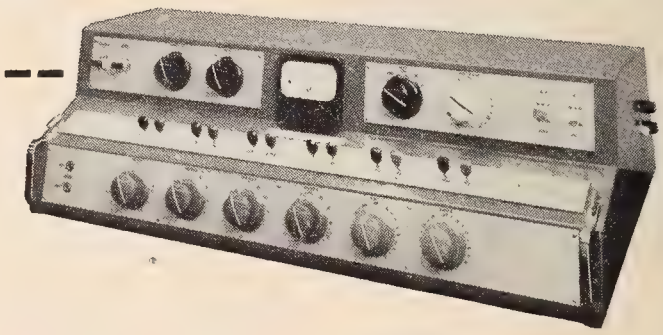
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AND ORDER IT VIA GRAYBAR

2.



for smaller stations, single studios, recording installations

ALTEC MODEL 230B is carefully engineered to do a top-quality job. This compact unit measures 17″x9⅜″x 36¼″. . . and features eight low level microphone or turntable inputs . . . and four remote lines of which four microphone or turntable inputs and two remote lines may be mixed simultaneously. The front panel hinges upward to expose all mixing pots, switches and tubes for immediate service. Plug-in power supplies are mounted on the floor of the console. The output channel can be switched to either of two output lines, automatically connecting the control room telephone to the unused line. No program interruption or feedback.

Be sure to get the best in consoles – order your Altec equipment via Graybar. Consult your local Graybar Broadcast Equipment Representative for complete information. ***Graybar Electric Company, Inc. Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y.***

353-15

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CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6452
DETROIT
P. L. Gundy, Temple 1-5500
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via GraybaR

budget, and suggests the matter as a possible area of further study in radio station operations.

This is not to say the stations studied are completely lax in cost controls. Good management often had weekly and sometimes daily financial data available. In several instances management's objective was to obtain gross revenues roughly 25-30% above expenses, but the study found in no instance any hurried effort to cut expenditures to maintain this margin. Actually, the margin was a goal rather than an accomplishment.

Radio seems to be unable to obtain more than 20% of the local advertising dollar potential, where there is newspaper competition, and sometimes does not even reach this share of potential. Since there seems to be a ceiling to the gross revenues radio is able to take from a market where there is local daily newspaper and other media competition, it would seem that, in a multi-station market, for example, one and sometimes two stations may make little, if any profit for the owners.

If it is true nearly half of all radio station markets have no local daily newspaper competition, it would seem there is a real opportunity for radio to obtain the lion's share of the local advertising dollar in these markets.

Spot Returns Improve

TV's effect has been primarily on network revenues of stations, with local radio revenues increased in proportion to the effort good management has expended in its local selling and programming. Spot returns also have improved, but not to the same extent as local.

A greater proportionate expenditure in the two combination radio-TV markets studied on programming and sales was reported in 1951 as compared with 1947. In the three radio-only markets in 1951, 12.5% of expenses went into selling, compared to 19% in the radio-TV markets — a seemingly greater sales effort in the TV markets.

Operating figures of radio stations in TV markets clearly demonstrate that radio must adjust to TV competition and this report's principles of profitable station operation show how competent operators met competition from this new medium.

Although intelligent radio station operation can meet TV competition, the study indicates that in some TV markets radio may have to give way to lower revenues and possibly fewer stations.

An increased revenue per employe of $990 was averaged by the stations between 1947 and 1951, but increased expenses during the same period practically offset the per-employe revenue. Revenue per employe for stations making a profit in 1951 ranged from $5,824 to $13,169. The two most profitable stations, one in a radio-TV market and the other in a radio-only market, produced revenues of roughly $13,000 and $12,000, respectively, per employe.

In four of the five markets the one outstandingly profitable station in each had been long established and was an affiliate of one of the two highest revenue-producing networks. The leading station in the fifth market was a new station which had passed an older station in profits, although each was affiliated with one of the two highest revenue-producing networks.

Sales promotional efforts were described by management as among several factors affecting profitable operation, although an exact breakdown on sales expenses was not available in sufficient instances to draw casual relationships between profitable operation and intensity of promotional sales effort.

Radio cannot afford to lower advertising standards to get business, and stations which do so are offending the public, losing public confidence and doing radio great harm, outstanding management believes.

All the stations stood firmly against rate cutting, and management felt "radio cannot make its product more attractive by cutting prices and that rate cutting is not the answer to TV or other station competition," but that this answer, rather, is in the principles of profitable station operation enumerated in this report.

The most profitable station in each market outspends competitors in the program department and spends a smaller ratio to its total in the general and administrative category.

Advertisers in the markets studied took about 18 months to get a true picture of TV costs versus results and in some instances returned to radio. In both TV and non-TV markets, radio stations have increased emphasis on building local business. The emphasis station management places on selling national and regional, or on the other hand, local accounts, depends on the station's power and extent of coverage.

The station operator cannot cut his sound business-getting and business-producing expenses, but he must examine closely each item which does not lead programwise or saleswise to greater business.

Station's Use of Leads

Ordinarily, but not always, a station which leads or is in second position in a multi-station market, uses ratings in selling national and regional advertisers, but for local business, ratings are little used. Although there is a widespread belief ratings are needed in selling national accounts, there are some instances of long-established, profitable stations not using ratings at all.

Radio stations were highly profitable businesses after World War II, perhaps in many cases too profitable for their future good, the report indicates from other studies. Radio stations increased vastly (roughly 150%), advertisers flocked to radio and it was easy to sell time and make money. Magazines and newspapers made money too, but not at the pace radio set until about 1944. Faced with rising costs, magazines and newspapers increased their rates as costs mounted and since then have done proportionately better profitwise than radio.

Now confronted with increasing competition from TV, radio must realize its own strength as an advertising medium, must sell and resell itself at local, spot and national advertising levels. The drive must not be primarily against television, but for radio against all other media.

To be profitable, stations must put into effect the principles enumerated above and management must give fulltime supervision to see that the principles are continually used.

B•T's Golf Tourney Winners: Aston and Jarema



DISCUSSING scores are (seated, l to r) Grover Cobb, KVGB Big Bend, Kan.; Bob Ferguson, WTRF-TV Wheeling; Andy Jarema, WKOP Binghamton, N. Y. (low net winner), and Ben Strouse, WWDC Washington; standing, Ralph Yambert, Yambert-Prochnow Inc., Beverly Hills; Bob Reynolds, KMPC Hollywood; Hugh Terry, KLZ Denver; Ken Brown, KWFT Wichita Falls, and Joe Bernard, KOMA Oklahoma City.

Californian and New Yorker come in with low gross and net scores to take silver cups in annual golf tournament opening NARTB convention.

DESPITE a low smog and light rain which Southern Californians explained away as a fog blown down from San Francisco, 56 radio and television divot diggers competed at Wilshire Country Club, Los Angeles, last Monday in the 19th annual BROADCASTING • TELECASTING-NARTB golf tournament which kicked off convention activities.

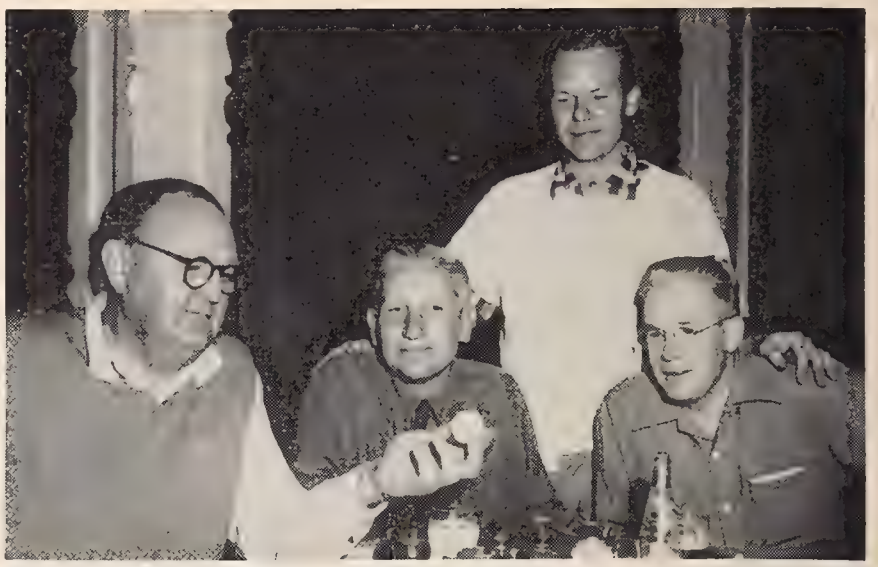
When final scores were tabulated, Sil Aston, KMBY Monterery, Calif., and Andy Jarema, WKOP Binghamton, N. Y., were the low gross and low net winners, respectively.

Mr. Aston, who also won the NARTB tournament in Chicago in 1949, shot a remarkable 76 for low gross honors to win one of the silver trophies donated by BROADCASTING • TELECASTING. Mr. Jarema won low net in the blind bogey tournament with a gross 89 aided by a 27 handicap for a 62 tally. He was presented a silver cup by B•T.

Second low gross honors were won by Joe Bernard of KOMA Oklahoma City, with a 79 while Ken Brown, KWFT Wichita Falls,



ENJOYING the 19th hole humor of genial Bob Milliken, J. Walter Thompson Co. (r) are (l to r) Paul Munroe, Mid-Continent Television, Wichita; Howard Schellenberg Jr. of Haley & Doty, Washington attorneys, and Frank King, ABC-TV Hollywood.



ANDY RING, Washington consulting engineer, explains 3-D golf ball to (l to r) Walter Brown, WORD Spartanburg, S. C., F. E. Fitzsimonds, KFYR Bismarck and (standing) Paul Hancock, NBC, New York.



ATTENTION is with Lou Frost, NBC Hollywood, as he gives his version to (l to r) Frank (Bud) Berend, also NBC Hollywood; Neil Reagan, McCann-Erickson, Hollywood, and Frank Pittman, Needham, Louis & Brorby, Hollywood.



EXPLAINING away a missed putt is Don Fedderson (l), KLAC-AM-TV Hollywood, who relates the story to (seated, l to r) Dick Moore, KTTV (TV) Hollywood; George Whitney, KHJ-TV Hollywood; (standing, l to r) Maury Gresham, Peerless Television Productions, and Larry Buskett, KLAC-AM sales manager.



TOTALLING their blind bogey handicaps are (l to r) Frank Gaither, WSB Atlanta; Earl Smith, Edward Petry & Co., San Francisco; Dresser Dahlstead, ABC Radio, Hollywood, and Riley Jackson, Cecil & Presbrey, Hollywood.

was one stroke behind with an 80.

Bob Ferguson of WTRF-TV Wheeling and Howard Schellenberg, Jr., of Haley, Doty Inc., Washington attorneys, each had net 64's to tie for runnerup honors to Mr. Jarema.

The tourney scores:

	Gross	Handicap	Net
Aston, Sil—KMBY Monterey	76	6	70
Beeson, Sterling—Headley-Reed, N. Y.	111	30	81
Berend, Frank—NBC, Los Angeles	79	9	70
Boice, Hugh—WEMP, Milwaukee	94	18	76
Bowers, Hayes—Hixson & Jorgensen Inc., Los Angeles	86	18	68
Brown, Ken—KWFT, Wichita Falls	80	10	70
Brown, Walter J.—WORD Spartanburg	102	27	75
Burow, Bob—WDAN Danville	95	21	74
Burke, Harry—KFAB Omaha	103	30	73
Buskett, Larry—KLAC Los Angeles	101	30	71
Caley, Charles—WMBD Peoria	88	18	70
Carey, John—WIND Chicago	98	27	71
Cobb, Grover—KVGB Great Bend, Kan.	103	30	73
Dalstead, Dresser—ABC, Hollywood	92	21	71
Ferguson, Bob—WTRF-TV Wheeling	94	30	64
Fedderson, Don—KLAC Los Angeles	97	30	67
Fitzpatrick, H.—WSLS Roanoke	95	24	71
Fitzsimonds, F. E.—KFYR Bismarck	110	30	80
Gaither, Frank—WSB Atlanta	99	30	69
Gresham, Maury—Peerless TV Productions	100	30	70
Gudelman, Art—Barton A. Stebbins, Inc.			
Hancock, Paul—NBC, N. Y.	89	18	71
Hopkinson, John—Dwight Associates, Chicago	112	30	82
Hosking, Cliff—Hixson & Jorgensen Inc., Los Angeles	97	30	67
Jackson, Riley—Cecil & Presby, Los Angeles	103	30	73
Jarema, Andy—WKOP Binghamton	89	27	62
Kelly, Ewing—KCRA Sacramento	95	21	74
King, Frank—ABC, Los Angeles	118	30	88
McCoy, Art—Avery-Knodel, N. Y.	107	30	77
McGuineas, Bill—WGN Chicago	89	21	68
Millikan, Robt.—J. Walter Thompson, Los Angeles	95	30	65
Moore, Dick—KTTV Hollywood			
Munroe, Paul—Mid Continent TV, Wichita	110	30	80
Nybo, Ken—KBMY Billings, Mont.	114	30	84
Paige, Jack—Intermountain Net, Salt Lake City	100	30	70
Pittman, Frank—Needham, Louis & Brorby	51	only 9 hole	
Reagan, Neil—McCann-Erickson, Hollywood	55	only 9 hole	
Ring, Andy—Washington	103	30	73
Schile, John, Salt Lake City	45	out	
Schellenberg, Howard Jr.—Haley, Doty Inc., Washington	94	30	64
Scovern, Jones—Free & Peters, N. Y.	92	24	68
Smiley, Howard—KCRA Sacramento	106	30	76
Smith, Earl—Edward Petry & Co., Los Angeles	99	30	69
Strouse, Ben—WWDC Washington	109	30	79
Spheeris, Andy—WEMP Milwaukee	107	30	77
Terry, Hugh—KLZ Denver	90	24	66
Thompson, Jim—Henry Christal Co., Chicago	101	30	71
Timothy, B. P.—Avery-Knodel, Chicago	111	30	81
Watkins, Fred Jr.—KWKH Shreveport	85	12	73
Whitney, George—Don Lee, Hollywood	106	30	76
Wilson, Tom—Dow, Lohnes & Albertson, Washington	93	24	69
Yambert, Ralph—Yambert-Prochnow, Inc., Beverly Hills	98	21	77
Young, Bill—UTP, N. Y.	101	21	80

RCA HISTORY

GROSS sales of $2,095,000 in 1920 and $693,941,000 in 1952, and a jump from 500 employes to 64,000 indicate the growth of RCA, whose history is described in a handsome brochure, "33 Years of Pioneering and Progress" now being distributed by RCA. The 96-page volume is thoroughly illustrated with photographs of personalities and equipment, ranging from Marconi and the apparatus he used to receive the first trans-Atlantic wireless signal in 1901 to the latest types of uhf antennas.

'THE GREEN BORDER'

CBS RADIO will explore the problems of the influx of Iron Curtain refugees in a full hour broadcast to be presented on May 8, 9-10 p.m. EDT. Titled *The Green Border,* the broadcast will utilize hundreds of tape recordings made in Free Europe at key points along the Iron Curtain. Edward R. Murrow, who will serve as narrator, will call on political and business leaders in Free Europe and the U. S. to offer their views.

DIRECT PROMOTION

WTTM Trenton, N. J., has sent out 15,000 letters to homes selected at random from the telephone directory of the Delaware Valley area. The letters, signed by Fred L. Bernstein, general manager of the station, call attention to news, music, special events and public affairs departments of WTTM. Mr. Bernstein plans to continue the direct approach to promotion with smaller batches of letters going out at various intervals throughout 1953.

INTERVIEW BY PROXY

ALASKA's new governor, B. Frank Heintzleman, was interviewed by proxy on May 3 over KXA Seattle by a panel of nine prominent Seattle citizens. The news director and conductor of the *Seattle Speaks* program, on which the interview was aired, invited the interviewers to tape-record their questions. The transcript was then sent to Alaska, where Governor Heintzleman taped his replies. It took 33 spliced segments and a full month of preparation to complete the 15-minute program.

CEREBRAL PALSY RALLY

TOP RADIO and TV personalities made personal appearances in Times Square on April 30 as part of the Children's Rally against Cerebral Palsy, marking the opening ceremonies of a month-long drive to raise funds for research. The activity took the form of a challenge by juvenile stars against adult stars. Among the adults were Dennis James, Warren Hull, Jinx Falkenburg, Jane Pickens, Marguerite Piazza, John Cameron Swayze, Arlene Francis, Sid Caesar and Gabby Hayes.

AIR FORCE INTERVIEW

U. S. AIR FORCE Ground Operations School in Southern Pines, N. C., April 6-10 was the scene of a symposium for the nation's top ranking fighter pilots of World War II and the present day police action in Korea. The purpose of the top secret event was to pool personal experience and knowledge in an effort to improve tactics and training among present day fighter pilots. On the fifth and final day of the symposium, WEEB Southern Pines was able to obtain permission to conduct a series of interviews with many of the personnel, including Gen. James Ferguson, Deputy Commanding General of the 9th Air Force and originator of this meeting.

STRINGS ATTACHED

WORC Worcester encloses a red piece of string in its promotion piece for *Pappy Howard's New England Barn Dance Jamboree* program to serve as a reminder that "your Headley-Reed man can tell you how to buy Pappy Howard, Worcester's top salesman—where he's strongest—on WORC."

STATION BREAK CONTEST

ONE WEEK at Shamrock Village, Fla., and a console TV set are the first two prizes offered by WTAO-TV Boston to the two people who draw the most suitable station identification design. The contest opened April 18 and will

'Operation Cancer'

"OPERATION CANCER" was WHAS-TV Louisville's title for what it believes to be the first telecast of a cancer operation. The April 22 broadcast provided viewers with an hour-long look over the surgeon's shoulder as he removed the cancer-infected lung of "Patient C."

The telecast was planned to bolster Kentucky's cancer campaign. Dr. Duffy Hancock, president-elect of the Kentucky State Medical Assn., narrated the operation, describing each move by the surgeons, anaesthetists, and nurses. Earlier



WHAS-TV technician Bill Howard aims his camera for *Operation Cancer.* Monitor was used by the narrating doctor in describing the operation for televiewers.

that day he had received the American Cancer Society's 1952 Gold Medal Award for distinguished service to that state in cancer control.

The patient's suspected cancer had been detected by a free chest X-ray. The diagnosis was confirmed by the operation, and lung removal was indicated. Hospital authorities the next day reported the patient was "doing nicely."

continue through June 30, paying $1,500 in prizes. WTAO-TV will go on the air in September.

DISH-RAG HATS

BOB DREPPERD and Lee Leonard, who handle the three hour *Bob and Lee Show* on WLOW Norfolk, Va., on April 15 began their "Dish-Rag Hat Contest." There will be three main prizes for those who can make the most attractive dish-rag chapeaux, and deluxe dish rags as gifts for the runners-up.

STUDENTS' OPERATION

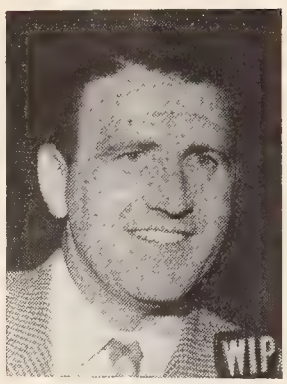
STUDENTS of Stamford High School took over complete operation of WSTC-AM-FM Stamford, Conn., from 6:30 a.m. to midnight on April 22. Seniors and juniors of the school carried on with special programs which they had written, directed and produced, in addition to the station's regular features. The boys and girls worked with the newsmen, did all the announcing and planned their own programs completely. The object of the event was to familiarize the students with radio operation. They had worked for several weeks in preparation for the event.

OPERA IN REHEARSAL

AN OPERA in rehearsal was seen by WBAL-TV Baltimore viewers on April 12. The opera was Massenet's "Manon," and the rehearsing company, the Baltimore Civic Opera Co. Rosa Ponselle, formerly with the Metropolitan Opera and now coach of the Baltimore Civic Opera, was seen coaching singers in four short scenes from the Massenet opera.

'Jim Leaming Week'

WIP Philadelphia's sports director, Jim Leaming, who has been cited by seven national sports magazines for unbiased sports reporting, has been honored by the station in a series of station events.



Mr. Leaming

WIP President General Manager Benedict Gimbel Jr. named April 13 - 18 "Jim Leaming Week" in deference to the sports director. Magazines honoring Mr. Leaming are *Baseball Stars, Who's Who in the Big Leagues, Baseball '53, Dell Baseball Annual, Major League Baseball, Baseball Life Stories* and *Sport Magazine,* according to Mr. Gimble. He was to receive the awards at a Junior Chamber of Commerce luncheon, appear at Lions and Kiwanis clubs luncheons and at a Cub Scouts "father and son" night. WIP distributed 4,000 newsstand posters and other promotion.

Mr. Leaming, former U. of N. C. athlete, during the week was to appear on WIP's *Jack Creamer Show, Gagbusters, Start the Day Right, Record Room, Lobby Parley, Mailbag* and an afternoon women's show.

Exclusive broadcaster of Villanova College football games, Mr. Leaming is heard on MBS' Saturday *Sports Parade* and week nights on his own WIP program.

OUT OF THE PAST

TV PRODUCER-director Ivor McLaren found his past catching up with him while directing the WTMJ-TV Milwaukee *Schlitz Saturday Night Theatre.* The film being shown was "High Fury," which Mr. McLaren had produced in England in 1947. During the program Mr. McLaren told how he produced the movie, and as soon as the interview was completed, he went back to the control room to direct the live commercial on the show.

CIVIC RESPONSIBILITY

THE WASHINGTON school system extended its current program of TV lessons over WNBW (TV) Washington to five days a week with the addition of a new series on civic responsibility. Prepared by the elementary schools in cooperation with WNBW, the program is aimed to improve citizenship, instill loyalty to American ideals and to develop responsible and intelligent ways of using resources, both human and material. The series of 10 programs will include such topics as "Our Nation's Flag," "You and Your Home," "Enjoying Your Neighborhood" and "Respect for Property."

KIWANIS DAY

KLWN Lawrence, Kan., April 12 gave all of its sustaining time to the Lawrence Kiwanis Club. Members sold time, wrote commercial copy and did all air work from sign-on to sign-off. Several special programs were produced especially for the day, such as group singing, a tape recording of a Kiwanis meeting and a greeting from the mayor. It turned out that the commercials for the Ford dealer sponsored newscast were read by the Studebaker dealer. The Kiwanis Club cleared $420 for their boys and girls work fund.

POPULAR COOKING PROGRAM

FOUR-PAGE brochure issued by KHJ-TV Los Angeles points out that the *Mama Weiss* cooking program on the station placed first in 15 out of 18 surveys of similar TV programs among viewers in the Los Angeles area. The program was said to pull more than 1,050 letters a week, and in response to a single announcement more than 1,500 requests for discount certificates on a household cleanser.

COVERAGE OF ICE HOCKEY

WSAI Cincinnati reports that it has received letters of appreciation from fans and the press for its coverage of the ice hockey games between the Cincinnati Mohawks and their rivals, as they played for the championship of the national amateur hockey league. The Mohawks emerged victorious. Dick Baker, WSAI's sportscaster, though an experienced football broadcaster, had never before broadcast hockey games. The number of fan letters received during the series has confirmed the top-notch quality of his work in this field, reports the station.

WINDOW DISPLAY

WLS Chicago is using a window display in a month-long promotion of its *National Barn Dance,* with pictures of featured entertainers. The display is located at the Chicago Visitor Center, headquarters for travelers' information in the Chicago Loop. One of radio's oldest hillbilly shows, the program is aired each Saturday from 7:30 p.m. to midnight, with such sponsors as Warp Bros. (Flex-O-Glass), Keystone Steel & Wire Co., Phillips Petroleum Co. and National Stores.



RESPONSE to *Safeway Neighbor* show on KCRC Enid, Okla., is demonstrated by 80,000 registration slips filled out by customers who may be called by the grocery give-away program. Ella Mae Hyde, KCRC continuity writer, is floored by the deluge of slips. Program is sponsored by Safeway Stores Inc. and has run a year in a 15-minute, Monday through Saturday spot.

'MUSICAL CHAIRS'

KNXT (TV) Hollywood's *Musical Chairs,* new weekly half-hour program, combines quiz, panel and both live and recorded music programs with disc. m.c. Bill Leyden acting as moderator. Permanent panelists Johnny Mercer, Helen O'Connell, Stan Freberg, Bobby Troup and one guest attempt to answer questions submitted by viewers in addition to performing when asked to do so. Program is packaged by Ross-Danzig Productions.

NEW QUIZ PROGRAM

WPTZ (TV) Philadelphia is starting a new home - audience participation program. Pat Landon, host of the new program series, will show portions of famous peoples' faces and give clues as to their identity. He will telephone people in the viewing audience and invite them to guess the identity of the personality. The more he shows of the mystery face, and the more clues he gives the contestant, the less valuable the prize becomes. The program will be seen Monday, Tuesday, Thursday and Friday.

PIN MONEY

NEARLY 8,000 bowlers from five states competed for $26,000, $6,000 in merchandise and 36 trophies in the Fourth Annual WNAX Yankton, S. D. Five-State Bowling Tournament. WNAX reports the regional tournament was the largest in the nation today, and the

SMOOTH ACTION

NEW Houston-Fearless TV CAMERA PEDESTAL





Camera is raised quickly, easily by lifting on steering wheel.

New smooth action... new stability... new convenience and ease of operation are offered in the new Houston-Fearless Television Camera Pedestal, Model PD-3. Camera is accurately counter-balanced, making it possible to raise and lower quickly, smoothly by simply lifting or pressing on steering wheel, even with pedestal in motion. Three pairs of dual-wheels assure smoother rolling-dolly shots. Two types of steering: for straight tracking or sharp turning. All controls are within easy reach of cameraman for maximum convenience. Dependable Houston-Fearless quality throughout. Makes possible better, more showmanlike productions in any studio. Write for details today.

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"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

COMPARATIVE NETWORK TV SHOWSHEET

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SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*On Guard* F	Electric Cos. alt. wks. sust. Your Are There	*New York Times Youth Forum*	Revere Meet the Press L
6:15				
6:30	*Film*	Alcoa See It Now L		Gen Foods Roy Rogers F
6:45	Gruen W. Winchell L			
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	P&G Red Skelton F
7:15				
7:30	*Playhouse Seven* F	American Tobacco Private Secretary L		Reynolds Metals Mr. Peepers L
7:45				
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L
8:15				
8:30				
8:45				
9:00	*America In View* F	General Electric Fred Waring L	Clorets Chlorophyll Gum & P&G Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Film*	Bristol Myers Time To Smile L	Larus & Bro. Co. and Carter Products Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	Chas. Antell What's Your Bid?	P&G The Doctor F
10:15	*Film*			
10:30	Local	Jules Montenier What's My Line L	Young People's Church of the Air *Youth On The March*	
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	
7:15				
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L		*Bob and Ray* L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Sterling Drug Ins. Mark Saber Homicide Squad F	Carnation Burns & Allen (alt.) L Goodrich		Winchell-Mahoney Show L Crosley-Speidel alternating
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts L	*This Is the Life*	Firestone Voice of Firestone L
8:45				
9:00	TBA	Philip Morris I Love Lucy F		*Eyewitness* L
9:15				
9:30	*Talent Patrol* L	Gen. Foods Instant Maxwell Coffee L Gaines Dog Food Red Buttons	*Feature Boxing with Chris. Schenkel*	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00	Why L			
10:15		Westing-house Studio One L		
10:30				Co-op Who Said That L
10:45			*Girl Alone*	
11:00		Longines Chrono-scope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15				
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Chevrolet Dinah Shore L
7:45		*Jane Froman*		Camel News Caravan L
8:00		*Feature Film*		Texas Co. Milton Berle L
8:15				
8:30			Serutan Wisdom of the Ages	
8:45				
9:00	ABC Fights (Co-op)	Schick Crime Syndicated (alt.) L Carter Prod. City Hosptl.	*Where Was I?*	P&G Fireside Theatre F
9:15				
9:30		Electric Auto-Lite Suspense L		Armstrong Circle Theatre L
9:45				
10:00		Block Drug Danger L	*Meet the Boss*	P Lorillard Two For The Money F
10:15				
10:30	Bendix Swanson (alt. wks.) The Name's The Same L			
10:45				P. Lorillard Embassy Club L
11:00				Bob Considine Mutual of Omaha
11:15 PM				

WED

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00		
7:15		
7:30	Date with Judy Clorets ½ sponsor	GM Oldsm Ne
7:45		Cheste Perry
8:00		Pillsb Toni Godfr
8:15	*Film*	His Fr L
8:30		Ligg & M Godfr
8:45		His Fr L
9:00		Colg
9:15	*Film*	Stri It B L
9:30	*Wrestling From Rainbo* L (9:30 to Midnite)	R. Reyn Man A Cri
9:45		
10:00		Pal Sales
10:15		Bl Ribl Bou L
10:30		
10:45		Gen Cig Sports
11:00		Long Chro sco
11:15 PM		

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N	Sweets Co. Tootsie Hip-podrome L	*In The Park*		
12:15 PM				
12:30	Voice of Prophecy Faith For Today L	Hawley & Hoops Candy Carnival L		
12:45				
1:00	*Seminar* L			*Youth Wants To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
9:45				Minn. Mining Tues. Scott Paper, Thur. General Mills, Fri. Ding Dong School L
10:00		Arthur Godfrey M-Th 10-11 a.m. (See Footnote) Wheel of Fortune F 10-10:45 a.m. S		
10:15				
10:30		Westing-house Betty Furness F.		*Prologue to the Future* F
10:45				
11:00		C-P-P (MWF) Strike It Rich L		*Ask Wash-ington* L
11:15				
11:30		*There's One In Every Family* Partic. See Footnote		*Mrs. USA* F
11:45				
12:00 N		Gen. Mills Bride & Gr'm L		
12:15 PM		Amer. Home All Products Love of Life		
12:30		P&G Search for Tomorrow		
12:45		P&G Guiding Light		
1:00				
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	Lash of the West			
10:45				
11:00	Johnson Candy Rootie Kazootie L			
11:15				
11:30	Ralston-Purina *Space Patrol* F	*There's One In Every Family*		
11:45				
12:00 N	Derby Foods Sky King; Amend Co. Hail The Champ (alt. wks.)	*Rod Brown, Rocket Ranger*		
12:15 PM				
12:30		National Dairy The Big Top L		
12:45				
1:00		*Meet Me At The Zoo*		
1:15				

SATURDAY

1:30 PM	Both S A. F
1:45	
2:00	unior Cor
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	Kellog Super (5-5 L
5:30	Mars C (5:3
5:45 PM	

FOR MAY 1953

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15		Amer. Cig. & Cig. Co. News 7:30-7:45 pm		
7:30	General Mills Lone Ranger F	General Electric Jane Froman		Chevrolet Dinah Shore L
7:45				Camel News Caravan L
8:00	Film	*Life with Luigi (Sust.)*	*Guide Right*	DeSoto-Plymouth Groucho Marx F
8:15		Blatz Amos 'n' Andy (alt.) Singer Swng. 4 Star Plhs.	Associated Tide Water Oil Broadway to Hollywood	
8:30	Lorillard Chance of a Lifetime L			Borden Treasury Men In Action L
8:45		Lever Lux Video Theatre L	*Treasure Hunt!*	Chesterfield Dragnet F
9:00	*Motor City Fights*			
9:15		Lever Rinso Big Town F	*Author Meets the Critics*	Ford Ford Theatre F
9:30				
9:45	*Local*	Philip Morris My Little Margie	*Big Idea*	U.S. Tobacco Martin Kane
10:00				
10:15				
10:30	Thor. Quick as a Flash	Carter I've Got A Secret (alt. wks.) Toni Racket Squad		
10:45				
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45			General Foods Capt. Video	*Meet the Veep* L
7:00				No Network Service
7:15	General Mills Stu Erwin F	GM-Oldsmobile News		Coca Cola Eddie Fisher
7:30		Chesterfield Perry Como		Camel News Caravan L
7:45	Hotpoint & Lambert (alt. wks.) Ozzie & Harriet F	Gen. Foods Maxwell House Coffee Mama L		RCA Dennis Day L
8:00			*Jimmy Hughes Rookie Cop*	
8:15		R. J. Reynolds My Friend Irma		Gulf Oil Life of Riley F
8:30				
8:45	*Film*	Schlitz Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Big Story L
9:00				
9:15	Kreisler, (alt. wks.) Tales of Tomorrow L	General Foods Sanka Our Miss Brooks		Campbell Aldrich Family L
9:30				
9:45		Colgate Mr. & Mrs. North	Clorets and Bauer & Black Twenty Questions	Gillette Cavalcade of Sports L
10:00				
10:15			Helene Curtis and Carter Products Down You Go	
10:30				Chesebrough Greatest Fights F
10:45		Longines Chrono-scope		
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30		*What In The World*		
6:45				
7:00	Sweets Co. Whiteman TV Teen Club L	Liggett & Myers Stork Club		*Mr. Wizard*
7:15				
7:30		Sylvania Beat The Clock L	*Johnny Jupiter*	*Ethel & Albert* L
7:45	*Film*			
8:00		Schick Inc. Procter & Gamble Nescafe (Co-Sponsorship) Jackie Gleason Show		Dunhill My Hero F
8:15	*Texas Rasslin'* F			
8:30				Pet Milk Original Amateur Hour L
8:45	Bayuk Cigar Saturday Evening Fights L	*This Is Show Business*		
9:00				
9:15				Your Show of Shows R. J. Reynolds S.O.S. Benrus Griffin Prudential Lehn & Fink L
9:30	*Fight Talk*	*Meet Millie*		
9:45				
10:00	*Local*	Sealy Balance Budget (alt. wks.) Cats Paw Quiz Kids	Co-op Wrestling from Chicago	
10:15				
10:30		Simmons Jergens (alt.) It's News To Me		American Tobacco Your Hit Parade L
10:45			11:05 Boyle-Midway Sports Showcase	
11:00			11:20 Wrestling Resumes	
11:15 PM				

SUNDAY

	DuMONT	NBC
		Religious Hour Frontiers of Faith L
		American Inventory L
		Bohn Alum. American Forum L
		Victory at Sea F
		TBA
		RCA (alt. wks.) Kukla, Fran, Ollie L
		Zoo Parade Quaker Oats L
		Hallmark Hall of Fame L
		Fram. Corp. Sightseeing F
		Window On Washington L

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
		Garry Moore Show (See footnote)		
		Campbell Soup Double or Nothing M-W-F Westinghs. Freedom Rings Tu-Th	*Take the Break with Don Russell*	
		Art Linkletter's House Party (See Footnote) 2:30-3 pm		
		Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.	*Paul Dixon Show*	*Break the Bank* L
		Action in the Afternoon		P&G Welcome Travelers L
				Kate Smith L *
				Lever Hwkns. Falls L
				Gabby Hayes**
				Howdy Goody

SATURDAY

	ABC	CBS	DuMONT	NBC
		Potomac Eastern-Collegiate Crew Races 5/16 only		
		Gillette Kentucky Derby 5/2 only		

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Participating sponsors.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:45-5. Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

** Wednesdays, 8:30-9 p.m., Scott Paper for Scott Music Hall alternates with Du Pont for "Cavalcade of America."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M.-Th. Arthur Godfrey Time 10-11 a.m. 10-10:15 Mon.-Th.—Consolidated Cosmetics & Clinton Foods, alt. days.

10:15-30, Mon.-Th.—Star-Kist Tuna & Owens-Corning, alt. days.

10:30-45—Lever, M. & W.—Frigidaire, Tu. & Th.

10:45-11, M-Th.—Pillsbury.

10:45-11 a.m. Fri.—Westinghouse-Betty Furness.

There's One in Every Family. Wed., 11-11:05 a.m. Carter Prod.; Thur. only, 11:15-11:30 a.m.

11:15-30 a.m. Thurs., Westinghouse-Betty Furness St. 5/14

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

1:30-45 p.m. Mon.—Masland; Thu.—Deepfreeze

1:45-2 p.m. Mon.—Duff; 1:45-2 p.m. Mon. Duff & Hoover, alt. wks.; Tues., Ballard; Wed., Best Foods; Thurs., Stokely-Van Camp; Fri., Kellogg; Tu., W., F. 1:30-2 P&G.

2:30-45 p.m., Fri.—Green Giant

2:30-45 p.m., M., W., Th.—Lever

2:45-3 p.m., M., Th.—Pillsbury

2:30-45 p.m., Tues.; 2:45-3 p.m. Fri.—Kellogg House Party

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

May 4, 1953

IN THE 75th MARKET
– TEXAS' 5th
EL PASO
The Nation's Largest Trade Territory is the El Paso area. Thousands upon thousands of radio families in this rich territory have at least two things in common; money to spend (over $500,000,000 annual retail purchases); and the habit of listening to KEPO.
During a recent typical week, ABC network commercial time totaled 40¾ hours. KEPO was ordered for 35½ hours.
No other advertising medium in the El Paso Southwest digs so deep as radio—no other radio station in the El Paso Southwest equals KEPO's total coverage. To take advantage of this lucrative market and spade up sales in fields relatively untouched by other El Paso area advertising media, order KEPO, El Paso's most powerful station.
Ask Avery-Knodel for complete details.
S.M. 5/10/52
THE MOST POWERFUL STATION IS
KEPO
ABC at 690 · 10 kw

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION
WIBW CBS RADIO in Topeka
Ben Ludy, Gen Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

PEOPLE

Advertisers

Hugh Jewitt, comptroller and secretary, Colgate-Palmolive-Peet Co., Jersey City, elected vice president.

William J. Bird, vice president of fleet sales div., Dodge Div. of Chrysler Corp., Detroit, promoted to general sales manager of Plymouth Motor Corp.

George F. Lignante becomes advertising and promotional manager of Winchester headquarters of O'Sullivan Rubber Corp.

Hal J. Hinckley, sales manager, Garden and Home Div., California Spray Chemical Co., Whittier, to Durham Chemical Co., L. A., in same capacity.

Harriet Sabine, director of consumer information for Can Manufacturers Institute, to General Foods' products publicity staff, N. Y.

Agencies

J. Blan van Urk, N. W. Ayer & Son, N.Y., to Dowd, Redfield & Johnstone, that city, as vice president and business co-ordinator.

Leland G. Frierson, vice president and director, Ruthrauff & Ryan, N.Y., to Grey Adv., N.Y., as vice president and member of plans board.



Mr. Miller

J. Howard Miller, newspaper cameraman, to Southwest Advertisers, Amarillo, Tex., as director of photography.

Sally Reed, editor of industrial internal magazine for Link-Belt, Phila., to Lee Ramsdell & Co., same city, as copy chief of consumer accounts.

Richard A. Mancini, art director of William Esty Co., **Leslie N. Daniels,** copy supervisor of Foote, Cone & Belding, **Martin P. Dwyer,** BBDO, and **George Kern,** Benton & Bowles to Lennen & Newell, N.Y., as vice president, copy supervisor, account executive and radio-TV media director, respectively.

Edmund G. Malooley, art director with Ruse & Urban Inc., Detroit, named vice president of organization.

Ted Grunewald, William Esty Co. Inc., to Doyle Dane Bernbach Inc. as TV and radio director.

Joseph A. Haymes becomes partner in Long Adv., Winston-Salem, N. C., now **Long-Haymes Adv. Henry Shore** appointed production manager and **Gwynne Strader** appointed special assistant to Mr. Haymes.

Donald G. Lerch Jr. elected vice president in charge of radio and TV, Cornwell Inc. agriculture advertising agency, Washington, D. C.

Arthur P. Livingston, Robert W. Orr & Assoc., N.Y., to McKee & Albright, Phila., as head of merchandising.

Robert O'Rourke, special assistant, Ross Sawyer Adv., Hollywood, to Oakleigh R. French & Assoc., St. Louis, as production manager.

Robert C. Leonard, formerly Ruthrauff & Ryan, to Detroit office of N. W. Ayer & Son as service representative; **Albert W. Flor,** Meek & Thomas Adv., Youngstown, Ohio, to Ayer's Chicago office as copywriter; **Scribner C. Dailey** to plans-merchandising staff, Phila.

G. D. (Del) Winkler, account executive, Roy S. Durstine Inc., L. A., to Glenn Adv. Inc. as West Coast representative with new offices at 6399 Wilshire Blvd., L. A. Telephone is Webster 3-9369.

Peter H. Neil, Campbell-Ewald Co., Detroit, to Chicago branch of agency. He succeeds **William F. Armstrong Jr.,** now manager of agency's Washington, D. C. branch.

Winslow Martin to account managers staff, John Falkner Arndt & Co., Phila.

Jim Chichester, senior copywriter at McCann-Erickson, N.Y., and **Tom Olenchak,** Paris &



POST-TELECAST party at the debut of *Your Esso Reporter* on WPTZ (TV) Philadelphia is attended by (l to r) Curt Peterson, vice president, Marschalk & Pratt, which handles account; Richard Close, national manager of represented stations, NBC Spot Sales; Alexander W. Dannenbaum Jr., WPTZ commercial manager; L. E. Semon, Marschalk & Pratt, and George Parmental of NBC Spot Sales. Program is in station's nightly 7 o'clock slot.

Peart, N.Y., to Cowan & Dengler, N.Y., as member of creative staff and art director, respectively.

Robert W. Maercklein, partner in Maercklein-Nelson Adv., Milwaukee, presented with Eagle's Club monthly civic service award.

Byron S. Phillips, advertising department, White House, S.F. department store, to Willard G. Gregory & Co., L.A., as member of production department.

Paul Smith, partner, Calkins & Holden, Carlock, McClinton & Smith, N.Y., named coordinator of activities for Civil Air Patrol and Civil Defense in the Greater New York area and assistant coordinator for State of New York.

Stations

Ralph Klein, station supervisor, WONS Hartford, to WCCC Hartford, as station manager, replacing **Alex Buchan.**

Kenneth Yeend, program director of KIRO Seattle, elected president of Walla Walla TV Corp., Walla Walla, Wash., replaced by **Carroll Foster,** assistant to president and director of public affairs at KIRO.

Paul Martin, former manager, WCCC Hartford, Conn., named general manager of WPWA Chester, Pa.

Virginia Bennett, account executive at WING Dayton, appointed station manager of WIZE Springfield, Ohio.

Al Frank, assistant manager of WJCM Sebring, Fla., named manager of same, replacing **Jonas Termin,** who becomes manager of WAKU Latrobe, Pa. **Warren Koerbel,** sales staff at WAKU, promoted to assistant manager.

Sydney King appointed production manager of WBAL-TV Baltimore.

Wallace Hutchinson, account executive, NBC Western Div., to KPIK (TV) Los Angeles as promotion manager.

Wiliam R. Murray appointed W. Va. regional manager for WSAZ-TV Huntington, W. Va.

Dody Sinclair, production manager of WJAR-TV Providence, to head promotion, public relations and merchandising departments of same.

Gene P. Loffler, WHO Des Moines, to KAYL Storm Lake, Iowa, as station manager.

Lee Ellis named program director of WINZ Hollywood, Fla.

Marcus Oquin, salesman, KTXL San Angelo, Tex., promoted to commercial manager. **Alvin Wood** to KTXL as salesman.

Herman P. Hatton, city manager for Ga. Theater Co., appointed director of operations for WMAZ-TV Macon, Ga.

Jack F. A. Flynn, program administrative assistant of WPIX (TV) New York, named week-end manager of station.

Bill Talbot, general manager of KOIL Omaha, to program staff of KMTV (TV) Omaha.

Robert L. Livingston, sales representative for WMAL-TV Washington, appointed sales representative for WRC Washington.

Arnold Snyder and **Wes Hopkins** return to WTTM Trenton, N. J., as director of news and special events, and program director, respectively.

Clem Cooper, announcer at KGKO Dallas, promoted to program director.

Elliott Behrens, James Von Striver and Mary **Nielsen** appointed account executive, video engineer and traffic manager, respectively, at KGMB-AM-TV Honolulu.

Jane Winne, production director for KRES St. Joseph, Mo., to WEEU-TV Reading, Pa., as director of continuity.

Jim Davis, account executive, promoted to sales director; **Willis Seaman** appointed executive chief engineer, and **Les Breck** appointed sports director, WBRW Welch, W. Va.

Don Rich, N. Y. representative for WOND Atlantic City-Pleasantville, N. J., has moved



Just like the 2428 requests for a picture that poured in from 11 Southern States after *two* plugs on a WGST—produced show! That's real local programming, on WGST you get the best in programming, merchandising support, plus 28 years of selling "know how" in the Atlanta market. Get the full story from WGST or our national reps.



WGST
ABC · ATLANTA
5,000 WATTS 920 KC
NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
JAMES S. AYERS



CLEVELAND Indians are being sponsored in 16 baseball games on WICU (TV) Erie, Pa., by Erie Brewing Co. Signing (l to r): Seated, J. M. Magenau Jr., secy., and J. M. Magenau Sr., pres., both EB, and Ben McLaughlin, station mgr.; standing, C. L. Selke, sls. mgr., and Herbert Kern, brewmaster, both EB, and M. A. Yount, Yount Co., agency.



WMAL-AM-TV Washington adds Food Fair supermarkets to its "Customer Contact" merchandising tie-up. Signing (l to r): Seated, Irvin Siegel, Food Fair pres., and Kenneth H. Berkeley, stations v.p.-gen. mgr.; standing, Seymour Seleznow, FF mchdsg. mgr., and Charles L. Kelly, asst. stations gen. mgr.



SPONSORS and George Walsh, WFIL-TV Philadelphia sportscaster, are feted at Poor Richard Club there. L to r, Hank Shuster, zone mgr., DeSoto Dealers of Phila., summer sponsor; Dave Carlisle, WFIL-TV acct. exec.; Mr. Walsh; Kenneth W. Stowman, gen. sls. mgr., WFIL-AM-TV; Frank Byrnes, acct. exec., Joseph Lowenthal Adv. Agency, and Joe Rambo, sls. mgr., Adam Scheidt Brewing Co., winter sponsor.

WATCHING Don A. Reed, adv. mgr., Sheaffer Pen Co., sign his CBS-TV show for 26 weeks starting June 20 is Jackie Gleason, star. Sheaffer plans to buy local TV in markets not covered by the Gleason show and expects to spend $1 million-plus for TV in the second half of 1953.



offices to 36 East 64th St. Telephone is Butterfield 8-7676. In addition to duties with WOND, Mr. Rich will be associated with Television Publicity Bureau Inc., same address, as special features director.

W. H. Loudermilk promoted to chief engineer of WEAS Decatur, Ga., replacing **Les E. Gradick,** now technical supervisor of all "Dee" River radio interests. **"Texas Bill" Strength** now disc jockey and time salesman for WEAS.

Nick Reyes, WFTC Kinston, N. C., to WIRK-AM-TV West Palm Beach, Fla., as film director-producer and staff announcer.

Gay Swankin to staff of WLAW Boston, as director of continuity.

Jack Iverson and **Les Keck,** engineering staff of KVTV (TV) Sioux City, promoted to transmitter supervisor and studio supervisor, respectively.

William Carl Jorgensen, WDWS Champaign, Ill., to WIBC Indianapolis, as assistant news director.

Charles B. Walsh to accounting department of WBBM Chicago.

Phil Stone, announcer at CHUM Toronto, appointed announcer and assistant program director of CHUM.

Marc Spencer, free-lance TV actor, to announcing staff of WFPA Ft. Payne, Ala. **Ted Kirby,** WFPA announcer, promoted to sales manager.

Al Williams and **Bob Parkhurst** to WSYR Syracuse as properties man and engineer, respectively.

Gordon H. Tuell, TV director, WRGB (TV) Schenectady, N. Y., to KMO-TV Tacoma.

Tom Crosnoe, transmitter staff, KMPC Hollywood, promoted to transmitter supervisor.

William Guy, WFMY-TV Greensboro, N. C., and **Jack Everbach** to staff of WKLO-TV Louisville, Ky., as production manager and promotion manager, respectively.

Roy Parks, KBRS Springdale, Ark., to sales staff of WJTN-AM-FM Jamestown, N. Y.

Donald Wheatley, assistant chief engineer, WJOY Burlington, Vt., named chief engineer.

Gene Osborn, sports director of WQUA Moline, Ill., to KVER Albuquerque in same capacity.

Mel Martin, star of *Breakfast Party* on WLWT (TV) Cincinnati, has resigned.

Betty Morton to WIRE Indianapolis, Ind., as continuity writer.

Don Hopkins and **Ramona Boecker** to sales staff and continuity staff, respectively, of KITO San Bernardino, Calif.

Bill Martin O'Donnell, sports director of WIBX Utica, N. Y., to WSYR-TV Syracuse in same capacity.

Charles F. Might to WMRN Marion, Ohio, as farm director.

Joe Ramay, announcer-disc jockey, KLYN Amarillo, Tex., to sales staff of same.

Gerry White, Harrington-Richards Adv., S. F., to KCBS San Francisco as sales secretary.

Mike Mearian to announcing staff of WBEN-TV Buffalo.

Evelyn Aron replaces **Margaret Frye** as music librarian at WIND Chicago.

Barbara Turner named assistant to **Dorothy Lyon,** record librarian, KNBC San Francisco.

Johnny Argo, KJAY Topeka, Kan., to KVLC Little Rock as disc jockey.

Erwin Steiner, head of sales aids for ABC, to sales staff of WICC-TV Bridgeport.

Dave Niles replaces **Don Mitchell** as studio announcer, sports director and news editor of KOLO Reno.

Roger W. Clipp, general manager of WFIL-AM-FM-TV Philadelphia, elected to board of directors of Chamber of Commerce of U.S.

C. Richard Evans, vice-president and general manager, KGMB-AM-TV Honolulu, elected to board of directors of Hawaiian Broadcasting System.

John H. Thompson, manager of news and public affairs, KNBC San Francisco, received "1952 Better Understanding Award" of English-Speaking Union of the U. S., for producing-directing weekly KNBC *World Affairs Are Your Affairs.*

W. C. Swartley, station manager at WBZ-TV Boston, received medal, scroll and $500 on behalf of station from National Board of Fire Underwriters for "outstanding service in fire prevention and fire safety."

Anne Hayes, director of women's activities for KCMO Kansas City, cited by auxiliary of Missouri Osteopathic Assn. as "woman of the year" in field of broadcasting and for her interest in behalf of women and children.

Jack Sterling, WCBS New York, honored by Advertising Men's Post 209, American Legion, for service to post and to organization.

Ethel Grey, women's director, WSBA York, Pa., is heading five-member committee from Adv. Club of York in fund raising campaign for Pennsylvania Assn. for Retarded Children.

Frank R. Smith, WBVB Beaver Falls, Pa., elected president of Pa.-Del. Associated Press Radio Assn.

John E. Held, sales representative for Crosley Bcstg. Co., Cincinnati, elected to board of trustees of Cuvier Press Club.

Larry Buskett, sales manager, KLAC Hollywood, and **Diane Fortier** were married April 9.

Stan Bockes, engineer at WSYR Syracuse, and Joan Mary Searing were married on April 25.

Hugh Bowman, sportscaster of CJOY Guelph, and **Barbara Kitchen,** office manager of CJOY, were married April 25.

John G. Flynn, film editor, KHJ-TV Holly-



Regardless of conditions— BLAW-KNOX CAN BUILD YOU A *BETTER* TV TOWER

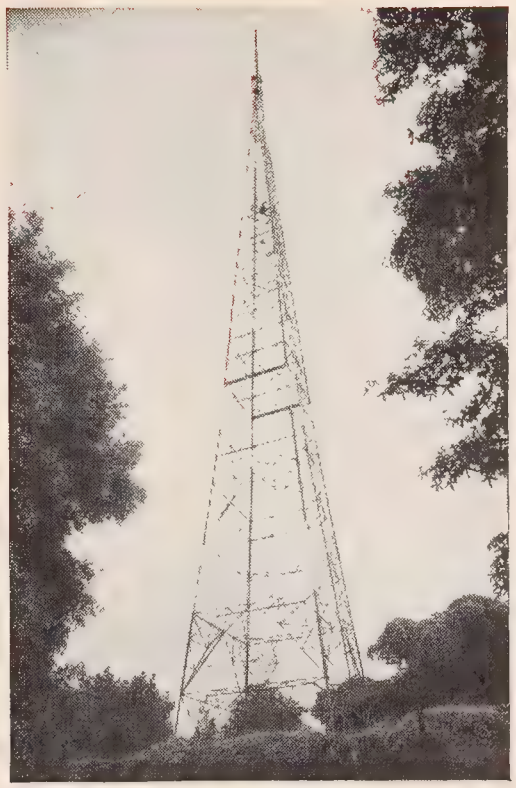
Years of experience—more than four decades, in fact—have given Blaw-Knox the edge in designing, fabricating and erecting antenna towers for any purpose and any location. Blaw-Knox TV towers are on the job in widely separated geographical areas . . . in wide open fields, atop buildings in crowded cities and even grounded in salt water. Some have TV antennas already mounted—others have built-in provisions for TV when licenses are granted—all are heavily galvanized for longer life.

Whether you need a 100 ft. self-supporting structure or a 1000 ft. guyed tower to meet your requirements—whether for AM, FM, TV or Microwave—write or call today for capable engineering assistance with your plans.

BLAW-KNOX

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 22, PA.





wood, and **Madeline Godard,** "Miss France" in Miss Universe beauty contest, were married April 18.

Ed Pendleton, promotion manager, WMAZ Macon, Ga., father of girl, Margaret Curry.

Box Jawer, WPTZ (TV) Philadelphia, father of girl, Judy Lynne, April 15.

Cyrus Ostrup, assistant to head of production expense control department, KECA-TV Los Angeles, father of boy, Richard Cyrus, April 11.

Edward E. Benham, chief engineer, KTTV (TV) Hollywood, father of girl, Valerie, April 20.

Johnny Wilcox, announcer at WIP Philadelphia, father of girl, Kim, April 18.

Herb Vigran, Hollywood radio-TV actor, father of boy, Richard, April 13.

Bob Forster, disc jockey on WSRS Cleveland, father of boy, April 21.

Networks

Richard Lewine, CBS-TV producer, appointed supervisor of network daytime programming for CBS-TV.

Roy N. James, sales manager with house furnishings firm, and **Charles F. Barton,** Vick Chemical Co. sales specialist, appointed merchandising supervisors for NBC in Minneapolis-St. Paul and St. Louis areas, respectively.



NEW RADIO programming at WCAU Philadelphia was the topic and smiles were the result at a sales meeting at WCAU's Radio-TV Center, attended, among others, by (l to r): Henry Flynn, eastern sales manager, and Jerry Finniger and Ralph Goshen, all CBS Radio Spot Sales; Joseph T. Connolly, vice president in charge of WCAU's radio programming; Chick Allison and Gil Johnson, also of CBS Radio Spot Sales, and Jack deRussy, station's radio sales manager.

William Kreitner, assistant radio-TV research director, Young & Rubicam, N. Y., named radio research supervisor for NBC Spot Sales.

Richard M. Kaplan named chief, methods and production systems dept., CBS-Columbia Inc.

Jack Burrell, technical operations supervisor, NBC-TV Western Div., placed in charge of all engineers and technical operations for network coverage of Coronation, June 2.

Paul Smith, engineer at KCBS San Francisco to CBS Hollywood, on engineering staff.

Muriel Jocz, sales staff, KGO-TV San Francisco, to NBC-TV that city as administrative assistant to **George Fuerst,** spot sales manager.

Billee Short, sales staff, KOMO Seattle, to NBC San Francisco as administrative assistant to **Heber Smith,** spot sales manager.

Sally Benson, author, appointed to CBS-TV creative group to develop new program ideas.

Furth Ullman, art director on NBC-TV *Colgate Comedy Hour,* will stage "The Great Waltz" for Los Angeles Civic Light Opera Co. in June.

Johnny Dugan, singing comedian, has been signed by NBC for network's talent and comedy development project.

Ethel Kirsner, CBS press information department, to NBC press department.

Frederick DeCordova, director with Universal-International, to CBS-TV Hollywood, as producer-director.

Willard Waterman, star of NBC radio *The Great Gildersleeve,* assigned role in M-G-M feature film, "Half a Hero," starring NBC-AM-TV personality **Red Skelton.**

Rex Marshall, TV announcer, signed for CBS-TV's *Freedom Rings* (Tues. & Thurs., 2-2:30 p.m. EDT), audience-participation series sponsored by Westinghouse Electric Corp.

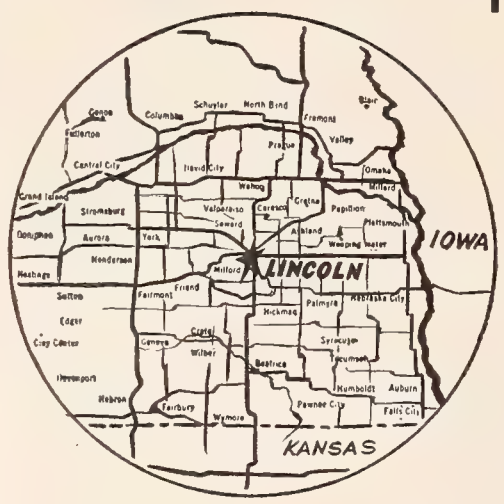
James Fassett, director of music for CBS Radio, presented with President's Citation of National Federation of Music Clubs, April 12 "in recognition of his sponsorship of good music on the air and his humanizing of musical personalities and events all over the country."

Ernest de la Ossa, NBC personnel director, named chairman of motion picture, radio-TV and music section for Greater New York Fund.

Jon Arthur, star of ABC's *No School Today*

First IN LINCOLN, NEBRASKA

In the Rich Southeast Nebraska Market



- Top Local Programming
- The Best of DuMont
- All the No. 1 TV Film Shows
- MP TV Movie Features

430,000 people NOW switch to CHANNEL . . . 12

KOLN-TV

Represented Nationally by WEED TELEVISION

DuMont
29,600 Watts Visual
13,400 Watts Aural

and *Big Jon and Sparkie*, father of girl, Debbora Ruth, born April 22.

Ben Freedman, writer on NBC-TV *Red Skelton Show*, father of girl, Deborah, April 20.

Manufacturing

Herbert J. Allemang, management consultant for Philco Corp., appointed vice-president in charge of planning.

Henry F. Argento, assistant vice president and assistant manager of power tube div., Raytheon TV & Radio Corp., Chicago, promoted to vice president and general manager.

Herbert Riegelman, manager of marketing for GE radio and TV dept., Syracuse, N. Y., appointed general manager of same.

John Stevens, head of own sales and manufacturing consulting firm, Chicago, to Hoffman Radio Corp., L. A., as director of manufacturing and production head of TV activities.

Dr. John Ruze, electronics engineer, appointed head of Gabriel Labs., Cleveland.

L. Pate Jackson appointed sales manager for northern Florida and southern Georgia territories of Allen B. DuMont Labs.' Florida factory distributing branch.

Charles W. Finnigan, Sylvania Electric Products, Buffalo, named chief electronics engineer for Stromberg-Carlson Co., Rochester, replacing **Garrard Mountjoy,** who resigned to become assistant to vice president of American Radio-Television Inc., Little Rock, Ark.

Ray P. McAlister appointed assistant general manager of H. H. Buggie and Co., Toledo.

John G. Thompson and **Franklin P. Hinman** appointed product managers for Westinghouse at Bath N. Y., and Elmira, N. Y., plants, respectively.

Thomas Paxton, district sales manager for Hallicrafters Co., named general manager of Hallicrafters-Chicago Inc.

Leonard L. Rosenfeld, General Instrument Corp., Joliet, Ill., named production manager of Jerrold Electronics Corp., Phila.

Michael Kory, manager of distributing subsidiaries for Emerson Radio & Phonograph Corp., N. Y., appointed administrative director of sales and advertising departments of company.

Frank P. DeLay, wage and salary administrator of Zenith Radio Corp., promoted to personnel director.

A. George Rogers, assistant manager of Westinghouse Television Radio Div., Metuchen, N. J., promoted to manager of operations.

Kenneth Petersen, supervisor of engineering WPIX (TV) New York, to Allen B. DuMont Labs., as sales representative for New York City and state.

C. J. Harrison, sales manager of Tube Div. of Federal Telephone & Radio Corp., Nutley, N. J., appointed marketing manager of Transmitter Div. of Allen B. DuMont Labs. Inc.

Frank A. Dunnigan, head of terminal equipment section, Hoffman Laboratories Inc., L. A., promoted to chief product design engineer for TV Mfg. Div. of Hoffman Radio Corp., that city.

Frank P. Fern, sales manager, Horn & Cox Inc., Youngstown Kitchens Div., L. A., to Hoffman Sales Division, L. A. distributors for Hoffman Radio Corp., as field sales supervisor. **George S. Gramlich,** advertising manager, Admiral Distributors Inc., L. A., joints firm in same capacity.

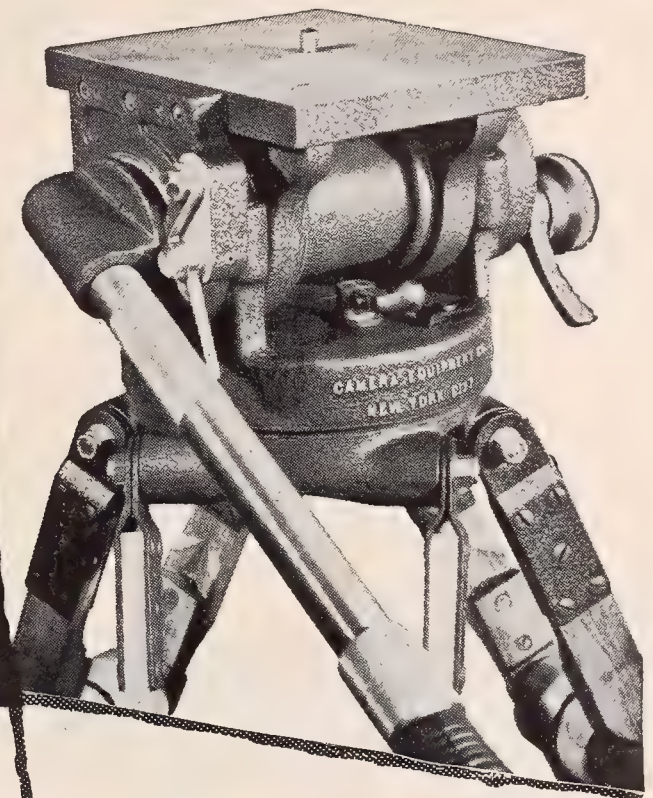
Carl F. Guiney appointed insurance director of National Appliance & Radio-TV Dealers Assn., Chicago.

David J. Hopkins, director of sales and advertising of Emerson Radio & Phonograph Corp., appointed chairman of Radio-TV Manufacturers' & Distributors' Div. for 1953 April Cancer Crusade.

Services

Edward G. Hynes Jr. and **Robert B. Rogers** re-elected president-treasurer, and executive

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.



We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

FRANK C. ZUCKER CAMERA EQUIPMENT CO. 1600 BROADWAY NEW YORK CITY

IF YOU WORK WITH FILM . . . It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

vice president, respectively, of Trendex Inc., N.Y. **Mary Smith** elected secretary.

Gordon Wenkler appointed account executive, Daniel J. Edelmen Assoc., Chicago, public relations firm.

Hal Marc Arden appointed radio-television script and production manager of Win Nathanson & Assoc., N. Y., public relations firm.

Oscar Katz, CBS-TV, and **Jay Eliasberg,** Foote, Cone & Belding, to working committee on radio-TV methods study of Advertising Research Foundation; **G. S. Brady,** General Foods Corp., to committee on printed advertising rating methods of same.

Program Services

Myron Oppenheimer, staff writer with Berry, Enright & Friendly Productions, N.Y., radio-TV program production firm, appointed vice president.

Bruce Balcome, head of Rubber Records Corp. (record manufacturers and distributors), opens offices at 37 Madison Ave., New York; 1118 Guaranty Bldg., Hollywood; 620 Sterick Bldg., Memphis, and 410 Guaranty Bldg., Indianapolis.

Charles Mohler, theatre manager, Coffeyville, Kan., to Hallmark Productions Inc., Hollywood (program packagers), as sales department supervisor.

Albert A. Dorskind, attorney, KTLA (TV) Hollywood and Paramount Television Productions Inc., to Music Corp. of America, Beverly Hills, and subsidiary Revue Productions, North Hollywood, in similar capacity.



FROM the Virgin Islands comes this fish item: Bill Greer (r), owner and operator, WSTA Charlotte Amalie, St. Thomas, Virgin Islands, is credited by George C. Davis, Washington, D. C., consulting engineer who supplied this picture, as having caught the eight sailfish between 5:40 and 11:30 a.m., March 3. Other statistics: Longest fish, 8 feet 3 inches; shortest, 6 feet 7 inches. Other men in the picture: Capt. Dick Cheek (l), who charters boats, and Alphonse Bernier (squatting), mate of the boat, Tyee.

Representatives

Bernard Howard, radio sales representative, named president of Stars National Inc., station representative firm.

John S. Stewart, eastern sales manager of George W. Clark Inc., station representation firm, to N. Y. office of Avery-Knodel Inc., station representatives, as account executive in radio dept.

Victor W. Williams, district sales manager for RCA, now representing Merit Coil & Transformer Corp. in Maryland, Virginia and Washington, D. C.

Pete Harricks, radio dept., Vickers & Benson Ltd., Toronto advertising agency, to All-Canada Radio Facilities, Toronto, on TV time sales staff.

Trade Associations

Hal Mobley, field supervisor for KMPC Hollywood, joins Western Electronics Show & Convention as assistant business manager. WESCON is functionary of West Coast Electronics Mfrs. Assn. and the Seventh Region, Institute of Radio Engineers.

Abiah A. Church, NARTB attorney, father of boy, April 21.

Government

Maj. Edgar L. Tidwell, USA, chief of logistics branch, and **Capt. Stanley E. Rodby,** USAF, chief of technical production branch, Armed Forces Radio Service, Hollywood, promoted to lieutenant colonel and major, respectively.

Personnel Relations

Bernard Cowan re-elected president of Association of Canadian Radio and TV Artists (AFL), Toronto local; **Neil LeRoy** elected vice-president, **Stanley Mann** secretary, and **Ernest Berry** treasurer.

Audio Lovers... AS YOU LIKE IT!

THE New PENTRON TAPE RECORDER

PROFESSIONAL QUALITY TAPE RECORDING AT LOW COST!

Now get the high fidelity and flexibility of operation formerly possible only with far costlier equipment.

Ready to Use 2 Ways: 1—Tape Mechanism and Pre-Amp for custom installation with your own amplifier and speaker. 2—Self-Contained Portable Unit for use anywhere. Just plug into any existing audio amplifier, radio, TV set or combination.

Model 9T-3M Tape Mechanism. 2 speeds: 3.75" and 7.5" ps. 2 hours, record-playback time. Fastest rewind-forward speeds—1200' in 40 sec. Separate record-erase heads—removable pole pieces, dual track, (single track available). Flutter: —0.3% at 7.5"; —0.5 at 3.75".

Model PRE-7 Pre-Amp. Push-pull supersonic bias-erase. Magic eye record level indicator. Exclusive oscillator circuit. Frequency response +-3 db, 50 to 11,500 cps at 7.5"+-3 db, 50 to 6500 cps at 3.75. Outputs: amplifier and headphones. Inputs: radio, phono and mike.

Model PMC Portable. Includes above units in handsome carrying case. Reel of tape and take-up reel included.



ELECTRONIC PENTRON EQUIPMENT

THE PENTRON CORP.

221-Bp E. Cullerton St., Chicago 16, Illinois
Canada: Atlas Radio Ltd., Toronto

Send for FREE Bulletin



RADIO NEWSREEL

AERO MOTORS, L. A. Hudson dealer, contracts for 1,000 one-minute spots on KLAC for 26 weeks. L to r: Mr. I. Cantor, Aero fleet sls. mgr.; Wally McLain, L. A. agency of same name; Frank Smith, KLAC acct. exec.



PABST Blue Ribbon buys evening newscast on WJHP Jacksonville, Fla. Signing: Col. George W. Stewart, pres., Stewart-Jordan & Co. Standing (l to r): M. A. Reynolds, WJHP gen. mgr.; Nathan Perlstein, Pabst Sales Co. adv. dir.; Fred Schilling, WJHP sports dir.; E. R. Maxfield, mgr., Stewart-Jordan; John Jelinek, WJHP acct. exec.



TOASTING with ice cream the sponsorship by High's Dairy Products Corp. of Frederic W. Ziv Co.'s *Guy Lombardo Show* on WTOP Washington, starting May 3, are (l to r): Clifford Young Stephens, High's pres.; Perry Walders, Ziv rep.; Robert Bordley, WTOP slsman.

SPONSORSHIP of *Freedom, U.S.A.* is taken by Rochester Gas & Electric on WARC Rochester as L. P. Fridley, RG&E's dom. sls. mgr., signs contract while Norman Stott (l), asst. mgr., and Samuel W. Townsend, WARC Inc. pres. and gen. mgr., look on. Program stars Tyrone Power; it is produced by Frederic W. Ziv Co.



INTERNATIONAL

Canadian Viewers Favor U. S. TV Stations 4-to-1

CANADIAN viewers in southern Ontario favor American TV stations four to one, according to the April Elliott-Haynes ratings, which gave WBEN-TV Buffalo 78.5% of the Toronto-Hamilton-Niagara area audience, and CBLT (TV) Toronto 20.2% of the audience. The balance of viewers looks at WICU-TV Erie and WHAM-TV Rochester.

CANADA

Five leading programs seen on CBLT Toronto during April were Junior Hockey finals, rating 39.9, *Studio One* 31.2, *Bell Singers* 29.3, *The Big Revue* 29.1, and *Regal Theatre* 27.7 Of these *Studio One* was a microwave U. S. import, *Regal Theatre* a film.

Leading shows from U. S. stations were *I Love Lucy* 76.1, *Film* 76, *Comedy Hour* 75.3, *Arthur Godfrey* 75.2, and *Martin Kane* 73.2.

On CBFT (TV) Montreal, sports made up the first four rated programs, 81.8 to 73.3, followed by a quiz show, 72.9 and *Studio One*, 72.6.

Monthly sets-in-use trends show a drop at Toronto from 82.2 in January to 72.7 in April, while in Montreal sets-in-use has been increasing, from 47.2 in January to 60.7 in April.

During the January-March period, the report shows that in the Montreal area 97% of audience has been tuned to CBFT, 2% to WSYR-TV, 1% to WHEN-TV, both Syracuse.

A revised estimate of TV sets-in-use in Canada in the April report shows 324,200 receivers, with 169,600 in the Toronto-Niagara area, 74,700 north of Lake Erie, 69,100 in the Montreal region, 5,400 in the Kingston-Belleville (Ont.) area, and 5,600 elsewhere.

CBC BUILDING PLANS REVEALED

PLANS for a new broadcasting center at Toronto to replace the present Canadian Broadcasting Corp. national program and commercial departments were revealed by Dr. J. J. McCann, Canadian Minister of National Revenue, when he accompanied members of the Canadian Parliamentary Radio Committee to Toronto April 20.

CANADA

Dr. McCann told the committee that the government plans a $2 million broadcasting center on the same site within the next two years, and that two top floors of the Toronto television center have been left vacant for executive offices in the new Toronto broadcasting center.

Members of the Parliamentary Radio Committee were taken on a tour of CBC television and broadcasting buildings. They saw CBC's *Big Revue* variety show in rehearsal and then telecast in the evening, also the $2 million TV plant and 500-ft. tower in downtown Toronto.

The day's visit was part of the committee's investigation into CBC activities and finances.

BUP Opens News Wire

A SECOND transcontinental news wire spanning Canada from Montreal to Victoria, B.C., was placed into operation last Monday by British United Press. BUP said this network will speed delivery of news to more than 100 radio stations and 50 newspapers in Canada.

CANADA

WTOC SAVANNAH'S NO. 1 STATION

In December 1952, *Pulse* made a survey in Savannah, covering the hours from 6:00 AM to 6:00 PM

WTOC Received three times as many quarter-hour firsts as the next station, over twice as many as all other stations combined.

The average rating of WTOC was more than 60% higher than that of the second station.

HERE'S THE BOX SCORE.

	WTOC	STATION A	STATION B	STATION C
1st PLACE	33	11	4	0
2nd PLACE	15	12	16*	6*
Average Rating 6:00 AM-6:00 PM	9.2	5.7	4.7	4.7

* Includes one tie for second place between B and C

WTOC SAVANNAH GEORGIA'S SECOND CITY 5000 WATTS 1290 KC CBS RADIO MEMBER OF THE GEORGIA TRIO

Represented by THE KATZ AGENCY

$11.5 Million Capital Outlay Predicted for TV in Canada

CAPITAL outlay of an estimated $11.5 million for seven TV stations in Canada was predicted by A. D. Dunton, chairman of the Canadian Broadcasting Corp. to the Canadian Parliamentary Radio Committee following the committee's visit to CBLT Toronto.

CANADA

At the April 22 Ottawa hearing, Mr. Dunton said $2.1 million already had been spent for each one of the operation stations—CBLT Toronto and CBFT Montreal. CBOT Ottawa, relay station which officially goes on the air June 2, is to cost $950,000, he said. The Halifax CBC-TV station is to cost $1.1 million, the station at Winnipeg $1.3 million, and the Vancouver station, $1.7 million. It is the hope that these stations will be operating by next January.

A French-language station at Montreal is to be built at a $550,000 cost. This station will use the same tower as CBFT. New TV studios planned at Toronto will cost $350,000 and at Montreal, $125,000. Production facilities at both Toronto and Montreal are to be increased at a cost of $425,000, Mr. Dunton said.

For both sound and sight broadcasting, Mr. Dunton told the members of parliament, CBC expected it would need about $26,750,000 this year. CBC anticipates this much revenue will come from commercial sources, from the 15% excise tax on radio and TV set sales, and from the annual government grant of $6,250,000.

Government loans to CBC for TV development to date total $8 million, of which all but $500,000 has been used, Mr. Dunton reported. Another loan of $4,375,000 for TV was included in estimates now before parliament. A further loan of $2 million might be required next year.

Independents' Outlook Noted

Mr. Dunton dealt at some length with the high cost of TV programming and with difficulties expected for independent TV stations to carry an effective proportion of live Canadian talent. The economic pressure on the independent operator to use films or other U. S. material would be heavy. But, he said, CBC would feed 10½ hours of national CBC programs weekly to independent operators. He said Canadian advertisers also were faced with the problem of whether to use Canadian material for programs or to adopt the cheaper course of getting the Canadian rights on U. S. films and TV productions.

Mr. Dunton hoped the Bell Telephone microwave relay system would be extended next year to Windsor (opposite Detroit) from Toronto, and eastward from Montreal to Quebec City. He gave 1956 as a possible date for the further extension of the system eastward to Halifax, westward to Winnipeg.

He said that with completion of CBC's stations and the seven independent operators who have been granted construction permits, about 70% of the Canadian population will have TV service next year.



CANADA's first private TV station advertising contract is signed between Robin Hood Flour Mills Ltd. and Niagara Television Ltd., Hamilton, Ont. Pact for sponsorship of nightly British United Press-Movietone Newsreel news is okayed by (l to r): N. C. Brown, Robin Hood Mills advertising manager; Ken D. Soble, manager, Niagara TV, and W. J. Henning, assistant general manager, Robin Hood Mills. Niagara TV, owned equally by CHML CJXH (FM) and CKOC, all Hamilton, has set a fall target date.

Thomson Again Heads CP

ROY THOMSON, newspaper publisher and president of Northern Broadcasting Co., Toronto, operating CKGB Timmins, CFCH North Bay, and CJKL Kirkland Lake, has been re-elected president of Canadian Press. D. B. Rogers, Regina *Leader-Post* and CKCK Regina, has been re-elected second vice president. Directors with radio affiliations are R. S. Malone, Winnipeg *Free Press* and CKRC Winnipeg; Arthur R. Ford, London *Free Press* and CFPL London; Arthur L. Davies, Kingston *Whig-Standard* and CKWS Kingston, and Herve Major, Montreal *La Presse* and CKAC Montreal.

CANADA

BMI Canada Sets Clinics

BMI CANADA LTD., in conjunction with regional Canadian associations of broadcasters, will operate a series of clinics in Canada this year. First will be held May 18 at the Palliser Hotel, Calgary, followed May 21 at the Saskatchewan Hotel, Regina, and May 23 at the Royal Alexandra Hotel, Winnipeg.

CANADA

The clinics will be held jointly with the Western Assn. of Broadcasters and will feature talks by Carl Haverlin of BMI, New York. On May 22 at the Fort Cumberland Hotel, Amherst, a session under chairmanship of Clyde Moon, BMI Montreal, will be jointly held with the Atlantic Assn. of Broadcasters. A clinic is set June 29 at the Hotel Vancouver, Vancouver, with the British Columbia Assn. of Broadcasters, and another is tentatively set Sept. 21 at Toronto with the Central Canada Assn. of Broadcasters. No dates have been set for French-language clinics at Montreal and Quebec.

Microwave Link Set for May

MICROWAVE LINK between Toronto, Ottawa and Montreal is expected by the Bell Telephone System to be ready for use early in May. Canadian Broadcasting Corp. will begin experimental network TV programming about mid-May for an official inauguration of the system: Showing of films flown to Canada on June 2 of the Coronation of Queen Elizabeth II. Sixteen tower stations have been built by Bell Telephone for the system. CBC buys TV microwave link service on an annual fee basis. The new Toronto-Ottawa-Montreal service will link up with microwave service from Toronto to Buffalo, allowing U.S. TV network shows to be piped directly from Buffalo to Montreal. They currently are being relayed to Toronto.

CANADA

Dealers Score TV Price War

PRICE WARS in sales of TV receivers brought criticism during the annual meeting of the Ontario Assn. of Radio, Television and Appliance Dealers at Toronto. The association planned to ask the federal government to reinstate credit curbs and minimum down payments on TV receivers. (Ottawa cabinet sources intimated that the government would not interfere.) Many of the 500 dealers attending the sessions felt that TV set sales were needed medicine for the appliance industry. It was estimated by dealers and manufacturers representatives that only 10% of Ontario homes have TV sets.

CANADA



The new 1953 Studebaker is featured as "The American car of the year with the European look" in this series of 1-minute TV commercials skillfully presented by Sarra. A catchy musical theme is supplemented by a strong sales message in the audio, while action shots of happy people in glamorous settings give high-style atmosphere to scenes in which the Studebaker stars. Magnificent scenery is the backdrop for the story of the car's road performance. Every element adds up to the final impression: "It's Studebaker for '53." Created by SARRA, Inc., for the Studebaker Corp. through Roche, Williams & Cleary, Inc.

SARRA INC.

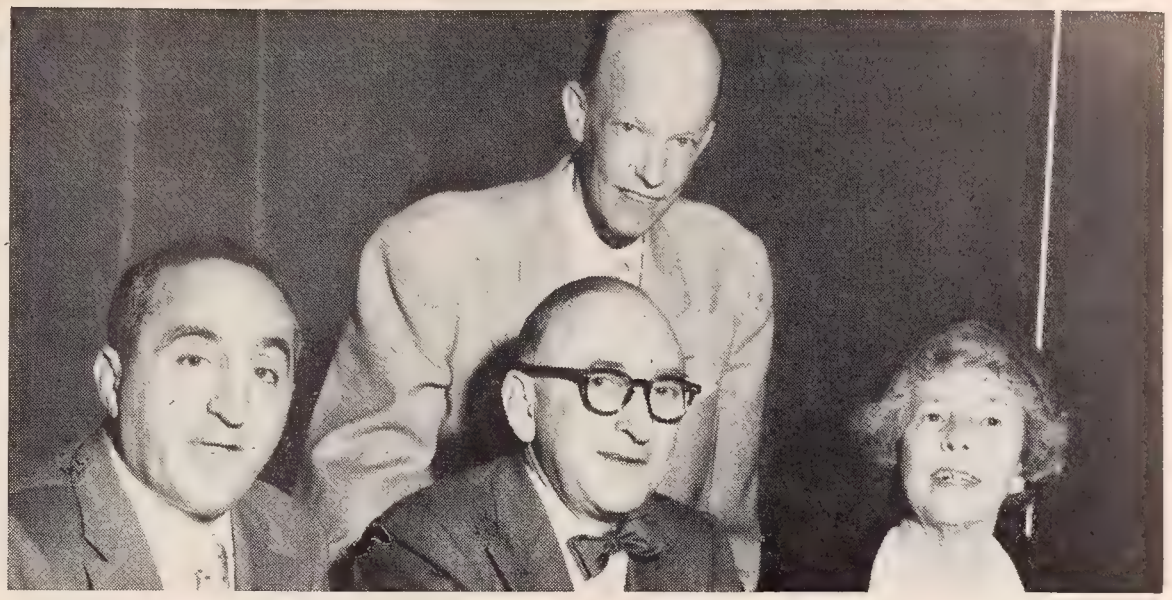
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

WRGB (TV) MAKES OFFER TO EDUCATORS

AN HOUR of time per day, five days per week, was offered last Tuesday to Schenectady area educators by WRGB (TV) Schenectady. The station also announced it would pay $2,500 annually toward the salary of a person to produce educational television programs. The offer was made at a meeting of representatives of area colleges, public and parochial schools and the State Education Dept. The time would double the amount of time used by four educational organizations for the last two years, and would be in addition to the other public service and educational telecasts already carried by the station.

Robert B. Hanna, WRGB (TV) manager, said the time—10:30 to 11:30 a.m. Monday through Friday—would be set aside for 52 weeks with the hope that the educational groups would provide programs uninterrupted for at least 39 weeks each year. An area-wide conference of educators will be held May 22 to discuss the proposal.



I. KEITH TYLER (standing), director of Ohio State U.'s Institute for Education by Radio-Television, is shown with panelists at the opening of the 23d Institute [B•T, April 27, 20]. L to r: Morris S. Novik, New York radio-TV consultant; Edward Stanley, NBC New York director of education and public affairs, and Dorothy Kenyon, New York attorney who also serves as a board member of American Civil Liberties Union.

Kaltenborn Scholarship

APPLICATIONS for the $500 H. V. Kaltenborn radio scholarship at the U. of Wisconsin are being accepted for the 1953-54 term, Prof. H. L. Ewbank, chairman of the UW radio-television committee, has announced.

The scholarship was established by Mr. Kaltenborn, veteran news commentator, to assist students in radio broadcasting, especially those interested in newscasting and news analysis. Applicants must have reached their junior year. Deadline for filing is June 1.

KXOK 'Education Day'

KXOK St. Louis last Wednesday participated in the first Business Education Day sponsored by that city's Chamber of Commerce, playing host to 20 school teachers who visited the KXOK transmitter at Madison, Ill., were guests of the station at a luncheon, watched broadcast operations and heard station executives describe how to run a radio station.

Walker Speaks at Long Beach

EDUCATIONAL television's background and future prospects were outlined by FCC Comr. Paul A. Walker last Tuesday before the California Congress of Parents and Teachers Inc. at Long Beach. Comr. Walker explained to the group that on June 2 the reservations on educational channels will not automatically end, but rather after that date the Commission will receive petitions to change the status of any specific channel.

Panel Discussion Ideas

THE IDEA that broadcasters should use the media they promote is forwarded by Dr. Franklin Dunham, chief of radio-TV in the U.S. Office of Education, who recently conducted two experiments to demonstrate a new kind of discussion program.

Dr. Dunham's first test was set up at the National Catholic Educator's Assn., meeting in Atlantic City April 6-10. Four speakers were invited to present a panel discussion on TV. Then, to insure their being familiar with the subject, the four participated in an actual closed-circuit educational show. When they appeared before the convention the next day they talked out their telecast experiences.

Another version of the "experience-panel" was conducted at the Conference of the Institute for Education by Radio-TV at Ohio State U. April 15-18. The subject was "Broadcasting by Government Agencies." Each participant furnished his own kinescopes, tapes, recordings and pictures. Rather than talking out the entire discussion, each merely introduced his material and then let the audio-visual equipment do the rest.

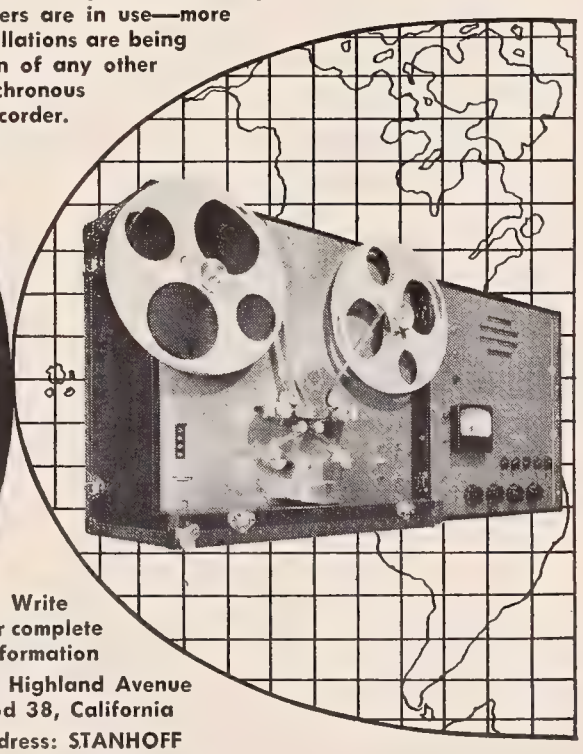
Dr. Dunham makes these comments on the experiments:

"All the terror of ad-lib presentation . . . is eliminated . . . nothing is read at the audience. . . . We know what we are talking about."

IN HOLLYWOOD

More Stancil-Hoffman S-5 Synchronous Magnetic Film Recorders are in use—more new S-5 installations are being made, than of any other synchronous recorder.

Television and Motion Picture producers the world over agree that for quality, price and versatility their choice is the Stancil-Hoffman S-5.



Write for complete information
921 North Highland Avenue
Hollywood 38, California
Cable Address: STANHOFF

STANCIL-HOFFMAN

Complete Recording Systems from Microphone To Release Print

H. J. Geist & Assoc.
60 E. 42nd Street
New York 17, N.Y.

S. W. Caldwell, Ltd.
150 Simcoe Street
Toronto 1, Canada

W. Cozzens
220 Kedzie St.
Evanston, Ill.

S.O.S. Recording
1545 N. Beretania
Honolulu, Hawaii



RECEIVING $10,000, check from Benjamin Abrams (l), president of Emerson Radio & Phonograph Corp., which is awarding that amount to each of the first 10 educational TV stations on the air, is Dr. W. W. Kemmerer, president of the U. of Houston. The school and the Houston Independent School District expect KUHT (TV) to be the first on the air.

New Radio-TV Dept.

CITING the "increasing importance of mass communications in education," the Newark, N. J., Board of Education has announced establishment of a new radio and television department to be supervised by Marie C. Scanlon. Previously the board's radio station, WBGO-FM, and its television activities were part of the Dept. of Libraries and Visual Aids.

Los Angeles County Asks FCC To Extend Educ. TV Deadline

A RESOLUTION, introduced by Supervisor John Anson Ford and adopted by Los Angeles County Board of Supervisors Tuesday, urges the FCC to extend the June 2 deadline on educational TV station applications for one year.

Pointing out that while 242 channels have been reserved by the FCC for educational video, only 13 communities have received station building permits with 11 more applications pending. The board believes not enough time has been allowed for communities to become interested in providing the money with which to build and operate such stations.

Los Angeles, with KUSC-TV, financed by Allan Hancock Foundation, USC, is one of the 13 communities. There are six unclaimed education channels in California.

Adult Education Telecast

ABC-TV, in cooperation with Ford Foundation's Fund for Adult Education and the York (Pa.) Council of Community Education, on May 6 will present a special half-hour telecast titled "Adult Education in American Life," 9-9:30 p.m. EDT. Featuring leading educators and university presidents, program is a part of the conference on "The Place and Importance of Adult Education in American Life," to be held at York Junior College. Telecast will be moderated by C. Scott Fletcher, president of the Fund for Adult Education, and is a special presentation of the ABC public affairs department.

No Trouble at All

COOPERATION keynoted radio efforts at the recent Hays (experiment station) Sorghum Conference at Kansas State College. The problem: How a number of radio farm directors from midwest stations could cover the conference without getting into each other's way.

Bob Hilgendorf, director, KSAC Kansas State College, who acted as host to the visiting radio men, turned for advice to Lewis Dickensheets, chief engineer, WIBW Topeka. The two solved the problem this way:

Chief Dickensheets installed himself and an amplifier in a hallway at the studios. He set up four mikes in one office for the broadcasts, all feeding to his amplifier. From there he connected eight bridging transformers and sent the programs to eight tape recorders set up in another office. Via this method, nine seven-minute tapes were made on eight machines in two hours.

Embert Coles, superintendent, Colby Branch Experiment Station, moderated the discussions. Cited with him for work done in producing the broadcasts was Ed Mason of KXXX Colby.

TV Aid on Career Data

USE of closed-circuit theatre television on a national scale to bring information on careers to high school students was reported last week to be under discussion by AB-PT, The National Vocational Guidance Assn. and New York U. The university has pointed out that a closed-circuit theatre telecast on ABC-TV facilities for New York area high school students was "so successful" that the possibilities of conveying career information throughout the country "will be explored in a series of discussions within the next few weeks" [B•T, March 23].

Syracuse U. TV Tests

THE Syracuse U. Radio-Television Center will make a series of about 10 newscasts on WSYR-TV Syracuse, which is cooperating in the program, in tests of TV news presentation techniques. The work will be financed by a research grant from the Twentieth Century Fund, non-profit foundation for scientific research and public education on current economic questions.

The center will process stories released simultaneously to all media by the fund, which made a similar grant to the center last year, according to Kenneth G. Bartlett, Syracuse U. Radio-TV Center director. Heading the project will be Edward C. Jones and Lawrence Myers Jr., both radio-television faculty members, Mr. Bartlett said.

WHBI Not For Sale

AN OFFER to buy WHBI Newark, N. J., made recently by clergymen representing Negro churches in the New York-New Jersey area, prompted station officials to emphasize that WHBI is not for sale. The church leaders had heard rumors that the outlet was up for purchase, and were concerned that a new ownership might change WHBI's policy of religious programming.



First Calif. AP Radio News Awards Winners Announced

WINNERS of the First Annual News Competition of the California AP Radio Assn. have been announced in Los Angeles. Presentation will be made May 16 at the association's annual meeting in Hollywood.

KFMB San Diego won the AP news cooperation award. Three members of the KFMB staff, Ray Wilson, Harold Keen and Paul White, were named for their contributions to the news report and assistance in covering news in the San Diego area.

Other Winners

Other winners and classifications were:

Best Local News Show—KLX Oakland, *John K. Chapel and the News*, first. KECA Los Angeles, *Local Desk*—Dick Tufeld, second. KFMB San Diego, Harold Keen—*People in the News*, third.

Best Sports Show—KCBS San Francisco, Carroll Hansen—*Looking 'Em Over*.

Best Feature or Human Interest—KHJ Los Angeles, Lee Wood-Frank Hemingway, first. KFI Los Angeles, *Hometown Happenings*—Kerwin Hoover, second. KPRL Paso Robles, *Doggone Department*, third.

Best Farm Show—KNBC San Francisco, *Farmer's Digest*, first. KCBS San Francisco, Gordon Roth—*Farm Review*, second. KGO San Francisco, Bill Adams, third.

Best Editorial or Documentary—KCBS San Francisco, *Rollingwood US*, first. KFI Los Angeles, *KFI Calling*, second. KFMB San Diego, *Editorial Page*—Paul White, third.

General Excellence—KHJ Los Angeles, Will Ragan—*Newspaper of the Air*, first. KGO San Francisco, second.

Awards in all classes were on the basis of work performed and scripts prepared in 1952.

Judges in all classifications, except the News Cooperation Division, were the Radio-TV Editors of the Los Angeles area newspapers. They are Walter Ames, Los Angeles *Times;* Allen Rich, North Hollywood *Valley Times;* Jack Lait, Los Angeles *Examiner;* Zuma Palmer, Hollywood *Citizen News;* Hal Humphreys, Los Angeles *Mirror;* Owen Callan, Los Angeles *Herald and Express.*

NBC Wins Christopher Awards

CHRISTOPHER Awards to radio and television for the first quarter of 1953 were announced Thursday by Father James Keller, director of the Christophers. Winning programs, all on NBC, were the Feb. 15 *Victory at Sea* and March 30 *Voice of Firestone* TV shows, and March 28 *NBC Symphony Orchestra* and Jan. 18 *Theatre Guild on the Air* radio broadcasts.

WLEC's Jaycee Citation

WLEC Sandusky, Ohio, reports receipt of its 17th public service award in a citation from the U. S. and United Sandusky Junior Chambers of Commerce. The station says it gave an average $10,000 a month in time and effort to local public service announcements, exclusive of network PSAs.



DOUBLE "Lulu" awards went to Fran Harris (c), Harris-Tuchman Productions, for a TV spot campaign and a half-hour promotional TV film program for Shipstad & Johnson Ice Follies, from Los Angeles Adv. Women Inc. Flanking her are Walter McCreery (l), president of Walter McCreery Inc., agency for the account, and Eddie Shipstad of the sponsoring firm.

Bishop Sheen Wins Award

BISHOP Fulton J. Sheen was presented with the Plaque of Achievement of the Advertising Club of New York Wednesday for "his inspirational messages on radio and television" designed to "strengthen the fiber of America through the high moral standards of its people." Bishop Sheen's TV series, *Life Is Worth Living*, is seen Tuesday nights over DuMont TV Network under sponsorship of Admiral Corp.

Broadcasters Are Cited In ESU Awards

EIGHT broadcasters and newspapermen have been named by English Speaking Union to receive its Better Understanding Awards for contributions to international cooperation.

Award to Siegel

Distinguished Awards will go to Seymour N. Siegel, director of WNYC-AM-FM New York, city-owned stations, and president of the National Assn. of Educational Broadcasters, and to Carroll Der, editorial director, *Minneapolis Tribune*. Mr. Siegel's award is for his "contributions to American knowledge of the people of the Commonwealth."

News Reporting Awards will be made to John Thompson, KNBC San Francisco, and Alfred Friendly, *Washington Post*. Feature Reporting Awards will be made to Margaret Arlen of CBS, and Ted Hallock, formerly of KPOJ Portland and the *Oregon Journal*, who both recorded series of broadcasts in Great Britain last year.

University Activities

Two awards for university broadcasting activities will be made to Dorothy Greenwood, director of adult education for radio of the U. of Minnesota, KUOM Minneapolis-St. Paul, and Henry Mamet, director of radio of the U. of Kansas City, whose programs are broadcast by KMBC-KFRM Kansas City.

A NEW HEAVY DUTY . . . . .

Television TOWER

600 FOOT – GUYED TYPE

- Heavy Solid Round Legs—
  Solid Round Diagonal Braces
  Angle Horizontal Bracings
- DOUBLE BRACING
- Designed for 100 mile per hour wind and ½" (one-half inch) ice load
- Hot Dipped Galvanized or a shop coat of Primer Undercoat
- To support all types of TELEVISION ANTENNAS and their coaxial feed line or wave guide.
- Complete erection service by our own erection crews

TOWER Construction Co.
1923 Geneva Street
SIOUX CITY 3, IOWA

17 YEARS OF TOWER DESIGN FABRICATION — ERECTION

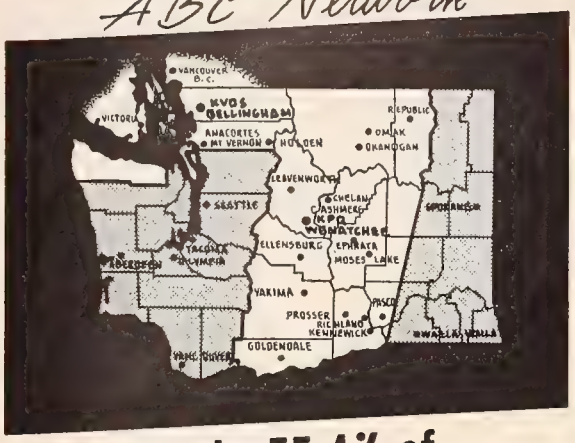
KVOS-TV CHANNEL 12

Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.

KVOS 1000 WATTS 790 K C

KPQ 5000 WATTS 560 K C

ABC Network



Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME

Represented by

Robert Meeker Assoc., Inc.

7 Sizable Sales directly traceable to Radio Advertising

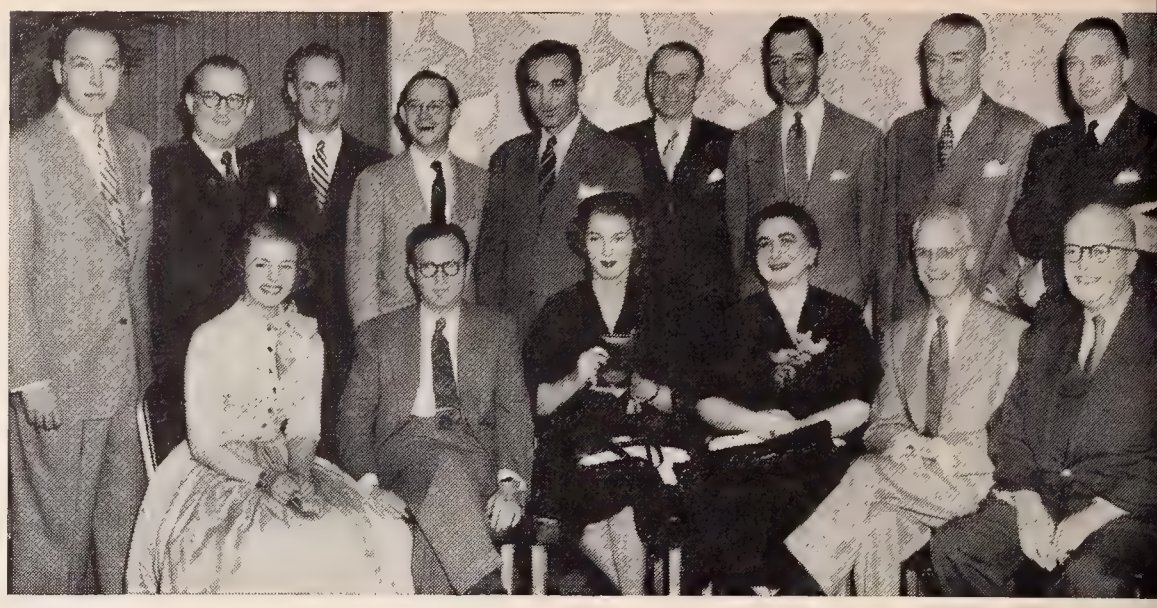
H. C. Munson, Cortland, N. Y., writes, ". . . the morning program is very definitely producing both inquiries and sales for Paint-O-Plast. At least seven sizable sales are directly traceable to the radio campaign. We believe other inquiries will result in future sales."

WSYR *gives you up to 239% more daytime audience families than other local stations according to SAMS and Nielsen.*

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE 570 KC

NBC Affiliate In Central New York



PEABODY AWARDS for distinguished achievement in radio and television in 1952 [B•T, April 27] were presented April 24 at a luncheon of the Radio and Television Executives Society in New York. The winners are: (seated, l to r) Dorothy Collins, NBC's *Hit Parade;* Lawrence Spivak and Martha Rountree, NBC's *Meet the Press;* Dr. Frances Horwich, NBC's *Ding Dong School;* Lynn Poule, public relations director, Johns Hopkins U., DuMont's *Johns Hopkins Science Review,* and James C. Hanrahan, vice president and general manager, WEWS (TV) Cleveland. (Standing) Robert W. Sarnoff, NBC vice president and RTES president; John E. Drewry, dean, Henry W. Grad School of Journalism, U. of Georgia, who an nounced the awards; Richard Shafto, genera manager, WIS Columbia, S. C.; Wally Cox NBC's *Mr. Peepers;* Martin Agronsky, ABC Edward Weeks, editor, *Atlantic Monthly,* an chairman, Peabody Advisory Board, who pre sented the awards; Henry Salomon, producer writer, NBC's *Victory at Sea;* Jerry E. Lyons vice president, Willys-Overland, sponsor of Nev York Philharmonic Symphony Orchestra o CBS, and T. L. Lenzen, vice president, Standar Oil of Calif., sponsor of NBC's *Standard Sym phony.*

NARTB Wins Award For Vote Campaign

AWARD to NARTB for its major role in stimulating registration and voting during the last Presidential campaign was presented Wednesday to President Harold E. Fellows on behalf of the American Heritage Foundation.

Theodore S. Repplier, president of The Advertising Council, made the presentation of an illuminated scroll on behalf of the Foundation. He said broadcasters can be "extremely proud" of their part in bringing about an increase of 15 million votes over 1948. Of the 54 organizations that took part in the Foundation's campaign, he said, NARTB "stood head and shoulders above the rest." He praised NARTB for "a superb organization job," adding it received the first award among the participating groups.

Syracuse U. Awards Made

RECIPIENTS of Syracuse U.'s Outstanding Radio-Television Alumni Award for 1953 were Arnold F. Schoen Jr., general manager of WPRO Providence, and Thomas E. Martin, general manager of WEEU-AM-FM-TV Reading, Pa. The award was presented by Kenneth G. Bartlett, dean of the Syracuse U. School of Radio-Television, at the fifth annual Radio Day award luncheon, sponsored by the Syracuse chapter of Alpha Epsilon Rho, national radio-TV honorary fraternity.

Speaking to more than 100 students and faculty members, Mr. Schoen stressed radio's bright future. Speakers at the luncheon said increases in public service programming and strong management are keys to radio's growing strength.

NTRB Honors Program

APRIL 1953 Show of the Month, as selected b the National Television Review Board, wa *This Is Your Life,* which stars Ralph Edwards The review board, which honors a different pro gram each month, selected the NBC-TV produc tion for "contributing wholesome and outstand ing entertainment and advancing the standard of television programming for the entire in dustry."



RECOGNITION is accorded Theodore S. Rep plier (r), president of The Advertising Council for 10 years of "consistent devotion" as that or ganization's executive chief. A silver cigarett box is presented Mr. Repplier by Chester J La Roche, board chairman of the council.

WSUI Tape Show Opens Iowa Cancer Fund Drive

MONTH-LONG cancer fund drive in Iowa was begun by WSUI KSUI (FM) Iowa City, State U. of Iowa outlets, with a two-hour program, *Conquest for April,* produced on tape by students under supervision by the station's assistant program director, James P. Wehr.

The students condensed to four some 16 reels featuring special tapes from some of the country's top entertainers and messages from Iowa Gov. William S. Beardsley, Sen. Bourke B. Hickenlooper (R-Iowa) and American Cancer Society officials. Two bands provided music.

Mother of the show's m.c., Allen Hall, died of cancer a few days before it was aired and Mr. Hall, after attending the funeral, made a personal appeal which lent dramatic impact to the presentation.

Conquest for April was aired on a 20-station Iowa network including KWBG Boone, KBUR Burlington, KCIM Carroll, KROS Clinton, KSTT Davenport, KWDM Des Moines, KVFD Fort Dodge, KOKX Keokuk, KFJB Marshalltown, KOEL Oelwein, KBIZ Ottumwa, KMA Shenandoah, KCOM Sioux City, KICD Spencer, KWWL Waterloo, KGLO Mason City, KDTH Dubuque, KWPC Muscatine, KCHA Charles City and KBOE Oskaloosa.

Goldenson Appoints Palsy Unit

SIX EXECUTIVES in the advertising and related fields were appointed to the United Cerebral Palsy national publicity committee Tuesday by Leonard H. Goldenson, president of the organization and of AB-PT Inc. Committee members are: William R. Campbell, J. Walter Thompson Co., chairman; William Boley, Buchanan & Co., vice chairman; Taylor Adams, Young & Rubicam; Sydney H. Eiges, vice president in charge of press, NBC; Ivor Kenway, president, Ivor Kenway Assoc., Greenwich, Conn., and Sherwin Kane, editor, *Motion Picture Daily.*

WAAF at Chicago Fire

EYE-WITNESS reports on the disastrous explosion and 5-11 fire at Chicago's Haber Corp. April 16 found WAAF, local independent, on the scene with Vince Garrity, special events chief, and Bill Bauer, program director. They phoned reports to Bob Drews, disc jockey, who was on the air with his *Detour With Drews.* Mr. Drews relayed urgent messages to the public from police and fire officials. Both departments credited WAAF with helping to ease traffic and spectator congestion and thus easing rescue work.

WNBK (TV) Receives Cancer Citation

CITATION of merit from the Ohio Cancer Society was awarded to Hamilton Shea, general manager of WNBK (TV) Cleveland, and lapel pins in recognition of help in making the drive successful were given to Mr. Shea and three other members of the NBC Cleveland staff. The awards were presented by Lewis E. Herget, director of the Ohio Cancer Society.

Schedule for Patients

WWVA Wheeling, W. Va., is distributing a pocket-size schedule of its programs to patients of the 10 hospitals in the area.

Baseball Promotion

WAAM (TV) Baltimore reported promotion of the Baltimore Orioles baseball club before the season home opener with a special half-hour show introducing players, a spot campaign on its children's programs, appearances by players on the station's *Tee Vee Waamboree* and *Shopping for You* and an intensive spot announcement campaign all day last Tuesday.

WIBC Aids Hospital

WIBC Indianapolis employes pledged $1,752, 110% of their quota, in a fund-raising drive for the Indianapolis Hospital Development Assn., the station reported.

WMJM's Safety Week Project

WMJM Cordele, Ga., gave away silver dollars to people of that city who would answer their telephones with "Observe Safety Week," during an extensive campaign waged there April 13-17. The station also: Carried safety messages all



EDUCATORS appear on *The Savannah State College Roundtable* sponsored by Savannah State College, one of the oldest Negro colleges in the U.S. Program is on WSAV Savannah, Ga. Participants in this broadcast are (l to r): William J. Holloway, dean of men; Calvin L. Kiah, chairman, dept. of education; Dr. R. Grann Lloyd, chairman, dept. of social sciences and director of research of the National Teachers Research Assn.; Dr. William K. Payne, president of the college; Wilton C. Scott, director of public relations, and Mrs. Esther Warrick, principal, East Broad St. school. Standing is Duane Hatch of WSAV staff.



LOOK!
No Fence

Around KOA's Million Square Miles of Range

NIELSEN REPORTS **PROVE** 10 to 100% of all radio families in 302 Counties in 12 states listen regularly to KOA.

But this is only part of the story, because "you can't fence KOA in!" These figures do not include KOA's Bonus Coverage!

Bonus Coverage

KOA is the best Outdoor Advertising Medium in the West! With appeal that's alive wherever you drive!...In more locations than you could afford to buy.

KOA is a favorite with as many as 9% of the radio families in thousands of counties in over 34 states (plus Canada and Mexico) who respond by mail!

The unfenced KOA range is the home of millions of buyers with billions of dollars in their jeans...millions of buyers who are BEYOND TV HORIZONS.

The most positive way... the most economical way to reach this rich market is through programs, spots and participations on KOA...the radio station which...

Covers the West...Best!

Write for KOA's **The Western Market,** Nielsen Coverage Issue.

KOA
DENVER

850 Kilocycles...50,000 Watts
1625 California Street

National Sales Representatives:
EDWARD PETRY & CO.
New York • Chicago • Detroit
San Francisco • Los Angeles • St. Louis • Dallas

during the day; sponsored *Mr. Safety Says* and *The Voice of Safety* quiz programs; interviewed tourists on *Mr. Safety Welcomes* and *Breakfast with Mr. Safety,* and presented roundtable discussions on the subject. A four-hour broadcast of a parade commemorating the week climaxed WMJM's project.

KBTV Draws $158,000

KBTV (TV) Denver drew in $158,000 with its *Celebrity Parade for Cerebral Palsy* April 18-19. The telethon was broadcast from the stage of the Denver City Auditorium and featured 700 volunteer entertainers. It ran 14 hours and netted 66% more than the $90,000 goal. Station officials believe Denver's contributions to the drive are the highest per-capita in the U. S.

WMOK Backs Hospital Drive

WMOK Metropolis, Ill., played a major role to get construction of a new (Massac) county hospital approved. In a drive to get out the vote, the station devoted spot time, held live interviews and panel discussions, conducted telephone interviews and gave listeners opportunities to ask questions about the project.

Cancer Crusade Marathon

SHEL HORTON, WHUN Huntingdon, Pa., disc jockey, broadcast 42½-hour one-man marathon program starting early April 17 and ending April 19 for the Cancer Crusade. Mr. Horton, who broadcast the program from a furniture store window, received congratulatory flowers and telegrams from many entertainment and musical stars.

WRBL Covers Storm

WRBL Columbus, Ga., was the nerve center for emergency communication when a tornado ripped through the area April 18, causing an estimated $10 million damage and disrupting telephone lines and power facilities. The station called in off-duty telephone workmen, police, firemen, and county workers. After the brunt of the storm had passed WRBL's portable broadcast facilities provided on-the-spot programs from hard-hit areas.

WHAS-TV Aids Blood Drive

WHAS-TV Louisville's schedule April 21 called for an all-out effort to encourage blood donations to Red Cross Blood banks, including telecasting of radio and TV stars giving blood. WHAS-TV cameras picked up portions of the blood donor program, and dramatizations and demonstrations were shown by the station.

Claims Blood Donation Record

CKAK Montreal claimed last week that a Red Cross blood donor clinic held under the station's auspices collected "an all-time North American record" during a 40-hour operation. CKAK reported 2,343 donors contributed 2,551 pints of blood during the period. The station conducted a vigorous promotion campaign the week before the clinic.

► KGW Portland, Ore., has begun its 32d year of broadcasting. Staff members reminisced the "old days" in an afternoon broadcast celebrating the event.

* * *

► WRBL Week in Columbus, Ga., has been proclaimed May 10-16 to commemorate that station's 25th anniversary. Among events scheduled are: A 5-hour broadcast of 1928 programs with the original stars; an anniversary tabloid; open house, and an "Old Timers" banquet feting past staff members.

* * *

► NBC radio's *One Man's Family* and creator-writer Carlton E. Morse celebrated their 21st year on the network last Wednesday. Collection of show memorabilia is offered to listeners in a new booklet. Cast members with the program since its inception are J. Anthony Smythe, Minetta Ellen, Michael Raffetto, Bernice Berwin and Page Gilman. Miles Labs, through Goeffrey Wade Adv., has been sponsor since 1950.

* * *

► NBC's *Fibber McGee and Molly* started its 19th year on that radio network in April. Series, starring Jim and Marian Jordan and featuring original announcer Harlow Wilcox, is currently sponsored by Reynolds Metals. Agency is Buchanan & Co.

* * *

► GEORGE GREAVES, assistant general manager and program director, KNBC San Francisco, starts his 26th year with NBC this May. Associated first as an engineer, he supervised the building of the network's first Hollywood studios and had charge of the first commercial broadcast made to U. S. from a ship at sea.



SHADES of the past were resurrected at WSJS Winston-Salem, N. C., April 17 when the station celebrated its 23d anniversary. The original control board was brought out and dusted off for the occasion. Original employes Phil Hedrick, now engineering director, and Mrs. Irene Rutledge, bookkeeper, stand by the set. Atop the board one of the first microphones used by WSJS is contrasted with a modern one.

* * *

► KFI Los Angeles began its 32d year of operation in April. A quarter-hour program telecast by KNBH (TV) that city, marked the occasion.

* * *

► NEWSCASTER Duncan Macleod presented the 5,000th edition of *Headline News* on KOIN Portland, Ore., on April 17. Described by the station as one of Portland's oldest newscasts, the six-a-week morning program has been sponsored 16 straight years by Weiner's clothing store.

* * *

► NBC-TV's *Hawkins Falls* noted its second anniversary April 10.

* * *

► LUNCHEON marked the third anniversary of Western Saving Fund's *Western's Weatherman* show on WCAU-TV Philadelphia. The program is telecast 11:10-11:15 p.m., across the board. Among those attending the luncheon at the Hotel Warwick were Donald W. Thornburgh, president-general manager, WCAU Stations; Norman Geare, president, Geare-Marston Agency, which represents the sponsor; Phil Sheridan, who is featured on the program, and P. Blair Lee, president of the savings institution.

It's Happening in NEW HAVEN

ON WNHC

Steady does it where Connecticut Refining is concerned . . . 988 five-minute programs a year for over six years! And still going strong: That's *MORE* than *faith* in WNHC-Radio . . . it's proof of RESULTS.

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

TWA Sides With RWG In TV Writers Issue

TELEVISION Writers of America has joined the Radio Writers Guild in requesting that the Authors League of America give New York writers in TV the benefits of its minimum basic agreement, pending action by the National Labor Relations Board on the TWA petition for a collective bargaining agency election on a regional basis.

ALA and Screen Writers Guild early last year negotiated a contract with the networks for writers but have contended it is not in effect due to TWA's intervention.

Dick Powell, TWA president, in his letter of cooperation to RWG, said in part that "TWA is most willing to join the RWG in urging the Authors League to request that the networks put the ALA minimum basic agreement, modified to exclude the West Coast, into effect immediately, such agreement to be effective until such time as the eastern writers are afforded the chance to vote for their collective bargaining representative. TWA will supply the networks any assurance they may request that TWA will not hold them guilty of unfair labor practices should they put such an agreement into effect."

NSTP Widens Membership

RESOLUTION broadening membership of National Society of Television Producers, Hollywood, to include video stations, networks, advertising agencies and producers for sponsors was approved at a meeting of the group's executive board April 22. Membership previously was limited to independent live and film producers.

Mike Stokey, Max Gilford and Syd Cassyd were named as a committee to nominate candidates for three NSTP directorships, which expire in May.

ABC-NABET-OEIU Spat

ABC-AM-TV Hollywood fortnight ago was requested to recognize National Assn. of Broadcast Engineers & Technicians as bargaining agent for some 150 office workers who gave NABET a majority in an election held after Local 174 of Office Employees International Union (AFL) started on organizational campaign. AFL Film Council, supporting OEIU, has charged NABET with "unwarranted encroachment of jurisdiction" and OEIU reportedly is considering filing for an NLRB election.

NLRB Mobile Ruling

THE IBEW Mobile, Ala., local, and WALA Mobile, have been ordered by National Labor Relations Board to cease action allegedly prejudicial to a technician, John A. Thompson. The station is directed to offer Mr. Thompson full employment and IBEW is ordered to stop attempts to cause WALA to discharge any employes.

'Uncooperative" AFTRA Members Face Board Action

BOARD hearing has been scheduled for May 25 by American Federation of Television & Radio Artists to try charges against four members who refused to testify at House un-American activities committee sessions, held in Los Angeles the week of March 23. Witnesses were Libby Burke, Jody Gilbert, Murray Wagner and Shimen Ruskin.

An AFTRA resolution, effective March 20, ordered all members to testify as to Communist party affiliation under threat of expulsion, fine or suspension.

Following the hearing, accused members have right of appeal to local membership, national board or convention.

New SEG TV Film Pact

SCREEN Extras Guild members voted 1,467-11 for a new contract increasing salary minimums for silent bit players from $40 to $55 per day and improving working conditions for extra players in TV films [B•T, March 30]. Negotiated with Alliance of Television Film Producers, Roland Reed Productions and Hal Roach Productions, the contract also is being signed by all other Hollywood TV film producers, according to SEG President Richard H. Gordon.

Editors Vote for IATSE

KHJ-TV Hollywood newsreel editors have named IATSE Motion Picture Editors Local 776 as their bargaining agent in an NLRB election by a 4-1 vote, bypassing IBEW, which contested the former group's claim last January in a local hearing and in an appeal to the NLRB in Washington. NLRB ruled the IBEW contract for engineers does not bar a separate unit for editors. The IATSE local also has representation in ABC-TV, CBS-TV and KTTV (TV) Hollywood.

L.A. Publicists Organize

ORGANIZATION, as yet unnamed, of local publicists is being spearheaded by Howard Wormser, publicity director of KTLA (TV) Hollywood, to better formulate working relationship with the press. The first meeting April 20 was attended by Bobbe Valentine, KTTV (TV), Robert Pelgram, KNBH (TV), Bud Coulson, KHJ-TV, and Leo Guild, KLAC-TV.

Publicists Vote for NABET

NATIONAL Assn. of Broadcast Engineers & Technicians by a unanimous vote (19) last Monday won representation of ABC and NBC Hollywood publicity units in an election ordered by the National Labor Relations Board.

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

THEY'RE BUYING and LISTENING To Radio IN RADIO STATION WSAZ'S 28 COUNTY BMB AREA

•

30,821* RADIO SET SALES IN 1952

NOT INCLUDING AUTOMOBILE RADIOS!

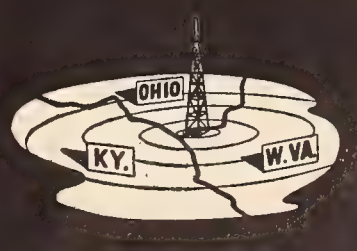
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*SOURCE: RADIO and TELEVISION MFG. ASSOC.

•

National Representatives:
THE KATZ AGENCY
OR: C. TOM GARTEN
Station Manager

5000 WATTS DAY
1000 WATTS NIGHT
930 KC



RADIO STATION
WSAZ

The Answer to Picturing Spot New



For further information . . . or a demonstration . . . write or w

You know, viewers know, sponsors know, that nothing on television has greater impact and interest than the picturing of spot news while it is still news.

You know, viewers know, sponsors know, that nothing is more deadly on television than yesterday's news. Yet, many television stations are still beset with the dilemma of picturing spot news quickly after it occurs, irrespective of where the news may break.

on TV ...While It Is Still Spot News

In an effort to solve the dilemma, many stations have tried many methods. They are finding that there is only one practical answer. That answer is concentrated use of a spot photograph service that not only covers the news of each area and of the world, but also delivers that coverage quickly over a nation-wide wire network — often minutes after the event occurs.

For the fastest, most comprehensive* visual news coverage in the world, more and more TV stations are turning to Associated Press Wirephoto. They are making it possible for their audiences to receive the full impact and interest of spot news while it is still spot news — and they are doing it dramatically and economically.

Perhaps you can do the same.

WIREPHOTO

A full-time, high fidelity, nation-wide network, transmitting domestic pictures from over 200 sending points in the United States — relaying foreign pictures received via radio from AP Wirephoto networks in Europe, Asia and South America.

TELEVISION DIVISION **THE ASSOCIATED PRESS** 50 Rockefeller Plaza, New York 20, N. Y.

Upcoming Events

May 4: Educational TV meeting, co-sponsored by National Citizens Committee for Educational TV and Joint Committee on Educational TV, Washington.

May 5-8: 38th annual meeting, Canadian Assn. of Advertisers, Royal York Hotel, Toronto.

May 6: Hearing on baseball's 1 (d) rule, Senate Commerce Subcommittee, Room 134, Senate Office Bldg., 10 a.m.

May 9: Middle Atlantic District, Catholic Broadcasters Assn., meeting in the Hotel Denis, Atlantic City.

May 16: Calif. AP Radio Assn., annual meeting, Hollywood Brown Derby.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

May 21: Awards dinner, Chicago Federated Advertising Club, Chicago.

May 22: Annual convention, Nebraska Broadcasters Assn., Clarke Hotel, Hastings.

May 25: Sigma Delta Chi awards, Conrad Hilton Hotel, Chicago.

May 26: Alfred Sloan Foundation Highway Safety Awards, Hotel Plaza, New York.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting, Rice Hotel, Houston.

June 9-10: All-Advertising-Trades exposition sponsored by Advertising Trades Institute, Hotel Biltmore, New York.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 12-14: Alpha Delta Sigma, national convention, Sheraton Beach Hotel, Daytona Beach, Fla.

June 14-17: Advertising Federation of America, 49th Annual Convention, Hotel Statler, Cleveland.

June 15-18: RTMA convention, Chicago.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 20-21: Catholic Broadcasters Assn. convention, Roosevelt Hotel, Hollywood.



1953 Telecasting Yearbook Addenda

CHANGES and additions received after the 1953 TELECASTING YEARBOOK went to press are included in the following list which will also serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number.

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Conelrad Manual BC-3 for Broadcast Stations in the Continental U. S. A.

TO: Licensees of All Standard, FM and TV Broadcast Stations Located Within the Continental Limits of the United States.
SUBJECT: Control of Electromagnetic Radiations (CONELRAD)

I. **OBJECTIVE:**

A) To provide for transmission of a "Radio Alert to all Standard, FM and TV broadcast stations during periods of imminent air attack when directed by proper military authorities.

B) Upon receiving the "Radio Alert" to require immediate action on the part of all Standard, FM and TV Broadcast stations to comply with CONELRAD Rules.

C) To provide for transmission of an "All Clear" signal to terminate the radio alert and authorize all stations to return to normal operation.

II. **"RADIO ALERT" PROCEDURE:**

A) **Alert Initiated By:**

1) Commanding Officer of the Air Division (Defense) or higher military authority.

B) **Alerting Method:**

1) The Commanding Officer at the Air Defense Control Center (ADCC) concerned will initiate the CONELRAD "Radio Alert" by giving notice thereof to Basic Key Stations by means of private wire or toll terminal telephone. The CONELRAD "Radio Alert" will then be disseminated by Basic Key Stations in accordance with outstanding instructions.

2) Basic Key, Relay Key and Skywave Key broadcast stations have been provided with instruction cards for CONELRAD "Radio Alert" procedures for the system in use at that station. These instructions must be followed

TWA Sides With RWG In TV Writers Issue

TELEVISION Writers of America has joined the Radio Writers Guild in requesting that the Authors League of America give New York writers in TV the benefits of its minimum basic agreement, pending action by the National Labor Relations Board on the TWA petition for a collective bargaining agency election on a regional basis.

ALA and Screen Writers Guild early last year negotiated a contract with the networks for writers but have contended it is not in effect due to TWA's intervention.

Dick Powell, TWA president, in his letter of cooperation to RWG, said in part that "TWA is most willing to join the RWG in urging the Authors League to request that the networks put the ALA minimum basic agreement, modified to exclude the West Coast, into effect immediately, such agreement to be effective until such time as the eastern writers are afforded the chance to vote for their collective bargaining representative. TWA will supply the networks any assurance they may request that TWA will not hold them guilty of unfair labor practices should they put such an agreement into effect."

NSTP Widens Membership

RESOLUTION broadening membership of National Society of Television Producers, Hollywood, to include video stations, networks, advertising agencies and producers for sponsors was approved at a meeting of the group's executive board April 22. Membership previously was limited to independent live and film producers.

Mike Stokey, Max Gilford and Syd Cassyd were named as a committee to nominate candidates for three NSTP directorships, which expire in May.

ABC-NABET-OEIU Spat

ABC-AM-TV Hollywood fortnight ago was requested to recognize National Assn. of Broadcast Engineers & Technicians as bargaining agent for some 150 office workers who gave NABET a majority in an election held after Local 174 of Office Employees International Union (AFL) started on organizational campaign. AFL Film Council, supporting OEIU, has charged NABET with "unwarranted encroachment of jurisdiction" and OEIU reportedly is considering filing for an NLRB election.

NLRB Mobile Ruling

THE IBEW Mobile, Ala., local, and WALA Mobile, have been ordered by National Labor Relations Board to cease action allegedly prejudicial to a technician, John A. Thompson. The station is directed to offer Mr. Thompson full employment and IBEW is ordered to stop attempts to cause WALA to discharge any employes.

'Uncooperative" AFTRA Members Face Board Action

BOARD hearing has been scheduled for May 25 by American Federation of Television & Radio Artists to try charges against four members who refused to testify at House un-American activities committee sessions, held in Los Angeles the week of March 23. Witnesses were Libby Burke, Jody Gilbert, Murray Wagner and Shimen Ruskin.

An AFTRA resolution, effective March 20, ordered all members to testify as to Communist party affiliation under threat of expulsion, fine or suspension.

Following the hearing, accused members have right of appeal to local membership, national board or convention.

New SEG TV Film Pact

SCREEN Extras Guild members voted 1,467-11 for a new contract increasing salary minimums for silent bit players from $40 to $55 per day and improving working conditions for extra players in TV films [B•T, March 30]. Negotiated with Alliance of Television Film Producers, Roland Reed Productions and Hal Roach Productions, the contract also is being signed by all other Hollywood TV film producers, according to SEG President Richard H. Gordon.

Editors Vote for IATSE

KHJ-TV Hollywood newsreel editors have named IATSE Motion Picture Editors Local 776 as their bargaining agent in an NLRB election by a 4-1 vote, bypassing IBEW, which contested the former group's claim last January in a local hearing and in an appeal to the NLRB in Washington. NLRB ruled the IBEW contract for engineers does not bar a separate unit for editors. The IATSE local also has representation in ABC-TV, CBS-TV and KTTV (TV) Hollywood.

L.A. Publicists Organize

ORGANIZATION, as yet unnamed, of local publicists is being spearheaded by Howard Wormser, publicity director of KTLA (TV) Hollywood, to better formulate working relationship with the press. The first meeting April 20 was attended by Bobbe Valentine, KTTV (TV), Robert Pelgram, KNBH (TV), Bud Coulson, KHJ-TV, and Leo Guild, KLAC-TV.

Publicists Vote for NABET

NATIONAL Assn. of Broadcast Engineers & Technicians by a unanimous vote (19) last Monday won representation of ABC and NBC Hollywood publicity units in an election ordered by the National Labor Relations Board.



The Answer to Picturing Spot New



For further information . . . or a demonstration . . . write or

You know, viewers know, sponsors know, that nothing on television has greater impact and interest than the picturing of spot news while it is still news.

You know, viewers know, sponsors know, that nothing is more deadly on television than yesterday's news. Yet, many television stations are still beset with the dilemma of picturing spot news quickly after it occurs, irrespective of where the news may break.

on TV . . . While It Is Still Spot News

In an effort to solve the dilemma, many stations have tried many methods. They are finding that there is only one practical answer. That answer is concentrated use of a spot photograph service that not only covers the news of each area and of the world, but also delivers that coverage quickly over a nation-wide wire network — often minutes after the event occurs.

For the fastest, most comprehensive* visual news coverage in the world, more and more TV stations are turning to Associated Press Wirephoto. They are making it possible for their audiences to receive the full impact and interest of spot news while it is still spot news — and they are doing it dramatically and economically.

Perhaps you can do the same.

WIREPHOTO

A full-time, high fidelity, nation-wide network, transmitting domestic pictures from over 200 sending points in the United States — relaying foreign pictures received via radio from AP Wirephoto networks in Europe, Asia and South America.

TELEVISION DIVISION **THE ASSOCIATED PRESS** 50 Rockefeller Plaza, New York 20, N. Y.

Upcoming Events

May 4: Educational TV meeting, co-sponsored by National Citizens Committee for Educational TV and Joint Committee on Educational TV, Washington.

May 5-8: 38th annual meeting, Canadian Assn. of Advertisers, Royal York Hotel, Toronto.

May 6: Hearing on baseball's 1 (d) rule, Senate Commerce Subcommittee, Room 134, Senate Office Bldg., 10 a.m.

May 9: Middle Atlantic District, Catholic Broadcasters Assn., meeting in the Hotel Denis, Atlantic City.

May 16: Calif. AP Radio Assn., annual meeting, Hollywood Brown Derby.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

May 21: Awards dinner, Chicago Federated Advertising Club, Chicago.

May 22: Annual convention, Nebraska Broadcasters Assn., Clarke Hotel, Hastings.

May 25: Sigma Delta Chi awards, Conrad Hilton Hotel, Chicago.

May 26: Alfred Sloan Foundation Highway Safety Awards, Hotel Plaza, New York.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting, Rice Hotel, Houston.

June 9-10: All-Advertising-Trades exposition sponsored by Advertising Trades Institute, Hotel Biltmore, New York.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 12-14: Alpha Delta Sigma, national convention, Sheraton Beach Hotel, Daytona Beach, Fla.

June 14-17: Advertising Federation of America, 49th Annual Convention, Hotel Statler, Cleveland.

June 15-18: RTMA convention, Chicago.

June 17-19: NARTB Combined Boards of Directors, Washington.

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B) Upon receiving the "Radio Alert" to require immediate action on the part of all Standard, FM and TV Broadcast stations to comply with CONELRAD Rules.
C) To provide for transmission of an "All Clear" signal to terminate the radio alert and authorize all stations to return to normal operation.

II. **"RADIO ALERT" PROCEDURE:**
A) **Alert Initiated By:**
1) Commanding Officer of the Air Division (Defense) or higher military authority.
B) **Alerting Method:**
1) The Commanding Officer at the Air Defense Control Center (ADCC) concerned will initiate the CONELRAD "Radio Alert" by giving notice thereof to Basic Key Stations by means of private wire or toll terminal telephone. The CONELRAD "Radio Alert" will then be disseminated by Basic Key Stations in accordance with outstanding instructions.
2) Basic Key, Relay Key and Skywave Key broadcast stations have been provided with instruction cards for CONELRAD "Radio Alert" procedures for the system in use at that station. These instructions must be followed

for acknowledgment and further dissemination of the "Radio Alert".

3) Each notified "Basic Key," "Relay Key" or "Skywave Key" station will immediately proceed as follows:

(a) Discontinue normal program.
(b) Cut the transmitter carrier for approximately 5 seconds.
(c) Return carrier to the air for approximately 5 seconds.
(d) Cut transmitter carrier for approximately 5 seconds.
(e) Return carrier to the air.
(f) Broadcast 1000 cycle (approx.) steady state tone for 15 seconds.
(g) Broadcast the CONELRAD "Radio Alert" message.

CONELRAD RADIO ALERT MESSAGE

"We interrupt our normal program to cooperate in Security and Civil Defense measures as requested by the United States Government.

This is a CONELRAD Radio Alert. Normal broadcasting will now be discontinued for an indefinite period.

Civil Defense information will be broadcast in most areas at 640 or 1240 on your regular radio receiver.

I repeat—

This is a CONELRAD Radio Alert. Normal broadcasting will now be discontinued for an indefinite period.

Civil Defense information will be broadcast in most areas at 640 or 1240 on your regular radio receiver."

NOTE: Civil Defense information may be broadcast after the above message is transmitted if so requested by Civil Defense authorities — Provided the total time for the above message plus the Civil Defense message does not exceed 1 minute.

(h) Remove transmitter carrier from the air for the duration of the alert, or, if authorized, proceed as in Part VI below.

4) Each broadcast station Standard, FM and TV not alerted by telephone will be alerted by means of radio monitoring of designated key stations. Upon receiving, in this manner, the alert message shown under II, B, 3 (g) above, each such station shall immediately proceed as follows:

(a) Discontinue normal program.
(b) Cut the transmitter carrier (Sound carrier on TV) for approximately 5 seconds.
(c) Return carrier to the air for approximately 5 seconds.
(d) Cut transmitter carrier for approximately 5 seconds.
(e) Return carrier to the air.
(f) Broadcast 1000 cycle (approx.) steady state tone for 15 seconds.
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Civil Defense information will be broadcast in most areas at 640 or 1240 on your regular radio receiver."

NOTE: Civil Defense information may be broadcast after the above message is transmitted if so requested by Civil Defense authorities—Provided the total time for the above message plus the Civil Defense message does not exceed 1 minute.

A similar printed message may be transmitted over the video transmitter of TV stations.

III ALERT MONITORING

A) All Standard, FM and TV broadcast stations are required to install radio equipment to receive, at the transmitter control location, the radio alert broadcast from key stations. The receiving equipment must be adequate to receive the alert message in a satisfactory manner. (Sec. 3.931)

The receiver may be of a regular broadcast type for continuous aural monitoring or may be equipped to operate in an automatic manner from the key stations carrier break, or transmission of a 1000 cycle (Approx.) tone or a combination of both.

All automatic type receivers must have adequate warning devices to attract the attention of the operator so that he will be ready to receive a "Radio Alert" message.

B) Standard, FM and TV broadcast stations that normally receive the radio alert by telephone, unless specifically exempted, must in addition monitor, aurally or by automatic means, a key station in order that the radio alert may also be received by radio broadcast.

NOTE: It is mandatory that all Standard, FM and TV broadcast stations provide a suitable means for receiving the Radio Alert by radio broadcast unless specifically exempt.

C) Specific information relative to alerting and alert receivers may be obtained from the CONELRAD Zone Supervisor whose address is listed in this Manual.

D) Each station will be supplied with a list of Skywave Key stations at least one of which must be monitored when the regularly used key stations are not on the air.

E) All Standard, FM and TV broadcast stations while they are on the air must, unless specifically exempted, monitor a key station either aurally or by automatic means.

F) All Standard, FM and TV Broadcast stations must monitor a Key Station before going on the air to insure that a Radio Alert is not in progress.

NOTE: A station need only monitor during the period that it is on the air or preparing to go on the air.

G) All Standard, FM and TV Broadcast Stations during the Radio Alert period whether operating in the CONELRAD system or remaining silent will continue to monitor a designated Key Station channel in order that the Radio All Clear may be received.

NOTE: During Radio Alert periods, stations not operating in the CONELRAD system need only monitor during the period of their normal broadcast day.

H) Standard, FM and TV Broadcast stations will take action under subpart G of the Rules only when the Radio Alert or Radio All Clear is issued by the means prescribed in Sections 3.930 through 3.940 of the rules.

An Air Defense Warning Red, Yellow and All Clear may be disseminated to the public by means of Civil Defense facilities. CONELRAD action for broadcast stations should not be initiated or terminated as a result of the receipt of these warnings to the general public.

IV. RADIO ALL CLEAR PROCEDURE

A) All Clear Initiated By:

1) Commanding officer of the Air Division (Defense) or higher military authority.

B) All Clear Dissemination:

1) The Commanding Officer at the ADCC concerned will signal the All Clear by giving notice thereof to Basic Key stations by means of private wire or toll terminal telephone.

2) Basic Key, Relay Key and Skywave Key broadcast stations have been provided with instruction cards for CONELRAD Radio All Clear procedures for the system in use at that station. These instructions must be followed for acknowledgment and further dissemination of the CONELRAD Radio All Clear.

Each Basic Key, Relay Key and Skywave Key station will, upon receipt of the ALL CLEAR:

(a) Immediately arrange to broadcast the CONELRAD Radio All Clear message over the cluster with which the station is associated as soon as possible: (If the station is not associated with a cluster this will be disregarded).

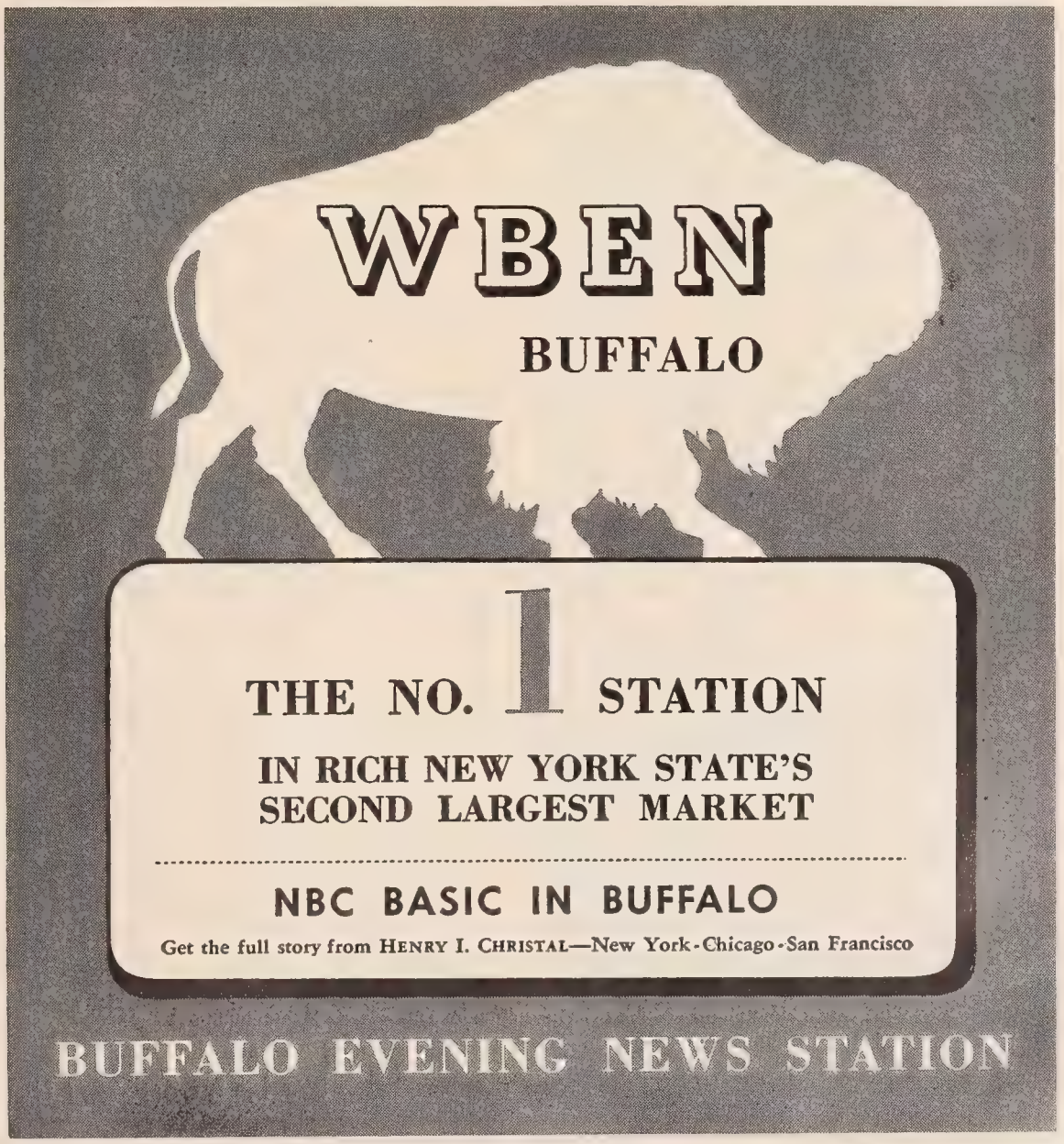
CONELRAD RADIO ALL CLEAR MESSAGE

"CONELRAD Radio All Clear
Resume normal operation.

I repeat—

CONELRAD Radio All Clear
Resume normal operation."

(b) Return to operation on its regular-



ly assigned frequency and broadcast the CONELRAD Radio All Clear message.

3) Each Standard, FM and TV broadcast station upon receiving the CONELRAD Radio All Clear message will return to normal operation in accordance with its regular authorization and broadcast the CONELRAD Radio All Clear message on its regularly assigned frequency.

CONELRAD RADIO ALL CLEAR MESSAGE

"CONELRAD Radio All Clear
Resume normal operation.

I repeat —

CONELRAD Radio All Clear
Resume normal operation."

NOTE: Each cluster will arrange to broadcast the CONELRAD Radio All Clear message before discontinuing cluster operation.

4) In all cases immediately before broadcasting the CONELRAD Radio All Clear message an attention signal consisting of 1000 cycles (approx.) tone beeps for 15 seconds should be broadcast.

V. GENERAL ALERTING INFORMATION

1) If in doubt about a CONELRAD Radio Alert or All Clear monitor other Basic, Relay or Skywave Key stations. During a Radio Alert, broadcast stations in your air division will be operating on 640 kc or 1240 kc **only.**

2) It is the responsibility of the station licensee to receive the Radio Alert and act in accordance with CONELRAD Rules and Regulations.

VI. CONELRAD OPERATING PROCEDURE

A) **Cluster Operation:**

Stations so authorized may operate in a sequential manner in clusters during the Radio Alert period.

1) Cluster operation will take place in accordance with the station's CONELRAD authorization, on 640 and/or 1240 kc.

2) In the sequential mode of cluster operation, the stations are arranged by the Commission into groups or clusters, consisting of two or more stations, located in one or more municipalities, counties or states. All stations of a particular cluster will use the same system frequency. i.e., 640 kc or 1240 kc, or both of these frequencies, and all will have power which is properly adjusted throughout the cluster. Each station of the cluster, one at a time, in a non-cyclical sequence, will go on the air for a random period varying generally from 5 to 40 seconds. As one station goes off the air and another goes on, there should be no appreciable "lost-air" time or carrier over-lap. All stations of a given cluster carry the same program. There should be no appreciable interruptions of program as one station follows another on the air in sequence.
Program lines, and sequential control lines (in some cases a single line may serve both purposes), are provided to stations of the cluster. The specific means (manual, mechanical, electronic, etc.) for controlling sequential switching of one station to another may vary among clusters. The particular means used by a given cluster will be mutually agreed upon between the member stations of that cluster and the Commission. Through similar agreement, each cluster will be provided with a suitable means for accomplishing responsible self-supervision and self-coordination of effort.

NOTE: Generally the normal operating power of the station, if 5 kw or under, will be satisfactory. However, the Zone Supervisor is authorized to specify the operating power (within the capability of the transmitter) of any station to satisfactorily meet CONELRAD requirements.

B) **SINGLE STATION OPERATIONS:**

Stations so authorized may operate in the on/off mode during the Radio Alert period.

1) The on/off mode of operation will take place in accordance with the station's CONELRAD authorization, on 640 and/or 1240 kc.

2) In the on/off mode of operation each station is assigned one or both of the system frequencies, 640 kc and 1240 kc by the Commission, and its power is properly adjusted by the Commission to achieve CONELRAD objectives. The on-air time of each station which operates individually is of the order of 10 seconds, and the intervening time is of the order of 30 minutes. For all but isolated stations the on-air time will be 10 to 30 seconds and the off-air time approximately 2 to 6 minutes. The specific periods for on-air and off-air time will be designated for each station concerned by the Zone Supervisor.

3) Stations using the on/off mode of CONELRAD operation will operate using the designated "on" and "off" air periods regardless of whether program material is transmitted or not.

C) **Pulsating Operation:**

Except in special cases stations will not be authorized for this type of operation.

D) **Synchronous Mode:**

Except in special cases stations will not be authorized for this type of operation.

E) **Daytime and Limited Time Standard Broadcast Stations:**

These stations may operate on a CONELRAD frequency at any time of the day or night while a Radio Alert or an official CONELRAD test is in progress in accordance with the station's CONELRAD authorization and CONELRAD Rules and Regulations.

F) **Power:**

The power of each station operating in the CONELRAD System shall be in accordance with its CONELRAD authorization. The power will normally be 5 kw or less radiated power. Regulations regarding power tolerances will not apply during a CONELRAD operation.

G) **Antennas:**

A temporary antenna may be used if desired provided it complies with the requirements of Part 17 of the Commission's Rules regarding antenna structures.

H) **Frequency Stability:**

Transmitters used in CONELRAD operations should maintain a frequency stability within ± 50 cycles of the assigned CONELRAD frequency, 640 or 1240 kc. No frequency monitor is required.

I) **Transmitter Construction:**

Transmitters used in CONELRAD operations must meet the "Safety of Life" requirements of paragraphs 12 (B) and 12 (C) of the Standards of Good Engineering Practice Concerning Standard Broadcast Stations. When operating in CONELRAD, stations will not be required to meet the other provisions of the Standards of Good Engineering Practice (i.e., audio distortion, extraneous noise level, modulation capability, etc.).

J) **After the Close of the Broadcast Day:**

CONELRAD operating methods after the close of the broadcast day will be the same as for the broadcast day.

1) Many stations will not have personnel at the transmitter after the close of the broadcast day; therefore, arrangements should be made by each station participating in the CONELRAD operating phase to notify personnel and put the station on the air in accordance with CONELRAD requirements as soon as possible.

2) It is desirable that a means be "set up" locally to disseminate the Radio Alert to off-duty personnel in order that a maximum CONELRAD operating system can be effected as soon as possible.

Example:

Assuming a station authorized to operate in a cluster has completed its normal broadcast day and is off the air when a Radio Alert is called the following applies:

1) It is **not** required that an operator be retained at the transmitter during periods when the station is not "on the Air".

2) Arrangements should be made by the cluster coordinator or other individual appointed by cluster member stations to "set up" procedures for notifying station radio operators of stations not on the air.

3) Off air stations should make arrangements to effect operation in accordance with their CONELRAD authorization as soon as possible after a Radio Alert is called.

If a station has a CONELRAD authorization to operate in the on/off mode and is off the air because of completion of its normal broadcast day the following applies:

1) It is not required that an operator be retained at the transmitter during periods when the station is not "on the air".

2) Arrangements should be made by the station licensee or his designate to notify the station radio operators.

3) Off air stations should make arrangements to effect operation in accordance with their CONELRAD authorizations as soon as possible after a Radio Alert is called.

NOTE: It is essential for cluster and on/off mode stations to get on the air in the CONELRAD system with or without a program in order that sufficient deception will be obtained to minimize the air navigation capability.

VII. CONELRAD TESTS AND DRILLS

A) **Alerting:**

1) Line tests will be made at regular intervals.

2) Radio tests involving broadcast station transmission of the 5 second carrier breaks and 15 seconds 1000 cycle tone as in paragraph II B, 3a through f will be made occasionally. Specific instructions for tests will be supplied to all key stations by Zone Supervisors.

3) Results of such alert tests will be forwarded by the stations concerned in the manner specified by the Zone Supervisor within 24 hours.

B) **System Operation:**

1) Line checks of sequential and program lines (lines supplied by the government for CONELRAD operation) shall be made at least twice a week by the stations involved. The result of



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the test shall be entered in the station log. The cluster coordinator or other designated person will submit a brief monthly report to the FCC Zone Supervisor on forms supplied, regarding lines, indicating whether or not satisfactory service was provided.
The Zone Supervisor will supply forms and further instructions in this regard.

NOTE: It is contemplated that this report will consist of nothing more than a signature on a printed form supplied by the FCC.

2) Until further advised, full CONELRAD drills are not contemplated either during the broadcast day or the experimental period.

VIII. **ADDRESSES OF SUPERVISORS**
EASTERN ZONE

Mr. A. Prose Walker
FCC Liaison Officer
Eastern Air Defense Force
Stewart Air Force Base
Newburgh, New York

CENTRAL ZONE

Mr. Ernest C. Thelemann
FCC Liaison Officer
Central Air Defense Force
P. O. Box 528
Kansas City, Missouri

WESTERN ZONE

Mr. Robert D. Linx
FCC Liaison Officer
Western Air Defense Force
Hamilton Air Force Base
Hamilton, California

FCC's Proposed Agreement With Canada on Class II Station Assignments

SUBSTANCE of FCC's proposed additional agreement between the U. S. and Canada with respect to the assignment of Class II stations on the Class I-A clear channels of the other country is as follows:

(1) A Class II station assigned in either country on a channel on which the other country enjoys I-A priority under the NARBA may not radiate toward the common border an unattenuated field having an intensity greater than that indicated on a graph, described in (3) below, during the following periods:

(a) Beginning at local sunrise at the location of the Class II station and ending one and one-half hours after the time of sunrise at the geographical mid-point between the Class II station and the nearest station on the channel in the country having I-A priority.

(b) Beginning one and one-half hours before the time of sunset at the geographical midpoint between the Class II station and the nearest station on the channel in the country having I-A priority, and ending at local sunset at the location of the Class II station.

(2) These periods are established for each month on the basis of sunrise and sunset times for the fifteenth day of that month, adjusted to the nearest quarter-hour points.

(3) During the periods defined above, the maximum permissable radiation from a Class II station toward any point on the common border will be determined by the distance of the station from the nearest point on that border, in accordance with a graph described below:

(a) The two coordinates of the linear graph are:

(1) Distance from the nearest point of the border in miles.

(2) Maximum permissable radiation toward any point on the border in millivolts per meter at one mile.

(b) A straight line, drawn through points having coordinates of zero radiation-200 miles, and 400 millivolts per meter at one mile radiation-650 miles, indicates the maximum permissable radiation for a station at any given distance from the border.

The effect of this agreement on existing and proposed stations in this country on Canadian I-A channels would be as follows:

(1) With one exception, to be considered separately, no existing station need modify its present authorized conditions of operation to conform to these requirements.

(2) Applications for new facilities or changes in existing facilities may be granted if they satisfy the above criteria, in addition to other requirements for such stations.

(3) An application not meeting the above criteria, will be referred to the Canadian Government for comment. If that Government finds no serious problem presented by the application on the basis of present or projected use by Canada of its I-A channel and so advises the United States, the application will not be considered ineligible for grant under the provisions of the agreement here involved.

FCC Rules Change On Revocation, Cease and Desist Orders

HERE is the text of FCC's change in Part 1 of its rules and regulations to establish procedure to be followed in instituting proceedings for revocation of station licenses and construction permits and the issuance of cease and desist orders consistent with the McFarland amendments to the Communications Act [B•T, April 20]. The revision is effective immediately.

Part 1—Rules Relating to Practice and Procedure is amended as follows:

The heading preceding Section 1.401 is amended to read:

PROCEDURE WITH RESPECT TO REVOCATION AND MODIFICATION OF STATION AUTHORIZATIONS, ISSUANCE OF CEASE AND DESIST ORDERS, AND SUSPENSION OF RADIO OPERATOR'S LICENSES.

Section 1.402 is amended to read:

Section 1.402. Revocation of Station Licenses and Construction Permits and Issuance of Cease and Desist Orders—

(a) Whenever it appears that a station license or construction permit should be revoked for any of the reasons set forth in Section 312(a) of the Communications Act of 1934, as amended, or a cease and desist order should be issued for any of the reasons specified in Section 312(b) of the Act, the Commission will issue an order directing the licensee, permittee or person to show cause why an order of revocation or a cease and desist order, as the case may be, should not be issued.

(b) Any order to show cause issued in accordance with subsection (a) of this Section will contain a statement of the matters with respect to which the Commission is inquiring and will call upon the licensee or permittee or person to appear before the Commission at a time and place stated in the order, but in no event less than thirty (30) days after the receipt of such order, and give evidence upon the matter specified therein; except that where safety of life or property is involved, the Commission may provide in the order for a shorter period.

(c) In order to avail himself of the opportunity to appear before the Commission at the time and place stated in the show cause order to give evidence upon the matter specified therein, the licensee, permittee or person, in person or by his attorney, shall within 30 days of the receipt of the order, or such shorter period as may be specified therein if the safety of life or property is involved, file with the Commission, in triplicate, a written appearance stating that he will appear and present evidence on the matter specified in the order.

(d) The hearing on the matter specified in the order to show cause, and the practice and procedure in connection therewith, shall accord with the provisions of subparts F and G of this Part, except that in all such hearings the burden of proceeding with the introduction of the evidence and the burden of proof shall be upon the Commission.

(e) If the licensee, permittee or person does not desire to appear before the Commission and give evidence upon the matter specified in the show cause order, he shall, within 30 days of the receipt of the order or such shorter period as may be specified therein if the safety of life or property is involved, file with the Commission, in triplicate, a written waiver of hearing. Such waiver, which shall include the name of the licensee, permittee or person to whom the show cause order was addressed, the call letters of his station, if any, and the Docket Number of the proceeding, may be accompanied by a statement of reasons why the licensee, permittee or person believes that an order of revocation or a cease and desist order, as the case may be, should not be issued.

(f) If the licensee, permittee or person fails timely to respond to an order to show cause or fails to appear at a hearing, such failure will be deemed a waiver of hearing.

(g) If the licensee, permittee or person waives a hearing in accordance with the provisions of subsection (e) of this Section and fails to submit a statement therewith showing why he believes an order of revocation or a cease and desist order should not be issued, or if he is deemed to waive a hearing in accordance with the provisions of subsection (f) of this Section, the allegations specified in the order to show cause will be deemed to be admitted and a decision will be issued by the Commission invoking the sanction specified in the order to show cause. If a hearing is waived pursuant to subsection (e) of this Section but a written statement as to why an order of revocation or cease and desist order should not be issued is submitted, the Commission will, on the basis of the facts before it as supplemented by such written statement, issue a decision stating its reasons for invoking the sanction specified in the order to show cause or for dismissing the proceeding as the case may be; *Provided*, that where the written statement contains factual allegations contrary to those upon which the show cause order was based the Commission may call upon the submitting party to furnish additional information under oath, or if necessary, designate the proceeding for oral hearing. The decisions of the Commission referred to in this subsection shall have the same effect as an initial decision and the procedure to be followed thereafter shall be the same as in the case of an initial decision issued in the course of the regular hearing procedure.[12]

(h) Any order of revocation or cease and desist order issued pursuant to this Section shall include a statement of the findings and the grounds and reasons therefor and specify the effective date of the order, and shall be served on said licensee, permittee or person.

[12] See Sections 1.853-1.857 of the Rules.

New Grantees' Commencement Target Dates

* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KRBC-TV Abilene, Tex. (9)	4/16/53 8/1/53	..... Pearson
WROW-TV Albany N. Y. (41)	4/16/53 Unknown	....
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
Barnet Breznor, Alexandria, La. (62)	4/2/53 Unknown	....
KMMT (TV) Austin, Minn. (6)	3/26/53	....
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHBF-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....



Location & Channel	Date Granted & Target for Start	Network Representative
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	..... Blair TV
Rudman TV Co., Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
Cecil W. Roberts, Bloomington, Ill. (15)	3/4/53 Fall 1953	....
E. Anthony & Son, Boston, Mass. (50)	3/26/53	....
TV Montana, Butte, Mont. (6)	2/26/53 Unknown	....
Sparton Bcstg. Co., Cadillac, Mich. (13)	4/8/53 Nov. '53	....
WTOA-TV Cambridge Mass. (56)	3/11/53 Unknown	....
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/27/53	CBS Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	..... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 Summer 1953	....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	..... Grant
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
TV Columbus, Columbus, Ga. (28)	3/11/53 Unknown	....
WOSU-TV Columbus, Ohio (34)	4/22/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
Rib Mountain Radio Inc., Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	..... Hollingbery
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	..... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 10/1/53	..... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	..... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/15/53	..... Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	....
KJEO (TV) Fresno, Calif. (47)	4/9/53 Unknown	....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	..... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 5/1/54	..... Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	....
WNCT (TV) Greenville N. C. (9)	3/11/53 9/1/53	..... Pearson
WGVL (TV) Greenville, S. C. (23)	1/23/53 8/1/53	ABC H-R TV Inc.
WCRS-TV Greenwood, S. C. (21)	4/8/53	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
KHMO-TV Hannibal, Mo. (7)	2/18/53 Unknown	....
Turner-Farrar Assn., Harrisburg, Ill. (22)	3/11/53 Unknown	....
WSVA-TV Harrisonburg, Va. (3)	3/11/53 May-June	NBC Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53 Midsummer '53	....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53 Late 1953	ABC .....
WNES (TV) Indianapolis, Ind. (67)	3/26/53	....
WJRE (TV) Indianapolis, Ind. (26)	3/26/53	....
WKNE-TV Keene, N. H. (45)	4/22/53 Unknown	....
Television Services of Knoxville, Knoxville, Tenn. (26)	3/26/53	....
Las Vegas TV, Las Vegas, Nev. (8)	3/19/53 Unknown	....
WMRF-TV Lewiston, Pa. (38)	4/2/53 Unknown	....
KTVE (TV) Longview, Tex. (32)	2/5/53 7/20/53	..... Forjoe
KTRE-TV Lufkin, Tex. (9)	3/11/53 11/1/53	..... Taylor
WETV (TV) Macon, Ga. (47)	2/12/53 8/1/53	....
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53 9/27/53	CBS, DuM Katz
WMRI-TV Marion, Ind. (29)	3/11/53 Unknown	....
WMEV-TV Marion, Va. (50)	4/2/53 Unknown	..... Donald Cook
KRIO-TV McAllen, Tex. (20)	2/18/53 September	....
KBES-TV Medford, Ore. (5)	3/4/53 Unknown	....
Miami TV Co., Miami, Okla. (58)	4/22/53 Unknown	....
KMID-TV Midland, Tex. (2)	2/11/53 Unknown	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	....
WTCN-TV Minneapolis, Minn. (11) (ST-WMIN-TV)	4/16/53 9/15/53	....
KGVO-TV Missoula, Mont. (13)	3/11/53 Spring 1954	..... Gill & Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 Unknown	....
WCOV-TV Montgomery, Ala. (20)	9/18/52 4/6/53	CBS Taylor
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53 Fall 1953	....
WLBC-TV Muncie, Ind. (49)	10/30/52 4/15/53	ABC, CBS, NBC, DuM Walker-N.Y.; Halman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53 Unknown	....
Home News Pub. Co., New Brunswick, N. J. (47)	4/2/53 Unknown	....
WKST-TV New Castle, Pa. (45)	9/4/52 3/20/53	..... Meeker
WJMR-TV New Orleans, La. (61)	2/18/53 Sept. '53	..... Bolling
CKG Co., New Orleans, La. (26)	4/2/53 Fall 1953	....
Community TV Corp., New Orleans, La. (32)	4/2/53 Unknown	....
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WMGT (TV) North Adams, Mass. (74)	Unknown 2/18/53	....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
WJDM (TV) Panama City, Fla. (7)	3/11/53 Unknown	....
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	..... Petry
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53 August	..... Headley-Reed
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS .....
KWIK-TV Pocatello, Idaho (10)	3/26/53 Spring 1954	..... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Everett-McKinney-N.Y.; Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	....
WNOA-TV Raleigh, N. C. (28)	10/16/52 5/28/53	CBS Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52 4/15/53	NBC Headley-Reed
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	....
Genesee Valley TV Corp., Rochester, N. Y. (27)	4/2/53 Unknown	....
WROM-TV Rome, Ga. (9)	2/11/53 7/15/53	..... Weed TV
WKNX-TV Saginaw, Mich. (57)	10/2/52 4/1/53	..... Gill & Perna
KUTV (TV) Salt Lake City, Utah (2)	3/26/53	....
Alamo Television Co., San Antonio, Tex. (35)	3/26/53	....
WJON-TV St. Cloud, Minn. (7)	1/23/53 Late Oct. '53	..... Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 July '53	CBS Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	....
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	4/16/53 9/15/53	....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 Unknown	....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	....
L. A. Harvey, San Francisco (20)	3/11/53 Unknown	....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53 Unknown	....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	..... Hollingbery
WGBI-TV Scranton, Pa. (22)	8/14/52 6/7/53	CBS Blair-TV
KDRO-TV Sedalia, Mo. (6)	2/26/53 Unknown	....
Sherman TV Co., Sherman, Tex. (46)	3/4/53 Late Summer, '53	....
WICS (TV) Springfield, Ill. (46)	2/26/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 May	..... Taylor
KCOK-TV Tulare, Calif. (27)	4/2/53 Unknown	....
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	....
KLIX-TV Twin Falls, Ida. (11)	3/19/53 Unknown	....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Nov. '53	..... Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	....
Tri-State TV Inc., Waterloo, Iowa (15)	4/16/53 10/1/53	....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	....
Tri-City Bcstg. Co., Wheeling, W. Va. (7)	4/22/53 Late Fall '53	....
KEDD (TV) Wichita, Kan. (16)	2/18/53 5/15/53	....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM .....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/1/53	..... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
KAGR-TV Yuba City, Calif. (52)	3/11/53 Unknown	....

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ACTIONS OF THE FCC

April 23 through April 29

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers are given in parentheses.)

FCC Broadcast Stations Authorizations as of March 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,405	573	101
CPs on air	19	33	†63
Total on air	2,424	607	†164
CPs not on air	133	21	255
Total authorized	2,557	628	419
Applications in hearing	92	1	64
New station requests	250	7	639
Facilities change requests	177	41	19
Total applications pending	973	112	740
Licenses deleted in March	0	4	0
CPs deleted in March	3	1	0

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

AM and FM Summary through April 29

	On Air	Licensed	CPs	Appls. Pend. ing	In Hear- ing
AM	2,427	2,414	156	245	91
FM	606	569	54	9	1

Television Station Grants and Aplications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	115[1]	220	335[1]
Educational	2	13	15

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	140	28	168

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	763	337	613	450	1,100[2]
Educational	24		7	4	24
Total	787	337	620	504	1,124[3]

[1] One CP has been returned.
[2] One applicant did not specify channel.
[3] Includes 350 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Decisions

San Francisco, Calif.—S. H. Patterson (KSAN). Granted uhf Ch. 32 (578-584 mc); ERP 81 kw visual, 46 kw aural; antenna height above average terrain 1030 ft., above ground 522 ft. Estimated construction cost $178,136, first year operating cost $225,000, revenue $300,000. Post office address 1355 Market St., San Francisco. Studio location 1355 Market St. Transmitter location 26th between Buchanan & Hoffman. Geographic coordinates 37° 55′ 36″ N. Lat., 122° 26′ 32″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Reed T. Rollo, Washington. Consulting engineer Radio Engineering Co., San Francisco. Applicant is owner of KSAN San Francisco, KJAY Topeka, Kan., and has real estate holdings in California and the Midwest. City priority status: Gr. B-5, No. 212. (BPCT-1646). Granted April 29.

Richmond, Ky.—Blue Grass TV Co. (WFTM Maysville, Ky.). Granted uhf Ch. 60 (746-752 mc); ERP 81 kw visual, 47 kw aural; antenna height above average terrain 550 ft., above ground 539 ft. Estimated construction cost $159,493, first year operating cost $140,000, revenue $160,000. Post office address c/o J. W. Betts, Tobacco Square, Maysville, Ky. Studio and transmitter location 2.2 mi. N. of town on U. S. Rt. 25. Geographic coordinates 37° 46′ 54″ N. Lat., 84° 19′ 34″ W. Long. Transmitter DuMont, antenna Workshop Assoc. Legal counsel Harry J. Daly, Washington. Consulting engineer Fred O. Grimwood & Co., St. Louis. Principals include general partners **J. W. Betts** (14.2%), general manager WFTM; **Charles P. Clarke** (42.8%), president, Standard Tobacco Co., and **J. M. Finch Jr.** (42.8%), secretary-treasurer Standard Tobacco Co. Standard Tobacco Co. is applicant for uhf Ch. 24, Maysville, Ky. City priority status: Gr. A-2, No. 516. (BPCT-1649). Granted April 29.

Call Letters Assigned

WBLN (TV) Bloomington, Ill.—Cecil Roberts, uhf Ch. 15.

WSIL-TV Harrisburg, Ill. — Turner-Farrar Assn., uhf Ch. 22.

WMIN-TV St. Paul—WMIN Bcstg. Co., vhf Ch. 11.

KHQA-TV Hannibal Mo.—Courier-Post Pub. Co., vhf Ch. 7. Changed from KHMO-TV.

KXLF-TV Butte, Mont.—TV Montana, vhf Ch. 6.

WROW-TV Albany, N. Y.—Hudson Valley Bcstg. Co., uhf Ch. 41.

WGVT (TV) Rochester, N. Y.—Genesee Valley TV Corp., uhf Ch. 27.

KTVQ (TV) Oklahoma City—Oklahoma County TV & Bcstg. Co., uhf Ch. 25.

KRBC-TV Abilene, Tex.—Reporter Bcstg. Co., vhf Ch. 9.

KTVP (TV) Houston—Uhf TV Co., uhf Ch. 23.

Applications

Phoenix, Ariz.—Desert Adv. Co., vhf Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,630.5 ft., above ground 202 ft. Estimated construction cost $355,875, first year operating cost $410,000, revenue $450,000. Post Office address 301 W. Van Buren St., Phoenix. Studio location 330 N. 3d Ave., Phoenix. Transmitter location atop Salt River Mtn. in S. Mountain Park, Phoenix. Geographic coordinates 33° 20′ 1″ N. Lat., 112° 3′ 44″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer John H. Mullaney, Washington. Principals include General Partners **H. R. Askins** (30%), auto supply dealer; **William Boutell** (20%), investor; **Eldon Rempfer** (20%), industrial equipment wholesaler; **Jack P. Stewart** (15%), automobile dealer and builder, and **Spencer Stewart** (15%), auto dealer and water utility owner. City priority status: Gr. B-4, No. 200. Filed April 23.

Oak Hill, W. Va.—Robert R. Thomas Jr., vhf Ch. 4 (66-72 mc) (assigned Fayetteville); ERP 26.09 kw visual, 15.65 kw aural; antenna height above average terrain 738 ft., above ground 583 ft. Estimated construction cost $160,703, first year operating cost $100,000, revenue $150,000. Post Office address P. O. Box 251, Oak Hill. Studio location 0. 7 mi. S. of Oak Hill on U. S. Hwy. 19 & 21. Transmitter location 0.74 mi. NW of Fayetteville, main Post Office on dirt road. Geographic coordinates 38° 3′ 31″ N. Lat., 81° 6′ 55″ W. Long. Transmitter and antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include Mr. Thomas, who owns WOAY-AM-FM Oak Hill. City priority status: Gr. A-2, No. 1007-A. Filed April 24.

Peoria, Ill.—C. Wayland and Mary Brooks d/b as Brookwell Enterprises, vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 189.7 kw aural; antenna height above average terrain 1,000 ft., above ground 940 ft. Estimated construction cost $620,235, first year operating cost $457,763, revenue $529,647. Post office address 38 S. Dearborn St., Chicago. Studio location "to be determined," Peoria. Transmitter location S. of U. S. Hwy. 150, 3.5 mi. E. of center of Morton, Ill. Geographic coordinates 40° 36′ 48″ N. Lat., 89° 23′ 44″ W. Long. Transmitter and antenna RCA. Legal counsel Scharfield, Jones & Baron, Washington. Consulting engineer George C. Davis, Washington. Principals include **Mr. Brooks,** who is former senator from Illinois. He is now a lawyer and farmer. **Mrs. Brooks** also operates a farm. City priority status: Gr. A-2, No. 24. Filed April 28.

Applications Amended

Champaign, Ill.—Champaign-Urbana TV Inc. Seeks to correct geographic coordinates in bid for uhf Ch. 21 to 40° 11′ 42″ (from 45″) N. Lat., 88° 22′ 25″ W. Long. Filed April 28.

Evansville, Ind.—WFBM Inc. Seeks to amend application for vhf Ch. 7 (BPCT-1131) to relocate transmitter from Lakeview Blvd. and Barker Ave., Evansville, to Lincoln Ave. and Grimm St., near Newburgh. Change antenna height above average terrain from 598 ft. to 1,000 ft. Filed April 29.

Ft. Wayne, Ind.—James Flemming and **Paul McNutt d/b as Anthony Wayne Bcstg.** Requests amendment of application for uhf Ch. 69 to boost ERP from 220 kw visual and 132 kw aural to 270 kw visual and 139 kw aural; change transmitters and antenna height above average terrain from 643 ft. to 652 ft.; relocate transmitter from 4 mi. NW of center of Ft. Wayne to Crawford Rd., 2 mi. E. of U. S. Hwy. 27. Filed April 24.

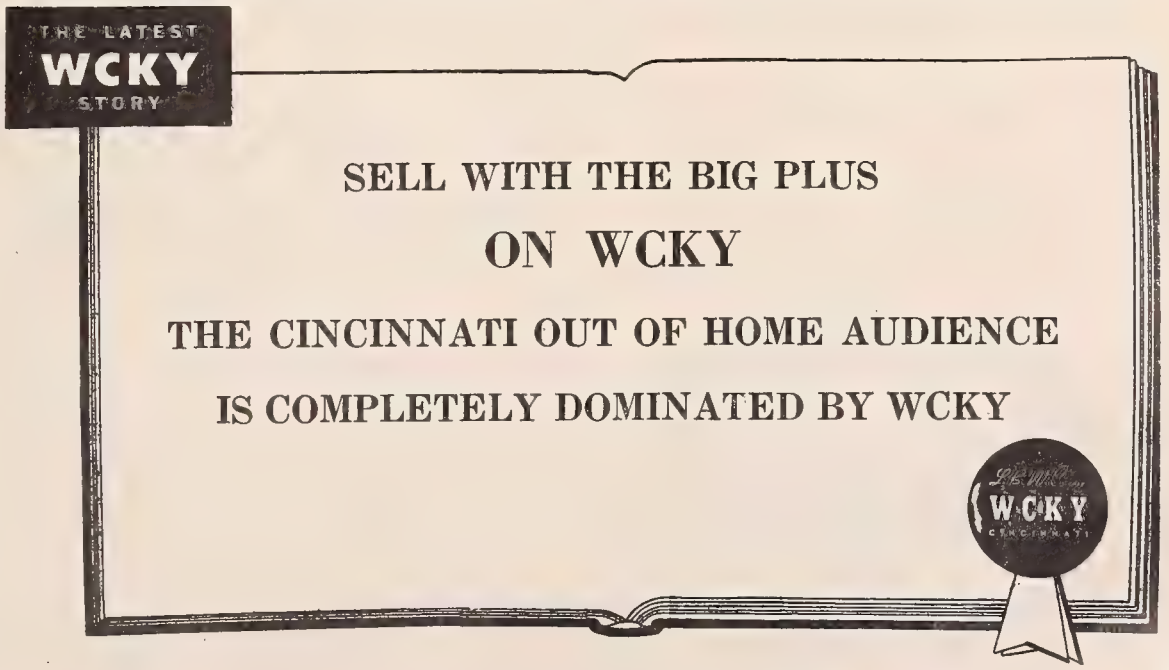
Bogalusa, La.—Enterprise Pub. Co.—Seeks to amend application (BPCT-1487) to change channel from 39 to 69. Filed April 29.

Eugene, Ore.—Eugene TV Inc. Request amendment of bid for vhf Ch. 13 (BPCT-1231) to change status of stockholders with other broadcast interests. **Glenn McCormick** (32.3%) (KSLM Salem, Ore., and part owner, KORE Eugene) withdraws and his stock subscriptions assumed by several new parties. **C. H. Fisher** (30%) (50% KUGN Eugene) agrees to divest himself of radio interest in event of grant. Filed April 24.

Shreveport, La.—Shreveport TV Co. Seeks to amend application for vhf Ch. 12 (BPCT-1022) to relocate transmitter from 0.3 mi. E. of State Hwy. 8 and 2 mi. E. of Morringsport, to 15.7 mi. NW of Shreveport; studio from 3318 Line Ave. to 1637 Kings Hwy., Shreveport. Geographic coordinates 32° 40′ 30″ (from 44″) N. Lat., 93° 55′ 55″ (from 18″) W. Long. Antenna height above average terrain from 1207 ft. to 1206 ft. Filed April 29.

Allentown, Pa.—Allentown TV Corp. Seeks amendment to application for uhf Ch. 67 (BPCT-1008) to change ERP from 202 kw visual and 101 kw aural to 216 kw visual and 112 kw aural and increase antenna height above average terrain from 564 ft. to 558 ft. and make equipment changes. Filed April 29.

Knoxville, Tenn.—Mountcastle Bcstg. Co.—Seeks amendment to application for vhf Ch. 6 to change holding of President **Paul Mountcastle** from 100% to 57.1% and add Executive Vice President **W. H Linebaugh** (17.1%), minority stockholder WROL



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Knoxville, and three minority stockholders. Consideration unspecified. Change transmitter to RCA and relocate studio from 612 Gay St., SW, Knoxville, to 3114 Broadway, NE. Filed April 20.

Existing TV Stations . . .

Decisions

KTYL-TV Mesa, Ariz.—Harkins Bcstg. Inc. Granted STA to commence commercial operation on vhf Ch. 12, effective April 20-July 20. Granted April 21.

WTVO (TV) Rockford, Ill.—Winnebago TV Co. Issued STA to commence commercial operation on uhf Ch. 39, effective April 19-29. Granted April 19.

KFXD-TV Nampa, Idaho—Frank E. Hurt & Son. Granted STA to commence commercial operation on vhf Ch. 6, effective April 17-Sept. 17. Granted April 17.

WLBC-TV Muncie, Ind.—Tri-City Radio Corp. Granted STA to commence commercial operation on uhf Ch. 49, effective April 17-June 29. Granted April 17.

WKLO-TV Louisville — Mid-America Bcstg. Corp. Granted ERP boost on uhf Ch. 21 from 200 kw visual and 100 kw aural to 215 kw visual and 110 kw aural and relocate transmitter from 547 S. 3d St., Louisville, to Green Valley Rd. and Sky Line Dr., New Albany, Ind. Granted April 22.

WPAG-TV Ann Arbor, Mich. — Washtenaw Bcstg. Co. Issued STA to commence commercial operation on uhf Ch. 20, effective April 20-30. Granted April 20.

WFTV (TV) Duluth, Minn.—Great Plains TV Properties of Minn. Granted STA to commence commercial operation on uhf Ch. 38, effective April 22-Oct. 22. Granted April 22.

WOR-TV New York—General Teleradio Inc. Granted ERP drop on vhf Ch. 9 from 316 kw visual and 158 kw aural to 130 kw visual and 65 kw aural and relocation of antenna from 72d St. and Palisade Ave., N. Bergen, N. J., to atop Empire State Bldg. Antenna height above average terrain 1,240 ft. Granted April 23.

WTPA (TV) Harrisburg, Pa.—Harrisburg Bcstrs. Granted ERP drop on uhf Ch. 71 from 220 kw visual and 110 kw aural to 175 kw visual and 93 kw aural. Granted April 20.

WEEU-TV Reading, Pa. — Hawley Bcstg. Co. Granted ERP drop on uhf Ch. 33 from 225 kw visual and 120 kw aural to 165 kw visual and 87 kw aural. Granted April 20.

WSLS-TV Roanoke—Shenandoah Life Stations. Granted ERP increase on vhf Ch. 10 from 250 kw visual and 125 kw aural to 295 kw visual and 150 kw aural. Granted April 20.

KVOS-TV Bellingham, Wash. — KVOS Inc. Granted ERP boost on vhf Ch. 12 from 16 kw visual and 8 kw aural to 33 kw visual and 17 kw aural. Granted April 24.

WAFB-TV Baton Rouge—Modern Bcstg. Co. Granted CP (BPCT-1682) to replace expired CP (BPCT-1026) for uhf Ch. 28. Station now operating under special temporary authority. Granted April 29.

WAAM (TV) Baltimore—WAAM Inc. Granted ERP boost on vhf Ch. 13 from 26.1 kw visual and 14 kw aural to 316 kw visual and 158 kw aural. Antenna height above average terrain from 530 ft. to 1,000 ft. Granted April 22.

WBAL-TV Baltimore—Hearst Corp. Granted ERP boost on vhf Ch. 11 from 27 kw visual and 13 kw aural to 316 kw visual and 160 kw aural. Antenna height above average terrain 580 ft. Granted April 22.

Applications

KIVA (TV) Yuma, Ariz., Valley Tcstg. Co.— Seeks ERP change on vhf Ch. 11 from 29 kw visual and 14.5 kw aural to 29.54 kw visual and 14.77 kw aural and equipment changes. Filed April 21.

KETV (TV) Little Rock, Ark.—Great Plains TV Properties. Requests ERP drop on uhf Ch. 23 from 17.5 kw visual and 9.9 kw aural to 13.8 kw visual and 7.4 kw aural; transmitter relocation from Cedar Hill Rd. and Oak St. to near Kavanough Blvd. and Hillcrest Ave., Little Rock; studio from "to be determined" to 19th and Scotts Sts., Little Rock, and new transmitters and antenna system. Geographic coordinates 34° 45′ 41″ N. Lat., 92° 19′ 47″ W. Long. Antenna height above average terrain 603 ft. Filed April 23.

WMAZ-TV Macon, Ga.—Southeastern Bcstg. Co. Seeks modification of CP for vhf Ch. 13 to change visual ERP from 300 kw to 299 kw; locate studio at 0.1 mi. E. of Ga. Hwy. 87, 0.1 mi. S. of Bibb-Twiggs county line and make equipment changes. Filed April 24.

KGGM-TV Albuquerque, N. M.—N. M. Bcstg. Co. Requests modification of CP for vhf Ch. 13 to relocate transmitter from Sandia Crest, 14 mi. NE of Albuquerque to Sandia Crest, 12 mi. NE; studio from Gentry and 4th Sts. to 14th St. and Coal Ave. SW, Albuquerque. Geographic coordinates 35° 12′ 40″ N. Lat., 106° 26′ 57″ W. Long. Antenna height above average terrain 4,203 ft. Filed April 23.

WTOB (TV) Winston-Salem, N. C.—Winston-Salem Bcstg. Co. Requests ERP drop on uhf Ch. 26 from 200 kw visual and 100 kw aural to 172 kw visual and 86 kw aural; relocate transmitter and studio to 310 W. 4th St. and 826½ W. 4th St., respectively, and equipment changes. Geographic coordinates 36° 5′ 52″ N. Lat., 80° 14′ 52″ W. Long. Antenna height above average terrain 457 ft. Filed April 24.

WIFE (TV) Dayton, Ohio—Skyland Bcstg. Corp. Requests ERP boost on uhf Ch. 22 from 210 kw visual and 105 kw aural to 245.2 kw visual and 127.6 kw aural; studio relocation "to be determined" and transmitter to W. side of W. Carlton Rd., 857 ft. N. of Frytown Rd. and new transmitters, antenna and other equipment. Geographic coordinates 39° 43′ 20″ N. Lat., 84° 15′ 38″ W. Long. Antenna height above average terrain 835.9 ft. Filed April 24.

WCHA-TV Chambersburg, Pa.—Chambersburg Bcstg. Co. Requests ERP boost on uhf Ch. 46 from 105 kw visual and 55 kw aural to 179 kw visual and 89.5 kw aural and change of antenna system and other equipment. Filed April 22.

KETV (TV) Little Rock, Ark.—Great Plains TV Properties of Ark. Seeks modification of CP for uhf Ch. 23 to change ERP from 17.5 kw visual and 9.9 kw aural to 13.8 kw visual and 7.4 kw aural; locate studio at 19th and Scott Sts., Little Rock, and move transmitter to near Kavanaugh Blvd. and Hillcrest Ave., Little Rock; install RCA transmitters and change other equipment. Geographic coordinates 34° 45′ 41″ N. Lat., 92° 19′ 47″ W. Long. Antenna height above average terrain 603 ft. Filed April 28.

WILK-TV Wilkes-Barre, Pa.—Wyoming Valley Bcstg. Co. Requests modification of CP for uhf Ch. 34 to decrease ERP from 250 kw visual and 130 kw aural to 167 kw visual and 86.5 kw aural and make equipment changes. Antenna height above average terrain 1,007 ft. Filed April 24.

New AM Stations . . .

Call Letters Assigned

KBTO Eldorado, Kan.—O. A. Tedrick, 1360 kc, 500 w daytime.

WEKY Richmond, Ky.—Richmond Bcstg. Co., 1340 kc, 250 w unlimited.

KABQ Albuquerque—KVER Bcstg. Co., 1340 kc, 250 w unlimited. Changed from KVER, effective June 1.

KGLM Chehalis, Wash.—Mid-State Bcstg. Co., 1420 kc, 1 kw daytime.

Application

Morningside, Md.—Harry Hayman, 1570 kc, 250 w daytime. Estimated construction cost $9,420; first year operating cost $28,140; first year revenue $31,200. P. O. address: 4 Duvall St., Washington. Mr. Hayman is an electronics engineer. Filed April 23.

Applications Amended

KNUZ-TV Houston, Tex.—KNUZ TV Co. Seeks to change antenna from RCA to DuMont and antenna height above average terrain from 676 ft. to 681 ft. Assigned uhf Ch. 39. Filed April 20.

Seattle, Wash.—W. Gordon Allen. Seeks to amend application for 630 kc, 1 kw daytime to 1590 kc, 5 kw. Filed April 24.

Application Dismissed

Nashville, Ga.—Little River Bcstg Co. Dismissed application for 980 kc, 1 kw daytime. Dismissed April 29.

Existing AM Stations . . .

Applications

KIFN Phoenix, Ariz.—Western Bcstg. Co. Seeks to change power on 860 kc from 250 w daytime to 1 kw unlimited. Filed April 21.

KXJK Forrest City, Ark.—Forrest City Bcstg. Co. Seeks to change power from 1 kw to 5 kw daytime on 950 kc. Filed April 27.



WPXY Punxsutawney, Pa.—Jefferson Bcstg. Co. Seeks mod. of CP to increase power on 1290 kc, daytime, from 500 w to 1 kw. Filed April 29.

KPAM Portland, Ore.—Broadcasters Ore. Ltd. —Requests CP to change operation on 1410 kc, 1 kw from daytime to unlimited. Filed April 28.

New FM Stations . . .

Call Letters Assigned

KFML (FM) Lookout Mtn., Colo.—Evert A. Bancker Jr., Class B, Ch. 253 (98.5 mc), ERP 2.25 kw.

Application Amended

Independence, Kan.—Central Bcstg. Co. Seeks to amend application for Ch. 226 (93.1 mc), ERP 326 kw to specify Ch. 228 (93.5 mc). Filed April 27.

Existing FM Stations . . .

Decisions

KITE-FM San Antonio, Tex.—Radio KITE Inc. Granted ERP change from 8.2 kw to 8.3 kw on 97.3 mc. Granted April 21.

WEMP-FM Milwaukee—Milwaukee Bcstg. Co. Granted ERP change from 35 kw to 50 kw; assigned 93.3 mc. Granted April 21.

Applications

WAGA-FM Atlanta—Storer Bcstg. Co. Requests ERP change from 44 kw to 42.8 kw; assigned 103.3 mc. Filed April 24.

WNEX-FM Macon, Ga.—Macon Bcstg. Co. Seeks ERP change from 41 kw to 4.1 kw on 96.9 mc. Filed April 27.

WEBC-FM Duluth, Head of the Lakes Bcstg. Co. Seeks ERP boost from 64 kw to 73.9 kw; assigned 92.2 mc. Filed April 24.

WTMA-FM Charleston, S. C.—Atlantic Coast Bcstg. Co. Requests ERP drop from 49 kw to 14.76 kw; assigned 95.1 mc. Filed April 24.

WKPT-FM Kingsport, Tenn.—Kingsport Bcstg. Co. Seeks ERP change from 4.8 kw to 10 kw on 98.5 mc. Filed April 27.

Deletion

WFMY (FM) Greensboro, N. C.—Greensboro News Co. Granted cancellation of license for Class B FM station on Ch. 247 (97.3 mc), ERP 34 kw, and deletion of call letters. Granted April 21.

Ownership Changes . . .

Decisions

WROM-TV Rome, Ga.—Dean Covington, Edward McKay and Charles Doss d/b as Coosa Valley Radio Co. Granted assignment of CP to WROM-TV Inc., new corporation, and transfer of ⅓ interest from Dean Covington to estate of Leon Covington, deceased, Dean Covington, executor. Granted April 23.

WPFA (TV) Pensacola, Fla.—Southland Telecasters. Granted voluntary assignment of CP for new TV to WPFA-TV Inc. Charles Lamar Jr. retains 100%. Granted April 21.

KTAG (TV) Lake Charles, La.—Southland Telecasters. Granted voluntary assignment of CP for new TV to KTAG-TV Inc. Charles Lamar Jr. retains 100% control. Granted April 21.

WRTA

Altoona, Pa.

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Roy F. Thompson

Represented by
Robert Meeker Associates

WRAK-TV Williamsport, Pa.—Sun-Gazette Co. Granted voluntary assignment of CP for uhf Ch. 36 to Margaretta Steele, George Joy and Anne Steele Joy, confirming transfer of properties of WRAK-AM-FM made prior to grant of television CP. No consideration. Granted April 21.

WKSR Pulaski, Tenn.—Richland Bcstg. Co. Granted involuntary assignment of license to Fred Fleming and Third National Bank in Nashville, executor of estate of W. K. Jones, deceased, d/b as Richland Bcstg. Granted April 22.

Applications

KDAS Malvern, Ark.—Malvern Bcstg. Co. Requests voluntary transfer of control to Thomas Alford (currently 20%), who acquires interest of David M. Segal (51%), consideration $15,936; Edward M. Guss (10%) and Leslie Abrahamson (10%), consideration $3,125 each, and Ernest Hackworth (9%), consideration $2,812. Mr. Alford is manager of KTFS Texarkana, Tex. Filed April 24.

WSKB McComb, Miss.—Lester Williams. Seeks voluntary assignment of license to WSKB Inc. Mr. Williams holds 98.5% and three local stockholders have 0.5% each. Consideration unspecified. Filed April 21.

KHMO-TV Hannibal, Mo.—Courier-Post Pub. Co. Requests assignment of CP for vhf Ch. 7 to Lee Bcstg. Inc. (WTAD Quincy, Ill.). Consideration $7,580. Courier-Post gets option on 20% interest in WTAD for $100,000 (1,000 shares authorized but unissued), and will assign KHMO-AM license to third party, WTAD guaranteeing $125,000 price. Lee Loomis, president of Lee Radio (KGLO Mason City, Iowa), to sell sufficient Lee Broadcasting stock to Lee Radio to enable it to retain control of WTAD. Lee Bcstg. claims overlapping coverage areas of KHMO-TV and its proposed Quincy outlet. Plans to locate an auxiliary studio in Quincy. WTAD has filed application with FCC for vhf Ch. 10 Quincy, also sought by Quincy Bcstg. Co. Agrees to dismiss this bid should FCC require it to do so. Filed April 23.

KTAN Sherman, Tex.—Sherman Bcstg. Corp. Requests voluntary assignment of license from Sherman (100% owned by Charles Cain) to Howard L. Burris, Air Force colonel. Consideration $25,000. Mr. Cain is entering the Air Force. Filed April 22.

KRTV (TV) Little Rock, Ark.—Little Rock Telecasters Inc. E. H. Rowley (45%) and Kenyon Brown (5%) seek to transfer their interests to Rowley-Brown Bcstg. Co., which they own. Filed April 27.

WCRW Chicago—Clinton R. White. Seeks voluntary assignment to co-partnership with wife, Josephine A. White. No consideration. Filed April 28.

KJFJ Webster City, Iowa — Jack and Gayle Bladine, Charles and Ruth Warren d/b as Land O' Corn Bcstg. Co. Request assignment of license to new partnership of Mr. and Mrs. Warren and Lloyd and Margaret Karr, attorneys. Mr. and Mrs. Bladine sell their half interest to Mr. and Mrs. Karr for $10,973. Filed April 28.

Oklahoma City—Oklahoma County TV & Bcstg. Co. Requests voluntary assignment of CP for uhf Ch. 25 to Republic TV & Radio Co. Phil Jackson and Clarence Wilson, assignors, receive 12½% interest each for consideration. Additional 2½% each to be purchased. Principals include President **John Esau** (14%), stockholder and manager of KTUL Tulsa and KFPW Ft. Smith, Ark.; Vice President **Frank E. Brown** (14%), oil prospector; Secretary **A. C. Saunders** (14%), attorney; **Frank Smith** (14%), oil prospector; **R. P. Green** (14%), oil prospector. Messrs. Jackson and Wilson are co-owners of KWCO Chickasha, Okla., and KPUY Puyallup, Wash. Filed April 27.

WJET Erie, Pa.—Jet Bcstg. Co. (Myron Jones). Requests voluntary assignment of license to Jet Bcstg. Co. Inc. Mr. Jones will transfer 36.5% to William Flickenstein in payment of $5,000 loan and 12.5% to Frank Dieringer to repay $2,500 loan. Filed April 24.

WKYR Keyser, W. Va.—Glacus G. Merrill. Requests voluntary assignment of license to Potomac State Bcstg. Co. Inc. Mr. Merrill has 95% and his wife 5%. Filed April 27.

Hearing Cases . . .

Decisions

Honolulu.—New TV, vhf Ch. 2. Royaltel (Docket 10474) and Pacific Frontier Bcstg. Co. (Docket 10475). Designated for hearing May 27.

Ft. Wayne, Ind.—New TV, uhf Ch. 33. Northeastern Ind. Bcstg. Co. (Docket 10299) and News Sentinel Bcstg. Inc. (Docket 10300). FCC Hearing Examiner Fanney Litvin issued initial decision recommending grant to Northeastern. Decision April 22; reported April 24.

Shreveport, La.—New TV, vhf Ch. 3. KTBS Inc. (KTBS) (Docket 10476) and International



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Bcstg. Corp. (Docket 10477). Designated for hearing May 29.

Worcester, Mass.—New TV, uhf Ch. 14. Salisbury Bcstg. Corp. (Docket 10478) and New England Bcstg. Co. (Docket 10479). Designated for hearing May 29.

Chattanooga, Tenn. — New TV, vhf Ch. 12. Southern TV Inc. (Docket 10472; Tri-State Bcstg. Corp. (Docket 10471) and WDEF Bcstg. (WDEF) (Docket 10473). Designated for hearing May 25.

Port Arthur, Tex.—New TV, vhf Ch. 4. Smith Radio Co. (Docket 10352) and Port Arthur College (KPAC) (Docket 10285). FCC by memorandum opinion and order granted petitions of both parties to dismiss application of Jefferson Amusement Co. (BPCT-1440). Decision and announcement April 22.

Stuart, Fla., New AM, 1450 kc, 250 w unl.—Martin County Bcstg. Co. (Docket 10417) Comr. E. M. Webster granted petition for dismissal without prejudice.

New Petitions . . .

April 22

Lancaster, Pa. New TV, vhf Ch. 8. WGAL Inc. (WGAL-TV now on Ch. 8 conditionally) (Docket 10366) and Peoples Bcstg. Co. (WLAN) (Docket 10365).—Peoples petitions for reconsideration of FCC denial of its motion to enlarge and change issues to include questions of concentration of control of mass media; legal and technical qualifications, and interference with Ch. 12 Wilmington, Del.

Chattanooga, Tenn. New TV, vhf Ch. 3. WDOD Bcstg. Corp. (WDOD) (Docket 10438) and Mountain City TV Inc. (Docket 10439).—WDOD petitions to amend its application to relocate studio.

April 23

San Juan, Puerto Rico. New TV, vhf Ch. 4. Jose Ramon Quinones (Docket 10436) and American Colonial Bcstg. Corp. (Docket 10437).—Chief of FCC Broadcast Bureau opposes American petition to amend application to locate transmitter within 200 ft. of antenna of WKAQ-TV (Ch. 2). Mr. Quinones same day filed opposition to American request.

WAIN Columbia, Ky. CP to change from 1 kw daytime on 1270 kc to add 500 w night, non-directional antenna (BP-8779).—WXYZ Detroit petitions for hearing, alleging that modification would interfere with its 5 kw nighttime signal (directional) on 1270 kc.

Fayetteville, W. Va. Amendment of Sec. 3.606 Table of TV Assignments (Docket 10381).—Daily Telegraph Printing Co. (WHIS Bluefield, W. Va.) petitions for reconsideration and stay of assignment of vhf Ch. 4 to Fayetteville.

Paris-Commerce, Tex. New AM, 1450 kc, 250 w unlimited. Memorial Bcstg. Co., Commerce (Docket 10432), and North Star Bcstg. Co. (KPLT Paris, currently on 1490 kc) (Dockett 10433). Harwell V. Shepard (KDNT Denton) petitions to intervene, alleging either would interfere with his signal on 1440 kc, 1 kw day, 500 w DA-N.

April 24

KPLN Camden, Ark. Assignment of CP to D. R. James Jr. (BAP-178). KAMD protests grant of assignment and petitions for hearing on application.

Ft. Wayne, Ind. New TV, uhf Ch. 69. Radio Ft. Wayne (WANE) (Docket 10424) and Anthony Wayne Bcstg. (Docket 10425).—Radio Ft. Wayne moves to dismiss petition to enlarge issues filed by Anthony Wayne to include determination whether Radio Ft. Wayne antenna structure would have improper radiation effect on WANE.

Onondaga, Mich. Amendment of Sec. 3.606, table of TV channel assignments. Triad TV Assn. petitions for assignment of vhf Ch. 10 to Onondaga, now without TV allocation.

Steubenville, Ohio. New TV, vhf Ch. 9. WSTV Inc. (WSTV) (BPCT-1049) and John Osborne (BPCT-1680)—Mr. Osborne petitions to strike WSTV's motion to dismiss his application and grant its bid; and files opposition to motion.

WJET Erie, Pa. Application to change from 1570 kc, 250 daytime to 1400 kc, unlimited (BP-8739).—WJET files opposition to petition of WBNY Albany, N. Y. (1400 kc, 250 w unlimited) for hearing. WJET claims WBNY exhausted opportunity to participate in application on grounds of interference when it opposed similar bid of WPLN Erie (BP-5469) in 1948.

Spokane, Wash. New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423)—TV Spokane files answer to Mr. Wasmer's opposition to its motion to add issue on engineering proposals.

Superior, Wis-Duluth, Minn. New TV, vhf Ch. 6. Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289); Red River Bcstg. Co. (KDAL Duluth) (Docket 10290), and Ridson Inc. (WDSM Superior) (Docket 10291).—WEBC replies to Ridson opopsition to its petition to amend from Ch. 3 to Ch. 6 and be designated for hearing, claiming Ridson merger with Lake head makes Ridson application new. Also replied to answer of Chief of FCC Broadcast Bureau that its petition be dismissed.

April 27

Denver, Colo. New TV, vhf Ch. 4. KMYR Bcstg. Co. (KMYR) (Docket 9043) and Metropolitan TV Co. (KOA) (Docket 10238)—Metropolitan petitioned for extension until May 6 of deadline for filing its reply to proposed findings of Chief of FCC Broadcast Bureau and KMYR.

Pontiac, Mich. New AM station, 1460 kc, 500 w unlimited. James Gerity Jr. (Docket 10346)—WKMH Inc. (WKMF Flint, Mich.), claiming proposed station would interfere with its signal, filed opposition to Mr. Gerity's petition for removal from hearing and grant.

Proposed U. S.-Canada agreement respecting Class II AM assignments to clear channels (Docket 10453)—WGSM Huntington, N. Y., petitioned for extension of deadline for submitting comments from May 1 to May 29.

On April 29 WVOK Birmingham asked that attitude of Canada toward its AM application (BP-8548) be ascertained before consideration of agreement. Brennan Bcstg. Co., Fairfield, Ala., AM applicant (BP-6222), filed similar request. William E. Benns Jr., radio engineer, filed opposition and requested FCC postpone agreement until pending applications are passed or rejected by Canada and applicants permitted to comment after notification.

Portland, Ore. New TV, vhf Ch. 8 Westinghouse Radio Stations (KEX) (Docket 9138); Portland TV Inc. (Docket 10245); N. Pacific TV Inc. (Docket 10319), and Cascade TV Co. (Docket 10324)—Cascade petitioned for reversal of Hearing Examiner Elizabeth C. Smith's denial of its petition for leave to amend its application.

San Juan, Puerto Rico. New TV, vhf Ch. 4. Jose Ramon Quinones (WAPA) (Docket 10436) and American Colonial Bcstg. Co. (WKVM) (Docket 10437)—American moved to strike opposition of Chief of FCC Broadcast Bureau to petition for leave to amend its application regarding transmitter site. Mr. Quinones filed proposed order setting issues of hearing.

Spartanburg, S. C. New TV, uhf Ch. 17—Piedmont Radio Co, Greeneville, S. C. (BPCT-1640) petitioned that competing application of Sterling Tcstg. Co., Spartanburg, (BPCT-1579) be consolidated with its bid and Sterling application be dismissed.

Chattanooga, Tenn. New TV, vhf Ch. 3. WDOD Bcstg. Co. (WDOD) (Docket 10438) and Mountain City TV Inc. (WAPO) (Docket 10439) Mountain City filed opposition to WDOD petition to amend application to change studio location. WDOD filed opposition April 28 to Mountain City petition for leave to amend and to presentation of evidence concerning interim operation.

April 28

Rochester, N. Y. New TV, vhf Ch. 10. WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447)—Parties filed joint petition for reconsideration of FCC memorandum opinion and order of April 1 postponing effective date of grant of share-time facilities to them after Federal Bcstg. System (WSAY) filed protest of grant and tendered application for Ch. 10.

Amendment of Sec. 3.606 table of TV assignments, allocating vhf Ch. 4 to Fayetteville, W. Va.—WCAE Pittsburgh petitioned for reconsideration or rehearing, alleging assignment would limit use of Ch. 4 in Irwin for which WCAE has applied.

Chattanooga, Tenn. New TV, vhf Ch. 12. Southern TV Inc. (Docket 10471); Tri-State Tcstg. Corp. (Docket 10472), and WDEF Bcstg. Co. (WDEF) (Docket 10473)—Tri-State requested leave to amend its application to show changes in minority stockholders and in directors.

Spokane, Wash. New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422) and TV Spokane (KNEW) (Docket 10423)—Mr. Wasmer filed opposition to motion of TV Spokane to delete financial qualifications as a hearing issue.

Hearing Calendar . . .

Hearings in Progress

Portland, Ore.—New TV, vhf Ch. 12. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc. (Docket 10246), Columbia Empire Telecasters Inc. (KPOJ is 40% owner) (Docket 10247) and Northwest TV and Bcstg. Co. (Docket 10317).

Chattanooga, Tenn.—New TV, vhf Ch. 3. Contestants: WDOD Bcstg. Corp. (WDOD) (Docket 10438) and Mountain City TV Inc. (WAPO) (Docket 1039). Examiner J. D. Bond.

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa) (Docket 10253), Orange TV Bcstg. Co. (Docket 10255) and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa) (Docket 10330).

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd, d/b as Cal Tel Co. (Docket 10341) and Maria Helen Alvarez (Docket 10340).

Wichita, Kan.—New TV, vhf Ch. 10. Further hearing. Examiner Hugh B. Hutchison. Contestants: Mid-Continent TV Inc. (Docket 10262) and KAKE Bcstg. Co. (KAKE) (Docket 10263).

May 5

Muskegon, Mich.—New TV, uhf Ch. 35. Further Hearing. Sec. 309(c) protest proceeding. Versluis Radio & TV Inc., permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co., operator WGRD Grand Rapids. Examiner Gifford Irion. (Docket 10442).

May 8

Fort Wayne, Ind.—New TV, uhf Ch. 69. Further hearing. Examiner Annie Neal Huntting. Contestants: Radio Fort Wayne Inc. (WANE) (Docket 10425) and Anthony Wayne Bcstg. (Docket 10424).

Lancaster, Pa.—New TV, vhf Ch. 8. Pre-hearing conference. Examiner J. D. Bond. Peoples Bcstg. Co. (Docket 10365) and WGAL Inc. (WGAL-TV) (Docket 10366).

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Help Wanted

We're looking for one voice shows for syndication to local stations. Send samples and ratings, if on air. Box 525W, B•T.

Managerial

Immediate opening for commercial manager of new, fast-growing independent in unlimited midwest market. Must do sales himself and have had previous experience as general or commercial manager. No other need apply. Want to talk future with man who knows radio and can sell. Box 465W, B•T.

Conscientious manager who can sell needed immediately for a New York state local. Give full particulars and salary expected first letter. Box 546W, B•T.

Radio woman with management ability needed by large city indie. Must be able to handle or supervise bookkeeping, have stenographic ability and be general assistant to station manager. Good salary and bonus arrangement for right person, age 30 to 40. Details and photo first letter, please. Box 548W, B•T.

Immediate opening for experienced salesman as commercial manager. Liberal draw against commission. Contact Manager, WAPF, McComb, Mississippi.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Excellent opportunity for experienced aggressive man who can sell in competitive market. Unlimited prospects and earnings, good promotional backing. Present salesmen have big earnings. Independent 1000 watt progressive station with good things to sell. One of America's most interesting cities, 60,000 population and home of a major college. Liberal draw, wonderful future. Send full information first letter. Box 326W, B•T.

Salesman. $70. salary plus 15% commission, all billing over $1500. Net affiliate, upper midwest. Box 327W, B•T.

Excellent opportunity for medium market salesman. We're a successful, clean, profitable operation—third in state. Looking for top calibre man. Attractive salary, plus commission for good man. If you're looking for permanency, a good job and a good market, this is it. Box 392W, B•T.

Wonderful opportunity for energetic young radio salesman at one of North Carolina's best operated stations in large market, 5000 watts CBS Network. Liberal draw against commissions. Prefer man from North Carolina or adjoining states. Box 411W, B•T.

Radio salesman No. 1 Hooper station in two station market 100,000 population. Only experienced need apply. Box 520W, B•T.

Help Wanted—(Cont'd.)

Salesman who is also good announcer. No "hot shot" but experienced man, good steady worker who can sell and who prefers to work on salary for top wages. Permanent position, good place to live and work. Network station in southwest. Box 529W, B•T.

Good opportunity. Good salary and commission for mature, hard-working salesman in midwest market of nearly quarter million. Number one station. If willing to work and want security this is it. Box 536W, B•T.

Sales manager and salesman needed. Excellent opportunity for experienced, aggressive man. Attractive salary and draw against commission. Expanding market near New York. Permanent for right man. Box 543W, B•T.

Immediate opening for ambitious radio salesman. Excellent future in expanding market. Salary and commission. WBCK AM and TV, Battle Creek, Michigan.

Salesman—$50.00 salary plus 15% commission and incentive commission. Real opportunity for worker. WGAT, Utica, New York.

Wanted—Experienced livewire salesman, must be a producer with no bad habits. Excellent proposition for right man. Write full details to John Greene, Manager, WKMT, Kings Mountain, N. C.

Salesman. Experienced. Write W. C. Porsow, WNAM, Neenah, Wisconsin.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer-salesman, Florida. Your sales chance. Salary plus commission. Box 111W, B•T.

Announcer-engineer immediately. Indiana. Good pay. No floaters. Box 473W, B•T.

Exceptional opportunity for dependable music-minded announcer. Progressive Michigan independent with VHF application. Good pay, pleasant staff, new studios. Send audition, record, photo, job history and first letter to Box 562W, B•T.

Staff announcer for south Texas fulltime independent. Routine announcing—no engineering. Beginner preferred. Frank Wilson, Jr., KCTI, Gonzales, Texas.

Will pay $275 per month to start for experienced announcers. Jim Wilson, KTMC, McAlester, Oklahoma.

RCA

Needs

Field Salesmen

Broadcast and TV equipment opening for a man with 5 to 10 years technical radio or TV experience. Ability to deal with radio or TV executives and engineers. Should have E. E. Degree. Willing to relocate. Compensation includes salary, bonus and expenses.

Send resume of experience to:

Mr. Robert E. McQuiston, Manager
Specialized Employment Division, Dept. EPD-11
Radio Corporation of America
RCA Building, 30 Rockefeller Plaza
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Help Wanted—(Cont'd.)

Your earnings are unlimited if you know farming and radio and can sell. Person must be able to interview farmers on the farm and do some selling. Prefer settled, married man. Send tape or disc, photo and resume in first letter. Bud Pentz, General Manager, KWBE, Beatrice, Nebraska.

Wanted immediately—good hillbilly disc jockey. Contact John T. Cashion, WBUY, Lexington, N. C.

Wanted: Combination man, announcer and engineer with a first class license. Good pay. Contact Radio Station WCDT, Winchester, Tennessee.

Immediate opening for two good announcers who can sell. WDLC, Port Jervis, New York.

Announcer, daytime independent, morning shift, send photo, background, salary expected, audition disc. WDZ, Decatur, Ill.

Combination announcer-engineer wanted for 1 kw independent station. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Newsman experienced on beats wanted by 1000 watt independent daytimer. Personal interview required. WKAN, Kankakee, Ill.

Immediate opening—experienced staff announcer of good kw independent. WNAE, Warren, Pennsylvania.

Wanted: Announcer with news, hillbilly and disc jockey shows. Needed at once. Joe Phillips, Manager, WSSO, Starkville, Miss.

Experienced announcer. Must be versatile. $70. up. Interview necessary. WVSC, Somerset, Pa.

Experienced announcer who can write copy. Must be stable, sober and congenial. WWPF, Palatka, Florida.

Technical

First class operator-announcer. Small midwest market. Box 141W, B•T.

1st class engineer with car for Ohio 1 kw. Box 383W, B•T.

Wanted, first class transmitter operator. Permanent position. $50 for 40 hours. Time and one-half for all over 40 hours. Box 412W, B•T.

Got a first class ticket? New York State indie with TV future has immediate opening. Security for you. Box 463W, B•T.

Engineer, small station experience, with or without first class ticket, near Chicago. Box 518W, B•T.

Class A operator, willing to relocate New Orleans; give FM experience, minimum salary, date available. Box 538W, B•T.

Chief engineer. This is one of the better jobs. Am moving to allied ownership station. Would like to locate man take my place. Modern plant, excellent equipment and management interested your welfare. Conscientious man will earn $5000 annually. Need able maintenance man, experienced announcer with first class license. Send qualifications Walt Lawson, Chief Engineer, Radio Station KLEA, Lovington, N. M.

Combination engineer-announcer, capable being chief engineer. New kw daytime only. Small town, excellent living conditions, pleasant hours. Top salary to right man. Qualifications first letter. Reply Manager, WFMO, Fairmont, N. C., P. O. Box 125.

Applicant for high power UHF-TV needs AM transmitter engineer who is interested in TV. Broadcast experience necessary. WINR, Binghamton, New York.

First phone engineer. Transmitter, remotes, no announcing. Insurance, vacations, pleasant working conditions. Start $67.60 minimum 48-hour week. WKIC, Hazard, Kentucky.

Opening for engineer in AM and television—WKZO-TV, Kalamazoo, Mich.

1st class engineer for radio and television transmitter and control room duty. Write Chief Engineer, WNAM-TV, Neenah, Wisconsin.

Transmitter engineers needed immediately. 5000 watt network station with TV in near future. Prefer men with experience but will consider all applications. Write Chief Engineer, WTAD, Quincy, Illinois.

Production, Programming, Others

PD for rural Penna. market. Must be versatile announcer with small station experience. Tell all and send audition first reply. Confidential. Box 369W, B•T.

Help Wanted—(Cont'd.)

Experienced continuity writer 500 watt independent. Wonderful opportunity. Mail experience, references and copy samples, Manager, KOEL, Oelwein, Iowa.

I am having to leave the kind of job an experienced continuity writer looks for. Boss of your own department . . . modern facilities . . . pleasant working conditions . . . good salary . . . small, progressive town. I recommend this position to any level-headed girl. Write the boss man, Phil Crenshaw, KVLH, Pauls Valley, Oklahoma.

WIND, Chicago, has opening for assistant program director. Production and sales promotion experience desirable.

We need an experienced commercial copywriter, either man or woman, who can write good selling commercials. Also looking for an experienced salesman. Write complete information about yourself to Manager, WNXT, Portsmouth, Ohio.

Television

Technical

College graduate radio engineer with knowledge and experience in TV for UHF licensee, excellent opportunity for thoroughly trained and competent young man now actively engaged in UHF who wants to come to New England preferred. Give step by step story of record, references and starting salary expected. Box 427W, B•T.

Experienced TV engineer for UHF station starting construction soon. Virginia. Give background and expected salary. Box 508W, B•T.

Wanted—Engineer with 1st class license for radio and television transmitter and control room duty. Good salary and working conditions. Contact Lloyd Amoo, Engineer in Charge, KCJB-TV, Minot, North Dakota.

Experienced TV engineer for new UHF in Boston. Big chance for right man to get on the ground floor. Contact Station Manager, WTAO-TV, Cambridge, Mass.

Production, Programming, Others

Continuity chief for television station in southwest. References, history. Box 511W, B•T.

Experienced sales promotion manager for a television station serving large southwestern market. References, history, photo. Box 510W, B•T.

Situations Wanted

Managerial

Commercial manager (or station manager). Single market station only. Must have complete charge all sales with cooperation for programming that will sell. Not a "hot shot" one time over type man. Mature, fine appearance, many years varied radio, excellent success record, very best reference. Want to stay in south . . . Florida, near Gulf Coast or warm climate. Box 422W, B•T.

Management doctor—Is your station run down? Dragging sales? Red ink showing? You've tried kid managers, fast talking chaps; just about everything? Well, don't sacrifice your station. Call in the "Doctor of Radio Management" and he will make your station healthy, wealthy and satisfying. Doc is a mature man of many years experience. Finest reference. Not high priced. Moderate salary with percent on sales increase on a permanent base or 90 day consultant basis. Box 423W, B•T.

Manager with knowhow, over 20 years experience. Strong on sales, some TV experience. Best of reference. Will answer all inquiries. Box 475W, B•T.

Medium or small station manager—family man with proven record as profit maker—the right way. Community interests. Will furnish top references, know the radio business national and local from transmitter to money in the bank. Emphasize sales. Reasonable reason for making change. Prefer personal interview. Box 519W, B•T.

Profits for problem stations! I've the knowhow—have you the station in mid or north Atlantic state? Family man, presently employed, need greater challenge. Minimum salary plus percentage. Box 521W, B•T.

Florida station owners attention—Looking for connection that will fully utilize my 13 years' experience in management, sales and programming. Would consider percentage of profit arrangement. Past earnings $7000 to $10,000. No arm chair executive. Box 524W, B•T.

Situations Wanted—(Cont'd.)

Manager-commercial manager-program director combined to give you an economically well-run station. Excellent radio background and experience. Finer personality, mature and am seeking permanency. Specialize in mishandled or new stations. Available upon request. Box 533W, B•T.

Mature manager—semi-metropolitan or smaller market. Past nine years one station. Outstanding record economical operations, strong sales and promotion, top public relations, personal loyalty. Enjoyed convention. Available today. Box 544W, B•T.

Management staff of four thoroughly experienced and capable people, management, sales, programming, continuity, women's director, simple bookeeping, etc. EO special events, shows and everything needed to rejuvenate a station, build audience and profits. Prefer south. Box 561W, B•T.

Announcers

Baseball play-by-play, football, basketball, 5 years experience. Excellent voice, highest recommendations. Baseball a must. Desire sports minded station. Consider all offers. Box 341W, B•T.

Announcer, pianist, novelty DJ. 3 years' experience. Top television material. Married, congenial, reliable, excellent references. Box 413W, B•T.

Announcer, 28, draft exempt, family man. Operates console. Experience light, but in all phases. Available anywhere immediately. Disc, tape, resume. Box 526W, B•T.

Announcer-DJ at 50 kilowatt N. Y. C. independent, just married, wants more responsibility in smaller operation. Bonuses: wife's guitar and folk songs; my first phone ticket and six years technical background. Box 528W, B•T.

Announcer. Solid independent station experience. Desire opportunity. Sober, dependable, no prima donna. News, commercials, personality show, some board experience. Musical background. Tape, resume, best references. Box 531W, B•T.

Announcer, control board operator. Heavy on baseball play-by-play. Also have a strong knowledge of all types of music. Audition, disc, available upon request. Box 541W, B•T.

Announcer, disc jockey, glib mind, versatile, single, 29, consider all offers. Box 542W, B•T.

I'm your man! Experienced DJ—staff, console. Now working. Single, 26, vet. Friendly pitch. Tape, photo. Box 551W, B•T.

Announcer, newscaster, DJ. Heavy on news. Single. Disc, tape, and resume on request. Box 555W, B•T.

Summer position sought by experienced announcer. Mature, versatile, hard-working, technically-trained. Audition disc on request. Box 556W, B•T.

Announcer-newscaster. Native southerner. Staff, 50 kw net, city half million. Good, clear voice, unaffected delivery. Personal interview at own expense. Box 563W, B•T.

Young college man, experienced writer, announcer, all sports play-by-play, news, would like summer replacement, can send tape or records before interview. Box 565W, B•T.

North Carolina position immediately. Topnotch announcer-newscaster-copywriter. 10 years—restricted permit. Write or wire R. M., 110 W. Main, Williamston, N. C.

News, sports, staff announcer. Two years experience. Newspaper background. College graduate, 22. Draft exempt. Free to travel. Ken Cessna, Park Hotel, Grinnell, Iowa.

Announcer, young, independent experience. Newscast, sports, programming, operate board. Dee Ford, 1954 East 29th Street, Brooklyn 29, N. Y.

Situations Wanted—(Cont'd.)

Announcer specializing in news-DJ, graduate of Pathfinder School of Radio and Television. Board operator third license, desires position of staff announcer, deep metropolitan voice. College education, draft exempt, 30 years, married. Contact Clayton Marlow, 215 Constitution Ave., N.W., Washington, D. C., or phone Metropolitan 8-5255.

Announcer-engineer. Experienced and reliable. Good voice. Like telephone audition. Available soon. Write or wire Dennis O'Malley, General Delivery, Pittsburgh, Penna.

Single, draft exempt, hillbilly DJ, sports. Pathfinder graduate, board operator. Ed Scott, 737 11th Street, N.W., Washington, D. C., ME 8-5255.

Technical

1st phone, 13½ months experience with tape, disc, recording and transmitter work. Box 468W, B•T.

Transmitter engineer. Experienced. Vacation relief or permanent. No announcing. Prefer Michigan, Ohio or south. Box 484W, B•T.

Chief engineer—twenty years broad experience, handle any installation. References. Box 545W, B•T.

Chief engineer desires position in Great Lakes region. Thirteen years experience, up to 50 kilowatts. Box 554W, B•T.

First class engineer. Experienced studio and transmitter desires position in New York City or close vicinity. Box 564W, B•T.

First class engineer—experienced, studio control room, transmitter, remotes, tapes, disc recordings: Prefer location in northeast. Box 569W, B•T.

Chief engineer available May 15. Many years experience. Ernest Church, Toccoa, Georgia. Phone 763-L.

Transmitter operator. Specify requirements. Lewis Sherlock, Box 891, Denver 1, Colorado.

Production, Programming, Others

Newscaster: special events; skilled gathering, writing, airing local news. Top voice. Now making $5,200. Box 375W, B•T.

Experienced writer-announcer desires to locate in or near Washington, D. C. College graduate, board operator, DJ, news, all phases station promotion. Can handle radio production, traffic, or gather and edit news, if desired. Presently employed by 10 kw indie in major market as copy chief-announcer. Young, versatile, steady, dependable, like people, good references. Prompt reply. Box 379W, B•T.

Desire change. What have you? Presently PD 12 years experience. Box 396W, B•T.

Skilled newswriter-editor, six years top daily plus Capitol Hill, PR experience. Box 527W, B•T.

Versatile program director with A-1 imagination and salable ideas. Hard worker with fine personality and pleasing voice. Can handle men. Have excellent background in music, news and sports. Am married, draft free and looking for permanency. Available immediately. Box 534W, B•T.

Staff man—Top jock, news, copy, ace on board. Korean vet. Commercial, AFRS experience, prefer nite work, New England, middle Atlantic area. $70 minimum. Box 537W, B•T.

Executive TV producer-writer-director with extensive network and local background. Successful history in radio and films. Experienced all phases of programming and production. Interested in executive post with aggressive station or solid agency. Box 549W, B•T.

Writer-publicist. Have done books, articles, radio. 31. Replies confidential. My wife knows of this ad. Box 557W, B•T.

(Continued on next page)

RADIO-TELEVISION
PUBLIC RELATIONS
PERSONALITY

We are looking for a personable blonde young woman with radio-television experience and background for one of the east's outstanding companies. Must be able to conduct radio and TV shows weekly. Must be able to make personal appearances and talk to women's clubs and sales meetings. Substantial salary will be paid to the right career woman. Send complete facts about your experience and why you think you can fill this position. No application considered without accompanying recent photograph. Send all particulars to Box 455W, B•T.

Situations Wanted—(Cont'd.)

Program director's job building quality fare in medium size eastern city or educational broadcasting post desired by young woman of rich, diversified experience — programming, writing, directing, producing. Box 559W, B•T.

News editor, experienced, ambitious, alert, journalism graduate. Desires Connecticut, Massachusetts or New York. Special events, remotes, M.C., vocal, DJ. Available immediately. Box 568W, B•T.

Secretary—28, to producer or director. Three years' radio writing experience. Excellent programming background. Shorthand. Rapid typist. Chicago agency only. Phone evenings, PLaza 2-4864.

I am not Kate Smith but have often been mistaken for her. I possess her qualifications excepting her experience and ability to sing. Am single, mature and unencumbered. Am willing to go where opportunity beckons. Personal tragedy and misfortune forces me to again earn my living. To fit myself for a position wherein I can best use my abilities and talents, I have complemented my college degree and newspaper writing experience with formal training in continuity writing and microphone techniques. Am just completing a University course in TV program planning and production and will be available for a position June First. I possess office skills and can write and air women's and children's programs and lonely gal routines. Have a backlog of original television show formats to present. You may contact me by writing to Miss Cecile Meier, 2441 Book Building, Detroit 26, Michigan, or by telephone Woodward 1-6133 in Detroit.

Experienced radio bookkeeper available for immediate employment. References. Call, wire or write Edd White, Radio Station KICA, Clovis, New Mexico.

Television

Managerial

Got a TV permit? Take a proven radio manager who has wide experience—a college degree—an aggressive personality—youthful enthusiasm. A family man who wants to move into TV. All offers considered. Box 517W, B•T.

Salesmen

New York TV account executive (31) seeks sales position, national sales preferred, with new television station. 2 years major rep. background plus 3 years aggressive retail sales. Box 404W, B•T.

Production, Programming, Others

New TV station wanted, to utilize this experience —ten years women's director radio; three years top network video—1500 hours on camera. Producing, programming, commentating—news, interviews, children's, shopping, puppets. Continuity, script writing, agency selling. Capable administrative assistant available too. Salary open to discussion. Permanent only. Box 433W, B•T.

Announcer, program director, solid commercial radio experience completing TV studio, camera, film course, seeks permanent all-round production position in new TV outlet. Background in news, theater, education, married, vet. Available May. Box 477W, B•T.

Young "television-trained beaver" seeks future—production-directing. Theatre production and film experience. N. Y. preferred. Box 522W, B•T.

Married vet, 33 with four years radio and three years television experience as director and supervisor desires position with progressive station. Box 532W, B•T.

To TV applicants and licensees. Experienced advice in planning practical balanced program schedule and all phases of station operation, for fee hearing and station opening. Also available to make your New York contacts. Per diem retainer. Box 558W, B•T.

Experienced TV production man. 4 years CBS, ABC, director, stage manager. Married, veteran. Desires position with progressive station. Write Arthur Bartick, 176 S. Vista Street, Los Angeles.

For Sale

Stations

51% **west coast,** local fulltime, network. Transmitter-studios-offices in one downtown location. Box 530W, B•T.

Midwest, 250 watt. Indie. Gross $60,000. Nets $20,000. Will sell for $50,000. Terms possible. Box 539W, B•T.

For Sale—(Cont'd.)

Equipment, etc.

Attention new TV CP holders! We have 3 surplus RCA TK30A camera chains for sale at reasonable price. These chains are approximately 4 years old, in top condition. Work like new. Write Box 448W, B•T.

Best offer takes new Minitape with all accessories. Box 472W, B•T.

Used International Derrick tower, 150 feet high, self-supporting, insulated, complete with obstruction lights, plus used Western Electric FM transmitter, 1 kw driver has been used, 10 kw amplifier has never been used. Desire to move all or part now. Send your bid to Box 535W, B•T.

General Electric transmitting tubes 3-833A—2-866A—4-810—3-828—4-872—4-802. Guaranteed perfect. First check for $165.00 takes all. Brand new 0-2000 volt meters, either 2¾ or 3½ inches diameter special—$19.25. Box 550W, B•T.

All or any part of 42,000 feet, No. 10, hard-drawn copper wire. Brand new. Offered at under current market price. Radio Station KWJB, Globe, Arizona.

Mobile transmitter, type 604, and receiver type 603D with Dynamotor P.E. 103. Used 10 times. Excellent condition. Write for details to Chief Engineer, WARA, Attleboro, Mass.

150-ft. self-supporting Truscon type tower—marked and on ground—ready to ship highest bid. WHAR, Clarksburg, W. Va.

RCA TG1A studio sync generator. New, unused. $3875. WJBF, Augusta, Ga.

2 fixed frequency FM receivers. Excellent condition, reasonably priced. WOAP, Owosso, Michigan.

230 self-supporting insulated tower, two-bay RCA Batwing FM antenna, 230' 1⅝" Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

300 ft. Milliken (Blaw-Knox) tower, will sell f.o.b. Henderson for $4000. Hecht Lackey, phone 3923, Henderson, Ky.

New #10 bare copper wire for ground systems. Tower Construction Co., Box 1828, Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

FM transmitter 250 watts suitable for transmission on 152.03 mc. Also need antenna. Box 515W, B•T.

1 kw AM transmitter, antenna coupling unit, modulation and frequency monitors in good condition. Box 547W, B•T.

Used equipment for 1 kw station. State age, condition, price in first letter. Box 552W, B•T.

Want 250 or bigger FM transmitter, antenna and monitors. What do you have? Box 567W, B•T.

1 kw AM transmitter. Must be in good condition. Write full details and price to KMAC, San Antonio, Texas.

Disc recorder. Presto 6N or equivalent. Describe condition, give best price. Chief Engineer, WHOT, South Bend, Indiana.

Wanted—FM ring antenna-Collins 37M, whole or sections. Advise details. Call collect TRowbridge 6-2800, Mr. Frank Lyman, Jr., Cambridge, Mass.

Miscellaneous

Structural and Plate Fabricator located in southeast desires additional products. Towers of various types could be produced. Will purchase outright or manufacture and sell same on royalty basis. Very well rated. Twenty-five men in engineering department, 125 men in shop. Box 516W, B•T.

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, California.

Help Wanted

Announcers

IMMEDIATE OPENING

FOR TWO MEN

50,000 WATT

MIDWEST STATION

(1) Experienced qualified staff announcer, (2) experienced personality-disc jockey. Must have good routine-patter. Excellent salaries. Send photo, background material and recording. TV applicant. Box 560W, B•T.

DISC JOCKEY WANTED

Now available one of the top disc jockey spots in large metropolitan markets. Personality, not just voice. Must be idea man, competent at ad-lib and controls. Ability sets salary. Send audition to Box 566W, B•T.

Television

Technical

ARE YOU **QUALIFIED**
TO **CHIEF ENGINEER**
TELEVISION

CONTACT:

M. N. BOSTICK

K W T X

WACO, TEXAS

Situations Wanted

Television

A SUREFIRE DAILY DOUBLE

Winning combination for any station—Husband thoroughly experienced in theatre, radio and LIVE TV programming, producing, directing and studio management. Wife experienced specialist in film buying, direction and programming. Currently holding positions at competitive stations in major market. Quick starters, don't tire. Looking for fast track. This combination is a solid entry in the competitive TV field. Box 523W, B•T.

Managerial

TV EXECUTIVE

1. Experienced specialist in designing, building and management TV stations.
2. Successful opening new markets.
3. Successful sales management.
4. Will build one to three stations and manage on permanent basis.
5. Not afraid of UHF.
6. Start now.

Reply Box 553W, B•T.

For Sale

Equipment, etc.

3 TV TRANSMITTING ANTENNAS

RCA 5-Bay, Channel 4 to 6 (tuned WLW-T, Ch. 4)

RCA 5-Bay, Channel 4 to 6 (tuned WLW-D, Ch. 5)

RCA 3-Bay, Channel 2 & 3 (tuned WLW-C, Ch. 3)

Pylon mount with pylon

Also RCA FM triplexers for 5-bay antennas

Box 498W, B•T.

BIG BARGAIN . . . WFMY FM, Greensboro, N. C., ceasing operation. All technical equipment in excellent condition for sale at low price. List of equipment and prices submitted upon request. Contact Wm. E. Neill, Chief Engineer, WFMY.

Wanted to Buy

Stations

RADIO STATION

MEETING FOLLOWING REQUIREMENTS—

Location: **Florida, rest of Gulf Coast, Arizona, New Mexico, California, Oregon, Washington.**

City Size: **Under 250,000.**

Price: **Up to $150,000.**

Principals only.

Box 540W, B•T

WANTED

5 kw transmitter in good working condition. Western Electric or RCA Victor preferably. Write stating price to Jesus Gonzalez, P. O. Box 628, Monterrey, Mexico.

Miscellaneous

T-V and RADIO STATIONS

Make those dead "spots" produce a profit. Have quality product you can promote on percentage basis on unused spots. Product tested and proven big repeater. You can build a success story with it in short time. Write Agency, Box 500W, B•T.

HAVE YOU A RECORDING PROBLEM?

Let us solve it for you . . . just send your tape . . . We handle everything; all languages, transcriptions, dubs, station spots, master discs and complete pressing runs for L. P. Recordings.

Quality **AUDI-TEXT** *Service*

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YEARS OF EXPERIENCE

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GET READY NOW FOR THIS SUMMER'S WORK

May 11

Portland, Ore.—New TV, vhf Ch. 6. Hearing to begin. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 9137) and Pioneer Bcstrs. Inc. (KGW) (Docket 9136).

KWTO Springfield, Mo., Power boost to 5 kw on 560 kc — Ozarks Bcstg. Co. (Docket 8380). Whether increased power would cause interference. Further hearing. Examiner J. D. Bond.

May 18

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Sharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423).

May 25

Lebanon, Pa.—New TV, uhf Ch. 15. Contestants: Lebanon TV Corp. (Docket 10459) and Steitz Newspapers Inc. (Docket 10460). Examiner Benito Gaguine.

Evansville, Ind.—New TV, vhf Ch. 7. Contestants: South Central Bcstg. Corp. (WIKY) (Docket 10461), Evansville TV Inc. (Docket 10462), On the Air Inc. (WGBF) (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464). Examiner Herbert Sharfman.

Evansville, Ind.—New TV, uhf Ch. 62. Contestants: Trans-American TV Corp. (Docket 10465), Premier TV Inc. (Docket 10466) and W. R. Tuley (Docket 10467). Examiner Fanney Litvin.

Akron, Ohio—New TV, uhf Ch. 61. Contestants: Matta Enterprises (Docket 10468) and Allen T. Simmons (WADC) (Docket 10469). Examiner James D. Cunningham.

Mobile, Ala.—New TV, vhf Ch. 5. Contestants: WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458). Examiner H. Gifford Irion.

Chattanooga, Tenn.—New TV, vhf Ch. 12. Contestants: Southern TV Inc. (Docket 10472), Tri-State Telecasting Corp. (Docket 10471) and WDEF Bcstg. Co. (WDEF) (Docket 10473). Examiner J. D. Bond.

May 27

Honolulu, Hawaii—New TV, vhf Ch. 2. Contestants: Royaltel (Docket 10474) and Pacific Frontier Bcstg. Co. (KULA) (Docket 10474). Examiner Thomas Donahue.

May 29

Shreveport, La.—New TV, vhf Ch. 3. Contestants: KTBS Inc. (KTBS) (Docket 10476), and International Bcstg. Corp. (KWKH) (Docket 10477). Examiner Basil Cooper.

Worcester, Mass.—New TV, uhf Ch. 14. Contestants: Salisbury Bcstg. Corp. (Docket 10478), and New England Bcstg. Co. (Docket 10479). Examiner William Butts.

June 1

San Juan, P. R.—New TV, vhf Ch. 4. Further hearing. Contestants: American Colonial Bcstg. Corp. (WKVM) (Docket 10437) and Jose Ramon Quinones (WAPA) (Docket 10436). Examiner Benito Gaguine.

August 13

KDIA Auburn, Calif.—License renewal. Hearing set for Auburn. Examiner not designated. (Docket 10405).

Hearings Without Date

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) (Docket 9013) and Sacramento Telecasters Inc. (Docket 10298).

Sacramento, Calif.—New TV, uhf Ch. 36. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Salinas-Monterey, Calif.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 8 to Salinas Bcstg. Corp. (KSBW Salinas) (Docket 10445) and Monterey Radio-TV Co. (KMBY Monterey) (Docket 10446). Protestant is KICU (TV) there.

Wichita, Kan.—New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH) (Docket 10259), Taylor Radio & TV Corp. (KANS) (Docket 10260) and Wichita TV Corp. (Docket 10261).

KVOL Lafayette, La.—Modification of permit to change daytime power from 1 kw to 5 kw, operating on 1330 kc full time, directional night (Docket 9739; BMP-5098). Applicant has petitioned for grant without hearing.

Pontiac, Mich.—New AM station, 1460 kc, 500 w unlimited. James Gerity Jr. (Docket 10346); BP-8651). Applicant has petitioned for grant without hearing.

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 6. Further hearing. Examiner Herbert Sharfman. Contestants: Ridson Inc. (WDSM Superior) (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292). Merger has been proposed and Lakehead seeks dismissal [B•T, March 30]. Head of the Lakes Bcstg. Co., Duluth Ch. 3 applicant, seeks amendment to Ch. 6.

Rochester, N. Y.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 10 to WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447). Protestant is WSAY there.

Durham, N. C.—Sec. 309(c) protest hearing on grant of uhf Ch. 46 to T. E. Allen & Son (Docket 10452). Protestant is WSSB there.

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) (Docket 10272) and Stark Telecasting Corp. (WCMW) (Docket 10273). Additional uhf channel to be sought after June 2.

Portsmouth, Ohio—New TV, uhf Ch. 30. Woodruff Inc. (Docket 10440). FCC to decide whether to retain application in hearing status after Brush-Moore Newspaper dismissal.

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion

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We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

TV & Radio Management Consultants

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WANTED

To Manufacture and Sell—Electronic Accessory Items

For—FACSIMILE—RADIO—TELEPHONE—TELEVISION

Note—We have a special immediate need of Facsimile Equipment for Intra-Office and Plant use

Will furnish capital if necessary to complete desirable developments

What have you to offer?

RADIO ENGINEERING CO.

INQUIRER BLDG. PHILADELPHIA 30, PA.

(Docket 10089). Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Lancaster, Pa.—New TV, vhf Ch. 8. Examiner J. D. Bond. Contestants: WGAL-TV (now on Ch. 8 conditionally) (Docket 10366) and Peoples Bcstg. Co. (WLAN) (Docket 10365).

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC Port Arthur) (Docket 10285) and Smith Radio Co., Port Arthur (Docket 10352).

Theatre Television—Allocation of frequencies for exclusive theatre TV circuits. Before Commission *en banc*. (Docket 9552).

Routine Roundup . . .

April 23 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

Chief, Broadcast Bureau—Granted petition for continuance of hearing from April 22 to Aug. 13, 1953, re application of Diamond H. Ranch Bcstrs. (KDIA), Auburn, Calif., for renewal of license (Docket 10405; BR-2544).

By Hearing Examiner Annie Neal Huntting

Radio Fort Wayne Inc., Anthony Wayne Bcstg., Fort Wayne, Ind.—Ordered that certain actions taken at hearing conference on April 20 shall control the subsequent course of hearing in proceeding with respect to issue 3(d), unless modified by hearing examiner for cause during course of hearing or by Commission upon a review of hearing examiner's ruling (Docket 10424; BPCT-1040), (Docket 10425; BPCT- 1400).

By Hearing Examiner H. Gifford Irion

Music Bcstg. Co., Grand Rapids, Mich.—By memorandum opinion and order dismissed motion to strike third paragraph of appearance which was filed on April 8, 1953, by counsel for Versluis Radio & Television Inc. (Docket 10442; BPCT-1208).

Woodruff Inc., Portsmouth, Ohio — Granted petition insofar as it requests continuance of hearing in proceeding re application for CP for new TV station in Portsmouth, Ohio (Docket 10440; BPCT-1430); hearing was continued indefinitely pending action by Commission on question of whether application of Woodruff Inc. should be returned to processing line (application of Brush-Moore Newspapers Inc. was dismissed without prejudice on April 14, 1953).

By Hearing Examiner William G. Butts

Kendrick Bcstg. Co. Inc., Harrisburg, Pa. — Granted motion for extension of time from April 17 to May 18, 1953, for filing proposed findings of facts and conclusions of law in proceeding re application for CP for new TV in Harrisburg, Pa. (Docket 10278; BPCT-937).

By Hearing Examiner H. B. Hutchison

Mid-Continent Television Inc., Wichita, Kan.—Granted verbal request of Mid-Continent for postponement of further hearing from April 22 to April 23, 1953, re application (Docket 10262, BPCT-964) and that of KAKE Bcstg. Co. (Docket 10263; BPCT-700) for CP's for new TV stations at Wichita, Kan.

April 24 Applications

ACCEPTED FOR FILING

Request CP

WCAM Camden, N. J., City of Camden—CP to install old main trans. as alternate main trans. at N of Erie St. on Delaware River between 6th and 7th St., Camden (present location of main trans.) to be operated on 1310 kc, 250 w unl. (BP-8843).

Change Directional Antenna

KCJB Minot, N. D., North Dakota Bcstg. Co.—CP to make changes in DA to accommodate TV ant. and change studio location (contingent on grant of TV application). Amended to delete change in studio location (BP-8647 amended).

Change Name

KGO-TV San Francisco, Calif., American Bcstg.-Paramount Theatres Inc.—Amended to correct name to American Bcstg.-Paramount Theatres Inc. and amend sec. 1,11 and 111. (BPCT-1514 amended).

KECA-TV Los Angeles, American Bcstg.-Paramount Theatres Inc.—Amended to change name to American Bcstg.-Paramount Theatres Inc. (BPCT-1561 amended).

License for CP

WHOS-FM Decatur, Ala., North Alabama Bcstg. Co.—License for CP (BPH-1616), which authorized new FM (BLH-883).

WNAC-FM Boston, Mass., General Teleradio Inc.—License for CP (BPHA-1741), as mod., which authorized change in licensed station (BLH-884).

WPRK (FM) Winter Park, Fla., Rollins College—License for CP (BPED-219) which authorized new non-commercial FM (BLED-134).

WCAM Camden, N. J., City of Camden—License for CP (BP-6854), as mod. which authorized change in trans. location (BL-4973).

Remote Control Operation

WVBT-FM Bristol Center, N. Y., Rural Radio Network Inc.—301-A; application to operate by remote control.

WHUM Reading, Pa., Eastern Radio Corp.—Files application for remote control operation of trans. (BRC-34).

Extension of Completion Date

KSCU (FM) Santa Clara, Calif., U. of Santa Clara—Mod. CP (BPED-213) which authorized new non-commercial FM for extension of completion date (BMPED-262).

WIUC Urbana, Ill., U. of Illinois—Mod. CP (BPED-161), which authorized changes in non-commercial FM for extension of completion date (BMPED-261).

License Renewals

KCLE-FM Cleburne, Tex., MARTI Inc.—Application filed for renewal of license (BRH-456).

APPLICATIONS RETURNED

CP for New AM

Scott County Bcstg. Co., Forrest, Miss.—CP for new AM to be operated on 550 kc, 1 kw-D.

Assignment of License

KXLO Lewiston, Mont., William G. Kelly—Voluntary assignment of license to William G. Kelly and Marlin T. Obie d/b as Montana Bcstg. Co.

WHED Washington, N. C., Beaufort Bcstg. Co.—Voluntary assignment of license to Havelock Bcstg. Co.

License for CP

WLFH Little Falls, N. Y., Rock City Bcstrs.—License for CP (BP-8642) which authorized increase in power and change type trans.

Relinquishment of Control

KOGT Orange, Tex., Sabine Area Bcstg. Corp., Voluntary relinquishment of positive control of licensee corporation by M. L. Jacobs, Albert Plettman and Hadassa Jacobs, individually and as executrix of estate of Jacob Jacobs, through sale of 50 shares of stock to Edwin T. Lovelace Jr.

April 27 Decisions

THREE-DIMENSION TV TEST

FCC through Broadcast Bureau has granted experimental authorization to American Bcstg.-Paramount Theatres Inc. to use corporation's KECA-TV Los Angeles to test three-dimension TV on April 24-May 15. This is first experimental authorization of its kind issued by Commission.

BY BROADCAST BUREAU

Granted Authority

Rochester Bcstg. Co., Rochester, N. Y.—Granted authority to transmit baseball games from Rochester, N. Y., to CFRA Ottawa, Can.

Syracuse Bcstg. Corp., Syracuse, N. Y.—Granted authority to transmit baseball games from Syracuse, N. Y., to CFRA Ottawa, Can.

Granted CP

WNAE Warren, Pa., Northern Allegheny Bcstg. Co.—Granted CP to change trans. location to Clarendon, Pa. (BP-8728).

KGO-TV San Francisco, American Bcstg.-Paramount Theatres Inc.—Granted CP for installation of emergency ant. at site of KGO-TV (BPCT-1562).

Change Type Transmitter

KNIM Maryville, Mo., Maryville Radio & Television Corp.—Granted mod. CP to change type trans. (BMP-6186).

Granted License

WKMT Kings Mountain, N. C., Southern Radiocasting Co.—Granted license for AM; 1220 kc, 500 w-D (BL-4956).

WPME Punxsutawney, Pa., Punxsutawney Bcstg. Co.—Granted license for AM; 1540 kc, 1 kw-D (BL-4957).

KVSP Lubbock, Tex., Hub Bcstg. Co.—Granted license for AM; 1460 kc, 500 w-D (BL-4944).

WPDR Portage, Wis., Portage Bcstg. Co.—Granted license for AM; 1350 kc, 1 kw-D (BL-4755).

WRIS Roanoke, Va., Cy N. Bahakel—Granted license for AM; 1410 kc, 5 kw-D (BL-4938).

WPTX Lexington Park, Md., Patuxent Radio Inc.—Granted license for AM; 1570 kc, 1 kw-D (BL-4916).

WCRT Birmingham, Ala., Chapman Radio & Television Co.—Granted license for AM; 1260 kc, 1 kw-D (BL-4965).

WTCW Whitesburg, Ky., KY-VA Bcstg. Corp.—Granted license for AM 920 kc, 1 kw-D (BL-4943).

Remote Control Operation

Following granted authority to operate trans. by remote control: **WRIS Roanoke, Va.** (BRC-28); **WKOZ Kosciusko, Miss.** (BRC-24); **WKBI St. Marys, Pa.** (BRC-25); **WDOD Chattanooga, Tenn.** (BRC-30); **WCOM Parkersburg, W. Va.** (BRC-29); **KTIM San Rafael, Calif.** (BRC-32); **KASI Ames, Iowa** (BRC-31); **KSIJ Gladewater, Tex.** (BRC-33); **KASL Newcastle, Wyo.** (BRC-23); **WFRM Coudersport, Pa.** (BRC-26); **WPXY Punxsutawney, Pa.** (BRC-27).

Install New Antenna

KELO Sioux Falls, S. D., Midcontinent Bcstg. Co.—Granted CP to install new ant. for nondirectional operation and mount TV ant. above and change trans. location (coordinates only); conditions (BP-8767).

Change Studio Location

WVAM Altoona, Pa., The General Bcstg. Co.—Granted mod. of CP to move studio and trans. locations (same city) (BMP-6174).

Granted STA

WFTV Duluth, Minn., Great Plains Television Properties of Minn. Inc.—Granted STA to operate commercially, on Ch. 38, for period April 22 to Oct. 22, 1953.

Extension of Completion Date

WICU Erie, Pa., Dispatch Inc.—Granted mod. CP for extension of completion date to 7-24-53 (BMPCT-1081).

WRGB Schenectady, N. Y., General Electric Co.—Granted mod. CP for extension of completion date to 11-16-53 (BMPCT-1079).

KUSC-TV Los Angeles, Calif., U. of Southern California, Allan Hancock Foundation—Granted mod. CP for extension of completion date to 7-28-53 (BMPET-10).

Remote Control Operation

Following granted authority to operate trans. by remote control: **WTSV-FM Manchester, N. H.** (BRCH-10); **KCLE-FM Cleburne, Tex.** (BRCH-11); **WHDH-FM Boston, Mass.** (BRCH-12); **WDOD-FM Chattanooga, Tenn.** (BRCH-13).

Following granted authority to operate trans. by remote control: **WGCD Chester, S. C.** (BRC-

Radio Station and Newspaper

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21); **WGAT New Hartford, N. Y.** (BRC-17); **WDBL Springfield, Tenn.** (BRC-22); **KROW Oakland, Calif.** (BRC-16); **KROS Clinton, Iowa** (BRC-18); **KBUN Bemidji, Minn.** (BRC-19); **WGNI Wilmington, N. C.** (BRC-20).

Modification of CP

WPFP Park Falls, Wis., Radio Station WIGM Inc.—Granted mod. CP for approval of ant., trans. and studio location; condition (BMP-6172).

KWRF Warren, Ark., Pines Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location; condition (BMP-6167).

Extension of Completion Date

Following granted mod. CP's for extension of completion dates as shown:

KLYN Amarillo, Tex., to 5-1-53, condition (BMP-6191); **WBEL Beloit, Wis.**, to 7-1-53; conditions (BMP-6185); **KCAR Clarksville, Tex.**, to 4-12-54 (BMP-6184); **WBHP Huntsville, Ala.**, to 6-23-53 (BMP-6177).

April 27 Applications

ACCEPTED FOR FILING

License for CP

KSDN Aberdeen, S. D., Aberdeen News Co.—License for CP (BP-8434) which authorized change from DA-DN to DA-N (BL-4978).

WJMC Rice Lake, Wis., WJMC Inc.—License for CP (BP-8600) as mod., which authorized change in trans. and studio location, installation of new ant. and ground system and change type trans. (BL-4977).

Modification of CP

WCOV-TV Montgomery, Ala., Capitol Bcstg. Co.—Mod. CP (BPCT-822), as mod., which authorized new TV, for extension of completion date (BMPCT-1091).

License for CP

WFMH-FM Cullman, Ala., The Voice of Cullman—License for CP (BPH-1762) which authorized changes in licensed FM (BLH-885).

KWOC-FM Poplar Bluff, Mo., Poplar Bluff Bcstg. Co.—License for CP (BPH-1748), as mod., which authorized changes in FM (BLH-886).

Remote Control Operation

Following stations have filed for remote control operation of trans.:

WDMG Douglas, Ga., WDMG Inc. (BRC-37); **WIKB Iron River, Mich.**, WIKB Inc. (BRC-37); **WCHA Chambersburg, Pa.**, Chambersburg Bcstg. Co. (BRC-35).

WPAY-FM Portsmouth, Ohio, The Scioto Bcstg. Co.—301-A; application for remote control operation (BRCH-15).

WCHA-FM Chambersburg, Pa., Chambersburg Bcstg. Co.—301-A; application for remote control operation (BRCH-16).

Renewal of License

Following stations request renewal of license:

KWDM Des Moines, Iowa, Des Moines Bcstg. Corp. (BR-1898); **KIXL-FM Dallas, Tex.**, Variety Bcstg. Co. (BRH-322); **WBEH (FM) New Orleans**, P. G. Beauregard School (BRED-45); **WGPS (FM) Greensboro, N. C.** (BRED-56).

APPLICATION RETURNED

Extension of Completion Date

WEEU-TV Reading, Pa., Hawley Bcstg. Co.—Mod. CP (BPCT-239), as mod., which authorized new TV, for extension of completion date.

Acquisition of Control

WOHS Shelby, N. C., Western Carolina Radio Corp.—Voluntary acquisition of control of licensee corporation by Holt McPherson through purchase of 50 shares of stock from Mrs. John G. Greene.

April 28 Applications

APPLICATION RETURNED

License for CP

WGSW Greenwood, S. C., Radio Greenwood Inc.—License for CP (BP-8266), as mod., which authorized new AM.

April 29 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

KXYZ Houston, Tex., Shamrock Bcstg. Co.; KOLE Port Arthur, Tex., Port Arthur Bcstg. Co.—Granted joint petition for extension of time from April 16, to May 6, 1953, to file opposition to petition for reconsideration and grant filed by Evangeline Bcstg. Co. (KVOL), Lafayette, La. (Docket 9739; BMP-5098).

WFBM Inc., Evansville, Ind.—Granted petition to amend application for CP for new TV (Docket 10464; BPCT-1131) to specify new ant. site, submit revised engineering data and make changes re proposed programming, staffing, and submit new cost figures and current balance sheet.

By Hearing Examiner Elizabeth C. Smith

Cascade Television Co., Portland, Ore.—By memorandum opinion and order denied petition for leave to amend application for CP for new TV on Ch. 8 in Portland, in order to conform Cascade application to evidence proposed in support thereof in hearing in this proceeding (Docket 10324; BPCT-1235).

By Hearing Examiner Thomas H. Donahue

Sacramento Telecasters Inc., McClatchy Bcstg. Co., Sacramento, Calif.—By memorandum opinion and order granted motion for order that depositions not be taken, filed by Sacramento Telecasters Inc., on April 14, 1953, and addressed to notice to take depositions filed on same day by McClatchy Bcstg. Co., and said notice filed by McClatchy was quashed.

By Hearing Examiner James D. Cunningham

KMYR Bcstg. Co., Denver, Colo.; Broadcast Bureau—Granted motion of KMYR Bcstg. Co. for corrections in two of its exhibits and request of witness for Broadcast Bureau that revisions be made in various portions of official transcript reflecting his testimony in proceding re applications of KMYR Bcstg. Co. and Metropolitan Television Co., for CP's for TV stations in Denver, Colo. (Docket 9043; BPCT-488) (Docket 10238; BPCT-941).

By Hearing Examiner William G. Butts

Louis Wasmer, Television Spokane Inc., Spokane, Wash.—Upon agreement of parties, ordered that the hearing in this proceeding (Docket 10422; BPCT-920) (Docket 10423; BPCT-1087) be continued from May 4 to May 18, 1953, for further conference.

By Hearing Examiner Herbert Sharfman

Head of the Lakes Bcstg. Co., Superior, Wis.—Referred, for action by Commission, petition of March 30, to amend application for CP for new TV on Ch. 3 in Superior (Docket 10289); BPCT-621); to specify Ch. 6 instead, and to designate amended application for comparative hearing with application of Ridson Inc., for CP for new TV on Ch. 6 in Superior (Docket 10291; BPCT-728).

By Hearing Examiner J. D. Bond

KWTO Springfield, Mo., Ozarks Bcstg. Co.—Upon agreement by parties, ordered that further hearing in this proceeding (Docket 8380; BP-5259) shall commence on Monday, May 11, 1953, at Washington, D. C.

Ordered pre-hearing conference at 9 a.m., May 8, 1953, at Washington, D. C., re applications of Peoples Bcstg. Co., for CP for new TV on Ch. 8, and WGAL Inc. (WGAL-TV), for CP to change site, increase power and ant. height, make equipment changes, and for regular operation of WGAL-TV on Ch. 8, both at Lancaster, Pa. Action taken will be embodied in a further order for appropriate use at the hearing.

By Hearing Examiner H. Gifford Irion

Versluis Radio & Television Inc., Muskegon Mich.—In statement and order recited action and rulings taken at hearing conference on April 22 which shall control subsequent course of hearing in this proceeding (Docket 10442; BPCT-1208).

April 29 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WHIZ Zanesville, Ohio, Southeastern Ohio Bcstg. System Inc.—Mod. CP (BP-8194), as mod., which authorized change in trans. and studio location and change in ant. system, for extension of completion date to 11-5-53 (BMP-6195).

License Renewals

Following stations request renewal of license:

KWOE Clinton, Okla., Western Oklahoma Bcstg. Co. (BR-2372); **KBWL Blackwell, Okla.**, Star Bcstg. Co. (BR-2754).

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

Cuba

Change List No. 5, April 10

1240 kc

CMKE Victoria de las Tunas, Oriente, 250 w, Unl. II, now operating.

1320 kc

CMKE Victoria de las Tunas, Oriente, 250 w, Unl. IV, delete.

1360 kc

CMOX Habana, 250 w, Unl. IV, 4-6-53, change call letters.

1490 kc

CMBG Habana, 250 w, Unl. IV, 4-6-53, change call letters.

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An Adult Convention

THE NATION'S broadcasters held an adult convention in Los Angeles last week. There was the usual quota of vexing problems, but they were handled without emotion.

This was no slip-shod, ad lib convention. The whole event, which ran on-time and in fast tempo, was outstanding.

The main speakers outdid themselves. Gen. David Sarnoff, first recipient of NARTB's honor award, proved the ideal keynote speaker. He had a message, and he delivered it with typical brilliance and with the kind of candor that could only come from an outstanding leader whose vision supplied much of the brick and mortar upon which broadcasting is built.

From Rosel Hyde, FCC's new chairman, the convention heard in measured tones the state of the nation in communications. And from NARTB President Hal Fellows they received an accounting of stewardship that showed that their affiairs are in good hands—better than ever before.

The broadcasters came in unexpectedly large numbers. They liked what they heard, because the convention dealt in realities, not in empty, high-sounding phrases.

PRESIDENT Eisenhower's letter to the NARTB convention [B•T, April 27] was something more than a pro forma *greeting. He expertly appraised the accomplishments of the nation's broadcasters and expressed confidence in their ability to continue to "meet this extraordinary responsibility." Because he did display knowledge of the responsibility of broadcasters, his letter revealed one glaring omission. There was no mention of the essentiality of a radio as free as all other media—the press, for example. We hope this was mere oversight.*

Network-Affiliate Relationship

THE NETWORK-affiliate relationship, a topic of conversation for several years, became a basic issue subject to renegotiation last week in Los Angeles at the NARTB convention.

Gen. David Sarnoff, RCA-NBC board chairman, made it official in his keynote address. And the affiliates began forming their lines by organizing their advisory committees, entirely divorced from network influence.

There was no effort to conceal the concern over the economics of of the network-affiliate relationship. There was the recognition that network service is essential in both radio and television, particularly for the coverage of the spontaneous event. When Gen. Sarnoff brought the issue to the convention floor it removed it from the level of the informal discussion stage.

Thus the economics of network broadcasting emerged as the single big issue. But the trend was evident in other ways. The exhibits underlined it. More and more big names in syndication—both radio and TV, on film, on tape, on transcriptions. More and more high-quality gear for high-quality reproduction. The syndicators talked more flexibility in programming and selling, to fit the advertiser's budget, to give him what he wants without regard to time-zone, option time clearances and wire costs.

These were the auguries of fundamental changes in old concepts. There were in Los Angeles syndicates owned by the networks selling against networks. These are in the pattern field pioneered by Ziv. They are selling transcriptions in radio and films in television. They have the big talent names. They sell the opportunity for tailor-made "networks" to fit the client's distribution and his budget.

There were some who saw in this transition the end of commercial network programming after 6 p.m. in a couple of years. This, they said, would leave to the station all of the evening hours in radio for national spot and local programming, except for the occasional special event.

Broadcasting is a business. It looks toward profitable operation. When the network business, as we know it, ceases to be profitable, the networks, as we know them, will cease to function. The networks contend that in radio that point now is being approached.

So, during the next few months, there will be new negotiations among network and their affiliates. There always will be networks. But in the future they may bear only slight resemblance to the structures that haven't changed in basic format since NBC started the first network in 1926.



Drawn for BROADCASTING • TELECASTING by Duane McKenna

"No, madam, I wasn't in the prisoner exchange. I'm returning from the NARTB convention."

Profit and Honor

IF IT proved nothing else, the management study presented last week by Richard M. Allerton, research manager of the NARTB, would be valuable in underscoring the fact that profits and high standards are not irreconcilable in radio.

The most profitable AM stations turned up in the study were found to be doing exactly the things that broadcasters say are desirable when broadcasters are talking in public but which are not invaribly done in the privacy of their own offices.

The profitable stations in the study refrained from rate cutting, were particular about the kind of advertising they accepted, spent more proportionately on programming than their competitors did. Obviously the management of those stations has a keen awareness of its dependence upon public respect.

Now, of course, there may be equally profitable stations in other markets which did not come under the NARTB project's scrutiny and which may be indulging in less desirable practices. Admitting that, the point here is that it was definitely proved, in those five markets where the study was carried on, that financial success attended the maintenance of high standards.

Adherence to policies of respectability is part of the know-how that Mr. Allerton described as the prime ingredient of successful radio broadcasting. True know-how embraces a higher regard for the long-term return than for the quick buck. It is as concerned with a property's prospect for the future as with its latest quarterly net. It is this kind of know-how that builds enduring enterprises.

Television has been around long enough for everybody to realize that AM radio, as a business institution, is capable of indefinite survival. As Mr. Allerton suggested, some radio stations may fail under the pressure of increased competition. But those with adequate capital and far-sighted management have every prospect of long and fruitful life. It is in recognition of that future that intelligent management is operating today and planning for tomorrow.

The more widely that principle is understood, the more stability there will be in radio. To the degree that stations lower their standards as a concession to the quick buck, to the same degree the structure of the entire radio system will be undermined.

It is quite possible that the management study released last week will be of great importance in stabilizing radio. The lessons it teaches are sound. They should lead toward better business and better radio.

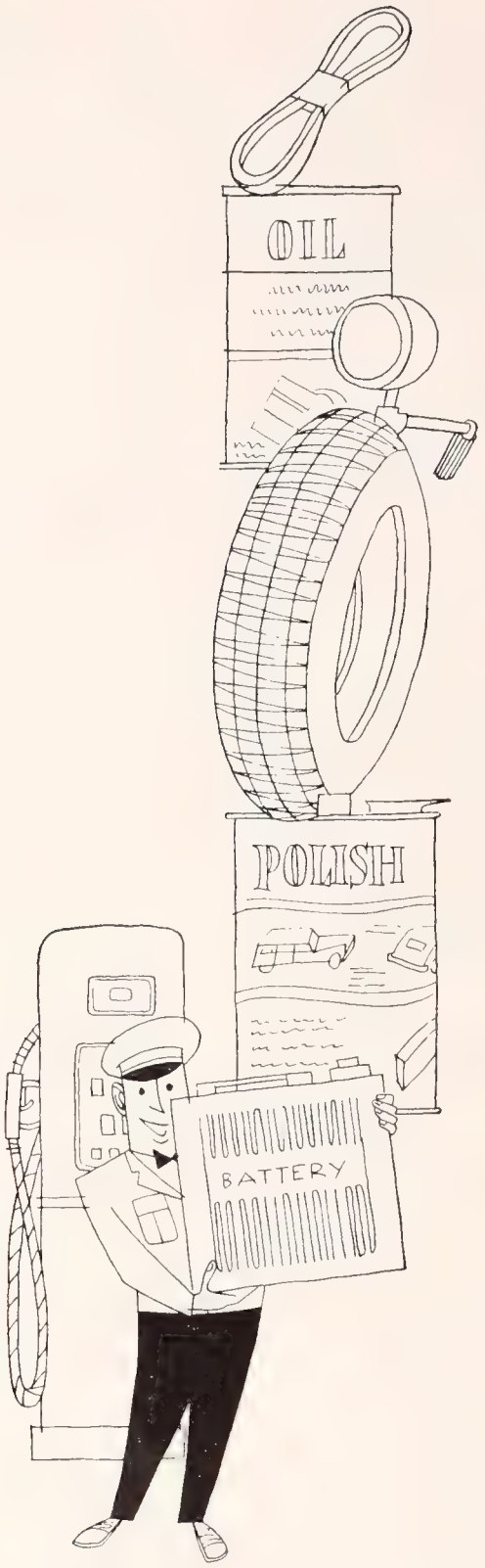
Perfect Balance

Consistently high quality programming—planned for variety, interest and easy listening—keeps a steady audience tuned to WREC. The "better half" of both the Metropolitan and Rural listeners are assured by a perfect balance in entertainment . . . night and day. Advertisers get the rich 76-county Memphis Market with a single schedule. And, WREC prestige carries weight that adds up to extra sales results. See the latest Standard Audit and Measurement Reports and Hooper Ratings . . . you'll see why we say WREC is Memphis No. 1 Station. Cost? 10% less per thousand listeners than in 1946.



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more than 10% of the nation's filling station sales takes place in WJR's primary coverage area!

WJR MARKET DATA

		% of total U.S. market
Population	12,601,300	8.3
Radio Homes	3,785,540	8.6
Farm Radio Homes	328,990	5.9
Food Sales	$ 3,266,766,000	9.4
Retail Sales	$13,613,431,000	9.3
Drug Sales	$ 464,447,000	10.3
FILLING STATION SALES	**$ 739,614,000**	**10.1**
Passenger Car Registrations	4,116,934	10.2

Here's an area that accounts for an important part of all filling station sales—an area whose summertime potential can be measured by the fact that it is the Midwest's *number one vacationland!* Sell *your* filling station items forcefully and economically in this area by using the one single sales voice that covers it effectively. Use WJR, the Great Voice of the Great Lakes. Contact WJR or your Christal representative today.

WJR

the great voice of the great lakes



ALMOST 10 PER CENT OF *ALL* OF THE NATION'S SALES TAKES PLACE IN WJR'S PRIMARY COVERAGE AREA



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Page 31

S Inc. Profits Up % in 1st Quarter
Page 72

aseball Men Seek adcast Restrictions
Page 56

C Shifts Speculated; S-TV Claims Lead
Page 68

EATURE SECTION
Starts on Page 79

22ND year

THE NEWSWEEKLY OF RADIO AND TV



Like girls go for mink

Just like girls go for mink, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces big results at low cost. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

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IN BALTIMORE WITH

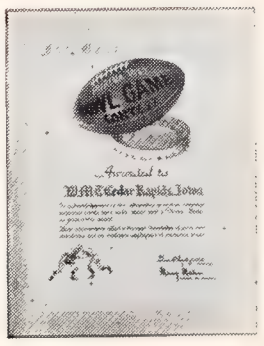
TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

Serendipity reaches Eastern Iowa

When BAB told the story of the white elephant that radio put in the black—and the radio station involved turned out to be WMT—we inhaled a little.

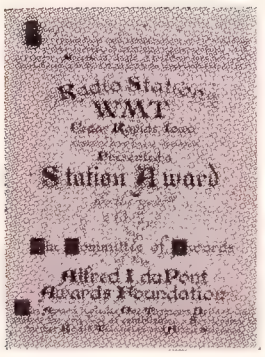


It looked as if we were beginning to get the range when BAB's 1952 "Radio Gets Results" Honorable Mention came our way.

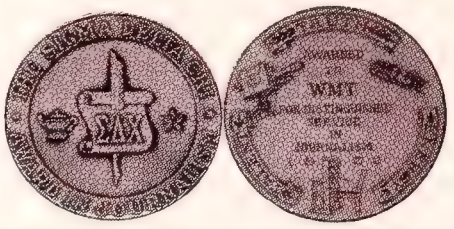


And when the smoke of the 1952 Purina Bowl Contest cleared away, there was a plaque for "best promotion" for the boys in the back room. Perhaps a few of us modestly polished a fingernail on our blue serge.

★ ★ ★ ★ ★ "Editorial" decided to get into the act, winning second place in the Northwest Radio News Association's annual shindig. Was this the beginning of a trend?



It was. The Alfred I. du Pont Foundation singled out WMT for "its notably comprehensive and intensive effort in political education at all levels." The Station Award for 1952 included a check for $1,000. This, we confess, was heady stuff on a nationwide basis.



Now Sigma Delta Chi, the professional journalistic fraternity, has selected a series of WMT broadcasts titled "Politics Is Your Business" as the outstanding example of public service in radio journalism during 1952.

Serendipity is the gift of finding agreeable or valuable things not sought for. Want some?

WMT Cedar Rapids

5,000 watts
600 kc
Basic CBS Network

Represented Nationally by The Katz Agency



try

ERIE'S WICU TV

CHANNEL 12, ERIE, PA.

Fish are like sales—the more you get the happier you are . . . and you'll be real happy with your sales in the great Erie area (Northwestern Pa., Eastern Ohio and Western N. Y.) when you advertise on WICU—Erie's only TV Station—the 4 networks—top local programs, and Sales Success stories galore.

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ERIE, PA.—THE ERIE DISPATCH
Reynolds-Fitzgerald, Inc.

MASSILLON, OHIO—WMAC-TV
Now under construction

TOLEDO, OHIO—WTOD AM
Headley-Reed Co.

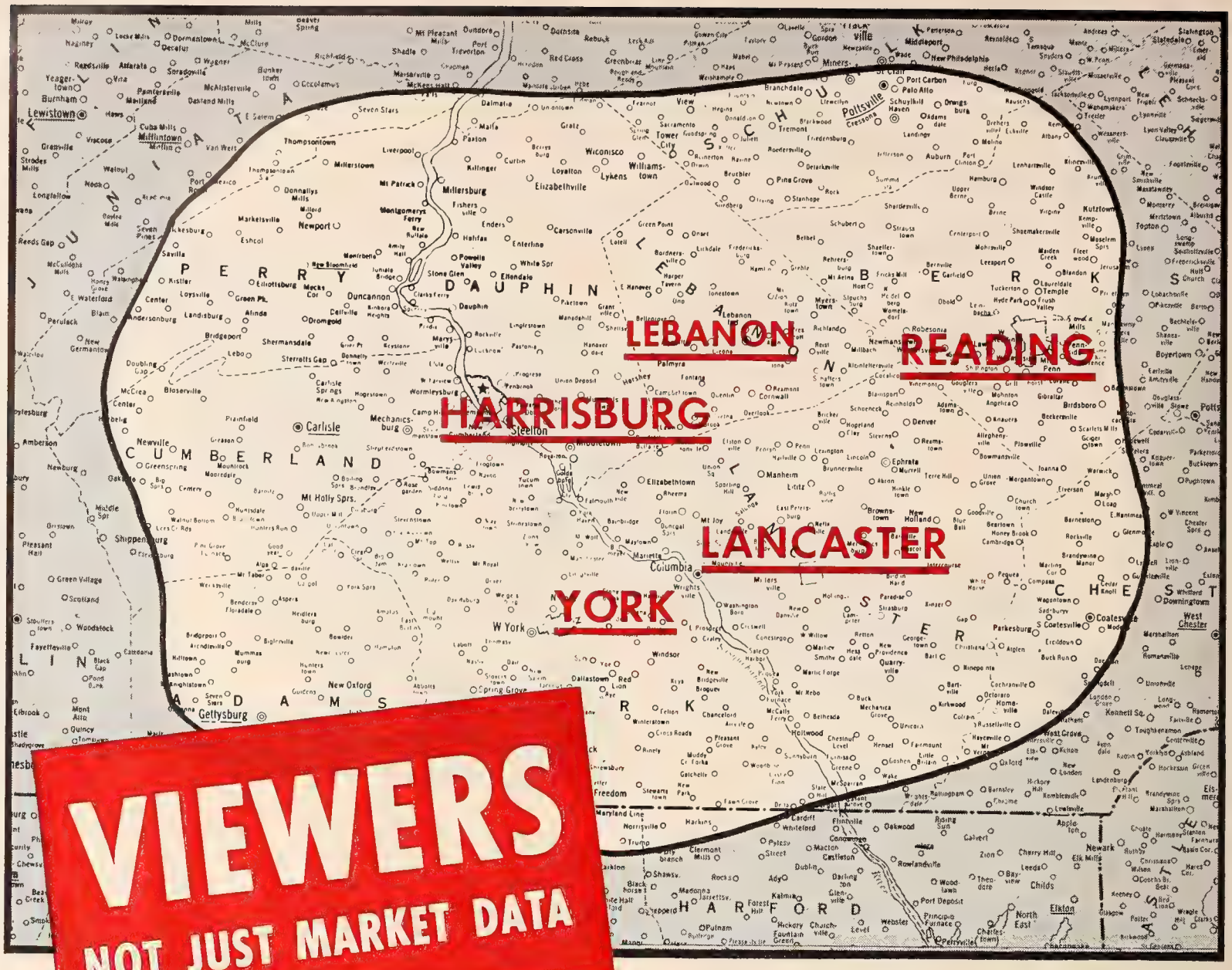
ORLANDO, FLA.—WHOO AM-FM
Avery-Knodel, Inc.

★ RADIO
★ TV
★ NEWSPAPER

EDWARD LAMB Enterprises INC.

New York Office, Hotel Barclay—Home Office, 500 Security Bldg., Toledo, Ohio

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



WGAL·TV

Lancaster, Pa.

NBC • CBS • ABC • Du Mont

Although mail comes consistently to WGAL-TV from a great many miles away, the heaviest response comes from the white area above. WGAL-TV didn't draw the map . . . its viewers from Harrisburg, York, Reading, Lebanon and Lancaster did! For larger coverage, bigger audience, greater sales potential, buy WGAL-TV, Channel 8.



Mr. Channel 8

WGAL

AM FM TV

Steinman Station
Clair McCollough, Pres.

Represented by **MEEKER**

New York · Chicago · Los Angeles · San Francisco

closed circuit®

BEING WRAPPED up last week was nearly $2 million package covering National Football League (professional) schedule over DuMont Network under Westinghouse Electric Corp. sponsorship. With 70 to 100 stations participating, schedule covers both Saturday night and Sunday afternoon games, with deals made directly with individual teams. It was these negotiations, carried on by Chris Witting, DuMont director, with Westinghouse top brass, that gave rise to reported negotiations for acquisition by Westinghouse of DuMont's WDTV (TV) Pittsburgh. Westinghouse agency: Ketchum, MacLeod & Grove Inc., Pittsburgh.

★ ★ ★

THERE WAS renewed activity on that seventh GOP spot on FCC last week. Back on Washington scene was Charles Garland, general manager of KOOL Phoenix, called in to talk over post to be vacated June 30 by ex-chairman, now Comr. Paul A. Walker. But whether he's in or out could not be ascertained, though outlook appeared considerably brighter. Another, reportedly still very much in the running, is Paull Marshall, Washington-Maryland attorney, member of Maryland House of Delegates and chairman of state's Young Republican Club.

★ ★ ★

WORKING QUIETLY, FCC Comr. John C. Doerfer is exploring ways and means of cutting out paper work at FCC, largely that which snows under smaller stations. He's wondering about need for filing of annual financial reports (always of questionable legality), size and scope of application forms and renewal applications, and questionnaires bearing upon programming.

★ ★ ★

RELUCTANCE of networks to supply service to uhf stations has brought numerous protests to FCC and there are signs Commission will take a look at situation.

★ ★ ★

SENATE-HOUSE leaders are not shouting about it, but: Radio and TV have made considerable comeback in covering Congressional committee sessions. Microphones and cameras now are more in favor.

★ ★ ★

WITH RESIGNATION of Benedict P. Cottone from FCC, Richard A. Solomon, assistant general counsel in charge of FCC Legislation, Treaties & Rules Div., has become acting general counsel. No indication when Mr. Cottone's successor will be selected but Chmn. Rosel H. Hyde has stated FCC is looking for "best possible man" to fill post.

★ ★ ★

AMONG CANDIDATES for FCC general counselship on "inside" are Mary Jane Morris, attorney in litigation division; Frederick W. Ford, chief, hearing division of Broadcast Bureau, and Marshall S. Orr, chief, enforcement unit, Safety & Special Radio Services Bureau. One "outsider" is prominently mentioned. He's 36, bachelor and formerly was on legal staff of ESA, and now is in private administrative practice in D. C.

★ ★ ★

REASON President Robert E. Kintner of ABC didn't attend NARTB Convention in Los Angeles fortnight ago came to light last week. He was in process of making full-dress presentation on new ABC to presidents of 30 companies and 16 top agencies.

★ ★ ★

ONE TOP radio set manufacturer reportedly is making sets of such great sensitivity as to increase range of uhf stations. High government official, who recently inspected plant, said it could be important factor in speeding uhf development.

★ ★ ★

JUSTICE Dept. is playing it cozy on Sen. Edwin C. Johnson's bill that would reimpose baseball's 1 (d) Rule (see story, page 56). Reason: It is awaiting outcome of government's antitrust suit against National Football League. Football decision would give Justice its directional.

★ ★ ★

HOTPOINT Co. planning largest consumer promotion in its history with 60-day drive effective June 1, using its radio-TV show, *Ozzie and Harriet,* and consumer magazines to push $80 million worth of appliances. Radio-TV spot adjacencies may be used.

★ ★ ★

DESPITE belief that cross examination drags out TV application hearings, difference is not so great between direct and cross as is thought. FCC staff study for May 18 appearance before Senate Commerce Committee has unearthed these figures: In Wichita vhf Ch. 3 case, with three applicants, which ran 56 hearing days, direct and redirect ran 3,562 pages, cross and recross 4,006 pages; in Denver vhf Ch. 7 case, with two applicants, 13 hearing days, direct and redirect ran 779 pages, cross and recross, 1,191 pages; in Portland vhf Ch. 12 case, with three applicants, 27 days, direct and redirect ran 1,235 pages, cross-recross 1,982 pages.

★ ★ ★

SOME SENATORS, it's now believed, have idea that solution to breaking TV processing log-jam cannot be bought by supplying more money to FCC. Approach, it's whispered, is: "Break the bottleneck yourself, FCC, and you'll get more money."

★ ★ ★

AUTOBIOGRAPHY of Bob Hope will run later this year in *Saturday Evening Post.* Papers were signed last week, it's reported, for feature paralleling that carried by magazine on Bing Crosby.

★ ★ ★

FEDERAL Civil Defense planners have fingers crossed in hope that manufacturers will play ball with plan to develop small, low-cost, mass-produced radio receiver which would operate on batteries. Fear is that acceptance may be slow, impeding CD's communication plans.

★ ★ ★

REPLIES of government regulatory agencies to Budget Bureau proposals for uniform policy on licensing procedures and charging of fees to recoup part of costs, are only trickling in despite May 1 deadline. FCC gained week's extension since policy isn't settled.

IN THIS ISSUE

LEAD STORY

Vitapix Corp. announces its new slate of officers and its plans to expand into a nationwide film distributing syndicate to be owned by TV stations in 40 top markets. *Page 31.*

ADVERTISERS & AGENCIES

Procter & Gamble continued as top TV spender in February with gross time purchases of $1,237,970. *Page 42.*

GOVERNMENT

Organized baseball, major and minor, makes a powerhouse bid for reinstatement of Rule 1 (d) which would give them the ball on whether games are broadcast or telecast, in testimony before a Senate subcommittee. *Page 56.*

FCC makes TV grants at Lancaster, Pa., Lubbock, Tex., and St. Louis, the last a noncommercial educational outlet, in week's TV actions, bringing total post-thaw authorizations to 353. *Page 58.*

NETWORKS

The time-honored struggle between the Titans heightens as challenger CBS claims a lead over NBC in April TV sales with $8¾ million billings, plus its present dominance in radio sales. While both networks deny some NBC radio-TV affiliates are being wooed to CBS, rumors persist that a shakeup of the NBC executive hierarchy is imminent. And NBC's head West Coast vice president is quietly reassigned to New York on an unannounced mission. *Page 68.*

CBS Inc. profits climb to $2.4 million during 1953 first quarter—58% above the 1952 period—reports Board Chairman William S. Paley. *Page 72.*

MANUFACTURING

RCA toppled all its previous first-quarter records with sales of $208 million during 1953's first three months, for profits of $20 million before and $9 million after taxes, Gen. Sarnoff tells stockholders meeting in New York. *Page 73.*

FEATURES

Television may come and some radio programs may go, but ABC radio's and Don McNeill's *Breakfast Club* is not even puffing as it nears its 20th birthday. *Page 82.*

INTERNATIONAL

Canadian Assn. of Broadcasters calls for divorcement of CBC's outlet-owning and regulatory activities by establishment of a separate body to govern broadcasting. *Page 96.*

UPCOMING

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Pennsylvania Assn. of Broadcasters Annual Convention, Bedford Springs Hotel, Bedford.

May 22: Nebraska Broadcasters Assn. Annual Convention, Clarke Hotel, Hastings.

May 25: Sigma Delta Chi Awards, Conrad Hilton Hotel, Chicago.

(For other Upcomings, see page 109)



PHOTO BY ELKIN

Talk about radio-*activity*...

Man alive! Galen Drake* (blur, above) is so supercharged with it he clicks wherever he goe And he goes practically everywhere, with the speed of sound.

Just recently, for example, he broke all records by making personal appearances at seven Long Island supermarkets in a single afternoon. (He would've done better, too, except that he spent the morning helping out at a cooking school over in New Jersey.)

Betweentimes, he's on the air seven days out of seven—5 hours and 35 minutes a week—on WCBS Radio and on the CBS Radio Network.

In addition, he runs a full-scale Housewives' Protective League merchandising program which whisks him up, down and across the WCBS area at a breathtaking pace.

Air time or spare time, Galen Drake's trade is talk. Day in and day out... in neighborhood stores and supermarkets, at club groups and luncheons... he's talking and selling for his 21 current sponsors with a friendly, fluent ease that *attracts* people and causes them to buy at his word.

As American Trailways puts it: "Galen Drake's commercials are the best we ever heard."

Burnham & Morrill (B&M Baked Beans) says: "He's our star salesman!" Another advertiser goes further: "The proof is in dollars and cents. Galen is the biggest bargain we ever had!"

An average of 2,000 fan letters a week proves his popularity, too. And so does his total of 2,212,670 listener-impressions per week in the WCBS intense service area alone.

Like to put some zip in your advertising? Give us a buzz about Galen Drake—man *alive!*

NEW YORK · CBS OWNED · 880 KC **WCBS**
REPRESENTED BY CBS RADIO SPOT SALES



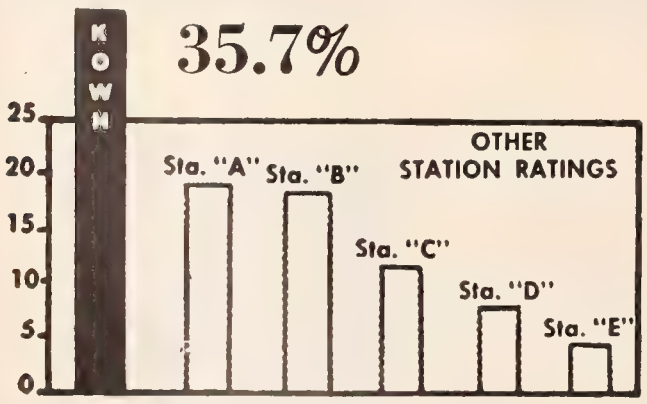
**Wondering how he really looks? It took high-speed photography to catch Galen, but here he is!*

All It Took was a Sure Thing...



. . . To act as security for a bank loan. Turned down by the cashier, a poker player received a loan on his hand from the bank president—who later admonished the cashier, "In the future, Suh, consider four kings and an ace as ample security for the entire assets of this bank!"

If you want to take the "audience and sales pot" in the Omaha, Council Bluffs area—put your dough on a sure thing—KOWH! With the big Hooper *averaged below for the 17-month period from Oct., 1951, to March, 1953*, KOWH is a winner hands down . . . and you can bank on that!



• *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Mar., 1953.)

• *Largest share of audience*, in any individual time period, of any independent station in all America! (March, 1953.)

Kowh
OMAHA

AIMS

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

ABC Announces New Programming Projects

SEVERAL NEW programming projects being launched by ABC radio, according to word reaching affiliates. These are 8-8:15 a.m. news strip from Chicago and Hollywood, to get under way about July 1, new morning show slated for Aug. 1, and reprogramming of entire afternoon schedule by Labor Day. These tie into plans for reprogramming entire nighttime schedule, announced following ABC-UPT merger last February.

Affiliates last week received from ABC President Robert E. Kintner message advising them of determination to "add new programming . . . to end slide-down of radio." Following is gist of message:

We propose to continue to add new programming to the ABC radio network in a determined attempt to end the slide-down of radio. With the merger, I instructed Charles Ayers, as vice president in charge of the radio network, that we would expend sufficient money to obtain radio programming, sales and research efforts comparable to that of NBC and CBS. I firmly believe that a saleable program structure can be developed in radio that will not only attract listeners but will bring back to radio many advertisers who are temporarily being overwhelmed by television. The ABC radio network—programming, sales, etc.—is completely separated from the ABC television network and operates with independent program and sales personnel.

Hyde Pleads More Time On Protests; Bills Reported

EFFECT of McFarland Act's protest rule reviewed before House Commerce Committee Friday when FCC Chairman Rosel H. Hyde appeared in behalf of bill (HR 4558) to extend time Commission has to act on protest from present 15 days to 30 days. Committee voted bill out favorably.

Chmn. Hyde said Commission had received 18 protests since provision went into effect last July. Of these, 14 were denied and four appealed to courts. Discussion centered on reasons for protests, with Mr. Hyde and several members of committee attributing them to competitive factors. Mr. Hyde also referred to legal problems raised by some protests, most recently by KAMD Camden, Ark., against FCC approval of assignment of CP for KPLN in same city.

If Commission gets more time to consider protests, it will be able better to weigh each case, may enable many protests to be answered without need for hearing, Mr. Hyde said. He also revealed Commission was considering holding some protest hearings on oral argument basis, rather than going through regular hearing processes.

Committee also approved two other FCC-sponsored bills (HR 4557 and 4559). First would permit FCC to waive CP requirements for government, mobile and other non-broadcast transmitters. Second would reduce penalty provisions for violating Communications Act from felony to misdemeanor for first offense [B•T, April 20].

'COLLIERS' BLAMES TV

WEEKLY *Collier's* magazine to become bi-weekly, effective with Aug. 7 issue, in move attributed in part to "inroads of television on reading audience." Spokesman said Friday that other factors cutting into readers' time, plus desire to acquire "more concentrated audience over two-week period," influenced management's decision.

Fellows' Statement Hit; McLendon on Stand Today

HEAT generated in Friday hearing on Sen. Edwin C. Johnson's (D-Colo.) bill to bring back Rule 1 (d) (see early story, page 56). NARTB President Harold E. Fellows' statement to Sen. Johnson's Commerce subcommittee heavily attacked by Branch Rickey, general manager, Pittsburgh Pirates, and Sen. Johnson.

Senator said Mr. Fellows' assertion that promoters of other sports and motion picture industry might seek similar anti-trust exemption as baseball "very badly distorted . . . absurd." Mr. Rickey saw present radio-TV practice of big leagues as "compulsory suicide" for game, and doubted "motives" of radio-TV industry opposition to bill because "when a fanciful radio melodrama will pay a little more money we are dropped immediately."

Letter from FCC Chairman Rosel H. Hyde declined comment because of "policy" matter involved but noted bill would not "amend nor affect" Communications Act. Gordon McLendon, operator of now defunct Liberty Broadcasting System which he says was forced out of business because of inability to get major league contracts, wired Sen. Johnson protesting bill and asked for hearing. Mr. McLendon has $12 million suit pending against major leagues. Sen. Johnson said Mr. McLendon has been invited to testify today (Monday), along with additional baseball people.

WLEV-TV Starts Programming

AFTER delays which held up start of programming several weeks, WLEV-TV Bethlehem-Allentown-Easton, Pa., began regular commercial operation 6 p.m. Friday. New outlet is NBC-TV affiliate and is represented by Meeker TV Inc. Station, one of Steinman Stations, operates on uhf Ch. 51. (Also see story page 50.)

TEXAS MINUTE

RATE cuts have become so commonplace they have to be gimmicked to get a tumble from blase timebuyers. Hence comes "The Texas Minute"—90 seconds instead of conventional 60—which WCBS New York is offering to summer sponsors of *John Henry Faulk Show,* Mon.-Fri., 5:05-5:55 p.m. Advertiser gets regular 60-second spot, with 30-second bonus later in show. Mr. Faulk hails from—where else?—Texas.

• BUSINESS BRIEFLY

MIDGET SPOTS DROPPED • Lever Bros.' Rinso campaign of "midget" spots (four and eight seconds) was so unsuccessful, it's understood, that advertiser now plans to switch to regular daytime announcements, starting May 25 for 19 weeks in large number of markets, beginning on West Coast and gradually moving East. Researchers checking with stores reportedly found Rinso's radio shorties generally had no sales effect. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y.

EXPAND SWAN SPOTS • Lever Bros.' Swan Soap, on behalf of its new five-cent Swan toilet soap bar, adding radio markets as soon as distribution is set up. Great expansion expected for summer. Firm uses four weeks of spots, then takes six-week hiatus, followed by another four-week schedule. Agency: BBDO, N. Y.

LIPTON WANTS SPOTS • Ruthrauff & Ryan, N. Y., asking for high-rated chainbreaks and one-minute women's-show participation availabilities for Lipton's Frostee, which will launch its annual radio campaign on June 8 for six weeks.

PROMOTE OXYDOL • Procter & Gamble's Oxydol, previously soap, has switched to detergent. To announce and promote new product, firm will use radio spot announcement campaign, starting today in more than 100 markets. Campaign will be for seven weeks, using daytime minutes in TV markets and day and night minutes in non-TV areas. Agency: Dancer-Fitzgerald-Sample, N. Y.

LORETTA REPLACES RED • Benton & Bowles, N. Y., has signed for film series, featuring Loretta Young, called *Letter To Loretta,* to replace Red Skelton next season on NBC-TV, Sunday, 10-10:30 p.m., sponsored by Procter & Gamble. Series starts Aug. 30. Tom Lewis will produce new series in Hollywood.

SUNKIST NETWORK TV • Sunkist Growers, Los Angeles (frozen orangeade, lemonade), schedules first TV network programming with second half-hour segment of ABC-TV *Super Circus* (Sun., 5-6 p.m.) for 13 weeks from June 7. Agency: Foote, Cone & Belding, L. A.

Ziv Seeks California Headquarters Site

REAL ESTATE representatives of Frederic W. Ziv Co. reportedly negotiating for acquisition of 30 to 40 acres in California's San Fernando Valley for construction of studios and administrative headquarters for Ziv Co. and its Ziv Television Programs Inc. and World Broadcasting System. Though sales, production and administrative headquarters would be at projected new center, it was understood, present Cincinnati and New York operations of Ziv and World would not be changed substantially, if at all. Ziv authorities said to be hopeful of starting construction this fall. Plans reportedly call for inclusion of latest advances in facilities for both film and transcription, all of which would be handled at new center.

tops IN ATLANTA*

waga-tv

☆ **10** out of the top **15** once-a-week shows

☆ **16%** more viewers week days and nights than station "A" — **199%** more than station "B"
(Monday through Friday — 9 a.m. — 11:30 p.m.)

☆ More quarter-hour firsts than both other stations combined
(Sunday through Saturday — 9 a.m. — 11:30 p.m.)

☆ 3 out of 4 top local or spot shows

☆ Plus the top *Sports Show*...
top *News Show*...top *Kitchen Show*

FOR TOP RESULTS CHOOSE:



waga-tv
CHANNEL 5 CBS-TV IN ATLANTA, GA.

Represented Nationally by the KATZ AGENCY, Inc.
TOM HARKER, V. P. & Nat'l Sales Director, 188 E. 57th St., New York 22
BOB WOOD, Midwest Nat'l Sales Manager, 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

*ATLANTA TELEPULSE, JANUARY, 1953

at deadline

Second TV Permit Returned, Other FCC Friday Activity

SECOND TV grantee to turn back permit to FCC is Parmian Basin TV Co., surrendering vhf Ch. 2 at Midland, Tex. Earlier turn-back was vhf Ch. 3 at San Angelo, by permittee KGKL San Angelo, Tex. Parmian Basin told FCC: "Programming sources and potential advertising revenue . . . have failed to materialize."

Two new uhf TV bids tendered Friday, one by Miles Lab. and Conn music executives for Ch. 52 at Elkhart, Ind. They are:

Elkhart, Ind.—Truth Pub. Co. (WTRC), uhf Ch. 52, ERP 216 kw visual, 116 kw aural, antenna 408 ft. Principals: President John Dille Jr., newspaper syndicate executive; Vice President Carl Greenleaf, board chairman of C. G. Conn Ltd., and Walter R. Beardsley and First National Bank of Elkhart, co-trustees for A. H. Beardsley Trust No. 3. Mr. Beardsley is president Miles Labs., maker Alka-Seltzer, other radio-TV advertised proprietaries.

Lawrence, Mass.—General Bcstg. Co., uhf Ch. 72, ERP 23 kw visual and 12 kw aural, antenna 642 ft. Principals: A. Alfred Franks (50%), retail clothier; Rudolph and Justin Wyner (each 25%), textile manufacturers.

Two TV application dismissals reported Friday. Rockford Bcstrs. Inc. drops bid for vhf Ch. 13 at Rockford, Ill., gets 10% option in Greater Rockford TV Inc., remaining applicant. Trans-American TV Corp., permittee WTVT (TV) Flint, Mich., petitioned for dismissal of its uhf Ch. 62 application at Evansville, Ind., now set for hearing with bids of W. R. Tuley and Premier TV Inc.

Granted power changes and STAs:

KGO-TV San Francisco—Granted ERP boost on vhf Ch. 5 from 25.4 kw visual and 12.6 kw aural to 316 kw visual and 160 kw aural.

WBKZ-TV Battle Creek—Issued special temporary authority to commence commercial operation on uhf Ch. 64, effective May 15-Nov. 15.

KVOS-TV Bellingham, Wash.—Issued STA to commence commercial operation on vhf Ch. 12, effective May 5-Aug. 8.

WKTV (TV) Rome, N. Y.—Issued STA to commence commercial operation on vhf Ch. 13, effective May 1-Aug. 12.

Formal transfer papers tendered at FCC Friday for sale of WSGN-AM-FM Birmingham, Ala., from Birmingham News Co. for $375,000 to local investment banker John S. Jemison Jr. and associates [B•T, April 27]. Application for transfer of uhf Ch. 42 permit to same group to be tendered later. Birmingham News Co. has bought WAPI, WAFM (FM) and WAFM-TV there for $2.4 million from Ed Norton and Thad Holt [B•T, April 13].

Exceptions filed Friday by FCC Broadcast Bureau and WABC New York to initial decision of Examiner James D. Cunningham which recommended extension of KOB Albuquerque on special service authorization on 770 kc with 50 kw day, 25 kw night [B•T, March 30]. KOB filed brief supporting ruling.

Miscellaneous Proposals, Actions

Proposed rule-making to add uhf Ch. 55 to Porterville, Calif., announced by FCC. Channel is sought by KTIP there. Noncommercial educational uhf Ch. 70 would be added to Bowling Green, Ohio, by another proposed rule-making notice. FCC finalized educational allocations of uhf Ch. 82 at Amherst, Mass., and uhf Ch. 80 at North Adams, Mass. Latter boosts reserved channels to 244.

Oral argument May 22 will constitute Sec. 309(c) economic protest hearing on uhf Ch. 46 grant at Durham, N. C., assigned T. E. Allen & Sons Inc., FCC ruled Friday. Parties to argument are WSSB Durham, protestant, and FCC Broadcast Bureau.

FCC Broadcast Bureau filed brief supporting ruling by Hearing Examiner Gifford Irion "interpreting" scope of Sec. 309(c) protest hearing involving uhf Ch. 35 grant at Muskegon, Mich., to Versluis Radio & TV Corp. Protestant is WGRD Grand Rapids.

WHIS Bluefield, W. Va., was asked to indicate within 30 days whether it proposes to prosecute its pending vhf Ch. 6 application at Beckley, W. Va., and to file statement "regarding apparent conflict between that application and applicant's expressed intention to request rule-making to assign Ch. 6 to Bluefield."

ASCAP TV LETTERS

INDICATIONS that ASCAP is willing to keep negotiations for its TV licenses separated from those for radio were seen last week when Society wrote members asking for four-year extensions in their assignments of TV licensing rights to ASCAP. This makes it impossible for new TV blanket licenses, current licenses like members' assignments expiring end of this year, to run beyond Dec. 31, 1957, full year before terminal date of ASCAP's radio licenses. In its letters, ASCAP agreed to hold all new TV license right assignments in escrow until it has received them from members accounting for 80% of ASCAP royalty payments to both writer and publisher groups.

Nielsen Promises Booklet To End NCS 'Misuse'

AFTER two hours of questioning Thursday afternoon by buyers and sellers of broadcast time, Arthur C. Nielsen, president, A. C. Nielsen Co., agreed to prepare booklet explaining Nielsen Coverage Service survey of station and network audiences and detailing proper and improper uses of coverage data contained in NCS reports. Meeting of Mr. Nielsen with number of agency timebuyers and station representatives arranged by Ward Dorrell, John Blair & Co. research director and chairman of Committee on Audience Measurements of Station Representatives Assn., which had become alarmed over "flagrant misuse" of NCS data [B•T, April 20]. Similar meeting at which Dr. Kenneth Baker, president, Standard Audit & Measurement Services, will discuss SAMS audience survey, will be held in near future.

Vice Panel Stirs New Orleans

PANEL program involving figures concerned in New Orleans vice investigation, which has created local furore, was simulcast by WDSU-AM-TV New Orleans, drawing page 1 display stories in all local newspapers. Program included filmed interview made at Parish Prison with Jack Richter, principal in case. Open telephone line gave public chance to phone questions directly to panel.

PEOPLE

DON McCLURE, for last three years manager of radio-TV production for McCann-Erickson, N. Y., and previously head of TV department of N. W. Ayer & Son, has joined Owen Murphy Productions, N. Y., as associate producer of TV commercials, industrial films and package programs for TV, live or film.

WALTER HOLT, account executive for Musterole, Pertussin, Zemo, Inertol and Sanitary Products Corp. for Erwin, Wasey & Co., N. Y., elected vice president of agency.

MERRELL BOYCE and **BARTON CUMMINGS,** both vice presidents and account supervisors, Compton Adv., N. Y., elected to board of directors.

JACK BRICKHOUSE, WGN-AM-TV Chicago, signed to new five-year contract, Frank Schreiber, treasurer of WGN Inc. and manager of stations, announced. New pact makes Mr. Brickhouse, who handles Golden Gloves, All-Star Game and other top network events, one of highest paid radio-TV sportscasters in country, Mr. Schreiber said.

EVELYN F. EPPLEY, Philadelphia attorney, named attorney-advisor to FCC Comr. John C. Doerfer.

FUNERAL services held Saturday (May 9) in Beverly Hills for **EDWARD M. SEDGWICK,** 60, senior officer of Desilu Productions, Hollywood, who died Thursday of heart attack. For past year he served in advisory capacity on CBS-TV *I Love Lucy* series.

HENRY P. JOHNSTON, managing director of WSGN Birmingham, shortly will receive from his country high school of 30 years ago degree he passed by when he transferred to prep school.

AFTRA, AFM in Los Angeles Feuding Over Singers

MEMBERS of Los Angeles AFM local ordered by union to refuse all AFTRA attempts to enroll singing musicians. Phil Fischer, AFM Local 47 vice president, termed AFTRA attempt "invasion" and said it crosses union jurisdictional lines. He claimed AFTRA has threatened to pull members off shows on which singing AFM members are not also AFTRA members.

Claude McCue, AFTRA regional executive secretary, said his union's dispute is with producers, not AFM, because AFM scale in most cases is lower. As to possible walkouts by AFTRA members, he said, "We'll examine each specific case. If the board determines there have been violations then we will order our people off the program."

Union Terms Cause Film Cuts

CUT of 90% in TV film commercial production in Hollywood has resulted from terms laid down by Screen Actors Guild and Screen Extras Guild in contracts with video film producers, causing heavy unemployment for actors, extras and cameramen, according to Herbert Aller, business agent for IATSE International Photographers Local 659. Cameramen's union executive board said to be considering organizing all other crafts in Hollywood in unified protest against SAG-SEG contract demands. Cameramen told producers are using cartoons instead of regular TV film commercials.

WKOW-TV on CBS-TV

WKOW-TV Madison, Wis., will join CBS-TV on June 21 as network's 113th affiliate, Herbert V. Akerberg, vice president in charge of station relations, announced Friday.

IN THE
Upper Midwest...

Nine out of
the Top Ten
multi-weekly
shows are on
Channel 5
where over
1,250,000 people
view
KSTP-TV
regularly



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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 isues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
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In Washington D.C....



Month after month . . . more people watch WTOP-TV than any other television station*

WTOP-TV

CHANNEL 9

THE WASHINGTON POST-CBS TELEVISION STATION | REPRESENTED BY CBS TELEVISION SPOT SALES



some spots are bette

For the best spot, at the right time, at the right pla



than others

Team up with Spot TV to catch a bigger share of summer sales.

The 9 television stations represented by NBC Spot Sales are in Big League TV markets (11,500,000 TV homes) . . . and the audience will be bigger by mid-summer (12,000,000 TV homes). And since TV set sales are on the increase, summer TV advertisers will actually average larger audiences than they did last winter!

To cover the field, ask your NBC Spot Television Salesman to help you plan a sales-stimulating summer schedule now.

A few summer boom products: Soft drink sales are up 47% . . . cake soap up 14% . . . tea up 22% . . . dry cereal up 17% . . . air conditioners up 445% . . . freezers up 117% . . . refrigerators up 91% . . . portable fans up 500%.

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KPTV	*Portland, Ore.*
WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*

representing
RADIO STATIONS:

WNBC	*New York*
WMAQ	*Chicago*
WTAM	*Cleveland*
KNBC	*San Francisco*
WRC	*Washington*

NBC **SPOT SALES**

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta**

**Bomar Lowrance Associates*

in cities..



in villages..



on farms..



WBZ-TV is the New England station they watch most!

When you study Dr. Forrest L. Whan's report of TV viewing in the Boston Trade and Distribution area, you can't miss the overwhelming preference for WBZ-TV. Of urban TV families, 28.0% named WBZ-TV as the station they watched most (compared to 13.8% for the next best station). Among village TV families, preference for WBZ-TV is 34.3% (compared to 13.9%). And on farms, the WBZ-TV figure rises to 34.9% (compared to 13.9%).

If you haven't a copy of the Whan report, write for one now. It will help you select the programs, the times and the station that will make your New England television budget most effective. Write to WBZ-TV or NBC Spot Sales.

WBZ-TV · Boston · Channel 4

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

IN REVIEW

ETHEL AND ALBERT

NBC-TV, Saturdays, 7:30-8 p.m. EDT.
Writer: Peg Lynch.
Producer: Thomas Loeb.
Director: Walter Hart.
Cast: Peg Lynch and Alan Bunce.
Beginning May 9, programs will be sponsored by Sunbeam Corp., Chicago.

ONE of radio's most ingratiating couples has permanently joined television's husband-and-wife set in the persons of Peg Lynch and Alan Bunce, stars of the *Ethel and Albert* show, a new weekly half-hour production on NBC-TV. Judging from the series' second episode on May 2, Saturday evening audiences may look forward to some light, whimsical entertainment engendered by an amusing treatment of incidents familiar to everyone. For the next eight weeks, the show will be sponsored by The Sunbeam Corp. (electrical appliances), which plan a summer hiatus returning to TV Aug. 29 for the fall season.

Both Miss Lynch and Mr. Bunce have a charming way with domestic comedy. They have been supplied with a homey, attractive set depicting the typical-American-home concept in its every design. It was used expertly



Alan Bunce and Peg Lynch
. . . a domestic TV twosome

by the director, not as a backdrop, but as a real house where honest-to-gosh people lived.

Peg Lynch, who writes as well as stars in the show as Ethel, is capable of extracting humor from the plainest of ordinary, commonplace situations. The thoroughly natural characters around whom she builds her equally natural stories prompt that "haven't-we-met-before?" feeling—a most desirable illusion in programs of this type. She has a great aptitude for creating simple, average people everyone has known for years. Still, the climax of her second TV script wasn't strong enough to match the activity which preceded it nor did it do the players justice. After considerable fuss and bother over two old (and all but forgotten) friends who came to pay an untimely call on Ethel and Albert and who were persuaded to stay overnight, our gracious hostess discovered the following morning that her guests had slipped off leaving only a thank you note "because we don't want to cause anyone any trouble." Ethel, of course had already had her "troubles" slaving over breakfast before this sad turn of events came to light.

Uneven phases of the second show can be attributed to the newness of working in TV in a half-hour format. The problem of adjusting to being seen as well as heard has been somewhat minimized for Miss Lynch and Mr. Bunce through former video appearances in skit versions of the now 30-minute *Ethel and Albert* show. The adjustment, however is not yet complete. The second program

dragged in spots. Cues were not picked up quickly enough to set an even comedy pace. The show's more polished moments showed that such weaknesses, luckily not inherent flaws, will be eliminated when the actors become completely comfortable in their new surroundings.

BOOKS

BROADCASTING PROJECTS: RADIO & TELEVISION by Henry L. Ewbank and Sherman P. Lawton. Harper & Brothers, College Dept., 49 East 33d St., New York 16, N. Y. 152 pp. $2.50.

COMBINATION textbook-workbook (an affair having pages with punched holes and perforated edges for tearing off and handing in to the instructor) is not a recent educational development. However, such a manual is (or was) new to television classrooms. Now the authors of a radio workbook (and various textbooks, too), Professors Ewbank and Lawton, have come up with a TV manual containing many different kinds of projects which a student, or a group of students, may undertake to do. The workbook has five sections: Program projects; listening and viewing projects; writing projects; radio scripts, continuity and commercial copy projects, and survey projects (measuring the audience). The workbook appears to be a sound contribution to radio-TV classrooms where the instructor wants to give students a broad background on programming and production. It will probably be most useful for introductory courses in radio and TV.

HOW TO BE A SUCCESSFUL EMCEE, by LeRoy Stahl. T. S. Denison & Co., 321 Fifth Ave. So., Minneapolis 15, Minn. 200 pp. $2.75.

LeROY STAHL is afraid that if you had to be a master of ceremonies tonight, you might not do such a good job. Even if you know some of the essentials of good speech-making or dramatic acting, he says you still might not pass his final examination on what every m.c. should know unless you've read his book. As he says, "The job of a master of ceremonies is to present a show, not to be one." After discussing the more or less routine jobs an m.c. is called upon to do (before garden clubs and businessmen's lunches, for example), Mr. Stahl covers many other types of situations, and also includes such points as physical deportment. Several pages of illustrative material complete the handbook.

THE TELEVISION WORKSHOP by Howard Tooley. The Northwestern Press, 315 Fifth Ave. So., Minneapolis 15, Minn. 108 pp. $2.75.

HOW can college students, trained perhaps with an emphasis on drama with a bit of radio thrown in, learn about the basics of television production? One way, outside of actually working in a TV station, is through the latest book by Howard Tooley, no novice in either the theatre or in TV, but new to TV textbook writing. (His earlier radio texts include *Radio Guild Plays* and *The Radio Handbook,* which are found in nearly all school libraries and in many radio classrooms.)

In *The Television Workshop,* Mr. Tooley explains TV production in simple terms and plain language, yet he somehow manages to cover all the highlights in about 35 pages—and about 24 pages of pictures, no small aid in themselves. The last two thirds of the book includes three TV plays, introduced with notes on their production and surrounded with many helpful ideas and suggestions for presentation. At the end of the book, of course, is the usual glossary of TV lingo.

In Which Algy writes to . . .

Mr. Chet Slaybaugh
Morse International
122 East 42nd St.
New York City 17



Dere Chet:

We just had a spell of late winter here in W.Va. and thet Vicks stuff youve hed our announcers tellin' about certainly fixed me up reel good. Now I'm startin' the summer in fine shape here a'watchin' our baseball team beatin' Toledo, Indianapolis and Columbus. We play in a reel bigtime league jist like our sales figgers are reel high class. With all the coal and coke and chemiculs and othur stuff made here in W.Va. we got peeple reely workin'. Most of them listen to WCHS 'cause th' boss sez we got more W.Va. listenurs then any othur station. Thet's why in th' winter time theyre buyin' Vicks cause they heer about it on WCHS with 5,000 on 580.

Yrs. fer more Vicks and less sniffles,

Algy



WCHS

580 KC — 5000 WATTS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

FIRST IN RADIO!



NOW FIRST IN TV!



in Wichita Falls ☆ Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.



Jack Simpson

on all accounts

A CAPSULE of the experiences during Jack Simpson's career invites a review of some of the more popular radio and television shows over a score of years for a closer look at the guiding hand of the creator, producer or director.

Mr. Simpson, a Chicago agency-network veteran, has been associated in each of these capacities through tenures at NBC, Russel M. Seeds Co. and, more recently, Foote, Cone & Belding, Chicago, where he currently is radio-TV director in charge of production.

At FC&B, he is responsible for the radio and TV activities of Armour Co.; for recommendations bearing on broadcast media from all of the agency's product groups; for personnel (traffic and secretarial), and to account management for all radio-TV supervision and operations.

Mr. Simpson was born Oct. 15, 1909, in Chicago. In his early years he moved to Ohio and attended Cleveland Heights High School and, later, the U. of Missouri. He finally settled in New Orleans.

There he sold dictaphones, reported on the *New Orleans Item,* and headed the WPA writers' project, and New Orleans' "Little Theatre."

Mr. Simpson really cut his creative-production teeth in New Orleans. In 1937 he joined Stone-Stevens Inc. where he created and produced a number of programs—14 per week at one time—among them *Quality Game* and *The Assistant Housewife, Ann Baker* (Mary Alyce Buist, who later became Mrs. Simpson). He left the agency in 1942 and went to Hollywood with his close friend, author Erle Stanley Gardner, to help develop a radio show.

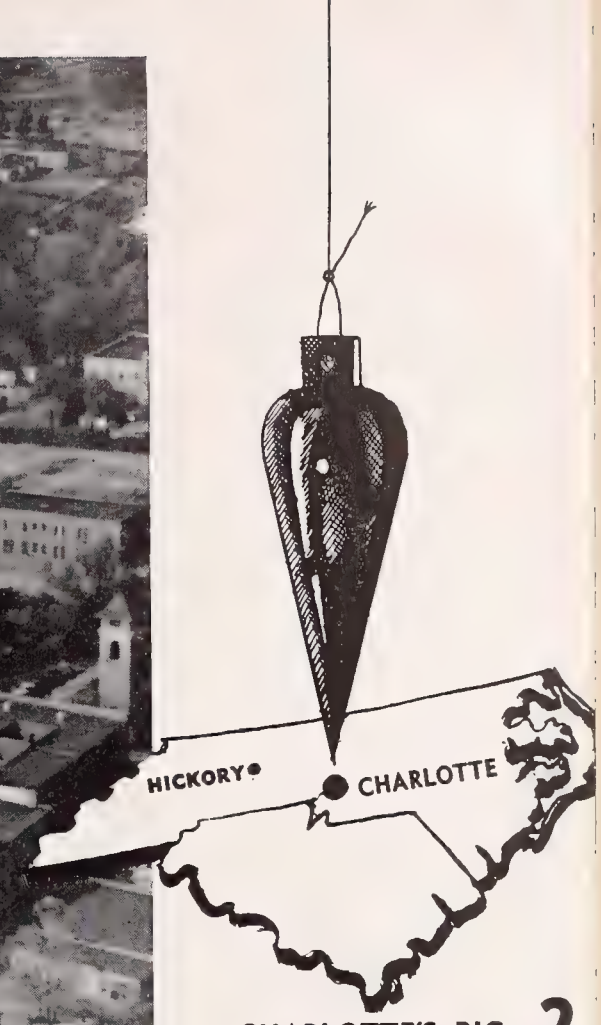
In the late '30s, he also freelanced as a writer and sold radio scripts (including one to *First Nighter*). Back from Hollywood in August 1942, he returned to Stone-Stevens and, in 1942 joined WWL New Orleans as production manager. He created *Down South,* a vehicle which unmasked the talents of one Margaret Luft (Piazza).

Mr. Simpson came to NBC in Chicago as producer-director in May 1943.

He moved to the Seeds agency in March 1944 but was still responsible for production on NBC and other programs. His most notable associations: *Raleigh Room, Gay Mrs. Featherstone, Carmen Cavallero Show,* Red Skelton's radio series and *People are Funny*. Mr. Simpson also helped build the *Dave Rose Show, Padded Cell, Adventure Club* and *Is It Fact or Fiction?*

Mr. Simpson joined FC&B in January 1952 as radio-TV supervisor. He lives in Wilmette, Chicago suburb, with his wife and two daughters Carol 9 and Jann 6.





CHARLOTTE'S BIG 2

WBT

WBTV

are plumb in the middle of a fabulous market

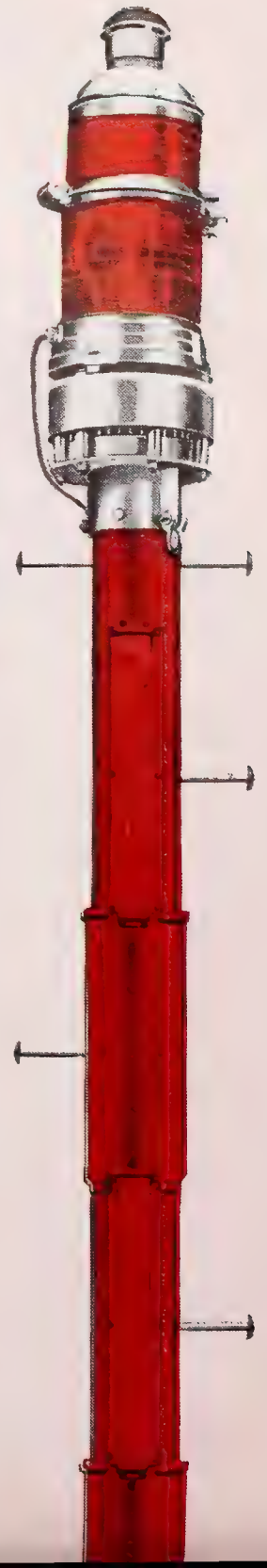
YEAR AFTER YEAR,

men and women who know the Carolinas place Charlotte higher on their market lists than the city population (73rd in U. S.) justifies. They know that Charlotte is completely ringed by a heavily populated, dependent area, studded with highly industrialized satellite cities. Among these cities, mark Hickory (Catawba County) which employs in its 200 textile, hosiery, furniture and porcelain plants a labor force almost equal to the town population*. It's an important part of the Charlotte market and for coverage to match this market, there are no media to match WBT and WBTV.

JEFFERSON STANDARD BROADCASTING COMPANY, CHARLOTTE, N. C.

Represented Nationally By C B S Radio And Television Spot Sales.

UHF pylons



Adjustable Beam, High-Gain TV Antennas

Check these 9 features

Any power to 1000 KW

RCA UHF Pylons have ratings suitable for any transmitter power up to 50 kw... and for an ERP (Effective Radiated Power) up to 1000 kw.

Power gains up to 27

RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24 and 27.

Adjustable beam tilt

The "Beam Tilt" of the RCA UHF Pylon is a "built-in" feature. Easily adjusted in the field, you are assured of best possible coverage and maximum vertical pattern reinforcement. Mechanical "beam tilt" by leveling plates—electrical "umbrella" effect by sliding transmission line fitting.

Near perfect circularity

With the RCA UHF Pylon, you get equal signal in all directions. The measured and theoretical patterns are within 1% of a perfect circle!

No protruding elements

Nothing "sticks out" from the RCA Pylon. The smooth surface of the pipe itself is the radiator. There's nothing to bend or break under ice or wind load.

No tuning adjustments

The RCA UHF Pylon is "custom tuned" for your frequency—in the RCA plant. You put it up, connect the line, and throw the switch! Absolutely no tuning required.

Null fill-in

High-gain antenna measurements show the first null filled in about 10%—satisfactory for all except unusual mountain top locations. See the curves below.

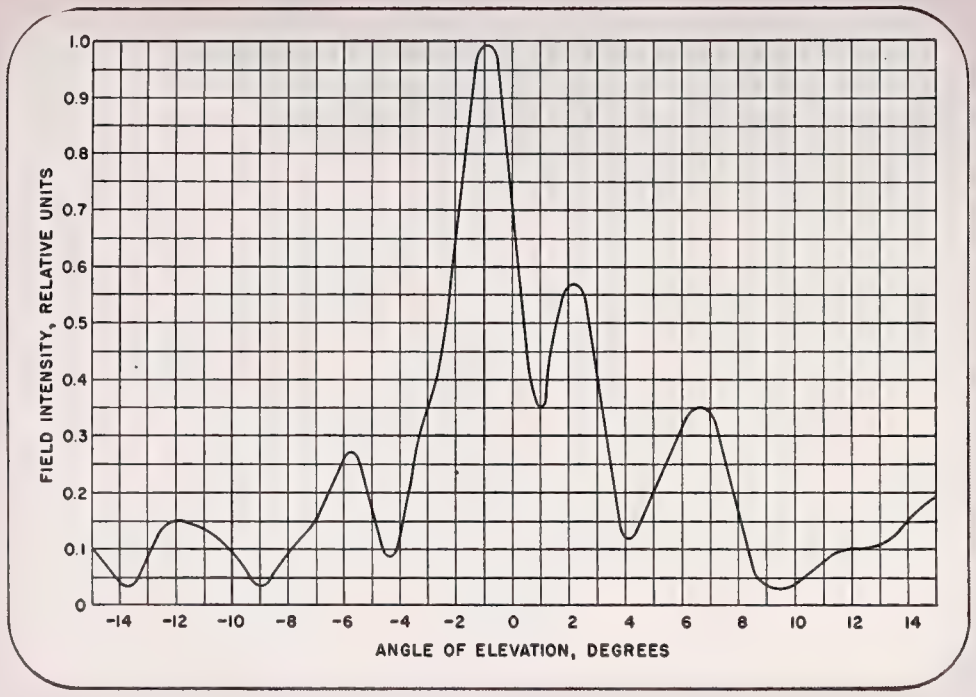
Special matched transmission line

No UHF antenna will function properly unless the transmission line closely matches the antenna. RCA supplies *specially designed* lines, not available anywhere else. Factory tests on this line show VSWR better than 1.05 to 1.0.

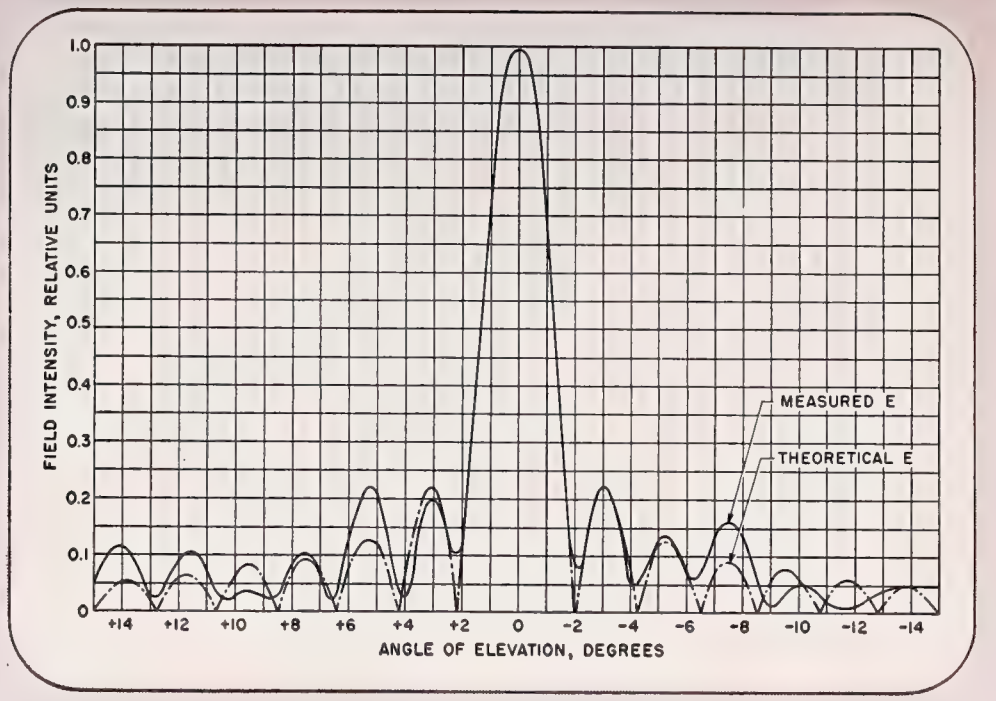
Complete accessories available

RCA can supply transmission line fittings, towers, directional couplers, signal demodulators, UHF loads, wattmeters, filterplexers—all *specifically designed* to work with the UHF Pylon.

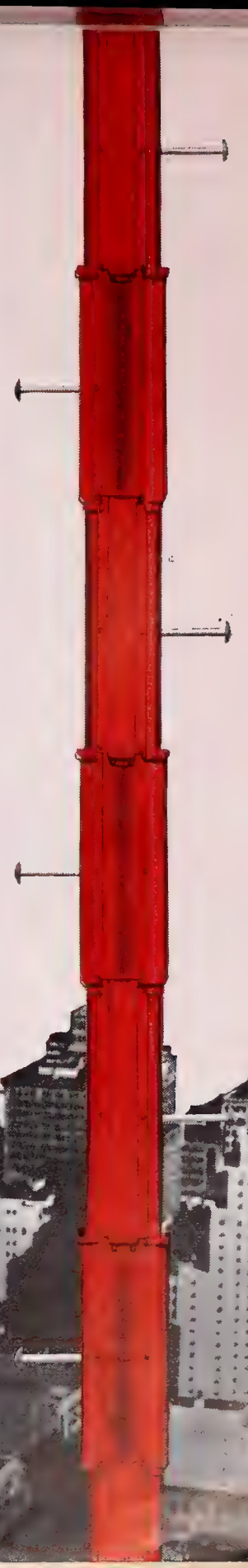
REMEMBER! *Only* by having *everything matched* from transmitter to antenna can you be sure of results. Why take a chance? Call your RCA Broadcast Sales Representative.



Typical measured vertical field pattern of a UHF Pylon. Phasing adjusted for 0.92° pattern tilt.



Typical calculated and measured vertical field pattern of a UHF Pylon. Channel 75 (838 Mc).



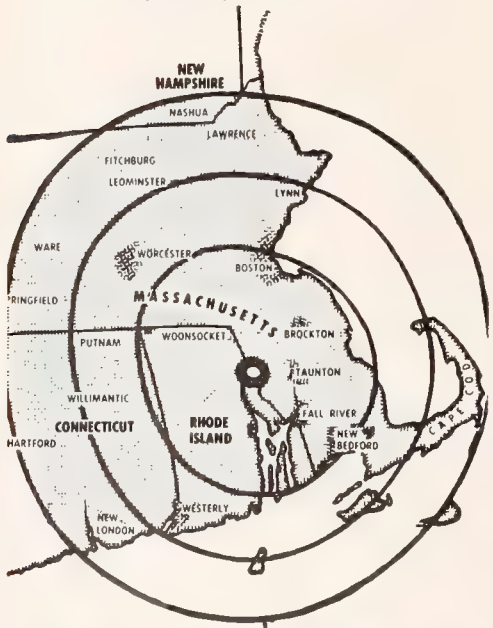
RCA's UHF Pylon

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

NOW
NEW POWER
200 kw
NEW COVERAGE
1,016,600 Sets
NEW CHANNEL
Channel 10
Pinpoint Your Persistent Salesman in an *increased* Multi-Million-Dollar Market



WJAR-TV
CHANNEL 10
PROVIDENCE
Represented Nationally by
WEED TELEVISION

OPEN MIKE

Table Talk

EDITOR:

I have a question in regard to [Peter] Levin's article, "How Many TV Outlets Can the U. S. Support?" [B•T, April 27].

In one part Mr. Levin has a table showing "city retail sales necessary" and "county retail sales necessary." My question is: Do the county retail sales figures also include the city retail sales, or is the total retail sales necessary a combination of both the city and county figures shown?

Thanks for a fine article. . . .

H. J. Newcomb
Station Manager
WRJN-AM-FM Racine, Wis.

[EDITOR'S NOTE: The county figures include the city sales.]

Primer's Praises

EDITOR:

For some time now I have intended to write you a note of thanks for the splendid article you had in your March 30 issue on the "ABC's of Radio and Television." This was done in a most excellent way, and we would like very much to get from you six additional copies of this story.

You are to be commended for the many splendid features you publish in B•T. Especially during the past several weeks you have had some wonderful material. . . .

Dupree Jordan
Acting Director
Baptist Radio Center
Atlanta, Ga.

EDITOR:

Thanks a million for the tremendous service in sending us the copies of the "ABC's of Radio and Television." It was such a terrific article we were sure you had made reprints.

We gave them to a group of teachers visiting our station in connection with a Chamber of Commerce "Business-Education Day."

Foster H. Brown
Director, Sales Promotion
KXOK St. Louis

For the Birds

EDITOR:

This "news" story appeared in the regular news pages of the Honolulu *Star-Bulletin*, the islands' largest daily, Saturday, April 11. I thought it quite choice. What do you think?

How to be Happy
Without Television

Don't be disgusted and tired of life if you happen to live in a "fringe area." You can be happy without television. A cheery canary will brighten your home with his melodious song and his abundant vitality. . . ."

So help me, that's just the way the yarn appeared. How unflattering can they be to TV? A canary for a substitute. If you'll excuse the pun, it's for the birds.

Vic Rowland
Public Relations Director
KONA-TV Honolulu

Squaring Accounts

EDITOR:

I have seen today, for the first time, the column run in your April 20 issue of BROAD-

KITE

NO DOUBLE SPOT . . .
we sell one thing at a time!

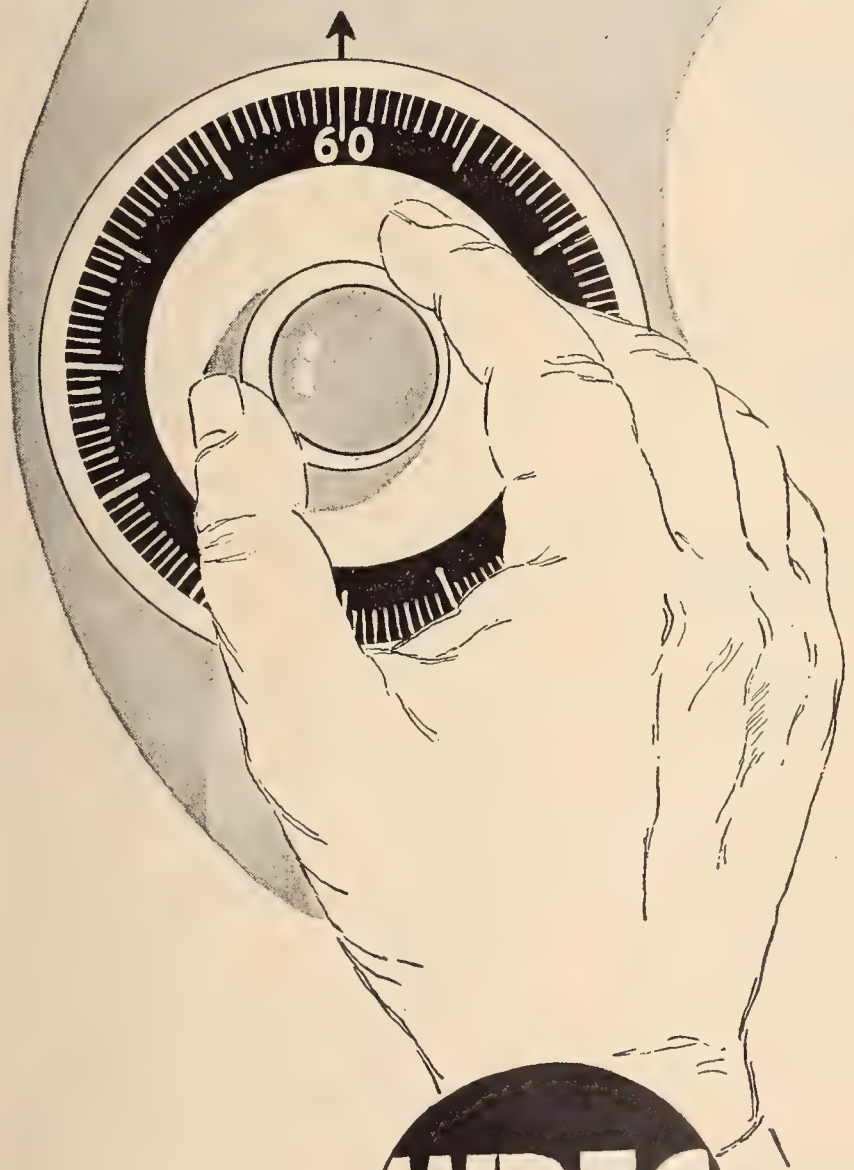
NO SECRET RATES . . .
the other guy never buys it for less
on KITE

AIMS
San Antonio's Leading Independent

Nat'l Rep. John E. Pearson Co.

CLEVELAND'S *Chief* STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

Right Combination



Engineering Perfection, Adequate Power and Quality Programming make the right combination that continues to build prestige for WREC—It's the right combination for advertisers too. WREC delivers the "Better Half" of both Metropolitan and Rural listeners with a single schedule. Check with your Katz man. He has the latest Standard Audit & Measurement Reports and Hooper Ratings to prove it . . . and, here's the best news of all . . . the cost is 10% LESS per thousand listeners than in 1946.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS RADIO, 600 KC, 5000 WATTS



Want to catch the big ones, year-'round, with RADIO?

Winter or Summer, your best Kentucky radio buy is always WAVE—the 5000-watt station that covers the Louisville Trading Area *thoroughly,* with no waste.

This area alone accounts for *55.3% of the State's total retail sales—51.3% of its food sales—59.8% of its drug sales!* It also accounts for more than a quarter million car and portable radios to keep people "radio-active", whether they're at home or on the go!

Any way you look at it, radio is your best bet in Kentucky, and WAVE radio is the cream of the crop.

5000 WATTS
NBC AFFILIATE • **WAVE LOUISVILLE**



Free & Peters, Inc., *Exclusive National Representatives*

CASTING • TELECASTING with a story about my change in position. . . .

In the first place, my position at Foote, Cone & Belding is an account supervisor on the Dairy, Poultry and Margarine Division of the Armour account. The supervisor for all divisions of the entire account at Foote, Cone & Belding is Mr. W. R. Forrest.

Also, I do not "oversee the use of all media" on the Armour account, as stated in your article.

In addition, my work as an account executive at J. Walter Thompson Company covered only Libby, McNeill & Libby, and my activity on the other accounts was in a merchandising capacity. . . .

Clyde E. Rapp,
Foote, Cone, & Belding
Chicago

Testimonial

EDITOR:

. . . B•T has contributed more to my education in the past, is doing so from week to week, and will undoubtedly continue to do so for many years to come, far more than any other single source of information. . . .

John A. Cory
Vice President
Free & Peters
Chicago

Doctor's Dilemma

EDITOR:

We referred recent items from B•T on folding FMers, plus items page 93 (Detroit FM interest increase) and page 66 (WEMP-FM power hike) April 7 issue to our "Family Physician" for analysis and advice. Being an outstanding grad from Common Sense Promotion College, his immediate diagnosis: Strangulation due to acute duplication.

Surprisingly enough, he gave no prescription (Not even for sugar pills of "Bonus Coverage").

Evidently remedial medicine is available to all at their local dispenser of ideas and separate programming, sold under various trade names such as Transit Radio, Storecasting, and perhaps most popular, Good Music.

James Johnson
Cincinnati, Ohio

Infernal Machine

EDITOR:

We are being defeated by the same destructive instrument which has built the gigantic federal payroll—the Mimeograph.

. . . Hundreds of alleged specialists are selling the major manufacturers of the nation on an advertising budget of "mailings" of promotional material to radio, television and newspapers. The stuff . . . is clearly marked "home hints," "farm news," "contest material" or what have you.

Stations who fall victim and respond in any way to the material find themselves on a list prepared by the specialist, to sustain his own position and salary. I shudder to think of the hundreds of thousands of dollars which might otherwise be diverted to advertising of benefit to the manufacturers but which is actually used for salary and Mimeograph paper—biting for free time . . .

William N. Udell
President
WIMS-AM-FM Michigan City, Ind.

No. 4 of a series

Anonymous people who add up to well known buying power in the area of

WCCO-TV



photo . . . Ralph Hobbs, Jr. . . . Mpls.

Measured in calls to or calls from?

The young ladies who man our switchboard—have their own Audience measurement system.

Our pulse ratings . . . high as they may be . . . are based upon telephoning viewers. At the end of 30 *days* the calls are translated into ratings.

In 30 *minutes* any girl at our switchboard rates public opinion of any given program by the way her board suddenly comes to life.

We're a forthright people in the Northwest: If we like your program we phone or write to say so.

If we believe in your message about your product . . . we go to the store and buy it!



The Paul Bunyan Buy!

WCCO
CBS
MINNEAPOLIS • ST. PAUL
Nationally represented by FREE and PETERS

100,000 WATTS TV Channel 4

RADIO...830 kc...50 kw and **TELEVISION**...ch 4...100 kw...
For dominant coverage of the Northwest Market

The Basic Benefit

Select these Stations for SPOT RADIO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk-Newport News	ABC	5,000
WPTF	Raleigh-Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

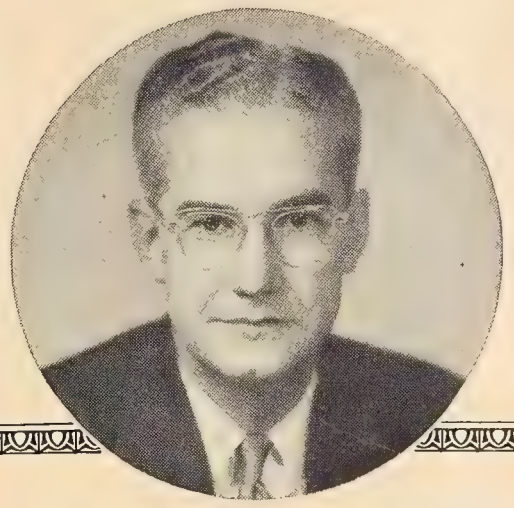
WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

of SPOT RADIO

2 "Choice of Stations— Your Own Choice!"



by JOHN A. CORY
V. P. and Midwest Manager

When you "buy stations" on any other basis than personal selection, station by station, you automatically get some top outlets, some medium ones, and some that are downright puny. Whatever network you buy, and whether you want farmers or flappers, housewives or Hopalongs, you'll get a lot of what you *don't* want.

The answer, of course, is Spot Radio. With this most flexible, economical, effective medium, you can buy the *best* station or stations (for *your* needs) in any market you choose. You can buy "farm stations" only — or stations that concentrate on urban and suburban families. You can choose stations that appeal most to *your* best prospects, whatever their age, sex, race, economic or cultural status may be. You can use *any* stations you want, regardless of network affiliations.

Look now at the stations on the opposite page. All of them are *top buys* for Spot Radio — very probably the *best* choices for *you.*

1 CHOICE OF MARKETS
2 CHOICE OF STATIONS
3 CHOICE OF TIME
4 CHOICE OF PROGRAMS
5 CHOICE OF AUDIENCES
6 CHOICE OF BUDGETS
7 CHOICE OF MERCHANDISING



FREE & PETERS
INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO



Seattle-Tacoma

. . . . plus!

with KTNT-TV

(soon to increase to 125,000 watts to give even greater coverage)

This is the SEA-TAC area coverage:

Seattle (corporate limits)	467,591
Tacoma (corporate limits)	143,673
Balance, King County	300,809
Balance, Pierce County	150,027
SEA-TAC AREA	1,062,100

This is the PLUS:

Thurston County (Olympia)	46,200
Kitsap County (Bremerton)	79,300
Snohomish County (Everett)	115,500
Mason County (Shelton)	15,600
PLUS AREA	256,600
TOTAL— SEA-TAC and PLUS AREA	**1,318,700**

KTNT-TV AREA IS VIBRANT, PROSPEROUS, GROWING

The Puget Sound Country is growing . . . it is populated with people able to buy (net effective buying income, $5162 per family; well above national average). As of March 15th, there were 243,000 television sets in the 418,100-family area . . . and set sales continue good.

Write or wire for the complete KTNT-TV story.

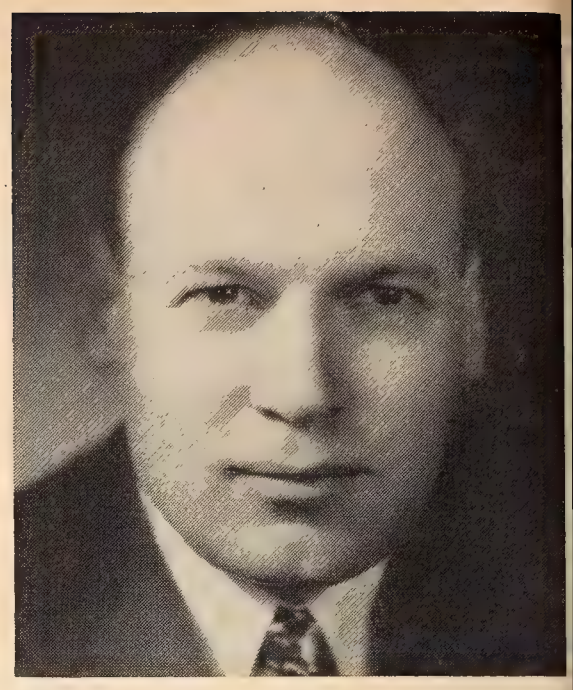
KTNT-TV

CHANNEL 11

Affiliated with CBS and DuMont Television Networks
Transmitter strategically located at Tacoma, Washington, in Middle Puget Sound
Represented nationally by WEED TELEVISION: represented in Pacific Northwest by ART MOORE & SON Seattle and Portland.

our respects

to FRED WOODWARD ALBERTSON



"AL-BERTSON"

Everyone in Washington who has had occasion to call Fred W. (for Woodward) Albertson knows that vocal signature when the junior partner of the Washington law firm of Dow, Lohnes & Albertson answers a telephone call.

And, as the new president of the Federal Communications Bar Assn., the group of lawyers who specialize in practice before the FCC, many more will come to know that hearty and welcoming telephone hail.

There are in every industry a small group of selfless individuals who quietly and unassumingly work for the betterment of their profession or their business. Such a one in the field of broadcasting administrative practice is Fred Albertson.

Fred Albertson is both a lawyer and an engineer. It is in this relationship of communications law and engineering that Mr. Albertson brings his talents to bear. Having the confidence of both groups, he has served as a connecting bridge in many a situation which saw both professions initially at odds with each other. The results have been good for broadcasting.

Mr. Albertson's communications engineering background comes to him naturally. His father was a railroad telegrapher and station master at the Pere Marquette's stop at Fairgrove, Mich. His mother, too, was a Western Union telegrapher. Mr. Albertson doesn't recall a time that he did not know the Morse Code. He laughingly says that as an infant he cried in dit-dah's.

Fred W. Albertson was born in Fairgrove in 1908. During his high school days there he pursued his communications background by helping in the construction of WBCM (then WSKC) Bay City, and WMPC Lapeer, Mich. He received his amateur license in 1924, commercial operator's license in 1925, and used it to earn a part-time salary as relief operator at WBCM and at WMPC. He worked on yacht radio installations at shipyards in Bay City, 16 miles from Fairgrove.

Following his graduation from Fairgrove High School, young Albertson went to the U. of Michigan from which he received an A.B. in 1931 and a law degree in 1934.

Although not in the collegiate sense, Fred Albertson was something of a "big wheel" at Ann Arbor. With his communications background, he worked on radio systems and equipment for a number of U. of Michigan expeditions. At the time Mr. Albertson was a student, Michigan scientists were active in Mesopotamia (archaeology), South Africa (astronomy) and Greenland (meteorology). In fact, the first direct intercommunication of expeditions between the Arctic and the Antarctic was the result of young Albertson's work—at Ann Arbor in 1929 he interconnected the Michigan meteorological expedition in Greenland with Admiral Richard Byrd's South Pole group.

Engineering courses vied with law courses for Mr. Albertson's interest as an undergraduate, and although law won out, a few more credits would have given him an engineering degree too. Nowadays it doesn't mean that much to him—he is a registered Professional Electrical-Communications Engineer in the District of Columbia.

A year after Mr. Albertson received his LL.B., he joined the Washington law firm of Dow & Lohnes, where fraternity brother Horace Lohnes (Delta Theta Phi) was already established. In 1944, the firm became Dow, Lohnes & Albertson. It is considered the third largest, in number of legal associates, in the capital, and one of the most active not only in practice before the FCC, but also before the Federal Trade Commission, Civil Aeronautics Commission, Securities & Exchange Commission, Interstate Commerce Commission and in tax and other administrative legal activity.

Mr. Albertson's engineering background has led him to be a member of many technical societies, and it is through this means that he has kept abreast of the developments in electronics which have benefited not only his clients, but also the industry as a whole.

He is a senior member of the Institute of Radio Engineers and is a member of the board of editors of the *Proceedings of the IRE*. He is a trustee of the Washington (D. C.) Section of the IRE, and was chairman in 1946-47. He was a co-founder of the U. of Michigan Radio Club (first president, 1928-32); of the Washington Radio Club (president, 1939), and of the Engineers Club of Washington (a director). He is a member of the Academy of Television Arts & Sciences, Radio Pioneers and the Philosophical Society of Washington.

On the legal side, Mr. Albertson is a life member of Delta Theta Phi legal fraternity. He was a charter member of the Federal Communications Bar Assn., was chairman of various committees, and occupied offices which culminated this year in his election as president. He is a member of the American Bar Assn., American Judicature Society, and on the executive council of the Administrative Law Section, District of Columbia Bar Assn.

As can be surmised, Mr. Albertson's overriding hobby is radio. He is an active "ham" and has what he calls a "basement laboratory" at home. Although he does not actively follow it now, at one time prestidigitation caught his interest. He still is a member of the Society of American Magicians.

In 1942 he married an office colleague, fellow attorney Catherine Frances Dolan. The Albertsons have two children, Fred Jr., 7, and Helen Dolan, 5.



When people have money to spend . . . they'll *spend* it. And, people in the rich Roanoke area have a per-family income 20% above the national average and 34% above the average in Virginia. In actual figures that means an income of $5,867 per year.*

If your product has distribution in Virginia . . . if you are interested in tapping a significant source of revenue . . . you can't afford to overlook Roanoke . . . one of the nation's fastest growing industrial markets.

RETAIL SALES IN ROANOKE

People in the Roanoke area spend more than ¾ billion dollars in retail stores during the year. Here are more figures* that are real eye-openers.

Food Sales	$180,541,000
Auto Sales	151,766,000
Drug Sales	23,667,000
Effective buying income	$1,188,788,000

PEOPLE *ARE* RICHER IN ROANOKE

For the most complete and effective TV and Radio coverage of this rich market, call your Avery-Knodel man. He will give you the eye-opening story about WSLS and WSLS-TV.

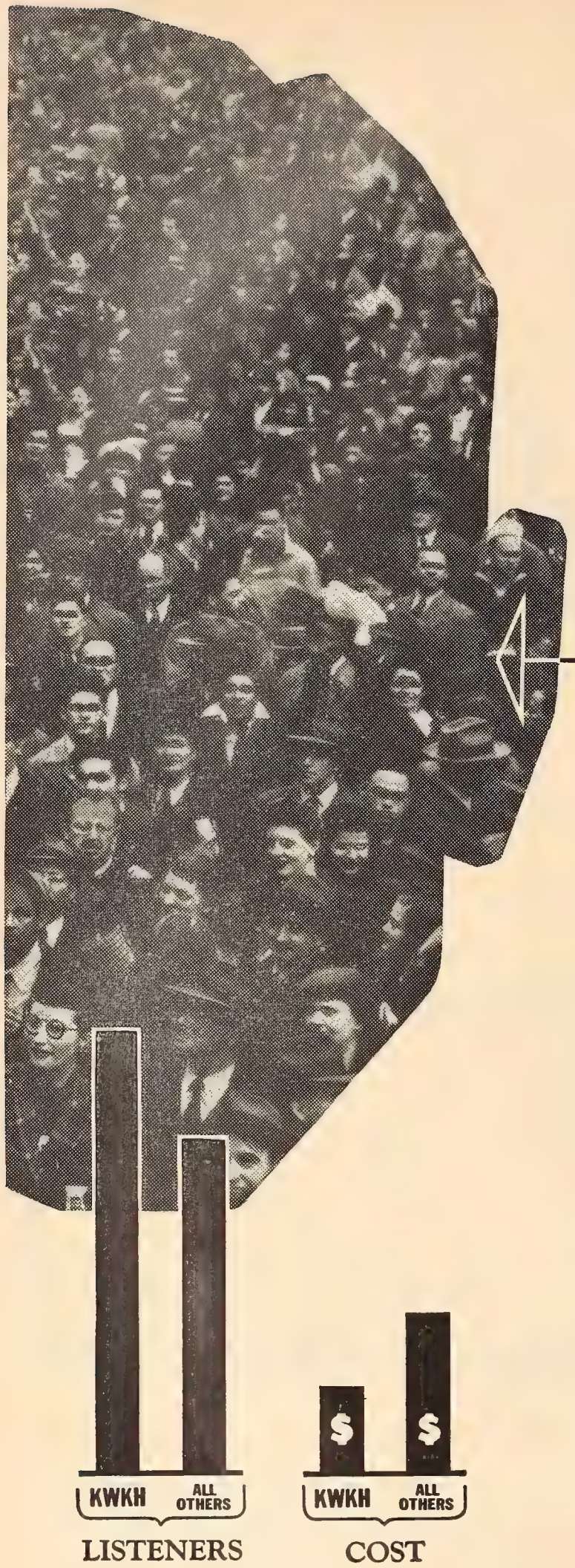
**Sales Management, 1953 Survey of Buying Power*

WSLS ROANOKE, VIRGINIA · AM · FM and now TV

NBC • 610 K.C. NBC • CBS • CHANNEL 10

OWNED AND OPERATED BY SHENANDOAH LIFE STATIONS, INC.

CALL YOUR **AVERY-KNODEL** MAN TODAY



KWKH delivers 22.3% more listeners than all other Shreveport stations combined— for 55.8% of their cost!

Compare KWKH's total Average Daily Audience with that of Shreveport's four other stations *combined,* and you find KWKH is still out in front *by more than 22%! Yet KWKH costs 44.2% less!*

These audience figures were compiled from the new Standard Station Audience Report—the more conservative of the two audience studies made in this area in recent years.

You know the reasons for this superiority—balanced programming, nationally-famous local shows, outstanding public service, big, experienced staff, 50,000-watt, Clear-Channel reception.

Write direct or ask your Branham Company man for the whole KWKH story.

KWKH

A Shreveport Times Station

50,000 Watts · CBS Radio · SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company, Representatives
Henry Clay, *General Manager*

BROADCASTING TELECASTING

May 11, 1953 Vol. 44, No. 19

VITAPIX CORP. SPREADS; 40 TV OUTLETS IS GOAL

Expansion of Vitapix Corp. into a nationwide film distributing syndicate, to serve an anticipated 40 owner TV outlets in as many top markets, is in the works, announces new Board Chairman John Fetzer, who reveals that 20 stations are virtually committed. Former NBC executive Frank Mullen is named president, with Robert Wormhoudt to serve as executive vice president and William Broidy to become vice president.

EXPANSION of Vitapix Corp. into a nationwide, TV station-owned film distributing syndicate—with Frank E. Mullen, former NBC executive vice president, as president—was announced last week by John E. Fetzer (WKZO-TV Kalamazoo, Mich.), new chairman of the board.

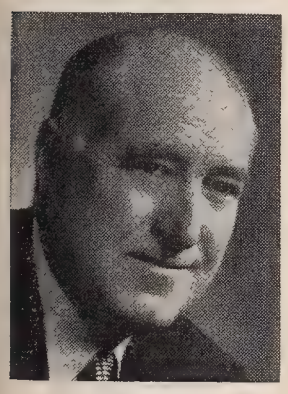
Organized three years ago and beginning operations last year [B•T, Nov. 3, 1952], the $1 million Vitapix Corp. will engage in rental and distribution of film features for the benefit of its cooperative owners.

Plans call for the stock participation of TV stations in the top 40 U. S. markets. Already committed, or having been invited to participate, are 20 television stations.

Vitapix activities are scheduled to move into high gear after a stockholders and directors meeting June 3 in Chicago.

Mullen at Helm

Mr. Mullen takes over the helm of Vitapix after having served as NBC executive, as president of the late G. A. Richards stations (WGAR Cleveland, WJR Detroit and until recently KMPC Los Angeles), as an officer of Jerry Fairbanks Inc., and as a broadcast management consultant.



Mr. Mullen

Mr. Fetzer is chairman of the NARTB's TV Code Review Board and owner of WJEF Grand Rapids and part owner of WMBD Peoria.

Robert H. Wormhoudt, formerly Vitapix president, was elected executive vice president. Mr. Wormhoudt was sales manager of Unity Television Corp. before joining Vitapix.

William F. Broidy, president of William F. Broidy Productions Inc., was re-elected vice president of the cooperative distribution company. Don G. Campbell, owner of the D. C. Electric Co., Hollywood, electrical equipment supplier to the film industry, was re-elected treasurer and Horace L. Lohnes of the Washington law firm of Dow, Lohnes & Albertson, was re-elected secretary.

The new officers were chosen at a meeting in Los Angeles during the NARTB convention two weeks ago. The following board also was elected at that time:



Mr. Wormhoudt

Messrs. Fetzer, Mullen and Lohnes and J. Leonard Reinsch (WSB-TV Atlanta and WHIO-TV Dayton, Ohio), J. E. Baudino (WBZ-TV Boston, for Westinghouse Radio Stations Inc., of which he is executive vice president), G. Richard Shafto (WIS-TV Columbia, S.C.), R. A. Borel (WBNS-TV Columbus, Ohio), O. L. (Ted) Taylor (station representative and TV applicant at Wichita, Kan., where he owns KANS), and Howard Lane (TV applicant for Portland, Ore., and Seattle, Wash., where he is one of the principal owners of KOIN and KJR, respectively).

Original Stockholders

Vitapix now includes original stockholders Fetzer Broadcasting Co. (WKZO-TV Kalamazoo), RadiOhio Inc. (WBNS-TV Columbus, Ohio), Dow, Lohnes & Albertson, William F. Broidy and Don G. Campbell.

The following stations have indicated they intend to become stockholders: WBZ-TV Boston, WSB-TV Atlanta, WHIO-TV Dayton, WIS-TV Columbia, S. C., WPIX (TV) New York and WDSU-TV New Orleans.

Invitations to become members have been extended to stations in Philadelphia, Chicago, Los Angeles, Seattle, Louisville, Detroit, San Francisco, Omaha, Syracuse, Phoenix, Denver, Minneapolis, Portland, Ore., and other markets.

Vitapix owns 27 Johnny Mack Brown western features, now being run in 32 markets. It also owns an Easter feature film, station slides, a group of filler shorts and film loops (rain, snow and other scenes).

In addition to acting as a buying agent for its member-stockholders in securing film and distributing it to member stations and others, Vitapix is organized to engage in other film operations, such as production. It already is engaged in procuring and selling production aids for local station use.

Corporately, Vitapix consists of 10,000 shares of preferred stock at $100 par, and 10,000 shares of common stock with a declared value of $100.

Statements Issued

These statements were issued after the announcement last week of the expansion of Vitapix Corp. and the election of Mr. Mullen as president:

Board Chairman Fetzer said:

"After three formative years our organization has evolved a successful working formula. As part of that plan I am delighted and pleased to welcome Mr. Frank Mullen as president of Vitapix Corp. and the election of Mr. Mullege but consider it an honor to be associated with a board of directors consisting of men whose outstanding leadership in the industry is recognized by all. Our group is looking forward to a vital role in the development of television affairs."



Mr. Fetzer

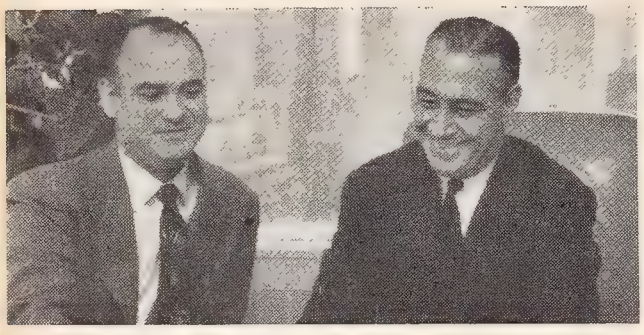
Mr. Mullen said:

"I have accepted the presidency of Vitapix with great pleasure, first because of the opportunity to become associated with the outstanding men and organizations that constitute its strength and guarantee its success; and secondly, because of the obvious need for the type of services Vitapix can render the public through its member television stations. I believe that film syndication is a necessity to meet the service needs of the television audience, the station and the advertiser. Vitapix, now a station-owned film distribution syndicate, will become increasingly successful as it operates to meet the triple requirements of licensee responsibility, program quality and economic stability. I welcome this opportunity to serve and to renew active association with my friends of many years' standing."



RADIO NEWSREEL

SPONSORSHIP of Milwaukee Braves games home and away by Miller Brewing Co. on WTMJ Milwaukee is negotiated by Ed Ball (l), Mathisson & Assoc., Milwaukee, and Neale V. Bakke, WTMJ sls. mgr.



RAYVE CREME Shampoo will be boosted on five evening shows weekly over MBS under contract signed by MBS Pres. Thomas F. O'Neil (l) and Charles T. Lipscomb Jr., pres., Pepsodent div., Lever Bros. Co. [B•T, April 27]. Rayve will get half of each show under Mutual Multi-Message Plan.



$10,000 SPOT saturation contract on KOWH Omaha for second year is renewed by Ben Novak, pres., Rosen-Novak Auto Co., Hudson and used car dealers. Seated (l to r): Ed Rosen, gen. sls. mgr., Rosen-Novak; Mr. Novak; James Lipsey, Universal Adv. Agency. Standing: Bud Armstrong, KOMH acct. exec.; Todd Storz, station mgr.

WGN Chicago and Martin J. Kelly Inc., Chrysler-Plymouth dealer, complete negotiations for Ernie Simon disc show, each Sunday (7:30-11:30 a.m.) for 52 weeks. Conferring (l to r): William A. McGuineas, WGN com. mgr.; Mr. Simon; Mr. Kelly; Ed Guy, Schwimmer & Scott agency.



RADIO CITED TO EXPORT ADVERTISERS

Martinez calls the AM medium 'backbone of any advertising campaign' in Latin America. He warns American advertisers of competition from abroad.

RADIO was pictured as "the backbone of any advertising campaign" in Latin America at a session Thursday of the Fifth International Convention of the Export Advertising Assn. at the Hotel Plaza in New York.

In a speech titled "Radio & Television in a Competitive Market Today," A. M. Martinez, vice president of Melchor Guzman Co., Inter-American station-representation firm, declared that radio's pre-eminence in Latin America rested on its ability to give "mass coverage for mass sales."

Pointing out that there are more than 1,001 commercial radio stations in Latin America, he said that "the largest portion of the budgets for advertising is allocated to radio and now a good share is diverted to television." He stated that this was "particularly true" in Cuba and Mexico and added that the same pattern is developing in Argentina, Brazil, the Dominican Republic and Venezuela.

Mr. Martinez sounded a warning to American advertisers on the competition they are facing from British, German, Japanese and Latin American manufacturers. He declared these competitors have learned how to advertise profitably by using American methods, particularly "the value of radio broadcasting as a means to create mass sales."

In connection with raising of standards, Mr. Martinez made mention of a round-table discussion at the Inter-American Assn. of Broadcasters convention at which recommendations were formulated for approval by the board of directors of the association. He summarized them as follows:

(1) Standardization of spot announcements with respect to length; (2) standardization of the minimum length of program time; (3) standard maximum for program commercial copy; (4) issuance of new rate cards three months in advance of date of application; (5) rate increase protection to advertisers of three months from the date the increase becomes effective; (6) stations and advertisers to consider as bad practice and lack of good ethics the offering or soliciting of rates other than the printed rate card, and (7) no station to accept commercial programs unless it is fully agreed that payment is in accord with the printed rate card in effect.

In evaluating television's impact on the Latin American market, Mr. Martinez pointed out that television is in the growing stage, adding:

"To get an idea of the progress made by television in the last two years, let us look at recent reports: Today there are 20 television stations in full operation, 41 under construction, plus 17 applications for new stations. Before this year is over, there should be 30 television stations in operation."

He declared that the cost of producing films in the U.S. "alarms the export manager whose budget is somewhat limited," and recommended that many TV commercial films produced in the U.S. for domestic use be adapted for use abroad as one means of lowering costs and that others be made abroad "from start to finish."

Mr. Martinez conducted a demonstration of TV filmed commercial spots produced for the Spanish-speaking market in this country and in Cuba.

Other speakers included James A. Farley, board chairman of Coca-Cola Export Corp. and Arthur C. Nielsen, A. C. Nielsen Co., who discussed "The Economic Setting for International Selling."

Fitzhugh Granger, manager of merchandising service in foreign operations for International Harvester Co., Chicago, was presented with the Export Advertising Assn.'s annual award in the field of international advertising and marketing.

Kenyon & Eckhardt Plans Merchandising Canvass

KENYON & ECKHARDT, New York, is mailing questionnaires to every broadcasting station and network—both radio and TV—on the air in the U. S., asking for a detailed report on merchandising services available to the station's advertisers. Results of the survey will be published in B•T after the study.

Prepared by the agency's promotion and research department, questionnaires cover all types of merchandising services offered by stations, from on-the-air support to personal calls on retailers carrying the sponsor's product. When completed, the study is expected to present a definitive picture of merchandising services available to advertisers buying time on the nation's radio and TV stations and networks.

Survey was prompted, the agency says in its covering letter, by "the keen interest clients and agencies are showing in station merchandising and promotion."

Kushins Elected Hoge V. P.

EDWARD L. KUSHINS, vice president and general manager, Huber Hoge & Sons, has been elected executive vice president and assistant to the president, Cecil Hoge. Leon Appel succeeds Mr. Kushins as vice president and general manager, and Philip Steinberg becomes vice president and controller.



PATTI PAGE, star of *Scott Music Hall*, chats with Harry C. Pardee (l), vice president and advertising manager of the Scott Paper Co. and D. A. Prouty, Scott's retail sales manager. Miss Page is star of Scott's musical program seen on NBC-TV alternate Wednesdays. Mr. Prouty was in New York prior to leaving on a eight-week European tour with seven other American businessmen, to give European businessmen a picture of American selling and marketing techniques.

CAPELLE ATTESTS RADIO STRENGTH

IS RADIO on its last legs? O. B. Capelle, advertising manager of Miles Labs, Elkhart, Ind., doesn't think so — and he said as much to the Grand Rapids (Mich.) Advertising Club in a speech May 1.



Mr. Capelle

Mr. Capelle feels he has a "pretty good answer to those who think radio has lost her bounce."

He described Miles' five-week offer last year on *One Man's Family* of "Mother Barbour's Recipe Book" to listeners who sent in a Bactine (antiseptic, cleanser and deodorant) box top and 25 cents.

"This show, of course, is on the complete NBC network, but even so, we were greatly surprised and gratified when we received a total of 234,000 requests for the book."

This year, Mr. Capelle said, the firm's advertising agency advised a similar plan, and "Father Barbour's Memory Book," containing nostalgic items about the radio family, which has been on the air 25 years, was offered for five weeks ending April 23. The same box top and 25 cents were required.

"So what happened? . . . Well, when we counted requests yesterday, the total for the Memory Book was over 255,000—and the mail is still coming in strong. In other words, we are getting better results this year than we did last."

Thurman Barnard Dies

THURMAN L. BARNARD, 55 former advertising agency executive and a consultant in the International Information Administration of the State Dept., which he joined in March 1951, died in Washington last Monday. Mr. Barnard in 1920 joined N. W. Ayer & Son and was vice president and manager of the Detroit office until 1943. He served in an executive capacity with the Office of War Information during World War II and from 1946 to 1951 was with Compton Advertising Inc., New York, as executive vice president, board member and director of the firm's plans board.

Direct Mail Volume Up

DIRECT MAIL Assn. reported last week that the estimated dollar volume of direct mail advertising used by U. S. business during the first three months of 1953 was $313,925,404, representing a gain of approximately 6% over the first quarter figures for 1952. The March 1953 estimated dollar volume was given as $113,955,380, as against $100,214,245 for March 1952.

Pearson Sells Weekly Show

DREW PEARSON's transcribed weekly radio show has been purchased by 173 stations and 165 local sponsors, the news commentator has announced. The sales are said to give Mr. Pearson nearly as large a coverage as he had while on ABC.

NEW BUSINESS

Spot

Kenwood Cake Co., L. A., to start spot announcement campaign in Denver, Kansas City, Omaha, Washington and San Diego. Campaign already underway in Los Angeles. Agency: Erwin, Wasey & Co., L. A.

Network

George A. Hormel & Co., Austin, Minn. (meats and meat products), renews *Music with the Hormel Girls* on CBS Radio (Sat., 2-2:30 p.m. EDT) for 52 weeks, effective May 16. Agency: BBDO, Minneapolis.

Service Station Supply Co., L. A. (division of Wilco Co.), starts *Bob Garred News* on 10 ABC radio Pacific Coast stations, Mon., Wed., Fri., 7:30-7:40 a.m. PDT, for 13 weeks from May 18. Agency: C. Church, More & Co., L. A.

Lever Bros. Co., N. Y. (Lux), starts *Lux Summer Theatre* on CBS Radio, Mon., 9-10 p.m. (EDT), June 1 for 14 weeks. Series, based on famous novels and stories, is summer replacement for *Lux Radio Theatre* which returns to network Sept. 7 to start 20th year. Agency: J. Walter Thompson Co., L. A.

Continental Baking Co., N. Y. (Wonder bread and Hostess cake) effective May 6 for 52 weeks will sponsor entire Wednesday program of *Howdy Doody* on NBC-TV (Mon.-Fri., 5-6 p.m. EDT). Previously advertiser sponsored only 5:45-6 p.m. Wednesday segment. Agency: Ted Bates & Co., N. Y.

Bristol-Myers Co., N. Y. (Sal Hepatica, Mum), extended *Hollywood Barn Dance* on 10 Columbia Pacific Radio Network stations, Sat., 8-8:30 p.m. PDT, for 10 weeks from May 9. Agency: Young & Rubicam Inc., N. Y.

Pabst Brewing Co., Chicago, begins 15-minute news show on Alaskan Broadcasting System to supplement its TV coverage of Wed. evening CBS-TV fight telecasts. Thrice-weekly news program, *Alaska News for Alaskans,* is being aired for 26 weeks over KFQD Anchorage, KFRB Fairbanks, KIBH Seward, KINY Juneau, KTKN Ketchikan and KIFW Sitka.

General Products Corp., L. A. (Looz dietary supplement), renewed *Stuart Craig Show* on 22 Columbia Pacific Radio Network stations, Sat., 9:30-9:45 p.m. PST, for 52 weeks from April 25. Agency: Dean Simmons Adv., L. A.

Agency Appointments

Home Products International appoints Dillion-Cousins & Assoc., N. Y., for Anacin, effective July 1, in Latin-America.

United Packers Inc., Chicago (manufacturers and canners of Red Crown canned meat products), appoints Olian & Bronner Adv., Chicago. **Robert J. Ross** is account executive.

The Milwaukee Braves appoints Mathisson & Assoc. Inc., Milwaukee.

Wesson Oil & Snowdrift Sales Co., New Orleans, appoints Fitzgerald Adv., New Orleans.

Karl's Shoe Stores Ltd., L. A. (retail chain in Calif., Ore., Wash., Ariz. and Tex.), appoints Walter McCreery Inc., Beverly Hills, Calif. Radio-TV will be used.

British Commonwealth Pacific Airlines, Sydney, Australia, appoints Brisacher, Wheeler & Staff, S. F.

Wellworth Pickle Co., Paterson, N. J. (Bar-B-Q relish), names Fred Gardner Co., N.Y. Radio and TV will be used.

A. Wander Ltd., Peterborough, Ont. (Ovaltine), appoints McConnell, Eastman & Co. Ltd., Toronto.

Flintridge Div., Oriental Foods Inc., L. A. (quality food products), appoints Mottl Adv. Agency, that city. **Charles A. Mottl** is account executive. TV will be used.

Sunnyvale Packing Co., Sunnyvale, Calif. (Rancho and Old English products), appoints Brooke, Smith, French & Dorrance Inc., S. F.

Vitamin Corp. of America, N. Y., appoints Kastor, Farrell, Chesley & Clifford Inc., N. Y., for Calometric Weight Control, effective immediately.

John Middleton Inc., Phila. (pipe tobacco), appoints Lee Ramsdell & Co. Inc., same city. **Gerald F. Selinger** is account executive.

Hill Packing Co., Topeka, Kan., appoints Comer & Reames Inc., Kansas City, Mo. Radio and TV will be used.

Shorts

Brooke, Smith, French & Dorrance of the Pacific Coast Inc., S. F., opens new office, 1250 Wilshire Blvd., L. A., under direction of **Harvey West,** former account executive in S. F. office.

Hicks & Greist Inc., N. Y., acquires additional space in Graybar Bldg. Radio-TV dept. will be located in Suite 400.

Ruthrauff & Ryan Inc., Hollywood offices, has consolidated with Los Angeles offices at 3440 Wilshire Blvd. Telephone is Dunkirk 8-0571.

Douglass Joins Ted Bates As Radio-TV Director

JAMES C. DOUGLASS, vice president in charge of radio and television, Erwin, Wasey & Co., New York, effective May 15 joins Ted Bates & Co., also New York, in the newly created post of director of radio and television.



Mr. Douglass

Before joining Erwin, Wasey, Mr. Douglass had been with Colgate-Palmolive-Peet Co. as radio and television coordinator. Prior to that he served in the U.S. Navy with lieutenant commander rank. He formerly was production manager for CBS in St. Louis and program director of Central States Broadcasting System.

His successor at Erwin, Wasey has not been named.

Western Division Growth Cited by Ziv TV's Rifkin

INCREASE in Ziv TV sales in the 11-state western division to 167 current contracts and the growth of personnel in that area from one to five were reported last week by M. J. Rifkin, vice president in charge of sales for Ziv Television Programs Inc.

He noted that Walt Kingsley, currently western division sales manager, opened Ziv TV's office in Los Angeles 18 months ago, and the staff presently includes: Jack Gregory, Washington and Oregon, with headquarters in Seattle; Jack Brumback, northern California and Nevada, headquarters in San Francisco; George Dietrich, southern California, Arizona, and New Mexico, headquarters in Los Angeles, and Leon Wray, Utah, Idaho, Montana, and Wyoming, headquarters in Denver.

Study Shows Beverage Firms Buy 36% of CTI Films

RESULTS of a study made by Consolidated Television Sales to determine the classification of advertisers who have bought the firm's TV filmed programming at the local level in the past eight months has been announced by Peter M. Robeck, CTI general manager.

Breakdown on classification of local and regional advertisers who have bought Consolidated programs is as follows:

Beverage, 36%; food, 26%; appliances, 12%; automotive, 10%; dry goods, 8%; banks and utilities, 3%, and miscellaneous, 5%.

The programs distributed by Consolidated, upon which the study was based, included *Front Page Detective, Public Prosecutor, Hollywood Half Hour, Jackson and Jill, Ringside With the Rasslers, Going Places With Uncle George,* and several seasonal sport series.

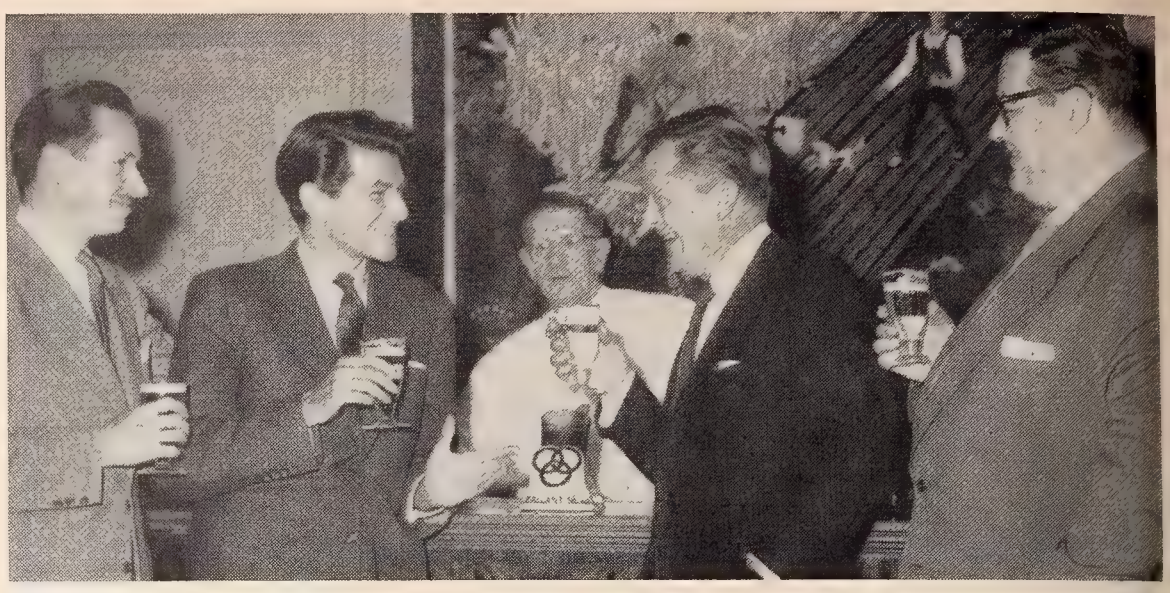
Mr. Robeck noted that Consolidated has completed more than 500 sales during its first eight months of operation.

KTYL-TV Buys 7 UTP Shows

UNITED Television Programs announced Thursday at Los Angeles it had sold seven shows to KTYL-TV Mesa, Ariz. The shows are *Heart of the City, Royal Playhouse, Counterpoint, Sleepy Joe, Hollywood Off Beat, Double Play* and *American Barn Dance.* UTP said it sold a total of 15 shows at the NARTB Convention.

Amos 'n' Andy Sales

TOTAL of $500,000 in sales of the *Amos 'n' Andy* TV film series was made in one day following CBS-TV's NARTB Convention announcement that the show, heretofore a CBS-TV network feature, had been made available for syndication, Wilbur S. Edwards, general sales manager for CBS Television Film Sales, reported last week. He said stations which had bought the series for local or regional sales included outlets in New York, Chicago, Houston, Los Angeles, Lubbock and Phoenix. First release of the series on a market-by-market basis is set for July 1.



PRODUCER and advertising representatives visit the sponsor as these men concerned with production of *Foreign Intrigue,* filmed TV series sponsored by P. Ballantine & Sons (Ballantine ale), tour the Newark, N. J., brewery. Enjoying what they sell are: (l to r) James Clarkson, J. Walter Thompson Co.; Sheldon Reynolds, show's producer; Henry Gorski, Ballantine advertising manager, and Howard Reilly, J. Walter Thompson Co.

Consolidated Sells 10

COMPLETION of 10 sales of its "Station Starter Plan" during the NARTB convention, raising the total number of subscribers to 36, was announced last week by Consolidated Television Sales.

Under the plan, Consolidated supplies new TV stations with a package of nine filmed program series at a cost to the station of a weekly fee equal to the station's Class A hourly rate.

Two Usury Suits Filed

TWO SUITS charging usury and asking treble damages were filed last Monday in Los Angeles Superior Court by Marty Martyn and Ted Kneeland, producers of quarter-hour syndicated TV film series, *Double Play.* Named in the first suit for $24,108 are Jacques Leslie, plaintiffs' former attorney; Richard Hungate, his law partner; Philip Wain, accountant, and Joseph Shane, financier. Defendants in the second suit for $20,794 are Messrs. Leslie and Hungate. Both suits were alleged to be based on two different sums which the plaintiffs said they borrowed from the defendants.

Dual Theatre-TV Release

KAY FILMS Exchanges, Atlanta, is circulating a letter among Hollywood agencies requesting information on the possibility of tying together TV film episodes for theatrical feature release in several major cities.

Desilu Productions, Hollywood, has completed an integrated three-episode feature film based on the CBS-TV *I Love Lucy* series. Its success may prompt other TV film producers to do likewise with epsiodic products, agency executives predict.

MCA TV Adds Two Offices

ADDITION of two sales offices by MCA TV Ltd., raising total number of offices throughout the country to 10, was announced by the company last week. The firm is the film division of the Music Corp. of America. Robert Canavan, sales promotion director of KROD El Paso, has been appointed manager of the new Atlanta office, and David Abbott, TV sales representative for WBZ-TV Boston, manager of the Boston office.

Film Sales

NBC Film Div.'s *Hopalong Cassidy* program has been sold to **KROC-TV** Rochester, Minn., **KIT-TV** Yakima, and **KFTL-TV** Ft. Lauderdale, raising total markets to 105, **John B. Cron,** national sales manager of the division, reported last week. He said recent sales have increased total markets on *Dangerous Assignment* to 103; *Douglas Fairbanks Presents* to 67, and *The Lilli Palmer Show* to 19.

* * *

Alexander Film Co., Colorado Springs, Colo., announces recent TV commercial productions for the following organizations:

Fairmont Foods, Omaha, Neb., two 20-second films through **Allen & Reynolds. Continental Airlines,** Denver, five 20-second films through **Galen E. Broyles Co. Mountain States Telephone and Telegraph Company,** Denver, two 60-second films. **Gray Audograph Company,** New York, one 60-second and three 20-second films. **West Coast Airlines,** Seattle, one 60-second film through **Wallace Mackay Co. Prince Dog Food,** North Platte, Neb., three 60-second films through **Curt Freiberger & Co.**

* * *

United World Films, Universal City, until recently the inactive TV films subsidiary of Universal-International, has completed 12 one-minute video film commercials for **Colgate-Palmolive-Peet Co.** (Lustre-Creme), featuring Hollywood name stars. Agency is **Lennen & Newell Inc.,** Beverly Hills.

* * *

KNXT (TV) Hollywood has acquired exclusive rights for a period of 15 months to 29 British motion pictures. Contract was negotiated by **Don Hine,** KNXT (TV) program director, with **Nathan Kramer,** president of American-British TV Movies Inc.

Availabilities

What to Do, a first-aid film series of six programs produced by the **American Medical Assn.,** will be released June 15 to local stations for public service showings through local medical societies. Directed by **Mitchell Grayson** and under medical supervision of **Dr. W. W. Bauer,** AMA director of the Bureau of Health Education, the series will star **Nancy Craig,** WABC-TV New York personality.

* * *

Preview of "Deeds and Dreams," 12-½-minute film produced for the **United Jewish Appeal,**

IOWA PEOPLE

Work-Play-Live

BY RADIO!



Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!

After all is said and done, you can't watch television, read newspapers, thumb through magazines, or pass billboards — while you push an iron. But you *can* listen to radio while doing the ironing — and that's exactly what most Iowa women do.

The 1952 Iowa Radio and Television Audience Survey proves that Iowa radio users spend more than twice as much time with radio as with all other media *combined.* Iowa women reported themselves as using the radio 44.6% of all the weekday time they are at home and awake. (45.9% of the women using radio-equipped automobiles listen while they drive, too.)

And oh yes — 68.5% of all Iowa families hear WHO *regularly,* daytime — as compared with 31.9% for Station B!

Write for your copy of the Survey, *today.* It's authentic, reliable, valuable and amazing. . .

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

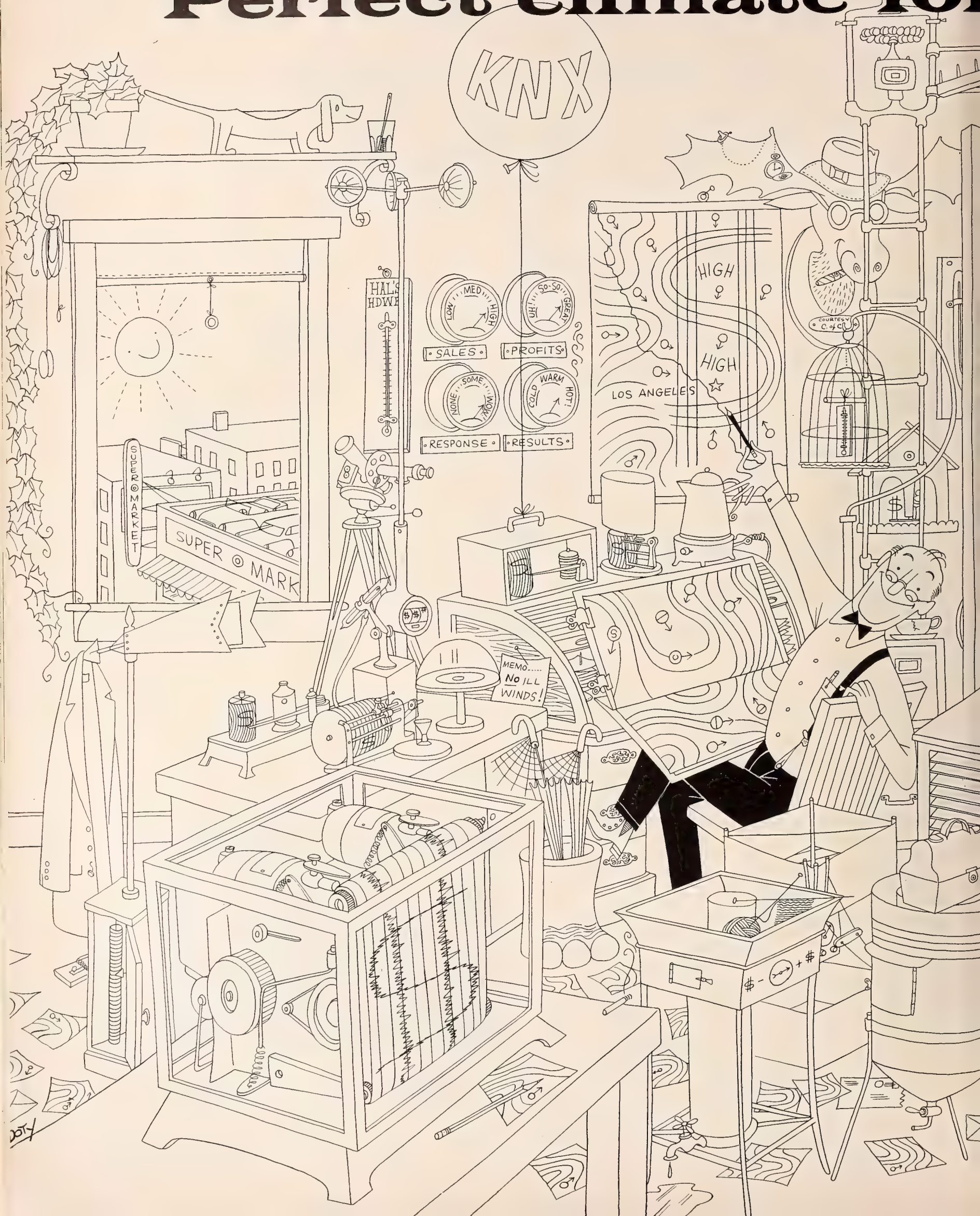
Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



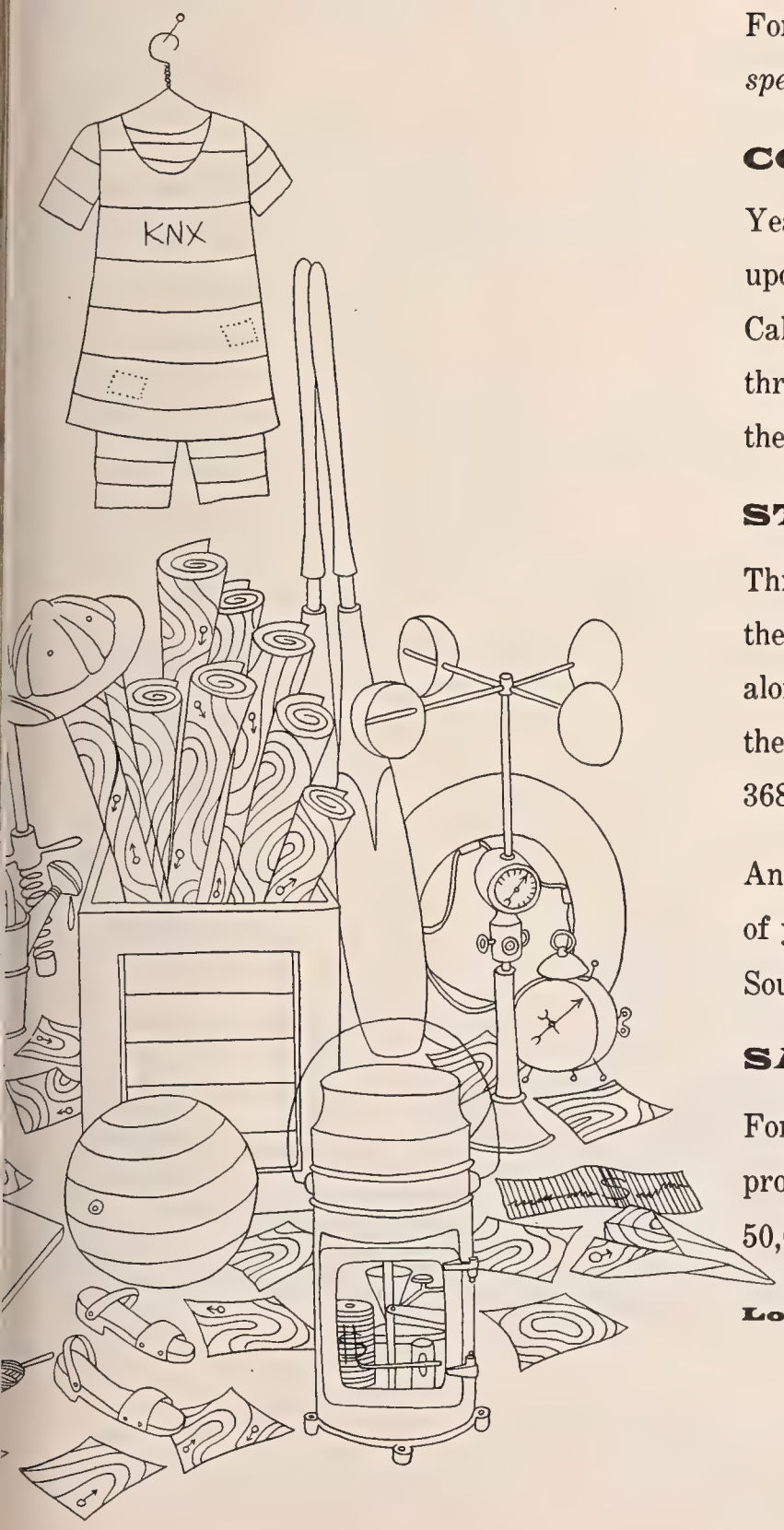
FREE & PETERS, INC.
National Representatives

Perfect climate for



ales . . .

year-round!



Like the weather, sales in Southern California conform to a steady year-round pattern, rather than fluctuating with the seasons. And KNX provides the perfect atmosphere for sales – Fall, Winter, Spring... and good old Summertime.

BRISK SUMMER TRADE!

Take Summer as a year-round sales barometer: Your customers in Southern California make exactly one-quarter of their total annual purchases in July, August and September, in perfect balance with the other three quarters of the year. These Summer sales alone amount to almost two billion dollars – more than the people of Toledo, Omaha, Fort Worth, Tampa, and Jersey City *combined spend in a whole year!*

CONTINUOUS CASH-INFLUX!

Year-round, free-spending vacationers (with thousands upon thousands of portables and car radios) flood Southern California resorts. Last year these visitors numbered three and a half million. And 38% of them arrived in the three Summer months.

STEADY AIR ACTIVITY!

Through all the seasons, too, radio listening stays at the same high level. In Los Angeles and Orange counties alone 379,020 families have their radios tuned in during the average Summertime quarter-hour, compared with 368,370 families in the Fall.

And KNX – any month, any season – reaches more of your potential customers than any other station in Southern California!

SALES FORECAST:

For Los Angeles and vicinity, moving masses of your product to be followed by rising profits... when you use 50,000-watt KNX *year-round.*

Los Angeles · CBS Owned KNX

Represented by

CBS Radio Spot Sales

was held in New York Thursday. The film, which points up the problems facing Americans in their efforts to strengthen Israel's economy, will be made available to television stations throughout the country in connection with UJA's current drive to raise $144,524,000.

Distribution

Snader Releases Inc., Beverly Hills, has acquired TV distribution rights to "Let's Find Gold," 54-minute western shot in color especially for video by **Tahoe Pictures.** The film is first in a proposed series of TV features.

Production

Return of *Smilin' Ed McConnell and His Gang* this fall to network radio and television, presumably ABC and CBS-TV, was announced by **Leo Burnett Co.,** advertising agency, in Chicago. The program is filmed on the West Coast by **Frank Ferrin Production Agency,** with Leo Burnett as the agency handling the Brown Shoe Account. The agency said the list of stations to carry the program will be announced shortly.

* * *

Dynamic Films Inc., New York, has begun shooting dramatic reading series, *On Stage With Monte Wooley,* starring the actor. Poe's "The Cask of Amontillado" and Chekov's "The Boor" are the first programs completed. The series will be handled through the **William Morris Agency.**

* * *

Screen Gems Inc. has begun production of *The Big Playback,* a 15-minute filmed sports show. The program, which will be produced in cooperation with **Telenews Productions,** already has been sold to the **Ethyl Corp.** for showing on some 40 TV stations, according to **Ralph Cohn,** vice president and general manager, Screen Gems.

* * *

Filmcraft Productions, Hollywood, has set first seven half-hour films in *Mark Twain Television Theatre* series to be directed by **Irving Pichel. Robert Nathan** and **Siegfried M. Herzig** are adapting "The Man Who Corrupted Hadleyburg," "The California's Tale," "Capitoline Venus," "Mrs. McWilliams and the Lightning," "Recollections of Joan of Arc," "How to Make Dates Stick" and "The $30,000 Bequest."

* * *

Pilot film in **NBC-TV's** *Letter to Loretta,* proposed series starring **Loretta Young,** is being completed at RKO Pathe Studios, Culver City. Packaged by **William Morris Agency,** the film is directed by **Robert Florey** and produced by **Tom Lewis.**

* * *

John W. Loveton & Bernard Schubert Productions, Hollywood, headquartered at Goldwyn Studios, are producing a pilot film for the *Topper* half-hour TV series. **NBC-TV** is reported interested in five pilot films for possible syndication of the series.

* * *

Robert Maxwell Assoc., Hollywood, has acquired all rights to "Lassie," used as a motion picture dog series by MGM, and plans summer production on half-hour color TV film version. Location tentatively scheduled for Wisconsin.

* * *

Paramount Television Productions, New York, has given its new half-hour dramatic series the title of *Mayfair Mystery House.* It is being produced in London by **Edward J.** and **Harry Lee Danziger.**

Random Shots

Filmack Studios, Chicago (TV film commercials), is offering free to clients a newly-designed storyboard laid out in three sections—allowing space for audio and video, and additional space for background and action. The board is designed to provide aid to the producer and agency in explaining story and picture content to the client. Storyboards may be obtained by clients and others in advertising trade by writing to Filmack, 1324 S. Wabash Ave., Chicago 5.

* * *

Screen Gems, Hollywood, is moving its offices to 1334 N. Beachwood.

* * *

Film-Art-Service, animated art service for TV production companies, has moved to 1587 Broadway, New York 36. Telephone: Circle 6-2426.

* * *

Sol Lesser Productions, Culver City, Calif., moves office to 411 N. La Cienega Blvd., Los Angeles. Units making the shift are **Roadshow Attractions, Thalia Productions, Odyssey Productions, Sequoia Productions, Principal Pictures Corp., Real Adventure Films Inc.,** and **Jungle Adventure Films.**

* * *

Television, a 10-minute film designed specifically for use in new TV market areas, has been produced by **RCA Victor** and is being shipped to the company's distributors. The purpose of the film is to point up the quality and diversity of today's TV programs. To give a quick cross-section of the many different programs being offered, the film incorporates scenes from *You Bet Your Life,* telecasts of Toscanini and the NBC Symphony Orchestra, *Dangerous Assignment* and *Hopalong Cassidy.* Continuity is provided by the comments of **Dave Garroway,** narrator.

* * *

National Assn. of Manufacturers reports that its weekly TV film series, *Industry on Parade,* currently is presented in 85 TV markets. The series is now in its 131st week.

Film People

Warren Glinert of the Blumfield Corp., New York, has been appointed Ohio Valley area sales representative of **Consolidated Television Sales,** filmed TV program firm, covering Ohio, Kentucky, West Virginia and Indiana.

* * *

Cecil B. deMille will be chief consultant on matters relating to the International Motion Picture Service, a branch of the International Information Administration, according to **Dr. Robert L. Johnson,** IIA administrator.



KIVA-TV Yuma, Ariz., which plans to begin operations July 1, signs for its first TV film series with Arrow Productions, Hollywood. Pact is for *Ramar of the Jungle,* for 52 weeks. Leon Fromkess (l), Arrow executive producer, negotiates the deal with Park Dunford, KIVA-TV president-general manager. Station is the 29th to acquire the series.

'LUCY' HEADS NIELSEN TV LIST

CBS-TV received top rating in A. C. Nielsen Co.'s report on television viewing the first week of April, but six of the ten programs were on NBC-TV. Ratings, figured on both the basis of number of homes reached and percentage of homes reached, follows:

NIELSEN-RATING*
Number of TV Homes Reached

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	14,914
2	Colgate Comedy Hour (NBC)	11,552
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	10,866
4	Texaco Star Theatre (NBC)	10,524
5	Goodyear TV Playhouse (NBC)	9,932
6	Dragnet (NBC)	9,876
7	You Bet Your Life (NBC)	9,688
8	Pabst Blue Ribbon Bouts (CBS)	9,608
9	Fireside Theatre (NBC)	9,370
10	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	9,334

Nielsen "Number of TV Homes Reached" provides estimate of audience delivered by each program's average telecast. It is based on all electronic measurement of performance of virtually fixed cross-section sample of all TV homes.

Per Cent of TV Homes Reached
In Program Station Areas

Rank	Program	Homes (%)
1	I Love Lucy (CBS)	67.0
2	Texaco Star Theatre (NBC)	55.3
3	Arthur Godfrey's Scouts (CBS)	53.1
4	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	52.2
5	Colgate Comedy Hour (NBC)	52.1
6	Dragnet (NBC)	48.4
7	Goodyear TV Playhouse (NBC)	47.3
8	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (NBC)	45.1
9	Pabst Blue Ribbon Bouts (CBS)	44.4
10	You Bet Your Life (NBC)	43.7

Nielsen "Per Cent of TV Homes Reached in Program Station Areas" gives relative measurement of audience obtained by each program in particular station areas where it was telecast—all TV homes in those station areas able to view telecast being taken as 100%.

Factors causing differences in performance of programs include not only program appeal but number, strength and popularity of stations; strength of surrounding programs, and time of day.

(*) Homes reached during all or any part of program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1953 by A. C. Nielsen Co.

'Lucy,' 'Godfrey' Top Videodex

CBS-TV's *I Love Lucy* and *Godfrey & Friends* programs won first and second places, respectively, in the April Videodex Reports for both percentage and number of TV homes reached. Listing of top ten network shows by Videodex, based on April 1-7, is as follows:

PROGRAM	CITIES	HOMES (000)
1. I Love Lucy (CBS)	69	56.1
2. Godfrey & Friends (CBS)	59	48.3
3. Dragnet (NBC)	64	43.1
4. Talent Scouts (CBS)	37	42.2
5. Groucho Marx (NBC)	72	42.1
6. Texaco Star Theatre (NBC)	58	39.8
7. Your Show of Shows (NBC)	66	37.0
8. Toast of the Town (CBS)	51	36.2
9. Our Miss Brooks (CBS)	29	35.1
10. Comedy Hour (NBC)	70	34.3

PROGRAM	CITIES	HOMES (000)
1. I Love Lucy (CBS)	69	12,476
2. Godfrey & Friends (CBS)	59	10,054
3. Groucho Marx (NBC)	72	9,152
4. Dragnet (NBC)	64	8,584
5. Texaco Star Theatre (NBC)	58	8,063
6. Your Show of Shows (NBC)	66	7,525
7. Comedy Hour (NBC)	70	7,431
8. Talent Scouts (CBS)	37	7,342
9. All Star Revue (NBC)	64	7,221
10. Toast of the Town (CBS)	51	6,975

CBS Leads In Extra-Week

JACK BENNY led the list of top Nielsen-rated radio programs for the extra week of March 29 to April 4. All but one of the programs was

YOU MIGHT STRIKE OUT 20 BATTERS IN ONE GAME*—

BUT...

YOU NEED THE FETZER STATIONS TO WIN IN WESTERN MICHIGAN!



WKZO-TV in television, WKZO-WJEF in radio—that's the record-scoring line-up for winning the Western Michigan market.

TELEVISION: WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—*America's 25th television market!* WKZO-TV's brilliant Channel 3 picture is received perfectly by more than *a quarter million* TV sets in 28 Western Michigan and Northern Indiana counties. And here's the payoff: The December 1952 Videodex Report shows that WKZO-TV gets a far greater share of audience than Western Michigan's other television station—86.9% more afternoon viewers, *129.3% more evening viewers!*

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, cost only 92.9% as much as the next best two-station combination in these two cities, *yet deliver 62.6% more city listeners!* February-March, 1952 Hoopers credit WJEF with 15.4% more listeners than the next station, for Total Rated Time Periods. And the February, 1952 Pulse credits WKZO with as many or more listeners—morning, noon and night—*as all other stations combined!*

It will pay you to get all the Fetzer facts. Write direct or ask Avery-Knodel.

**Maury McDermott of the Louisville Colonels set this American Association record in a 1949 game with St. Paul.*

WJEF
tops IN GRAND RAPIDS AND KENT COUNTY
(CBS RADIO)

WKZO-TV
tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO
tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

CBS TELEVISION NETWORK

WMAR-TV is FIRST with Viewers



WMAR-TV is FIRST with Advertisers



WMAR-TV is FIRST with Researchers



In Maryland, most people watch **WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

a CBS feature. The ratings are:

NIELSEN-RATING *

Rank	Evening, Once-a-Week Program	Homes (000)
1	Jack Benny (CBS	5,818
2	Amos 'n' Andy (CBS)	5,505
3	Lux Radio Theatre (CBS)	4,923
4	Charlie McCarthy Show (CBS)	4,789
5	People Are Funny (CBS)	4,520
6	Our Miss Brooks (CBS)	4,162
7	My Little Margie (CBS)	3,804
8	You Bet Your Life (NBC)	3,670
9	Godfrey's Talent Scouts (CBS)	3,580
10	Suspense (CBS)	3,580

(*) Homes reached during all or any part of program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used. Number of homes based on 44,756,000 (1953 estimate of total U. S. radio homes).

Copyright 1953 by A. C. Nielsen Co.

27 Network Shows Also Spot

OF 176 network TV commercially sponsored programs on the air during the first three months of 1953, 27 also were sponsored on a spot basis in one or more cities in addition to their network telecasts, the *Rorabaugh Report on Spot Television Advertising* for the quarter reports. The breakdown:

Eight of the TV network programs were placed on a spot basis in one additional city; five programs in two additional cities; three programs in three cities; three programs in four cities; one program each in 6, 7, 11, 12, 13 and 17 cities, and two programs in 34 cities — *Ozzie & Harriet*, and *Greatest Fights of the Century*.

TELESTATUS®

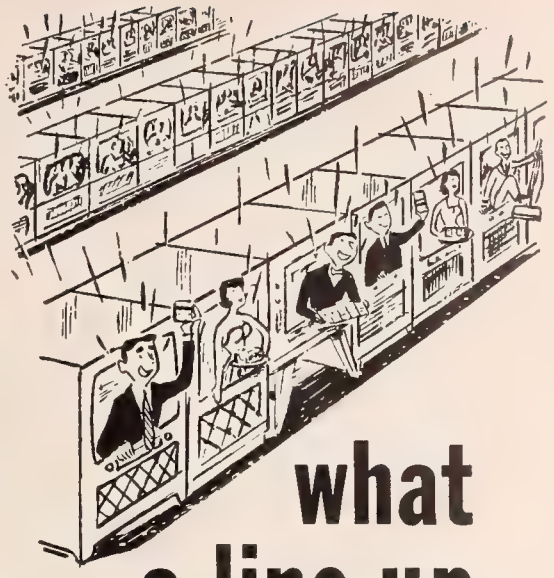
Weekly TV Set Summary—May 11, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U. S., however, is unduplicated estimate.

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	167,569	.....
Amarillo	KGNC-TV, KFDA	24,131	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	310,000	.....
Atlantic City	WFPG-TV	.....	9,308
Austin	KTBC-TV	27,524	.....
Baltimore	WAAM, WBAL-TV, WMAR-TV	473,873	.....
Bangor	WABI-TV	16,000	.....
Baton Rouge	WAFB-TV	.....	18,000
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	155,000	.....
Bloomington	WTTV	225,000	.....
Boston	WBZ-TV, WNAC-TV	1,043,130	.....
Bridgeport	WICC-TV	.....	11,031
Buffalo	WBEN-TV	343,998	.....
Charlotte	WBTV	317,215	.....
Chicago	WBBM-TV, WBNK, WGN-TV, WNBQ	1,385,878	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	413,000	.....
Cleveland	WEWS, WNBK, WXEL	750,709	.....
Colorado Springs	KKTV	19,869	.....
Columbia	WCOS-TV	.....	.....
Columbus	WNBS-TV, WLWC, WTVN	287,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	262,586	.....
Davenport	WOC-TV	190,000	.....
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Dayton	WHIO-TV, WLWD	278,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	26,226	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	262,586	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	233,961	.....
Green Bay	WBAY-TV	.....	.....
Greensboro	WFMY-TV	161,030	.....
Harrisburg	WHP-TV	.....	35,000
Holyoke	WHYN-TV	.....	.....
Honolulu	KGMB-TV	19,000	.....
Houston	KPRC-TV	242,450	.....
Huntington-Charleston	WSAZ-TV	188,992	.....
Indianapolis	WFMB-TV	332,000	.....
Jackson	WJTV	.....	13,420
Jacksonville	WMBR-TV	112,000	.....
Johnstown	WJAC-TV	642,428	.....
Kalamazoo	WKZO-TV	282,511	.....
Kansas City	WDAF-TV	288,366	.....
Lancaster	WGAL-TV	221,922	.....
Lansing	WJIM-TV	174,350	.....
Lawton	KSWO-TV	25,000	.....
Lima	WLOK-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Little Rock	KRTV	.....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,559,976	.....
Louisville	WAVE-TV, WHAS-TV	238,066	.....
Lubbock, Tex.	KDUB-TV	24,843	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	201,800	.....
Miami	WTVJ	178,500	.....
Milwaukee	WTMJ-TV	427,045	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	363,300	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Montgomery	WCOV-TV	.....	4,000
Muncie	WLBC-TV	.....	.....
Nashville	WSM-TV	111,309	.....
New Britain	WKNB-TV	.....	53,017
New Castle	WKST-TV	.....	35,573
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	182,111	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	171,058	.....
Oklahoma City	WKY-TV	206,765	.....
Omaha	KMTV, WOW-TV	184,459	.....
Peoria	WEEK-TV	.....	37,530
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,232,696	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	610,000	.....
Portland, Ore.	KPTV	.....	84,245
Providence	WJAR-TV	429,005	.....
Pueblo	KDZA-TV	16,000	.....
Reading	WHUM-TV	.....	84,748
	WEEU-TV	.....	.....
Richmond	WTVR	164,742	.....
Roanoke	WROV-TV, WSLS-TV	50,100	19,000
Rochester	WHAM-TV	180,000	.....
Rockford	WTVO	.....	.....
Rock Island	WHBF-TV	190,000	.....
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Saginaw-Bay City-Midland	WKNX-TV	.....	20,125
St. Louis	KSD-TV	502,000	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	140,131	.....
San Diego	KFMB-TV	173,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	558,200	.....
Schenectady-Albany-Troy	WRGB	265,900	.....
Seattle	KING-TV	254,100	.....
Sioux City	KVTV	41,284	.....
Sioux Falls	KELO-TV	21,500	.....
South Bend	WSBT-TV	.....	35,500
Spokane	KHQ-TV, KXLY-TV	28,442	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	17,230	.....
Syracuse	WHEN, WSYR-TV	217,263	.....
Tacoma	KTNT-TV	254,100	.....
Tijuana (Mexico) San Diego	XETV	.....	.....
Toledo	WSPD-TV	225,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	144,460	.....
Utica-Rome	WKTV	93,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	443,680	.....
Wichita Falls	KWFT-TV, KFDX-TV	22,500	.....
Wilkes-Barre	WBRE-TV	.....	58,800
Wilmington	WDEL-TV	134,034	.....
York	WSBA-TV	.....	54,676
Youngstown	WFMJ-TV, WKBN-TV	.....	31,300

Total Stations on Air 169*. Total Markets on Air 115*

*** Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico.** **Total Sets in Use 22,835,733**



what a line up..

332,000 STRONG!

WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.



there are 332,000 sets in use in the rich market covered by

WFBM-TV
Indianapolis

Represented nationally by The Katz Agency



PROCTER & GAMBLE IS TOP SPENDER IN TELEVISION NETWORK TIME BUYS

Firm again tops list in February with gross time purchases of $1,237,970. In total gross TV network time purchases, figures for February and for January-February compared to like periods last year show over-all time sales rise.

PROCTER & GAMBLE Co. again in February was the top spender for TV network time, with gross time purchases of $1,237,970 for the month. This is slightly ahead of the P&G total TV network billings for February 1952 of $1,153,070. In both months, and also for those in between, P&G was the only advertiser to spend more than $1 million monthly for TV network time (before discounts).

Analysis of figures on advertisers' use of time on the four TV networks compiled by Publishers Information Bureau, from which the P&G data were derived, shows also that the top 10 TV network clients in February (Table I) are the same 10 which headed the roster in February 1952, although not in the same order.

More change is indicated by Table II, list of top TV network clients for each class of business advertised in this medium during February. Of the 21 categories shown, 13 are led by the same company which was listed in that position for February 1952.

Table III, listing the total gross TV network time purchases of all advertisers using the medium, tabulated by product classes, with figures for this February and January-February compared to those for the like periods of last year, shows an over-all rise in time sales from $14.8 million in February 1952 to $15.9 million in February 1953.

When the number of advertisers using network television in the two months is compared, PIB records show 29 food clients to 36 the year before, nine advertisers of smoking materials to 10 last February, 21 to 19 toiletries advertisers, seven to eight advertisers of soaps and cleansers, 14 to 11 household equipment advertisers and, in the automotive category which ranked fifth in February 1952, the change was from 12 companies then to 10 in February 1953. Over all, there were 167 TV network advertisers in February 1952 and 152 in February 1953.

* * *

TABLE I
TOP TEN TV NETWORK ADVERTISERS IN FEBRUARY 1953

1	Procter & Gamble Co.	$1,237,970
2	Colgate-Palmolive-Peet Co.	794,824
3	R. J. Reynolds Tobacco Co.	669,418
4	American Tobacco Co.	548,478
5	Lever Brothers Co.	517,082
6	General Foods Corp.	469,305
7	Liggett & Myers Tobacco Co.	400,810
8	General Mills	378,730
9	General Motors Corp.	374,745
10	P. Lorillard Co.	341,694

* * *

TABLE II: LEADING TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR FEBRUARY 1953

Apparel, Footwear & Accessories	Cat's Paw Rubber Co.	$ 61,320
Automotive, Auto., Access. & Equipment	General Motors Corp.	306,185
Beer, Wine & Liquor	Pabst Brewing Co.	162,040
Confectionery & Soft Drinks	Sweets Co. of America	128,928
Consumer Services	Electric Cos. Advertising Program	41,004
Drugs & Remedies	American Home Products Corp.	199,550
Food & Food Products	General Foods Corp.	469,305
Gasoline, Lubricants & Other Fuels	Texas Co.	139,800
Household Equipment & Supplies	General Electric Co.	315,840
Household Furnishings	Armstrong Cork Co.	98,340
Industrial Materials	Reynolds Metals Co.	109,200
Insurance	Prudential Insurance Co. of America	51,750
Jewelry, Optical Goods & Cameras	Speidel Corp.	57,660
Office Equip., Stationery & Writing Supplies	Hall Brothers	77,580
Publishing & Media	Curtis Publishing Co.	48,984
Radios, TV Sets, Phonographs, Musical Instruments & Accessories	RCA	158,520
Smoking Materials	R. J. Reynolds Tobacco Co.	669,418
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,003,378
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	617,068
Transportation, Travel & Resorts	Greyhound Corp.	49,878
Miscellaneous	Quaker Oats Co.	47,850

TABLE III: GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR FEBRUARY 1953 COMPARED TO SAME PERIOD IN 1952

	February 1953	Jan.-Feb. 1953	February 1952	Jan.-Feb. 1952
Apparel, Footwear & Accessories	$ 248,504	$ 500,149	$ 363,187	$ 706,880
Automotive, Auto. Access. & Equip.	1,137,549	2,631,364	1,226,113	2,490,531
Beer, Wine & Liquor	381,794	748,874	551,070	1,104,858
Bldg. Materials, Equip. & Fixtures	.....	.....	73,636	141,646
Confectionery & Soft Drinks	503,302	1,023,003	482,865	942,316
Consumer Services	64,860	86,916	19,920	39,840
Drugs & Remedies	804,329	1,701,696	423,622	814,647
Food & Food Products	2,790,800	5,830,010	2,933,086	5,849,222
Gasoline, Lubricants & Other Fuels	246,690	561,982	374,083	803,038
Household Equipment & Supplies	1,261,513	2,507,258	851,748	1,748,025
Household Furnishings	273,842	530,970	193,995	396,700
Industrial Materials	385,404	766,184	366,030	706,311
Insurance	98,490	201,540	27,580	65,950
Jewelry, Optical Goods & Cameras	243,001	473,971	157,987	300,407
Office Equip., Stationery & Writing Supplies	77,580	155,160	193,920	413,370
Political	....	.....	46,168	46,168
Publishing & Media	51,705	105,426	52,683	106,295
Radios, TV Sets, Phonographs, Musical Instruments & Accessories	271,238	610,513	419,815	806,755
Retail Stores & Direct By Mail	———	23,175	108,000	210,950
Smoking Materials	2,598,158	5,541,090	2,204,470	4,569,413
Soaps, Cleansers & Polishes	1,784,776	3,570,964	1,562,649	3,247,011
Sporting Goods & Toys	.....	15,038	.....	.....
Toiletries & Toilet Goods	2,478,449	5,173,761	1,972,737	4,000,585
Transportation, Travel & Resorts	49,878	98,037	———	———
Miscellaneous	156,926	327,067	180,683	346,688
TOTALS:	$15,908,788	$33,184,148	$14,786,047	$29,857,606

Source: Publishers Information Bureau

Ziv's 'FBI' 1953 Sales May Top 1952 Record

GROWING sales of *I Was a Communist for the FBI* radio series indicate that 1953 may top its billings in 1952 (when the program was heard on 718 stations), the Frederic W. Ziv Co. reported last week. Authorities said they already had received renewals in about 75% of the cases, and that around 50 new sales have been made.

The second year's sales effort, it was pointed out, will be highlighted by an expanded promotion, advertising and merchandising campaign, including a $50,000 essay contest conducted in cooperation with the national headquarters of Disabled American Veterans.



ALTON WHITEHOUSE (r), district representative of Frederic W. Ziv Co. in Philadelphia, shows Edward Rogers, Ziv New York representative, some of the features in promotion material which helped Ziv's radio program, *I Was a Communist for the FBI* reach the point where second-year sales may exceed the first year's.

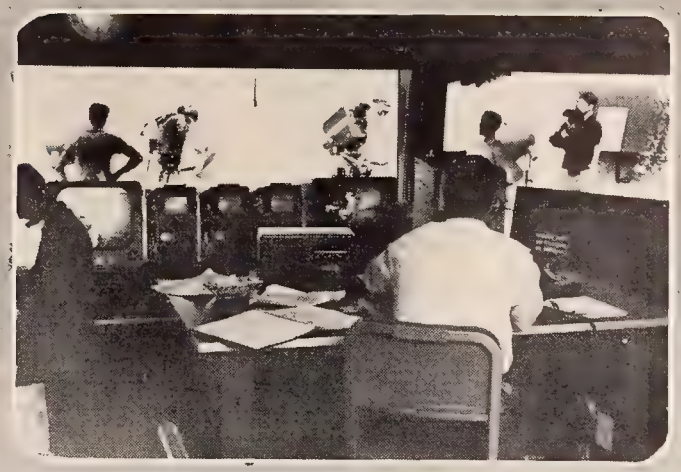
NAEB Offers New Series

NATIONAL Assn. of Educational Broadcasters' new four-week series titled "The People Talk Back," has been made available to the 127 NAEB member stations. It began May 2 on WNYC-AM-FM New York. Programs run an hour and a half with exception of the second broadcast in the series which ran an hour. Recorded series features opinions of private citizens in opposition to or agreement with noted political figures on such issues as the controversial 1952 Immigration Act, corruption in government, radio-TV coverage of Congressional hearings, and peace with the Soviet Union.

UP Names Johns, Thornton

APPOINTMENTS of Dale M. Johns and Howard C. Thornton to UP as Central Div. business manager and business representative, respectively, have been announced by S. Edmund Steeves, Central Div. manager. Mr. Johns has been a UP regional business representative and has been with the organization since 1941 with time out for military service. Mr. Thornton, formerly Minneapolis bureau manager, joined UP in 1948.



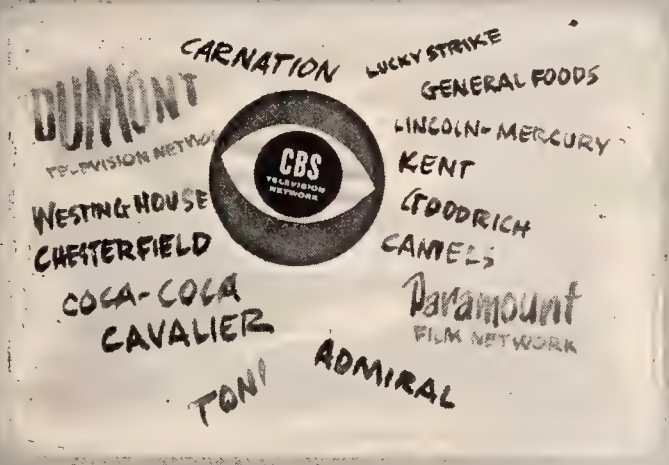


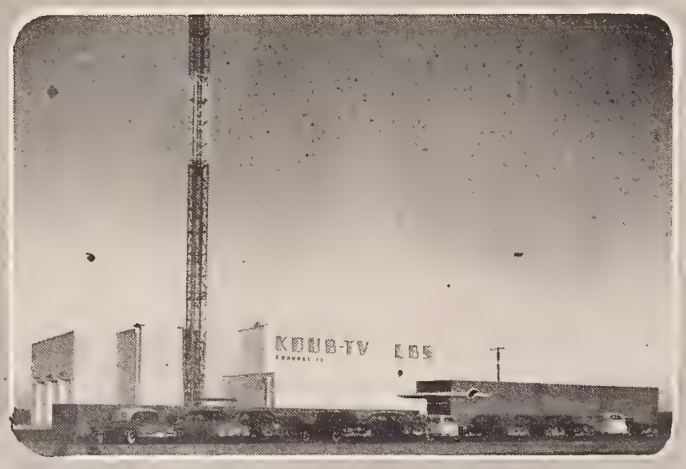
(1)

KDUB-TV signed on the air November 13,1952,"FIRST IN WEST TEXAS-FIRST ON THE SOUTH-PLAINS".

(2)

KDUB is the South Plains station with experience. This smooth running team of top-notch personnel, working with the best of equipment, assures you of the best telecasting in your South Plains market.





(3)

The CBS and Dumont network shows are strong on KDUB. The South Plains is a booming, entertainment-hungry market channeled on the experienced station-KDUB-TV.

AVERY KNODEL, Inc.
National Representative

(4)

EFFECTIVE POWER { 35,000 WATTS VISUAL
17,500 WATTS AURAL

SALES HUB OF THE SOUTH PLAINS MARKET
KDUB TV
LUBBOCK, TEXAS CHANNEL 13

W. D. "Dub" Rogers
President

Mike Shapiro
Commercial Mgr.

Ross-Danzig, CBS Inc. Sued by Moore

SUIT for $1 million damages was filed April 29 in Los Angeles Superior Court against CBS Inc., Bart Ross, Frank Danzig, program packagers, and Ross-Danzig Productions by William H. Moore, disc m.c. personality known professionally as Peter Potter. Mr. Moore, who conducts the weekly 90-minute *Juke Box Jury* on KNXT (TV) Hollywood, charges defendants, who produce a weekly hour *Platterpanel* on the same station, with infringement and imitation and seeks an injunction to halt further telecasts.

Former program features six guest panelists who vote new record releases a "hit" or "miss," while the latter has a permanent panel of four men who vote on favorite all-time recordings submitted by three guest stars. Both programs are sold out on a participation basis.

KNXT (TV) reportedly bought *Platterpanel* to prevent any other station from scheduling it opposite *Juke Box Jury*.

Complaint was filed through Hollywood attorneys Fendler, Weber & Lerner and Marvin Freeman of Freeman & Taub.

General Films Signs

NEW DAILY television column, "Inside TV," described as the "first and only exclusive TV column covering all the TV centers of America," has been signed for 10 years by General Features Corp., according to Eve Starr, author of the viedo feature.

Miss Starr, former Hollywood correspondent for European and Latin American magazines, said the feature already has been accepted by 11 newspapers. Each column on television contains editorials, criticism, developments, gossip and brief biographies of stars. The column began April 27.

Vanderpoel-Hauser Artists

NEIL VANDERPOEL, staff announcer for WSUN St. Petersburg, Fla., and Al Hauser, publicity director of Hotel Taft, New York, have formed Vanderpoel-Hauser Artists Corp., specializing in local radio-TV production and promotion in the Tampa Bay area. Headquarters have been opened in Room 610, Florida Theater Bldg., St. Petersburg. Telephone: 5-3072.

RECORD TURNOUT AT AWRT MEET

Workshop panels, presentation of "Mike" awards highlighted sessions at Atlanta's Hotel Biltmore.

RECORD attendance of more than 300 delegates to the American Women in Radio & Television annual convention at Atlanta's Hotel Biltmore April 30-May 3 was reported last week by the AWRT convention reports committee.

During the four-day conference, which included seven workshop panels and business meetings conducted by active members, five new directors-at-large were elected to serve through the coming year. New directors are:

Nena Badenoch, radio-TV relations director, National Society for Crippled Children, Chicago; Betty Barnett, TV director-producer, KSD-TV St. Louis; Jane Barton, program director, New York State Radio-Motion Picture Bureau; Betty Ross, NBC Chicago assistant director of public affairs and education, and Gertrude Trobe, women's director, WBVP Beaver Falls, Pa.

Highlights of the banquet, held May 2, were presentation of the *McCall's Magazine* gold "Mike" awards to eight AWRT members, and an address by NARTB President Harold E. Fellows. "Mike" awards, presented by Daniel D. Mich, editorial director of *McCall's*, were won by the following:

Ann Holland, WBAL-TV Baltimore; Christine Spindel, WDIA Memphis; Phyllis Adams, NBC-TV New York; Miss Badenoch; Mary Morgan, CKLW Windsor, Ont. (Detroit), and Madeline Long, WCCO-TV Minneapolis. Absentee awards also were given to radio-TV singing star Jo Stafford and Evadna Hammersley of KOA Denver, who were unable to be present.

Harold E. Fellows, NARTB president, traced the transition of broadcasting into a sight-sound medium. Experience has shown, he said, that those who have sold radio time can sell TV; those who have programmed radio can also program TV. The most important element in broadcasting, he said, is the public.

Mr. Fellows urged AWRT members to work sympathetically and constructively with all educational endeavors. He vigorously denied the charge that NARTB opposes educational telecasting, explaining the association feels educators should not be given an unfair competitive advantage over commercial outlets.

Among highlights of the seven daytime workshop-panel sessions, dealing with various phases of radio-TV operation and management, the following were listed:

"What's Ahead for Women's Programs?"—Dorothy Fuller, WBET Brockton, Mass., chairman; Duncan MacDonald, DuMont TV director of women's programs and president of AWRT New York chapter, moderator. Speakers: Miss Holland; Barbara Welles, MBS WOR New York; Edythe Fern Melrose, WXYZ Detroit, and Norma Young, KHJ Los Angeles. Participants agreed that although sponsored women's programs sometimes have low audience ratings because of their specialized content, the commercials carry a strong impact, and that "it takes a woman to sell to women."

"A Show Is Born"—Doris Corwith, NBC New York, chairman; D. Mitchell Cox, vice president, Pepsi-Cola Co., moderator. Speakers: Robin Chandler, TV star; Martin Manulis, producer-director; Arnold Shulman, radio-TV-motion picture writer, and Richard Uhl of Sullivan, Stauffer, Colwell & Bayles, New York. How a TV writer's work may be revised at the last minute, how a performer copes with last-minute production problems and the "headaches" which result in each phase of TV production, were described.

"The Its and Bits of Television" — Bess Wright, WKMH Dearborn, Mich., chairman; Miss Barnett, moderator. Speakers: Elizabeth Bain, WGN-TV Chicago; George Heineman, NBC Chicago; Babette Doniger, TV Snapshots, New York; Martha Rupprecht, CBS New York, and Betty McCabe, Sherman & Marquette, New York. Even though the live-versus-film controversy is dying out, according to the panel, stress was laid on the importance of live programming.

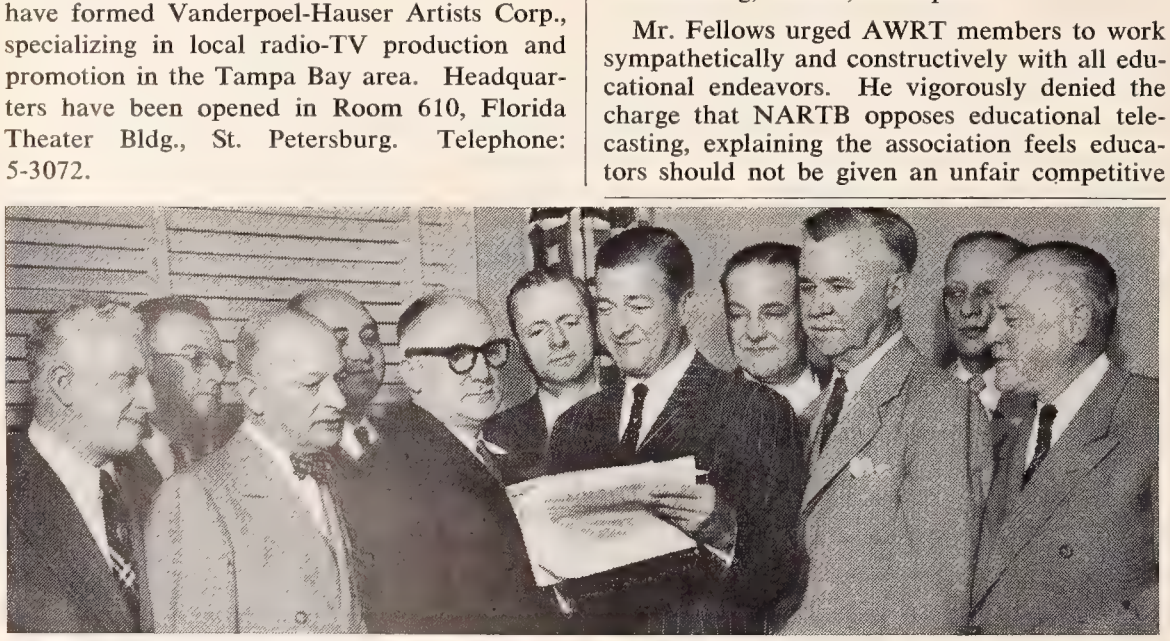
Other Sessions

"Effective Public Service Programming"—Jane Dalton, WSPA Spartanburg, S. C., chairman; Henriette K. Harrison, radio-TV consultant, New York, moderator. Speakers: Kay Fox, special service director, WLW Cincinnati; Gertrude Grover, WHCU Ithaca commentator, and Miss Barton.

"Management Policies & Program Building for the Independent Radio Station"—Alice Friberg, WCYB Bristol, Va., chairman; Ruth Trexler, ABC New York, moderator. Panelists: Dolly Banks, manager of WHAT Philadelphia; Christie Meade, president, WESC Greeneville, S. C., and Mary Foy, general manager, WSWN Belle Glade, Fla.

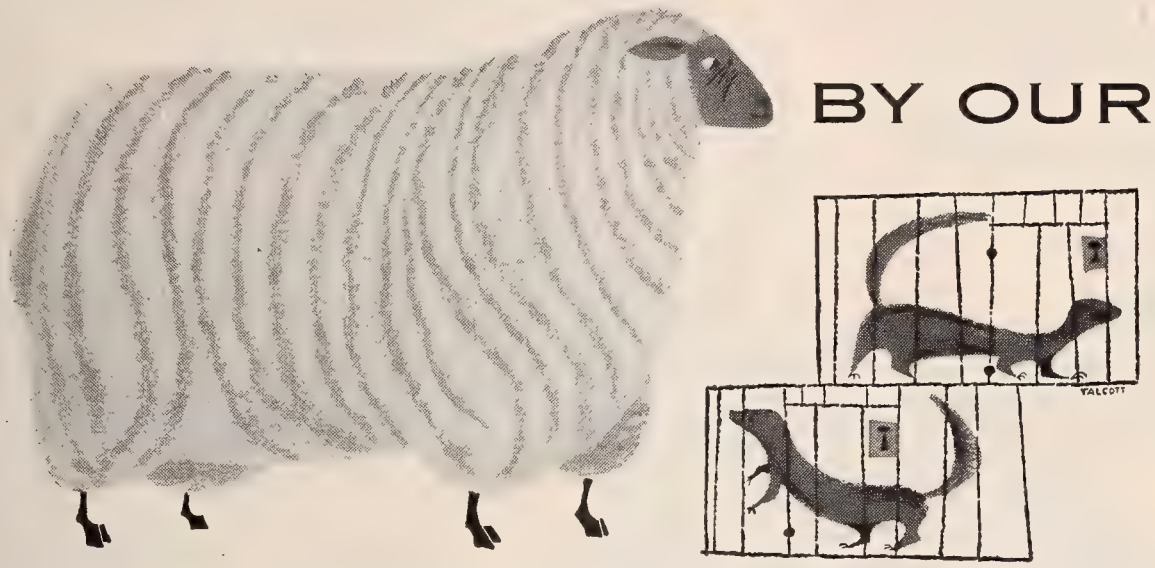
"Operational Activities Behind the Scenes"—Elizabeth Marshall, WBEZ Chicago, chairman; Glenn C. Jackson, managing director of WAGA-AM-TV Atlanta, moderator. Panelists: Betty Brocklage, WHAM-TV Rochester; Dorothy Kemble, MBS New York; Edith Ford, WLWA (TV) Atlanta; Fern Hawks, WHBF Rock Island, Ill., and Para Lee Brock, WAGA-TV. It was stressed that a central clearing point around which programming, continuity and other departments revolve, is a "must" in station operation.

"Take a Look at Yourself"—Harriet Sabine, New York, chairman; Phyllis Adams, Martin Stone Productions, New York, moderator. Participants: Harriet Pressly, WPTF Raleigh; Nancy Osgood, WRC-WNBW (TV) Washington, and Robert B. Griffen, *The Pastor's Study*, Atlanta.



NEW FACSIMILE service of International News Service and International News Photos is displayed by General Manager Seymour Berkson to agency executives at the INS annual business meeting. Looking at samples are: (l to r, front row) Louis Allwell, INS sales manager; Saul Flaum, INP sales manager; Barry Faris, INS editor-in-chief; Mr. Berkson; John A. Brogan Jr., foreign sales director; Frank J. Nicht, general sales manager; (back row) Robert W. Brown, INS business manager; Charles Bauer, INP assistant general manager; John M. Cooper, radio-TV news director; Robert H. Reid, TV sales manager; E. C. Stein, INP editor.

DON'T JUDGE OUR WOOL



BY OUR MINK

Every so often someone buys a 24-page special section in The New York Times. Costs a lot of money, but, we're told, it pays off.

Four-page, full-color inserts in Life magazine don't go for peanuts either. But people buy them and, chances are, they get value received.

Does this mean that *all* newspaper and magazine advertising is expensive? Of course not. You don't *have* to buy 24-page sections or 4-page inserts; you can buy small space too. You, the advertiser, decide whether you are going small or going big. The advertising medium itself isn't expensive, unless you want to *dominate* the space. Then it does cost money, and . . . it's worth it.

Same way with television.

A full-hour, star-studded show in choice evening time will *dominate* the TV schedule. Like those four-page inserts, it costs money, but . . . it's worth it. On the other hand, you can buy a six-minute daytime TV segment on NBC-TV for $3,400. And three million people will see your commercial.

Network Television, like newspapers and magazines, lets you decide how much "space" you need or can afford. $3,400 on NBC-TV is a good investment, and not a costly one. If you spend more than $3,400 you'll get a proportionally greater value. So, if you want to advertise your product on television, don't let all this talk about high costs scare you away. If you'll give us a call today, we'll be glad to develop with you a schedule on NBC Television that fits your advertising budget.

NBC

a service of Radio Corporation of America

"FOLLOW THAT MAN!"



He's RALPH BELLAMY..

whose exciting "Man Against Crime" adventures—retitled "Follow That Man" —are *now* available **FIRST-RUN** in many television markets.

Ralph Bellamy — the "Man Against Crime" — already has a vast following that numbers millions of TV families every week!

Now, these same swiftly-paced films, made expressly for television, are being offered to local or regional advertisers for first-run sponsorship in many important TV cities. These are the same half-hour programs — featuring the same unique outdoor locations and realistic action — that have earned "Man Against Crime" an average nationwide rating of 35.7.*

Another MCA-TV Advertising Showcase, "Follow That Man" brings a ready-built audience acceptance and a can't-miss sales formula to local and regional television. Your customers *will* follow that man! For all details, contact your nearest MCA-TV office.

*Nielsen national ratings, Oct. '52 — March '53

another advertising *SHOWCASE* from

FOLLOW THAT MAN...
FIRST-RUN IN THESE TV MARKETS:

St. Louis	Oklahoma City
Providence	Utica
Milwaukee	Mobile
Schenectady	Spokane
Portland, Ore.	Montgomery
New Britain	Jackson, Miss.
Buffalo	Atlantic City
Toledo	Saginaw
Rochester	Baton Rouge
Nashville	Springfield, Mo.
Grand Rapids	Austin
Wilkes-Barre	Sioux City
South Bend	El Paso
Peoria	Amarillo
Roanoke	Colorado Springs
Wilmington, Del.	Bangor

NEW YORK: 598 Madison Avenue — PLaza 9-7500
CHICAGO: 430 North Michigan Ave. — DElaware 7-1100
BEVERLY HILLS: 9370 Santa Monica Blvd. — CRestview 6-2001
SAN FRANCISCO: 105 Montgomery Street — EXbrook 2-8922
CLEVELAND: Union Commerce Bldg. — CHerry 1-6010
DALLAS: 2102 North Akard Street — PROspect 7536
DETROIT: 1612 Book Tower — WOodward 2-2604
BOSTON: 45 Newbury Street — COpley 7-5830
MINNEAPOLIS: Northwestern Bank Bldg. — LINcoln 7863

MCA-TV Ltd

TV CODE BOARD STAYS INTACT

THE five-member board that has carried the TV self-regulation load since the NARTB's video code went into effect March 1, 1952, will continue the policing of commercial and program standards as a result of action taken last week by NARTB President Harold E. Fellows.

John E. Fetzer, WKZO-TV Kalamazoo, Mich., was persuaded to remain in office for a two-year term, continuing as chairman of the board. Mr. Fetzer had indicated repeatedly he wanted to give up the chairmanship because of business pressures in operating the Fetzer radio and TV properties.

J. Leonard Reinsch, WSB-TV Atlanta, was reappointed for a two-year term and continues as vice chairman. Mrs. A. Scott Bullitt, KING-TV Seattle, also was reappointed for a two-year term as a board member. The other two members—Walter J. Damm, WTMJ-TV Milwaukee, and Ewell K. Jett, WMAR-TV Baltimore—were reappointed for one-year terms.

Edward H. Bronson continues as NARTB's director of television code affairs, serving as operating head of the TV industry's "conscience."

Eiges on NARTB TV Group

SYDNEY EIGES, NBC vice president in charge of press, has been named as the network's representative on the NARTB Television Information Committee. He succeeds Edward D. Madden, former NBC-TV vice president. The committee is collecting and distributing basic information on TV's contributions to the national welfare.

Cecil, Sussman Talk

AN OPEN discussion on advertising agency diversification and specialization was held Thursday by the League of Advertising Agencies at the Advertising Club of New York.

James M. Cecil, president, Cecil & Presbrey, New York, represented the agency which services various types of clients. Aaron Sussman, president, Sussman & Sugar Inc., New York, spoke for the specialized agency. His agency handles at least 20 book publishers.

Contract Plans Exchange Urged for NARTB Members

GREATER exchange of information on union wage contracts among radio-TV broadcasters was recommended during concluding hours of the NARTB Los Angeles convention [B•T, May 4].

Richard P. Doherty, NARTB employe-employer relations vice president, urged broadcasters to avoid union jurisdictional conflicts, become more familiar with NLRB actions, not give away concessions in labor negotiations, and strengthen morale among station employes as a foundation of good employe-employer relations.

Mr. Doherty spoke at a panel session presided over by Leslie C. Johnson, WHBF Rock Island, Ill., with other members including Victor C. Diehm, WAZL Hazelton, Pa.; Joseph McDonald, NBC; Robert Purcell, KTTV (TV) Los Angeles, and Victor A. Sholis, WHAS-AM-TV Louisville.

Kobak Cites Greater Need for Good Research

NEED for objective and impartial research in advertising and marketing is greater today than ever before, Edgar Kobak, president, Advertising Research Foundation, said Thursday in an address to the Eastern Industrial Advertisers, Philadelphia chapter of National Industrial Advertisers Assn. No matter how expensive good research may seem at first glance, in the long run it will prove much more economical than slipshod research which costs less but does not stand up, he said.

"Millions are spent every year for advertising research, but the field still lacks the research standards and uniform methods required in any field for scientific study," Mr. Kobak stated. "One of the Foundation's goals is to remedy this situation. Today we have more than 100 experts serving on various ARF committees and on our board of directors. These are volunteers among our agency, advertiser and media subscribers. They are giving generously . . . in a united effort to establish and maintain sound research standards. This job won't be done overnight. But it will be done and done well."

Radio-TV Panel Set For AFA Convention

"RADIO-TV, or How to Live on a Small Fortune" will be the subject of the final morning radio and television session of the Advertising Federation of America's 49th annual convention, June 14-17 at Cleveland's Hotel Statler, John Thomas, radio and TV director of Ewell & Thurber Assoc., who will preside at the session, has announced.

The program will be a panel discussion featuring the following speakers: John Karol, vice president in charge of sales, CBS Radio; Hugh M. Beville Jr., director of plans and research, NBC; Jack Denove, president, Jack Denove Productions, Los Angeles; Charles N. Newton, television account executive, BBDO, New York, and Ben Webster, president, Videx Corp., New York.

New York Film Producers Elect Pincus President

DAVID PINCUS of Caravel Films April 30 was elected president of the Film Producers Assn. of New York. He succeeds Peter Mooney of Audio Productions.

Other officers named are Walter Lowendahl of Transfilm, vice president; Leslie Roush of Leslie Roush Productions, secretary, and Edward Lamm of Pathescope, treasurer. Mr. Mooney, Ralph Cohen of Screen Gems and Herbert Kerkow of Herbert Kerkow Inc. were elected directors of FPA.

NCTA Sets Meet June 8

SECOND annual convention of the National Community Television Assn. will be held at the Park Sheraton Hotel in New York June 8, it was announced last week. The program includes a technical clinic to be moderated by Dr. Frank G. Kear of the Washington consulting engineering firm of Kear & Kennedy, and an operations panel moderated by NCTA President Martin F. Malarkey Jr., and including Donald Thornburgh, WCAU-TV Philadelphia; Edward Mallon, William E. Howe & Co., tax expert, and Thomas Egan, Pennsylvania Public Utilities Commissioner. Headquarters of NCTA is in the Thompson Bldg., Pottsville, Pa.



POTENTIAL sponsors were introduced to the value of radio advertising at a recent clinic held by the National Assn. of Radio Farm Directors in Kansas City, Mo. N. C. Wright (r), assistant manager of consumer relations for International Harvester, here is in discussion with Phil Evans (l), director of KMBC-KFRM Kansas City's service farms, and Maury Johnson, Staley Milling Co.

* * *

Radio Farm Directors Boosted at Clinic

RADIO farm directors meeting in Kansas City, Mo., recently heard Leo B. Olson, advertising manager for DeKalb Agricultural Assn., say: "DeKalb was a one-horse outfit 16 years ago when we started using radio . . . today . . . we're the biggest hybrid corn seller. We see radio as the only real mass medium for the farm advertiser."

Mr. Olson's statement came at a clinic of the National Assn. of Radio Farm Directors, designed to show what the director can do for the advertiser.

A number of speakers outlined the role the farm director can play in selling farmers on their advertisers' products. Among them were:

Charley Smith, research representative, WCCO Minneapolis; Chuck Calkins, radio-TV director, Conklin-Mann & Son, New York; B. S. Graham, manager, Central Oklahoma Milk Producers Assn., Oklahoma City; Maurice Johnson, vice president and sales manager, Staley Milling Co., Kansas City, Mo.; Gale Blocki Jr., director of midwest sales, BAB, Chicago; George Higgins, vice president and managing director, KMBC Kansas City, Mo.; and Chuck Worcester, radio farm director, WMT Cedar Rapids, Iowa.

Pennsylvania Broadcasters Schedule Top Speakers

PROMINENT speakers will highlight the annual meeting of the Pennsylvania Assn. of Broadcasters in sessions at the Bedford Springs Hotel, Bedford, May 20-21.

Heading the list are: Harold Fellows, NARTB president; Pennsylvania's Gov. John S. Fine; Milton Eisenhower, president of Pennsylvania State College, and Arthur Pryor, BBDO.

Roy Thompson, WRTA Altoona, is in charge of the convention. Joe Connolly, WCAU Philadelphia, is program chairman. PAB president is Roger Clipp, WFIL Philadelphia.

AAAA Regional Meets Set

DETAILS of the Eastern, Central and Pacific fall regional conventions of the American Assn. of Advertising Agencies have been announced. Pacific Council convention will be held Sept. 20-23 at the Empress Hotel, Victoria, B. C.; Central Council, Oct. 9-10, Drake Hotel, Chicago, and Eastern Council, Nov. 10-11, Hotel Roosevelt, New York.

Editor Isaacs Praises TV, Tells Newsmen to Cover It

"I THINK a newspaper owes its readers good, constructive television news coverage . . . television should be praised to the skies for some of its achievements." This belief was asserted by Norman E. Isaacs, managing editor of *The Louisville* (Ky.) *Times* (WHAS-AM-TV), in a speech before the Annual Conference of News Executives at the U. of Minnesota, Minneapolis, May 8.

Speaking on "The Challange of the 50's to Newspapering," Mr. Isaacs admonished his fellow newspaper executives to "quit acting like ostriches about television and radio. They are two of the great media of the world," he observed, and "people are going to continue to listen and watch. Let's be adult about it. Let's cover radio and TV for what they are worth, for the real attention our readers give them.

"The impact of the sound and picture age on the daily newspaper thus far has been one of quivering, quavering and sheer terror. . . . Let's get up and fight with our own tools—words and pictures—that carry the dramatic story of the day's events."

"The challenge of the 50's," said Editor Isaacs, "is an old one: It is progress."

Catholic Broadcasters Meet

PREPARATION of Catholic news programs formed the basis of discussions last Saturday during the Catholic Broadcasters Assn. middle Atlantic district meeting in Atlantic City. The CBA meeting followed the Catholic Press Assn. convention there last week.

Members of CBA, which exchanges radio and TV scripts and gives assistance to Catholic broadcasters, Saturday heard lectures on religious broadcasting.

Sportscasters Name Hasel

JOE HASEL of NBC was elected president of the Sports Broadcasters Assn. at a meeting in New York last week, succeeding Don Dunphy of ABC. Other new officers are Sam Taub, WMGM New York, and Guy Lebow, WPIX (TV) New York, vice presidents; Len Dillon, WFAS White Plains, N. Y., treasurer, and Bob Allison, Voice of America, treasurer.

RTNDA To Repeat Seminar; Inter-Station Unit Formed

RADIO-TELEVISION News Directors Assn. has voted to continue co-sponsorship of the National Television News Seminar with Northwestern U.'s Medill School of Journalism on an annual basis. RTNDA's board of directors met May 2-3 at the Orrington Hotel, Evanston, Ill., immediately following the TV news seminar [B•T, May 4]. Tom Eaton, WTIC Hartford, Conn., is president of the association.

Benton Named

Another RTNDA development is the naming of Monroe Benton, WNYC New York, as chairman of the organization's inter-station cooperation committee. Appointed to serve with him are Parker Hoy, WLAM Lewiston, Me.; Dick Smith, WHB Kansas City, Mo.; Jack Morris, KTUL Tulsa, Okla. and Glenn Flint, WDAY Fargo, N. D.

Reynolds Joins RTMA

WILLIAM L. REYNOLDS, of the Washington law firm of Covington & Burling, has joined the Radio-Television Manufacturers Assn. headquarters office as staff attorney. James D. Secrest, RTMA executive vice president, said Mr. Reynolds replaces Ray S. Donaldson, who will work under direction of Glen McDaniel, RTMA general counsel.

BAB Reports Home Listening

HOME radio listening, not counting post-midnight or out-of-home audiences, is the subject of the fifth in a BAB series of reports on radio's cumulative audience. Report points out that better than 94 out of every 100 families who own radios listen to them at home in a single week, including nine out of every 10 radio-TV families. Titled "The Total Cumulative Audience of Radio," report is a four-page folder dealing with the number of families listening to all radio advertising each week.



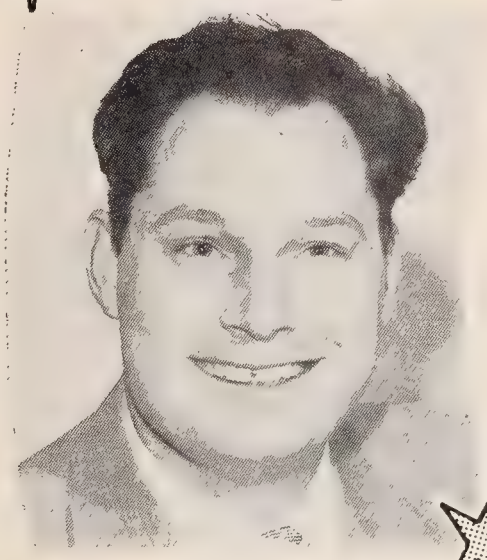
IT was all smiles when top command of American Assn. of Advertising Agencies changed hands at the annual AAAA convention held at White Sulphur Springs, W. Va. [B•T, April 27]. L to r: Earle Ludgin, president, Earle Ludgin & Co., Chicago, who was elected AAAA vice chairman; John P. Cunningham, executive vice president of Cunningham & Walsh, New York, retiring AAAA chairman, and Henry M. Stevens, vice president, J. Walter Thompson Co., New York, the association's new chairman.

These top KDYL personalities can boost YOUR sales in the Greater Salt Lake City Market



Will Wright's gift of knowing what the public likes in the way of music, together with his congenial and informal pattern of friendliness and sincerity, combine to make him one of the West's most popular disc jockeys.

Will Wright



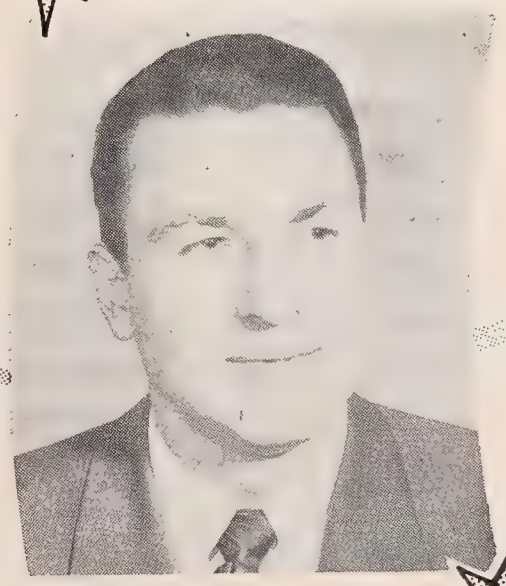
Your sales message presented by Joe Lee is like a personal visit with the individual listener. Joe's appeal can be measured by surveys showing his ability to attract and hold more listeners than any other morning show in Salt Lake City.

Joe Lee



A favorite of radio listeners for nearly two decades is genial Allan Moll, whose loyal listeners and long experience assure you a prebuilt audience.

Allan Moll



Bill Manning's established shows boast audiences that bring results. A spot delivered by Bill is loaded with sales appeal for any advertiser.

Bill Manning

These four top personalities are four good reasons why you can be sure your spots on KDYL will be delivered on the air in a manner that really gets results.

LOOKING FOR PROOF? Here's what typical KDYL sponsors say about results from advertising on KDYL:

- **A garden tiller company enjoys 350% increase in sales in less than 4 months.** The local dealer stated: "We can definitely attribute more than 500 sales to KDYL because we sold that many as a direct result of leads furnished by the station. We would like to give credit where credit is due and thank KDYL for the good work."

- **Home appliance dealer increases volume sales of food freezer plan more than 400% in one month.** Said the manager: "During August our sales on the home freezers and food plan, as a direct result of our radio advertising on KDYL increased more than 400 per cent."

- **Health insurance company builds business from radio advertising.** Reported the owner: "The first spot by Will Wright drew six leads; subsequent announcements since that time have totaled more than nine per day. Leads for 1952 totaled more than 2,500."

Top Showmanship . . . Smart Programming
Planned Merchandising

KDYL
NBC affiliate
Salt Lake City, Utah

"First in Showmanship"

National Representative: John Blair & Co.

SEVEN MORE REPORT TV STARTS

The total commercial outlets stands at 168 with prospects of nine more getting under way this month.

SEVEN new television stations began commercial operations within the last fortnight, but none started on the day originally set as a target commencement date. (The stations had been counted by B•T in its weekly totals of operating stations. Even though not on the air with anything but a test pattern, commercial operation of the stations was due to begin momentarily.)

For the third week in a row, the number of stations counted as operating on a commercial basis is 168. These include 60 post-thaw stations, 32 vhf and 28 uhf.

Between now and July 1, 33 more stations should start programming. They are (in chronological order):

On the Air

KTYL-TV Phoenix-Mesa, Ariz., vhf Ch. 12, represented by Avery-Knodel Co., affiliated with NBC-TV (began May 3). Already on the air in Phoenix: KPHO-TV, vhf Ch. 5 (a pre-freeze station).

WCOS-TV Columbia, S. C., uhf Ch. 25, represented by Headley-Reed TV, affiliated with ABC-TV and carrying some NBC-TV programs (began May 1). It is the first Columbia TV station to go on the air. Due on the air between June 15 and July 1 is WNOK-TV, uhf Ch. 67.

WFTL-TV Fort Lauderdale, Fla., uhf Ch. 23, represented by Weed Television (began May 1). It is the first Fort Lauderdale TV station to go on the air. WITV (TV), uhf Ch. 17, plans to begin next October.

WLBC-TV Muncie, Ind., uhf Ch. 49, represented by Walker Representation Co., affiliated with CBS-TV and DuMont (began May 8). It is the first Muncie TV station.

WKNX-TV Saginaw, Mich., uhf Ch. 57, represented by Gill-Perna (began May 4). It is the first Saginaw-Bay City-Midland TV station.

WPAG-TV Ann Arbor, Mich., uhf Ch. 20, represented by Joseph Hershey McGillvra Inc., affiliated with DuMont (began April 27). It is the first Ann Arbor TV station.

WTVO (TV) Rockford, Ill., uhf Ch. 39, represented by Weed Television, affiliated with NBC-TV (began May 3). It is the first Rockford TV station.

May 15

KVOS-TV Bellingham, Wash., vhf Ch. 12, represented by Forjoe & Co. It will be the first Bellingham (Wash.)-Vancouver-Victoria (B.C.) TV station.

WCSC-TV Charleston, S. C., vhf Ch. 5, represented by Free & Peters Inc., affiliated with all four TV networks. It will be the first Charleston TV station.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William Rambeau Co. It will be the first Lafayette TV station.

WTVE (TV) Elmira, N. Y., uhf Ch. 24, represented by Forjoe TV Inc. It will be the first Elmira TV station.

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont. Already in St. Louis: KSD-TV, vhf Ch. 5 (a pre-freeze station).

May 17

WHIZ-TV Zanesville, Ohio, uhf Ch. 50, represented by John E. Pearson TV Inc. It will be the first Zanesville TV station.

May 22

WDAY-TV Fargo, N. D., vhf Ch. 6, represented by Free & Peters Inc., affiliated with NBC-TV. It will be the first Fargo TV station.

May 25

WFTV (TV) Duluth, Minn., uhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks. It will be the first Duluth TV station.

May 28

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with CBS-TV. It will be the first Raleigh TV station.

June 1

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all four TV networks. It will be the first Bakersfield TV station.



LOUISIANA'S Gov. Robert F. Kennon is greeted by Tom E. Gibbons, WAFB-TV Baton Rouge vice president and general manager, as that state's Chief Executive reviews a parade celebrating opening of the new Ch. 28 outlet [B•T, April 27].

KCSJ-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knodel Inc. Already on the air in Pueblo: KDZA-TV, vhf Ch. 3.

KFEQ-TV St. Joseph, Mo., vhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV. It will be the first St. Joseph TV station.

KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson TV Inc. It will be the first Fort Smith TV station.

KSWS-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc. It will be the first Roswell TV station.

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by the William G. Rambeau Co. It will be the first Waterbury TV station.

WTVU (TV) Scranton, Pa., uhf Ch. 73, represented by the Bolling Co. WGBI-TV Scranton, uhf Ch. 22, plans to start June 7.

June 7

WGBI-TV Scranton, Pa., uhf Ch. 22, represented by Blair TV Inc., affiliated with CBS-TV. WTVU (TV) Scranton, uhf Ch. 73, plans to start June 1.

June 1-15

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair TV Inc., affiliated with NBC-TV. It will be the first Boise TV station.

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Robert Meeker TV Inc. It will be the first Rochester TV station.

WBUF-TV Buffalo, N. Y., uhf Ch. 17, represented by H-R Television. Already in Buffalo: WBEN-TV, vhf Ch. 4 (a pre-freeze station).

June 15

KFOR-TV Lincoln, Neb., vhf Ch. 10, represented by the Paul H. Raymer Co., affiliated with ABC-TV. Already in Lincoln: KOLN-TV, vhf Ch. 12.

June 15-July 1

KMJ-TV Fresno, Calif., uhf Ch. 24, represented by the Paul H. Raymer Co. It will be the first Fresno TV station.

KTVH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12, represented by H-R Television Inc. It will be the first Hutchinson-Wichita TV station.

WNOK-TV Columbia, S. C., uhf Ch. 67, represented by the Paul H. Raymer Co., affiliated with CBS-TV and DuMont. Already in Columbia: WCOS-TV, uhf Ch. 25.

June 21

WMTV (TV) Madison, Wis., uhf Ch. 33, represented by the Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont. It will be the first Madison TV station.

June 1-30

KTAG (TV) Lake Charles, La., uhf Ch. 25, represented by Adam Young Television Inc. It will be the first Lake Charles TV station.

Saginaw Operation

• WKNX-TV in Saginaw began telecasting its regular program schedule last Monday (see above). William J. Edwards, president and general manager, said the station is carrying programs from all four networks. Howard H. Wolfe, secretary-treasurer and station manager, added that the program schedule starts at 7 p.m. The station is operating with an effective radiated power of 20 kw visual, and claims reception in communities 60-65 airline miles from Saginaw.

Other TV construction developments last week:

• WWNY-TV Watertown, N. Y., uhf Ch. 48, has set its target date for November 15. The station, which will begin operation with a 12 kw uhf GE transmitter, will utilize one studio camera and a film camera. James W. Higgins, assistant station manager, said Louis Saiff Jr. is the overall head of WWNY-AM-TV. Mr. Higgins added that there are no firm commitments with either networks or national representatives.

• WITV (TV) Fort Lauderdale, Fla., uhf Ch. 17, will begin construction of a 762-foot tower nine miles south of Fort Lauderdale, near the Dade-Broward County line, Cmdr. Mortimer W. Loewi, president of the station, has announced. Commander Loewi, who also is assistant to the president of Allen B. DuMont Labs., said the tower will be made by Ideco, is designed to withstand 200-mile-per-hour winds and will be the highest structure in Florida. The station is planning to begin testing September 30 and will operate with 286 kw visual effective radiated power. Robert W. Standard, general manager of WITV (TV), said construction is scheduled to start next month on the tower and building foundations.

WLWD (TV) Channel Shift

WLWD (TV) Dayton switched from Ch. 5 to 2 April 27, increasing its effective radiated power from 16 to 32 kw, H. Peter Lasker, station general manager, said last week, adding that the change put $300,000 in equipment into operation. The station plans to increase power to 100 kw later in the summer, he said.

Stations Advised to Seek Dept. Store Radio Drives

MAY, a home furnishings promotion month with department stores, is a good time for radio stations to solicit business from the home furnishing divisions of local stores, according to Department Store Studies, which provides a number of case studies, including copy used and sales results, indicating that radio at the retail level is most successful in selling home furnishings and appliances.

DSS also reports on two independent surveys of retail advertising, one made in the East, the other in the West, one covering newspaper advertising, the other radio, which showed the total percentage selling cost for all items—good sale, poor sale, no sale—was about 17% for newspapers and about 7% for radio.

Both studies showed that about 10% of the advertised articles did not sell at all. Poor selling items amounted to about 21% of all newspaper-advertised merchandise, about 26% of items advertised on the air. But, the selling cost of these poor items in newspapers was over 80%, while in radio it was under 5%.

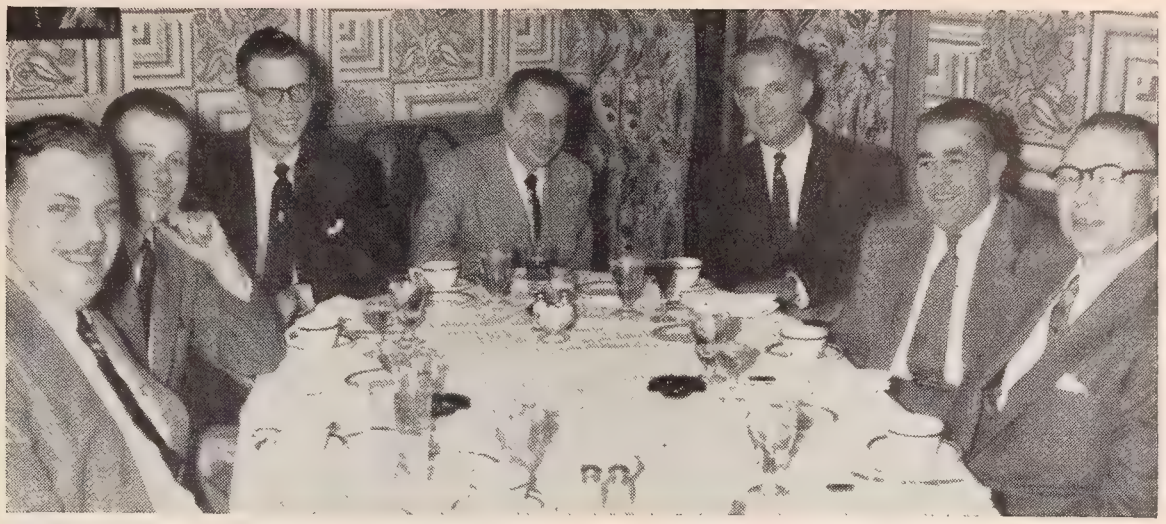
Analytical comparison of the two surveys confirmed the DSS findings that radio's best selling items were in the home furnishing divisions, and revealed newspapers to be most effective in selling apparel.

KWNO Headlines Musical

A NEW programming concept for KWNO Winona, Minn., is its *Show Time* series. The program is broadcast in Class A five nights weekly with five different sponsors, but uses the same format for all.

Featured is music from Broadway and Hollywood musicals. The 30-minute show has no script. It contains three one-minute internal commercials; music is not announced, but is recapped at the program's close.

Show Time represents one of the largest single sales in KWNO history, station said.



WSPD-TV Toledo and Weisemann Beer have contracted for a new sports program, *Sports Eye*, to be carried on the Ohio outlet in connection with the introduction of the beer into the Toledo area. Celebrating the agreement are: (l to r) Bob Wood, midwest sales manager, Storer Broadcasting Co; Al Ruhfel, TV production manager, WSPD-TV; Paul Schlessinger, Tatham-Laird Advertising Agency; Allen Haid, vice president-managing director, WSPD-TV; William Rine, vice president, northern district, Storer Broadcasting Co.; Jim Feak, Weisemann distributor, and Westford Shannon, commercial manager, WSPD-TV.

In-Store Broadcasts

GROCERLAND Co-Operative Stores has signed a 52-week contract with WJJD Chicago for some 4,000 every-hour, on-the-hour news broadcasts promoting products in its 160 area stores. The contract, effective today (Monday), rounds out the station's block programming schedule, it was explained.

Under the contract WJJD is to install amplifiers and loudspeakers in the stores, capitalizing on the in-store audience. Among firms whose products will be plugged are Royal Crown, Sawyer Biscuit Co., Salerno-Megowan and Canfield Beverages.

WBBM Buys Films

PURCHASE of 104 films worth over $260,000 from Republic Pictures by WBBM-TV Chicago has been announced by H. Leslie Atlass, vice president of CBS Central Division and general manager of the station.

Stations Make Quick Use Of Remote-Transmitter Rule

BROADCAST stations lost no time taking advantage of FCC's go-ahead on remote operation of transmitters [B•T, April 6].

The Commission's authorization, effective April 15, applied to stations with power of 10 kw or less. One week later about 50 applications had been received at FCC.

The Commission has expedited handling them and, as of Thursday, had granted authority for remote transmitter operation to 33 AM and 13 FM outlets.

It has been reported that certain TV stations are preparing to ask FCC for similar permission.

WSAZ Inc. Sets TV Clinic

WSAZ Inc., Huntington, W. Va., will sponsor a television clinic Saturday at the Frederick Hotel there, Lawrence H. Rogers, WSAZ-TV vice president-general manager, has announced. The sessions include discussions on programming, engineering, and "AM Living with TV," plus tours through the WSAZ-TV facilities.

WHLI Spots Plug WHLI

AS PART of its spring audience promotion campaign, WHLI-AM-FM Hempstead, L. I., is broadcasting a series of spot announcements by station advertisers, which not only plug their own programs but also point up the ability of WHLI to produce sales results.



24 KARAT Club members rally in Buffalo, N. Y., and these Speidel and Buffalo jewelry executives take time out to discuss 1953 advertising plans with WBEN and NBC staffers. Engaged in the discussion are: (l to r) Nick Malter, WBEN-TV Buffalo sales manager; Murray Heilweil, merchandising manager, NBC New York; Robert Brennan, Speidel's New York representative; Stan Spisiak, 24 Karat Club president; Harold Rosenquist, Speidel advertising manager, Providence, R. I.; Tom Coleman, account executive, Sullivan, Stauffer, Colwell & Bayles Inc., New York, and W. J. Martin, NBC sales.

Weather Boxscore

WTAM Cleveland reports that its baseball weather bulletin service is proving of value to Cleveland Indians' baseball fans. Broadcast every half hour, starting two hours before game time, directly from Cleveland Stadium, the report, according to WTAM, has persuaded fans to show up for games when bad weather threatened but did not materialize.

NO SALE OF WMGM, SCHENCK DECLARES

ASSERTING his faith in "radio broadcasting and its future," Nicholas M. Schenck, president of Loews Inc., announced last week that Loews' WMGM New York "is not for sale."

His announcement officially signaled the termination of negotiations in which Bertram Lebhar Jr., director of WMGM, proposed to acquire the prominent independent outlet, a 50 kw operation on 1050 kc, in an estimated $2 million deal [B•T, Jan. 12].

Mr. Schenck's statement, released in New York Friday, said WMGM "is one of America's foremost independent stations and the best known sports broadcasting station in the country," and that "no negotiations for its sale are under consideration." He continued:

"I believe in radio broadcasting and its future. It is an integral factor in the American way of life in which WMGM plays its part."

Prior to Mr. Schenck's announcement it was disclosed that some 35 to 40 employes of WMGM had been released or assigned to other duties in the Loews Inc. organization.

The move was attributed primarily to a decision to stop production of MGM Radio Attractions, transcribed programs which Mutual formerly carried for a year but did not renew. Distribution of these shows is continuing, however, although production has stopped.

Some clerical workers in the programming and sales departments, publicity, and production were among those released, in addition to a substantial number of engineers.

The announcement that WMGM is not on the market, while not mentioning personnel reductions, asserted that WMGM's recording division, which records M-G-M Records as well as those for outside customers, will continue operations without change of ownership.

KIVA-TV, Dealers Confer On Pre-Operation Plans

PREPARING for its opening in mid-July, KIVA-TV Yuma has inaugurated a dealer conference program, holding meetings of retail TV set dealers in Yuma and neighboring communities to discuss sales, installation and service policies that will work to the mutual advantage of dealers and the station. Meetings have resulted in excellent dealer cooperation, with advance displays and TV set sales at a high level, KIVA-TV reported. Its CP was received in April, and station executives expect to break ground about the middle of May.

KIVA-TV, which has no radio affiliate, is headed by Park Dunford, chief owner, and Walter Stiles, station manager. Station will be engineered by Mr. Stiles, who previously built KPHO-TV Phoenix and KOPO-TV Tucson. Studios and transmitting facilities will be located at Pilot's Knob in California, just across the Colorado River from Yuma. A sales office has been opened in downtown Yuma; another will be located in East Centro. KIVA-TV will operate on vhf Ch. 11 with authorized power of 30 kw visual, 15 kw aural. It will have DuMont transmitting and studio equipment and an RCA antenna.

WCFL to Air Grid Games

WCFL Chicago, 50 kw outlet owned by the AFL, has secured exclusive rights for broadcasts of all Chicago Cardinals 1953 professional football games, the station announced. Joe Boland will describe the games and Bob Elson, White Sox baseball announcer, will handle color.



GROUND-BREAKING duties for Midway Broadcasting Co., permittee for WPTS Pittston, Pa., are performed by Angelo W. Fiorani, president; Mrs. Fiorani, secretary, and Mrs. Terrance Gallagher Jr., executive secretary. WPTS, which expect to be on the air within two months, will be on 1540 kc with 1 kw.

New TV Permittees Plan Fall Starts

BOTH of last week's new commercial television station permittees (see story page 50) expect to start operating this fall.

Harold C. Burke, former vice president and general manager of WBAL-TV Baltimore, who received a construction permit from FCC for uhf Ch. 21 in Lancaster, Pa., told B•T Thursday that he has set a target date for this fall. Site of the new station has already been selected, he said, and added that RCA equipment is specified. Arrangements have not yet been made for network affiliation and national representation.

Mr. Burke now is serving as consultant for the Atlantic Video Corp., which is installing WRTV (TV), a new uhf outlet, in Ashbury Park, N. J. This activity will not interfere with his immediate work on the new Lancaster outlet, he stated.

Gordon Thompson, general manager of KFYO-TV Lubbock, Tex., reported that the vhf Ch. 5 station will be placed on the air as expeditiously as possible. A fall starting date is contemplated. Equipment has not been selected, and no decisions have yet been made regarding networks affiliation. O. L. Taylor Co. will be national sales representative.

All Stay Till 1959

ALL SEVEN New York area television stations will use the Empire State Bldg. tower as their transmitting headquarters, at least until April 30, 1959, officials of the building said last week. They reported that WABC-TV WNBT (TV) WCBS-TV and WPIX (TV) New York all have exercised their options to continue to use the tower until that date, which was the one already specified in the contracts of WABD (TV) and WOR-TV New York and WATV (TV) Newark.

Evans, Others Promoted In WSSB Reorganization

BOB EVANS, chief announcer and supervisor of continuity, production and publicity at WSSB Durham, N. C., has been appointed program manager of the station effective May 2. Harry Brown, former program director, goes to WNAO-TV Raleigh.

Leslie Carroll, WSSB continuity, has been named copy chief and assigned to public relations and publicity. Joe Carroll, WSSB office manager, becomes accountant-cashier manager.

Paul Lucey joins the WSSB staff to emcee a nightly request program, while Joe Humphrey joins the announcement staff. Tom O. McCaffrey, WSSB general manager, has returned to duty after a two-month illness.

WBKB (TV) Takes Duggan

TOM DUGGAN, controversial sportscaster, has been signed by WBKB (TV) Chicago to handle two programs weekly after his dismissal from NBC's o&o WNBQ (TV) that city. He will do a chatter-discussion program each Sunday, 12-12:30 p.m. CDT and a sports show each Saturday, 8:45-9:15 p.m. CDT. Mr. Duggan was dismissed by the NBC station the past fortnight for the second time in recent months for allegedly refusing to comply with standard operating procedures of the network. The dismissal involved advance submission of his television scripts.

KEAR to Test New Power

CONSTRUCTION will get underway immediately for the newly-authorized 10 kw power of KEAR San Mateo, Calif., with expectation by station officials that work and testing of new equipment will be effected within the next 90 days. Construction permit to increase from 1 kw to 10 kw, operating fulltime on 1550 kc with directional antenna day and night, was issued April 1 by the FCC [B•T, April 13]. An addition to the transmitter building already has been finished and one more tower will be erected at the KEAR transmitter site on Bayshore Highway, near Belmont, Calif., according to KEAR.

WOR-McCanns Sign New Pact

WOR New York has signed its *McCanns at Home* stars, Alfred and Dora McCann food and nutrition authorities, to a new five-year, $500,000 contract, James M. Gaines, General Teleradio vice president in charge of WOR and WOR-TV, announced last week. Mr. Gaines also reported that an afternoon version of *The McCanns at Home* would start May 11 (12:45-1 p.m. four days weekly), discussing all types of household programs, in addition to their present food and nutrition series and a weekly quarter-hour *McCann's Food Guide*.

WDOK's 45-Minute Time Sale

WDOK Cleveland, Ohio, reports "one of the largest sales of radio time to be made in Cleveland in recent months." Contract, with Miles Auto Stores, signed the local auto parts chain stores to 45 minutes broadcast time daily. Included are a 15-minute newscast, noon, Monday through Friday, and two evening mystery programs, *Boston Blackie* and *Philo Vance*.

Life in Capital

PREMIERE of *Life* magazine-WNBW (TV) (NBC) Washington documentary half-hour series, *Life in Washington,* was held at that city's Wardman Park Hotel on April 29. Carleton D. Smith, WNBW (TV) general manager, has described the series as a "pictorial report of Washingtonians at work and play." *Life in Washington* is the third city series to be presented by NBC stations or affiliates in cooperation with *Life,* the first two being *Life in Cleveland* (WNBK [TV]) and *Life in Detroit* (WWJ-TV). Similar series are planned in other NBC-TV cities. The Washington series is narrated by Frank Blair and Stuart Finley, written and produced by Jeff Baker, directed by Frank Slingland with Harriet Culley of *Life* as researcher.

'Sneak Preview' Premiere To Be Televised by KNXT

KNXT (TV) Hollywood Wednesday will premiere *Sneak Preview,* weekly half-hour program featuring motion pictures released by RKO-Radio Pictures and Universal-International, Don Hine, station program manager, said last week. The series, designed to sell motion pictures on TV, is expected to be switched to CBS-TV.

KNXT has negotiated contracts with the two motion picture firms to feature their new releases. Featured on the first telecast will be 11 minutes of film clips on RKO's latest release, "Split Second," plus discussions on production problems and highlights by workers and stars.

Perry Lieber, RKO national publicity director, said he believes the program idea is the solution to the movie-video problem.

KUDL Begins Operation

KUDL Kansas City, Mo., began commercial operation last Monday, broadcasting with 1 kw daytime on 1380 kc, according to owner David M. Segal [B•T, April 20]. Peter Tripp is studio manager.



Mr. Segal

The Kansas City outlet is the sixth to be owned by Mr. Segal. His other stations are KTFS Texarkana, Ark.; WGVM Greenville, Miss.; KDMS El Dorado, Ark.; KDKD Clinton, Mo., and KDAS Malvern, Ark. Construction is underway on a seventh station — KOKO Warrensburg, Mo.

WILK Adds to Baseball

SERIES of 24 weekend and holiday games of the Wilkes-Barre Barons baseball team will be broadcast by WILK Wilkes-Barre, Pa., under sponsorship of the Luzerne County Gas & Electric Div. and Coco-Cola bottlers, according to Roy E. Morgan, WILK executive vice president. Station also is carrying Phillies and Athletics games for Atlantic Refining, Valley Forge beer and Chesterfield cigarettes.

WICU's New Rate Card

WICU Erie, Pa., has issued rate card No. 8 which prescribes a reduction for daytime hours and an increase for nighttime schedules. One-hour "Class A" rate on a one-time basis is raised from $500 to $600, while "Class C" is lowered from $375 to $300.

KYW Co-sponsors Conference

KYW Philadelphia May 21 will co-sponsor the sixth annual organization conference on human rights of the Philadelphia Fellowship Commission. Delegates to the conference will be presented on a series of radio reports.

WTVJ (TV) Aids Uhf

WTVJ (TV) Miami has offered its facilities to representatives of WFTL-TV Fort Lauderdale, uhf station on Ch. 23 which went on the air April 1, so the new station may tell the viewing public about uhf conversions and its program plans, Mitchell Wolfson, WTVJ president, said.

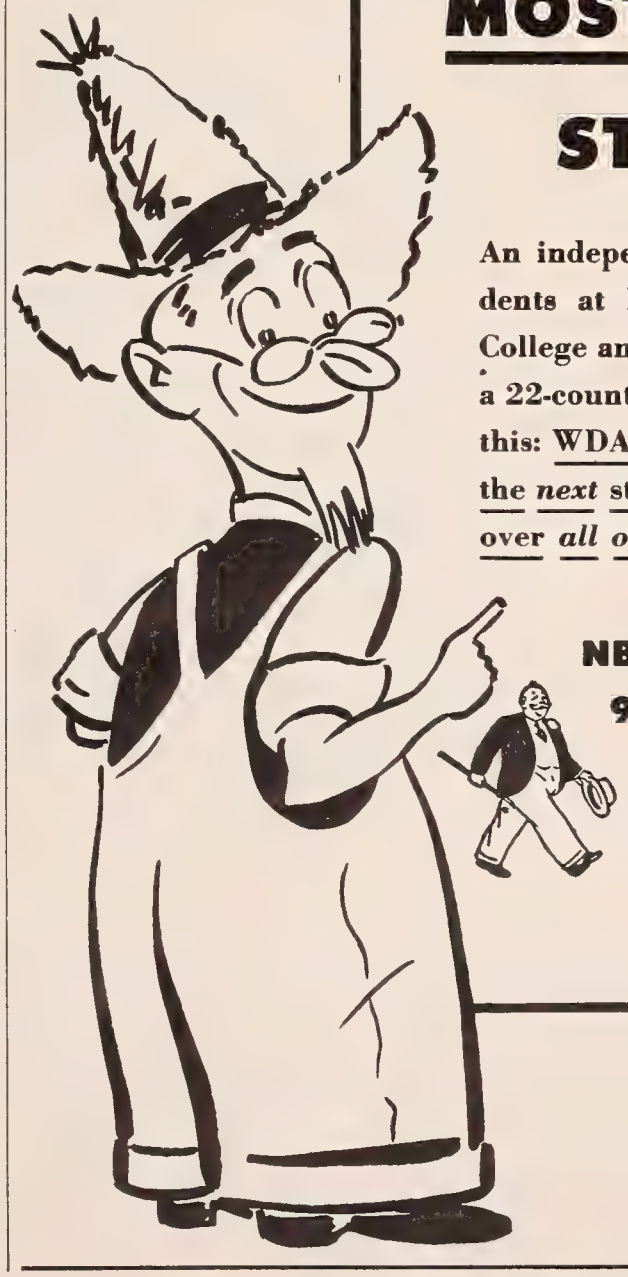
Mr. Wolfson said WTVJ is offering the public service time so "the people of south Florida may avail themselves of all television channels just as soon as they are put into operation."

Nick Kersta, representing owners of WFTL-TV, indicated the station will take advantage of the WTVJ offer.

WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!



An independent survey made by students at North Dakota Agricultural College among 3,969 farm families in a 22-county area around Fargo proved this: WDAY is a 17-to-1 favorite over the *next* station—is a 3½-to-1 favorite over *all other stations combined!*

NBC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives



GINSBURG, Ginsburg, Ginsburg, Ginsburg, Ginsburg and Walpert put finishing touches to contract whereby Ginsburg Bakery, Atlantic City, agrees to buy a minimum of 256 spots yearly for three years in proximity to all sports events shows on WFPG-TV that city. Ginsburgs signing are (l to r): Standing, Isaac C., attorney for firm; Morris, sales manager; Harry, production manager; Benjamin, administration manager, and seated (l) Nathan, president. Seated (r) is Ed Walpert, WFPG account executive.

Birth Control Debate Loses Sponsors for WNLK

A DEBATE on birth control, broadcast April 26 by WNLK Norwalk, Conn., on its Sunday *Connecticut Forum of the Air* series, lost the program four of its regular sponsors, a group of merchants and industrialists, but brought the station a deluge of letters and telephone calls, James Stolcz, general manager, reported.

Connecticut, one of the two states which forbid contraception and consider doctors and others giving advice or aid as law violators, has a measure to repeal the old law and enact a new one awaiting action by the state legislature. Ralph Dellaselva, director of the 10-year-old forum series, selected the subject for the Sunday hour-long (4-5 p.m.) broadcast.

The subject, "Should Connecticut Change Its Birth Control Law?," was debated by a physician and a representative of the Planned Parenthood Assn. who favored repeal of the present law, and a university professor and a Catholic lay leader, who argued for its retention.

KDUB-TV Educational Fare Meets 'Enthusiastic' Response

KDUB-TV Lubbock is sounding out some 750 high schools in Texas on their responses to a series of in-school programs put on last month by Texas Technological College.

Five programs were produced and directed by W. Ferron Halvorson, assistant professor of speech in charge of radio-TV at the school, and beamed to high-school audiences and the general public. With cooperation of local dealers, schools in signal range equipped assembly rooms with TV receivers for the benefit of senior students.

Early reports from schools and the public indicated "enthusiastic" response to reception of the series, according to the college. On-lookers also gathered to watch programs in hotel lobbies, recreation centers and other public places.

New WABC-TV Contract

WABC-TV New York has announced signing a 52-week contract with Ludwig Bauman & Spears, New York, for what it described as "the greatest amount of television time ever purchased by a home furnishings company." The contract calls for sponsorship of *The Television Newspaper,* presenting a format with front page, feature stories, business news, sports and letters to editors, on WABC-TV 5:30-5:45 p.m. EDT, and 12 midnight-12:15 a.m., starting May 11. Getschal Co., New York, is the agency handling the account.

Sells Target Date

WASK Lafayette, Ind., says it sold all available time to Lafayette Radio Supply for a full day broadcast when WFAM-TV (WASK WFAM [FM] television affiliate) introduces its TV pattern. Unusual aspect is that no definite target date has been set for the pattern. Lafayette purchased the time to inform dealers of converters, antennas, strips and other equipment of the WFAM-TV start on uhf Ch. 59.

WKBS Petitions County Boards For Legal Ads on Sales, Bids

RADIO stations should be used as well as newspapers for legal advertising regarding property sale and construction project bids, according to a petition filed with the Nassau and Suffolk Counties' Boards of Supervisors by WKBS Oyster Bay, Long Island, N. Y.

The petition, copies of which were sent to all village and city boards and Long Island radio stations and newspapers, requested that the radio announcements should name the newspaper where the complete legal announcements are printed. It was suggested that notices such as legal business newspaper announcements would be excluded from the broadcast stations.

Lee Hollingsworth, president of WKBS, pointed out that the public often was uninformed when certain property was for sale, and noted that many persons were not even aware of parcels of Long Island Railroad property being offered for sale. Mr. Hollingsworth said that adoption of his petition would increase public interest in legal matters as well as to provide a more equitable distribution of legal advertising funds.

WCBS-TV New Business Up

NEW business booked by WCBS-TV New York during the first quarter of 1953 was 86% over the same period last year, George R. Dunham, general manager, has reported. He attributed the upswing to longer contracts by advertisers, heavier weekly schedules, and business contracted by firms not previously on WCBS-TV. He estimated that about 20% of the new business came from clients in the latter category.

WPIX (TV) Airs Benefit Game

WPIX (TV) New York will telecast an exhibition game between the New York Giants and the Boston Red Sox at the Polo Grounds tonight (Monday), starting at 8 p.m. EDT, for the benefit of the National Amputee Foundation Inc. Game will be sponsored by Chesterfield cigarettes, sponsor of telecasts of all Giant home games on WPIX.

New Billings for WABD (TV)

NEW BUSINESS and renewals representing more than $350,000 in billings have been signed within two weeks by WABD (TV) New York, key station of the DuMont TV Network, it was reported by Richard E. Jones, station's general manager and director of DuMont's owned-and-operated stations in New York, Washington and Pittsburgh. Among the advertisers signed are Salada Tea Co., Procter & Gamble Co., Bosco Co., Best Foods Inc., Dale Dance Studios, Good Humor Corp., Radio City Music Hall and Revlon Products Corp.

KBBA Goes on Air

KBBA Benton, Ark., began operating last Tuesday, general manager Richard Tuck reports. The central Arkansas outlet is on 690 kw with 250 w daytime. Lavelle Langley is the commercial manager and program director and Preston Bridges the chief engineer.

Rates With Chuckles

A RATE card with a sense of humor has been put out by WTVU (TV) Scranton, Pa. It's a booklet of about 52 pages, only one of which deals with rates ($200 gross for one Class A hour on less than 26-time contracts). Other pages are filled with cartoons, quips, limericks. The Ch. 73 station is owned by Appalachian Co. and Jan King is general manager. It is represented by The Bolling Co.

REPRESENTATIVE SHORTS

Headley-Reed, N. Y., appointed national representative for WORL Boston.

Niagara Television Ltd., Hamilton, Ont., which starts telecasting late this year on channel 13, appoints All-Canada Radio Facilities Ltd., Toronto, as national representatives.



It's the exclusive

REG U S PAT OFF
SCOTCH BRAND

"V" SLOT 7" PLASTIC REEL

Now—enjoy the ultimate in easy handling, in smooth performance on all machines with the all new, all improved "Scotch" Brand "V" slot 7″ reel. It's the first truly *functional* plastic reel. 1200 ft. lengths of 111A and the sensational new 120 "*High-Output*" "Scotch" Brand Magnetic Tape are wound on this new "V" slot 7″ reel—splice free.

Check these exclusive features:

- **"V" SLOT.** Say goodbye to threading problems with the easiest, quickest threading device yet perfected.
- **LARGE 2¼" HUB.** The only reel that accommodates standard lengths of all magnetic tapes and minimizes timing errors. Eliminates tape spillage in rewind.
- **WIDE SPOKES.** 45% more plastic has been added for extra rigidity. Runs true, balanced to a whisper.
- **TAPERED FLANGES** eliminate frayed tape edges. Get a smoother wind with this precision feature.
- **EASIER LABELING.** Extra large unobstructed writing and labeling surface for added convenience.

Your electronic parts distributor has it!
Order today!

● 111-AP Magnetic Tape also available on the "SCOTCH" Brand professional reel.

Costs no more than ordinary reels

REG U S PAT OFF
SCOTCH BRAND **Magnetic Tape**



3M COMPANY

High Output and HO TM 3M Co. The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

BASEBALL SWINGS HARD FOR RULE 1 (d) COMEBACK

Spokesmen of both major and minor leagues appear before Sen. Johnson's Commerce subcommittee in fight to win say-so on radio-TV coverage. Solid support is indicated. NARTB presents only opposition.

WAVING a big legislative stick, baseball spokesmen, confident of victory, went to bat last week for the game's now dormant Rule 1 (d) which would give the big leagues the say on broadcast and telecast coverage.

Baseball magnates, major and minor league, testified solidly before a Senate Commerce subcommittee in favor of the Johnson bill (S 1396). Sen. Edwin C. Johnson (D-Colo.), president of the Western Baseball League (minor) and author of the legislation, is chairman of the subcommittee.

Sen. Johnson's measure, if it becomes law, will permit (but not enforce) the major leagues to reinstate their rule. That rule prohibited broadcasts or telecasts of major or minor league games within a 50-mile territory around the "home" game's ball park.

Significance in dollars and cents was pointed out by one of baseball's own witnesses, Tommy Richardson, president of the Eastern League.

Mr. Richardson predicted that baseball would reap $10 million in revenue from the radio-TV industry this season as compared to about $4 million in the 1952 season.

At stake are network programs such as *Game of the Day* broadcast nationwide by MBS, rebroadcasts of games in minor league territories, recreations and package baseball networks which have sprung up in the last few years.

Gist of Argument

Gist of baseball's argument developed at the hearings, which started Wednesday and are slated to continue today (Monday) and tomorrow, was this:

So-called major league radio saturation of minor league territory threatens to hasten the downfall of the minor league structure, already weakened by a steady decline in attendance which is attributable to a number of factors—broadcasting among them.

Television, it was argued, is worsening the situation. As more stations take the air and more TV games are made available, the less willingness there is to patronize the ball park, witnesses declared.

Opposition to the bill by late Thursday came from only one quarter—the NARTB. Its president, Harold E. Fellows, in a statement filed with the subcommittee, warned that broadcasters and sponsors should not be denied an opportunity to "purchase program rights from their lawful owners in an unrestricted market."

The measure as written would exempt baseball from government prosecution under antitrust laws which prohibit unreasonable restraints or so-called "conspiracy"—that is, agreements entered into by clubs or leagues. Rule 1 (d) was put into force by the major leagues but with minor league consent.

NARTB's Mr. Fellows claimed effect of the rule was to subject local stations within the 50-mile radius to a "competitive disadvantage" since stations outside this limit would be able to put the broadcast into the restricted area.

He cautioned that this bill, if made law, would set a "dangerous" precedent because promoters of other sports events—boxing, football, hockey, baseball, etc.—would ask for similar treatment. At present, individual club owners can make agreements or contracts with sponsors and stations as they see fit.

Other developments:

• It was revealed that a decision is not expected in the National Football League case in Philadelphia until this fall. In that action, the Justice Dept. brought suit against NFL for restraint because of actions in radio and TV coverage alleged to be restrictive. (In football, Rule 10 prohibits broadcasts or telecasts of games by any member of the league within a 75-mile radius of the "home" game in play.

• The Justice Dept. refused to comment on the Johnson bill because of the current litigation in Philadelphia which has indirect bearing on the legislation.

League Attendance Drops

• George M. Trautman, president of the National Assn. of Professional Baseball Leagues (minor), said league attendance has dropped between 16 and 17 million since 1949. The baseball rule was modified in 1949 and later repealed (1951) at the insistence of the Justice Dept.

• Mr. Trautman said radio sponsors in minor league cities can get a wire account of a major league game for less than it would cost to sponsor the games of the local team.

• Agreement was quite unanimous among the subcommittee members present—Sens. Johnson, Andrew F. Schoeppel (R-Kan.) and John W. Bricker (R-Ohio)—and baseball witnesses, prompting late-comer and visiting solon, Sen. Warren Magnuson (D-Wash.), to ask: "Who's opposing this bill?" He had no takers and he made it plain he was in opposition.

• Sen. Johnson went so far as to accuse the Justice Dept. of forcing the issue. If the bill is enacted, he said, "baseball won't have to worry about some eager beaver in the antitrust division of the Justice Dept. throwing his weight around."

• A study is being made by an outside firm for baseball which will study radio-TV's effect on gate receipts. It is expected to be completed by June 6.

Baseball 'Eats Its Young'

Baseball Commissioner Ford Frick and National League President Warren Giles echoed Louis Carroll, National League attorney, that major league baseball has been put into the position by the Justice Dept. of "eating its young."

Also testifying the first two days of the hearings were Frank Shaughnessy, president, International League; Joe Cronin, general manager, Boston Red Sox; George Preston Marshall, owner of the professional Washington Redskins football club; former U. S. Sen. Francis Myers, counsel of football's National League, and Al Haraway, president, Cotton States League.

Still other sports executives were expected to testify. Many filed statements with the subcommittee.

They Traded Ladders

IT LOOKS as though FCC Chairman Rosel H. Hyde and newly appointed Civil Service Comr. George M. Moore traded ladders at an early stage in their Horatio Alger climbs from the bottom to the top of government service. FCC Chairman Hyde, while continuing schooling, began government service in 1924 as a clerk-typist for the Civil Service Commission. Civil Service Comr. Moore, while still in college, entered government service in the mid-1930s as a messenger-clerk for FCC during summer vacation.

COTTONE RESIGNS POST AT FCC

General Counsel of the Commission since 1946, Mr. Cottone joins the law office of ex-Sen. Lucas. No one indicated as successor.

NO APPOINTMENT of a successor "is indicated for the present" to replace Benedict P. Cottone as FCC General Counsel, Chairman Rosel H. Hyde confirmed late last week.

Mr. Cottone, General Counsel of the Commission since 1946, resigned effective last Friday to join the Washington law office of ex-Sen. Scott W. Lucas (D-Ill.), former Majority Leader of the Senate. The firm, Lucas & Thomas, also maintains offices in Chicago and Springfield, Ill.



Mr. Cottone

Similarly, Chairman Hyde indicated there probably would be no immediate announcements concerning the designation of top department heads and other key employes in the patronage category where reorganization generally is expected following the change in the Administration [B•T, April 27].

From other sources in the Commission last week it was reported that staff morale is fairly good in spite of the uncertainty respecting top staff posts. Speculation on changes centered chiefly upon those staff officials identified in past years with controversial broadcast legal issues, but even here there was evidenced an expectation that reorganization would be a considered change instead of rash action.

In accepting Mr. Cottone's resignation, Chairman Hyde wrote the former General Counsel, "I wish to express appreciation for the skill and devotion to duty which you have demonstrated in discharging the duties of a challenging office since April 1946."

Commendation of Mr. Cottone's service also was expressed by Comrs. Paul A. Walker and Frieda B. Hennock. Miss Hennock characterized him as "irreplaceable."

Mr. Cottone joined FCC in 1936 as a member of the special telephone investigation staff, later working for the Federal Power Commission, the Justice Dept. Anti-Trust Division and Civil Aeronautics Administration. He returned to FCC in 1939 as chief of the Litigation Section. In 1941, Mr. Cottone was promoted to assistant general counsel in charge of the legal work for the Common Carrier Division.

How and where to find the facts of Life Insurance

The Institute of Life Insurance makes life insurance information available to all who want to learn

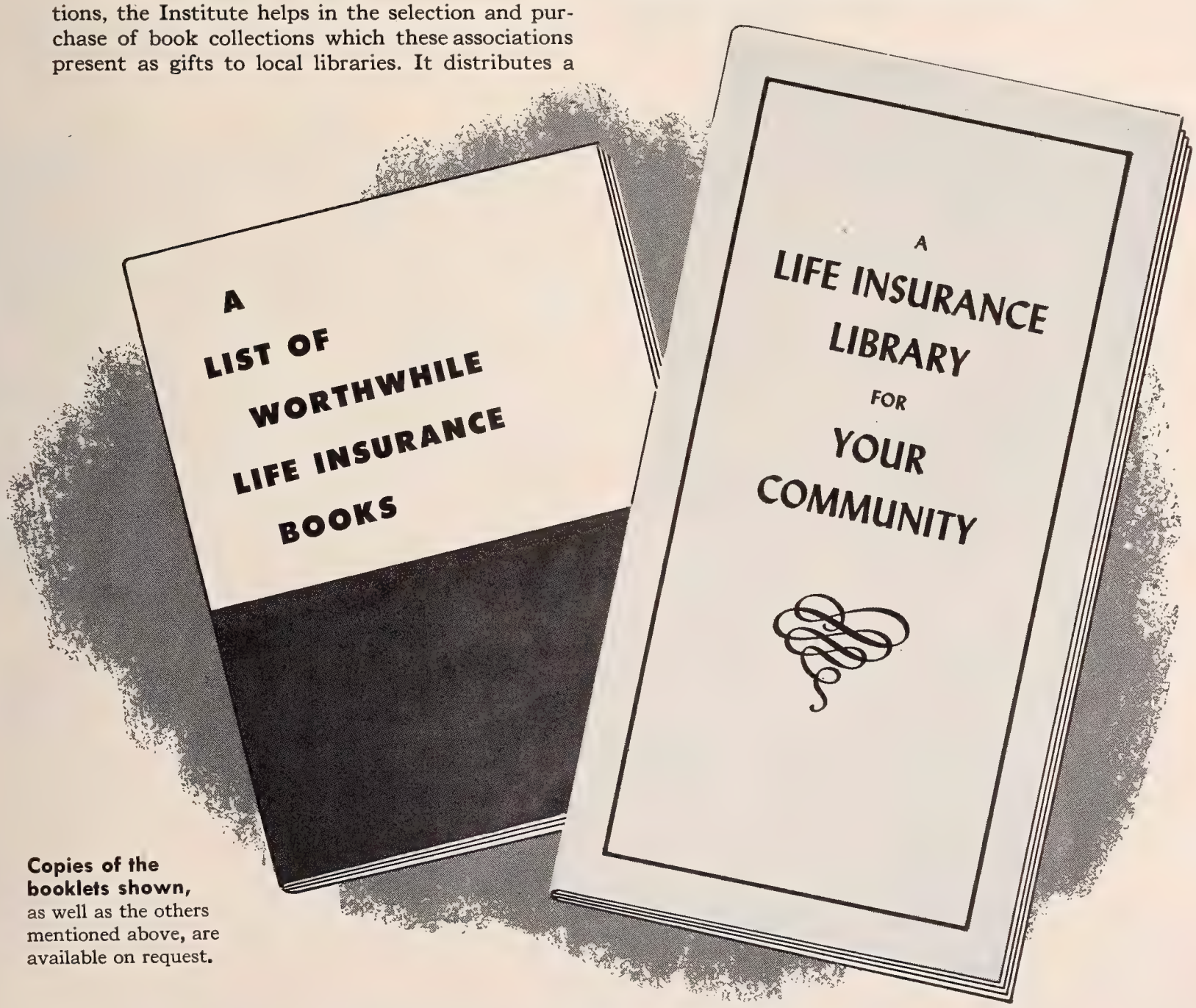
People look to libraries for information. The Institute of Life Insurance, central source of information about life insurance, is constantly making available to libraries throughout the country good and useful information about life insurance.

The Institute publishes "A List of Worthwhile Life Insurance Books" that is used by librarians and others as a practical list for bibliographic and reference purposes. It sends to these libraries its annual "Life Insurance Fact Book." It also lists in the library journals the other special publications it puts out from time to time.

Co-operating with local life underwriters associations, the Institute helps in the selection and purchase of book collections which these associations present as gifts to local libraries. It distributes a pamphlet "A Life Insurance Library For Your Community" describing how these projects can be undertaken.

In addition, the Institute has its own working research library which is available to editors, writers, and students. If its own collection of material does not have the exact publication needed to answer a certain question, it can, through contact with other libraries, furnish the publication or information.

Through these services, the Institute is helping to broaden the understanding of a subject that is of vital interest to 88 million American families.



Copies of the booklets shown, as well as the others mentioned above, are available on request.

Institute of Life Insurance

Central Source of Information about Life Insurance
488 MADISON AVENUE, NEW YORK 22, N. Y.

FCC BUDGET IS UNMARKED

Senate Appropriations Subcommittee would give FCC $7.1 million for fiscal '54. That's what House passed. Senate group, however, hints that if TV processing load can be lifted more money for period will be forthcoming.

A SENATE Appropriations subcommittee is trying to do a little quarterbacking in the TV application processing jam.

The funds group, in effect, last week passed the ball to FCC, telling the Commission that if it can score enough touchdowns, more players will be forthcoming.

The Senate Independent Offices Appropriations Subcommittee came up last Wednesday with the same figure—$7.1 million budget for fiscal 1954—that was passed by the House last month [B•T, April 20]. The Senate Appropriations Committee is expected to approve its subcommittee recommendation today.

The $7.1 million figure is in line with the Budget Bureau revision. The House Appropriations Committee upped funds for TV processing alone to $950,000, or $200,000 more than the budget submitted by President Truman or by the Eisenhower Administration.

But here is how the Senate group would pass the ball to FCC:

The Senate unit took away the earmarking of funds for TV or for Safety and Special Radio Services and in effect said to FCC: Take this money, which is an increase, and apply it for whatever need you have.

The subcommittee, in a report being prepared last week, also will tell FCC that it is up to the Commission to show that it can process more applications at a faster rate with the about 11 additional examiner teams it would get (FCC now has 12 examiner teams). The 11 prediction was made by FCC Chairman Rosel H. Hyde last month [B•T, April 23].

If FCC can get more done with the additional examiner teams, the Senate subcommittee is inviting the agency to come to Capitol Hill for more funds. FCC would do this by submitting a request for a so-called "supplemental" appropriation. The supplemental, if approved, would provide additional funds for FCC's fiscal 1954.

The $7.1 million, if approved by the Senate committee, also must be passed by the Senate. Senators may ask for more money on the floor. Some comment is anticipated.

The figure okayed by the Senate group is $600,000 more than the 1953 fiscal appropriation under which FCC now is operating.

A number of Senators have expressed concern about the processing of TV applications. Sen. Edwin C. Johnson (D-Colo.), ranking minority member of the Senate Interstate & Foreign Commerce Committee, had written every Senator to urge another $1 million be tacked on to the FCC budget. He also testified before the appropriations group on the subject.

FCC to See RCA Color

MEMBERS of FCC and key staff officials will witness RCA's improvements in compatible color TV at an informal demonstration May 19 at RCA Labs. at Princeton, N. J. Host will be RCA's board chairman, Brig. Gen. David Sarnoff, who tendered the invitation.

Budget & Speed

FCC appropriations may be discussed at the May 18 meeting between the Senate Commerce Committee and FCC. That meeting has been called on ways and means of speeding up TV application processing [B•T, May 4].

David Stevens Leaves FCC, Joins McKenna & Wilkinson

DAVID S. STEVENS, chief of the FCC's New and Changed Facilities Branch, Aural Facilities Div., Broadcast Bureau, resigned last week to join the Washington law firm of McKenna & Wilkinson.



Mr. Stevens

Mr. Stevens was born in Lisbon, N. H., in 1917, attended the American School in Kodaikanal, India, from 1926 to 1932, when his father was adviser on foreign affairs to the government of Siam (now Thailand). He was graduated from Phillips Exeter in 1935, from Harvard U. in 1939 and from Harvard Law School *cum laude* in 1942.

During World War II, Mr. Stevens was an Air Corps radar officer, with the rank of first lieutenant. He joined the FCC in 1945 and served as an attorney in the AM, FM and TV branches of the old Legal Department. When the FCC was reorganized into bureaus in 1951, he was named chief of the Aural Division's branch handling applications for new stations and changes in facilities.

Mr. Stevens is married to the former Rosemary Burton. They have one son, David Michael, four-and-a-half months old.

In joining McKenna & Wilkinson, Mr. Stevens resumes his association with Vernon Wilkinson, former FCC Assistant General Counsel in charge of broadcasting.

FCC Grants 2 New AMs

FCC last week authorized two new AM stations, four FM power reductions and modified facilities for two AM outlets.

New station grants were for:

Columbus, Miss.—J. W. Furr, 1540 kc, 10 kw daytime. Mr. Furr operates an auto supply store.

Ville Platte, La.—Ville Platte Broadcasting Co., 1050 kc, 250 w daytime. Major stockholders are Thomas and Paul DeClouet, 20% each, part owners of KLFY Lafayette and KEUN Eunice, La.

Permission to decrease effective radiated power went to:

WNEX-FM Macon, from 41 to 4.1 kw on 96.9 mc.

WLWB (FM) Dayton, Ohio, from 18 to 10 kw on 97.5 mc, antenna height changed from 490 to 410 ft.

WOR-FM New York, from 3.4 to 1.7 kw on 98.7 mc, antenna height increased from 950 ft. to 1,260 ft.

WTMA-FM Charleston, S. C., from 49 to 15 kw on 95.1 mc.

A power boost was awarded KMBL Junction, Tex., from 100 to 250 w on 1450 kc.

KXOC Chico, Calif., was authorized to move from 1150 kc, 5 kw unlimited to 1060 kc, 10 kw day, 5 kw night.

THREE NEW TVS AUTHORIZED BY FCC

THREE NEW television stations, including an educational outlet at St. Louis, were authorized by FCC last week to boost the post-thaw total of new TV grants to 353.

Harold C. Burke, former manager of WBAL-AM-FM-TV Baltimore, was granted a construction permit for uhf Ch. 21 at Lancaster, Pa. Plains Radio Broadcasting Co., licensee of KFYO Lubbock, Tex., received vhf Ch. 5 following withdrawal a fortnight ago of the competitive bid of Lindsey TV Co. [B•T, May 4].

Reserved vhf Ch. 9 at St. Louis went to the St. Louis Educational Television Commission, raising the total of noncommercial educational grants to 16. Nine applications are pending.

Details of last week's TV grants follow:

St. Louis—St. Louis Educational TV Commission, vhf Ch. 9; ERP 54 kw visual, 27 kw aural; antenna height above average terrain 640 ft.

Lancaster, Pa.—Harold C. Burke, uhf Ch. 21; ERP 18 kw visual, 10 kw aural; antenna height above average terrain 610 ft. (City priority group B-2, No. 150).

Lubbock, Tex.—Plains Bcstg. Co., vhf Ch. 5; ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,110 ft. Ownership is shared between Globe News Pub. Co. (81%) and Globe News Employees Pool (19%). (A-2, No. 5).

Three more consolidated TV hearings were scheduled by FCC last week, to commence June 8 in Washington. They are:

Allentown, Pa.—Contestants for uhf Ch. 39: B. Bryan Musselman et al (WSAN) and Queen City TV Co.

Allentown, Pa.—Contestants for uhf Ch. 67: Penn-Allen Bcstg. Co. (WFMZ-FM) and Allentown TV Co. (WHOL).

Worcester, Mass.—Contestants for uhf Ch. 20: Wilson Enterprises Inc. (WAAB) and WTAG Inc. (WTAG).

In other TV actions, the Commission dismissed the application of WTVH-TV Peoria, Ill., new uhf Ch. 19 grantee, for modification of its permit to change transmitter location to Creve Coeur, Ill. FCC found the move would violate minimum channel separations.

The Commission denied petition of WBCK-TV Battle Creek, Mich., which requested revocation of the call letters WBKZ-TV assigned Booth Radio & TV Stations there because of alleged possible confusion.

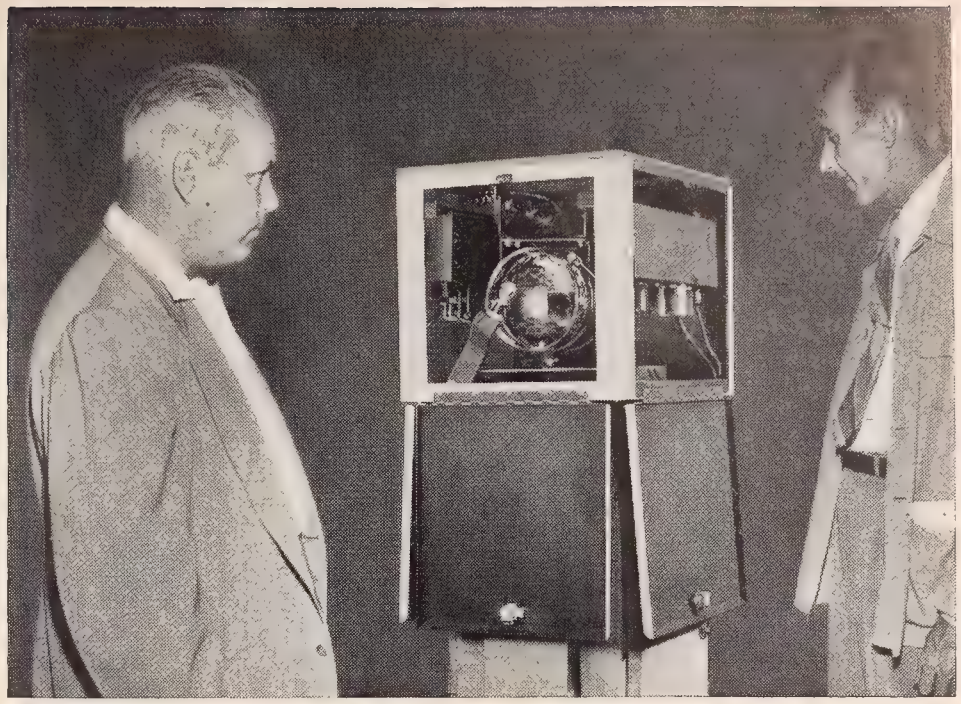
FCC turned down the petition of WGRD Grand Rapids, Mich., which sought amendment of the TV rules to preclude applications for new stations where the proposed outlet would render a signal of greater intensity to a city other than that intended to be served, except upon a showing that the proposed site provides optimum coverage to the city in which the station studio would be located.

The issue is involved in the WGRD protest hearing before Examiner Gifford Irion on the uhf Ch. 35 grant at Muskegon to Versluis Radio & Television [B•T, April 27].

Joint Petition Denied

Joint petition of WTIP Charleston and WMON Montgomery, W. Va., seeking allocation of vhf Ch. 2 to Montgomery-Handley, W. Va., was denied by the Commission. The stations had proposed a joint application for the channel.

FCC also denied request of Jefferson Amusement Co., Beaumont, Tex., for a stay of the Port Arthur vhf Ch. 4 hearing. Jefferson earlier was denied admission to the comparative proceeding slated between Smith Radio Co. and Port Arthur College (KPAC) [B•T, April 27].



● Earl Lewis (right) and operations manager Jack Shay study the film camera chain that was designed and developed at WTVJ. This camera chain incorporates all the best characteristics of other circuits, and reproduces film with real "live show" quality.

EARL LEWIS, Chief Engineer
WTVJ, Miami, Florida
Says,

"OUR REPLACEMENT COSTS ARE ONLY 52 CENTS AN HOUR, THANKS TO G-E TUBES!"



● WTVJ uses a three-camera mobile squad to telecast the spectacular "King Orange" Bowl parade along Miami's palm-fringed Biscayne Boulevard. Audience for this event last New Year's Eve was nationwide. By carrying the network programs of ABC, CBS, DuMont, and NBC, Station WTVJ, in turn, brings to Miami viewers the best in television from leading studios all over the country.

"WE'RE PROUD of that figure on tubes, and it covers four years' telecasting—ever since we started. A record to match it is our 7 minutes' total transmitter time off the air from tube trouble, for the same four years. I'll stack those low WTVJ figures up against the best anywhere!

"It's our policy not to wait for tubes to give out, but replace them when tests show they're near the end of useful life. Even with that precaution, our off-the-air time wouldn't be as low as it is, except for G-E tube reliability. A pair of GL-7D21's has been operating 13,000 hours, while WTVJ's spares collect dust. That's top performance!

"When we need new tubes, they're delivered to us "on the double". Efficient Miami tube distribution sees to that!"

* * *

Your station can have the same benefits of low tube cost . . . minimum time off the air from tube trouble . . . fast delivery of needed replacements. Phone your G-E tube distributor! He's equipped and ready to serve you well. *Tube Department, General Electric Co., Schenectady 5, N. Y.*

You can put your confidence in—

1878 75 1953 YEARS OF ELECTRICAL PROGRESS
Diamond Anniversary

GENERAL ELECTRIC

161-1C2

SEEK FCC APPROVAL FOR WLAW SALE

APPLICATION for approval of the sale of 50-kw WLAW Boston (on 680 kc) from Hildreth & Rogers Co. to General Teleradio Inc. for $475,000 [CLOSED CIRCUIT, B•T, April 6] was filed with FCC last week.

As part of the purchase, FCC approval was also sought for the sale of the facilities of General Teleradio-owned 31-year-old WNAC Boston (5 kw on 1260 kc) to Vic Diehm Associates Inc. for $120,000. Mr. Diehm and his partners own WAZL-AM-FM-TV Hazleton, Pa.; WIDE Biddeford, Me., and hold the controlling interest in WHOL Altoona, Pa.

Application indicated that General Teleradio, owned 90% by General Tire & Rubber Co. and 10% by R. H. Macy & Co., will retain the WNAC call letters for the 680 kc facility and continue to use present studios. Pennsylvania group will take over 1260 kc transmitter and present studios of WLAW in Hotel Radford in Boston, and intend to change call letters, it was explained.

Purchase of ABC-affiliated WLAW by General Teleradio had to be contingent on the sale of WNAC facilities because of the FCC's duopoly rule which forbids the same licensee from owning more than one station of the same class in the same city.

Sale Includes FM

Acquisition of WLAW by General Teleradio also includes WLAW-FM. This license will be surrendered, the application declared, since General Teleradio already owns WNAC-FM.

Balance sheet as of Feb. 28, 1953, showed that WLAW had total current assets of $126,-187.86, of which $71,873.47 was in cash. Total current liabilities as of that date were $52,-566.69. Surplus was $250,157.41.

WLAW license is owned by Irving E. Rogers, who also is owner of the *Lawrence* (Mass.) *Eagle* and *Tribune*. Originally, WLAW was a Lawrence-Lowell, Mass., station, but it was moved to Boston a few years ago.

General Teleradio, which owns the Yankee and Don Lee networks and WOR-AM-FM-TV New York, and is the principal owner of MBS, showed total current assets as of March 31, 1953, of $4,294,692, of which $1,116,524 was in cash. Total current liabilities were $3,231,647. Surplus of $2,511,208 was indicated. Long term debt totaled $4,126,000.

Yankee Network Division comprises key MBS-affiliated WNAC-AM-FM-TV Boston, WONS Hartford, WEAN Providence and WGTR (FM) Worcester. Don Lee Network Division includes KHJ-AM-FM-TV Los Angeles, KFRC San Francisco and KGB San Diego.

Overlap problem between prospective 50-kw WNAC on 680 kc and 5-kw WEAN on 790 kc was considered insignificant, according to the transfer application. Engineering estimates showed that there would be primary daytime duplication of 143,165 persons (3.96% of the total population served), and nighttime duplication of 48,800 people (1.56% of the total served) between the two General Teleradio-owned stations.

Vic Diehm Associates was organized in the last few weeks to take over the 1260 kc facilities of the present WNAC. It comprises the same principals who own WAZL, WIDE and control WHOL. They are, in addition to Mr. Diehm, Hilda Deisroth, E. H. Witney, George M. Chiswell and Kathryn Kahler. All own 24.75% except Miss Kahler who owns 1%.

WLAW is a TV applicant for vhf Ch. 5, competing with two other applicants for that channel. It is presumed that it will be dismissed.



CONELRAD panel is discussed by KFI Los Angeles' co-chief engineers H. L. Blatterman (l) and Curtis Mason, who are responsible for its development from original specifications by the FCC. KFI held open house during the NARTB convention to explain how the installation functions.

CAA Cuts Regional Offices In Commerce Budget Cut

REALIGNMENT of regional offices of the Civil Aeronautics Adm. is being made following Dept. of Commerce budget cuts, affecting the Air Space Subcommittee procedure involving radio-TV tower sites.

The four regional offices will be located at Kansas City, Fort Worth, Los Angeles and New York. Regional CAA officers preside at hearings on proposed tower sites, with rulings subject to final decision by the Washington Air Space Subcommittee. This air space group comes under the Air Coordinating Committee, created by Presidential order. Its function is to promote aviation safety. Thus far the coordinating group's budget has not been cut.

The Washington Air Space Subcommittee includes voting members from the Army, Navy, Air Force, CAA, Treasury, FCC and Civil Aeronautics Board. FCC's representative is not permitted to vote, under FCC order, on matters affecting its regulations. FCC Commissioner George E. Sterling has advocated revision of the tower procedure on the ground broadcasters and telecasters are affected by advisory rulings approved by strictly aeronautical interests [B•T, March 16].

To Present Color TV Papers

PAPERS on the prospects and problems of color television are to be presented tonight (Monday) at a meeting of the Washington, D. C., section of the Institute of Radio Engineers. Papers will be presented by Arthur B. Loughren, vice president in charge of research, and Charles J. Hirsch, chief engineer of the research division, both of Hazeltine Electronic Corp. Members of FCC and its staff have been invited to attend. Meeting will be held in the auditorium of the Potomac Electric Power Co.

PROMOTION TO AID CONELRAD'S START

RADIO defense plan—Conelrad (control of electromagnetic radiation)—goes into effect this Friday. In support, the Civil Defense Administration is planning a nationwide promotion campaign to tell people about it.

The system permits standard radio to remain operating during an emergency while preventing enemy bombers or guided missiles from "homing" on broadcast radiations.

Script kits for all AM, FM and TV stations are on their way from Washington, D. C. They are of various lengths.

Transcriptions being sent are 20-second and one-minute in length. One side of the disc features a "neutral" announcer while the other highlights a network commentator. Also being included are leaflets on Conelrad which stations can distribute for the laymen.

Flip cards are being prepared for TV stations and also 20-second and one-minute films. Other ideas yet to be put into effect: Stickers for radio sets giving the Conelrad frequencies (640 and 1240 kc); exhibits on the East and West Coasts for the public, and mention of the frequencies in newspaper program logs. Some manufacturers are considering marking of radio sets at the 640 and 1240 frequencies.

FM and TV stations are being urged to promote Conelrad and are being told they are not promoting standard radio as against their media but providing public service.

NARTB during its convention a fortnight ago adopted a resolution to fully support Conelrad, for which the broadcasting industry has provided $2 million of its own funds to provide facilities.

'Operation Stampede'

WATCH out for "Operation Stampede"! That's the warning from Federal Civil Defense Administrator Val Peterson. He told the Economic Club of New York April 28 that an enemy could conceivably fake radio broadcasts causing "workers leaving their machines, gathering up their families in panic and heading for the hills."

FTC Probes Alleged Advertising Violations

THE FTC is investigating "five or six" complaints that food processors, manufacturers or marketers might be violating the Robinson-Patman Act by extending benefits to some of their customers to the detriment of others in co-op radio and television advertising.

An FTC staff member said the possible violations were "primarily on television." The complaints are about a month old, he said, and some were sent to branch FTC offices for investigation "a week or ten days ago."

The possible violations involve Sec. 2 (d) and (e) of the Act. In the first instance the manufacturer subsidized a local program sponsored by a distributor who advertised the manufacturers' products, while not extending the same benefits to other distributors. Under Sec. 2 (e), in nationwide programs sponsored by the manufacturer, local commercials in conjunction with the program benefited the local distributor to the detriment of other distributors. The Act requires advertising allowances be furnished to customers on a proportionately equal basis.

One hour's work

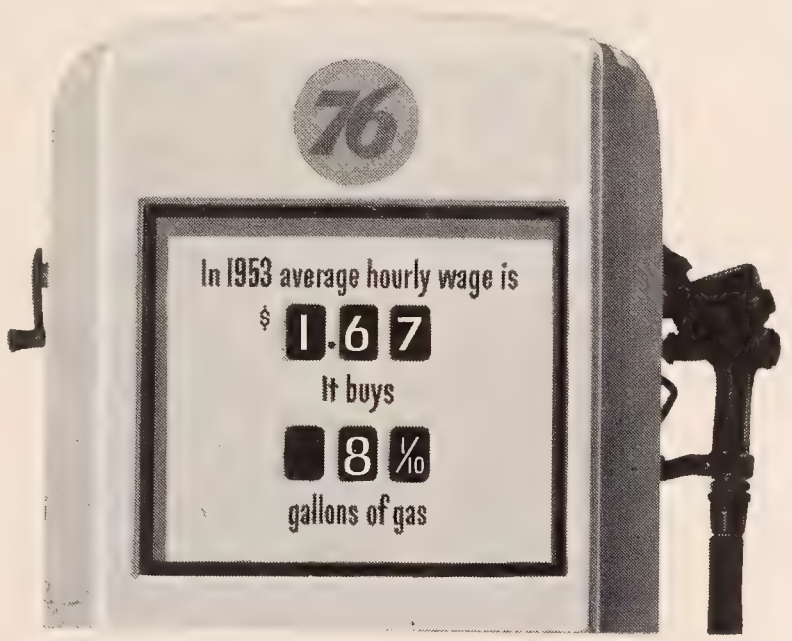


1 9 3 8

buys 80% more "76" gasoline today than it did 15 years ago!

Excluding gasoline taxes.

1 9 5 3



Today's Union Oil "76" gasoline is superior to the 1938 variety, too.

Our free, competitive American system has stimulated great advances in petroleum research by offering an incentive for the introduction of new and better products.

So when your friends complain about the high cost of living, remind them that one hour's work today buys 80% more "76" gasoline—and better quality gasoline—at a Union Oil station than it did in 1938.

Average-wage indices from U. S. Dept. of Labor statistics. Union "76" gasoline prices are Los Angeles posted prices, excluding Federal and State taxes.

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

Manufacturers of Royal Triton, the amazing purple motor oil

Just the ticket for
SUMMER SELLING
in Northern Ohio
...WGAR

Our listeners take vacations . . .
but no vacation
from listening!

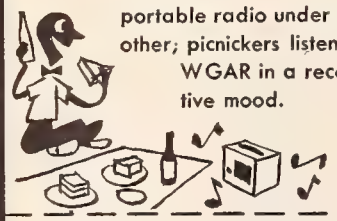
FISHING

Lake Erie and the inland lakes abound with fish and portable radios—catching the best CBS and local programs on WGAR.



PICNICS

Food under one arm, portable radio under the other; picnickers listen to WGAR in a receptive mood.



CONVENTIONS



Visitors will bring $15 million extra spending in 1953 to Northern Ohio... where listening to WGAR is a conventional habit.

HOME JOBS



Stay-at-homes listen while they work or play. This Northern Ohio market is served best by WGAR!

WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
Eastern Office: at 655 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

SENATE PROBE UNIT TO STUDY GLOBAL TV

Hickenlooper subcommittee schedules so-called "trans-oceanic TV" as next on its agenda as it continues probe of Voice of America.

TRANS-OCEANIC television will be explored in New York by Sen. Burke B. Hickenlooper's (R-Iowa) Foreign Relations subcommittee this week. The subcommittee has been investigating U. S. overseas information programs.

Sen. Hickenlooper said the subcommittee would consider "potentialities of international television" and that demonstrations had been arranged by Maj. Henry F. Holthusen, a special consultant to and counsel of the subcommittee.

Maj. Holthusen told B•T in New York last week that the demonstration would be put on by William S. Halstead, president of the engineering firm, Unitel Inc., and a radio-TV consultant.

The TV system is called "Narcom" (North Atlantic Relay Communications System). It calls for relays from U.S. to London (via Canada, Greenland, Iceland, etc.). Provision would be made for communications in this relay, which would include a TV channel, and at least one high-quality radio channel, it was said.

The subcommittee will hold two or three days of open hearings on the Voice of America in New York. Hearings begin today (Monday) at the International Broadcasting Service headquarters.

In addition to Maj. Holthusen's demonstration, various VOA officials will be heard, among them Robert J. Francis, acting head of the IBS, and Alfred Puhan, VOA's program manager.

Chairman Hickenlooper said the group will "try to determine what the trouble is [with Voice] and what can be done about it."

In anticipation of a change in VOA status, neither the Administration nor the Congress has asked for specific appropriations for the agency's fiscal 1954 operation.

Roads open for VOA's future include these:

- Elimination of Voice entirely.
- Set up a new agency, including Voice.
- Act by Congress extending present operating funds to as many months desired in 1953. (Current operating funds give out June 30.)

Other Voice developments:

- State Dept. public affairs officers told the Senate subcommittee May 1 that the overseas information program would be safe if established as a separate agency. It is now in the State Dept.
- Sen. Karl E. Mundt (R-S. D.) introduced a bill (S 1802) which would split the International Information Administration, retaining the exchange program in the State Dept. but separating all other functions (including Voice).
- Cut in Voice personnel and programming —foreshadowing possible elimination of all broadcasts except those aimed beyond the Iron Curtain—have been announced by Dr. Robert L. Johnson, IIA's administrator.

Speaking before the Senate Foreign Relations subcommittee, Dr. Johnson advocated separation of IIA from the State Dept. [B•T, April 13]. Other reports indicate the White House is thinking of establishing a new overseas information and propaganda agency.

Preceding Dr. Johnson, VOA officials had their say when Mr. Francis and Program Director Alfred Puhan defended VOA activities.

SCOTUS to Review WBTV (TV) Labor Dispute

THE U. S. Supreme Court will review an appellate court decision holding that TV station technicians, who passed out scurillous leaflets condemming programs of WBTV (TV) Charlotte, N. C., were protected by the Taft-Hartley Act.

Involved in the case is a ruling by the National Labor Relations Board that distribution of the leaflets was not within the scope of the Taft Hartley guarantee that employes may engage in concerted activities for bargaining or other mutual protection.

The board had ruled discharge of the employes was lawful. The U. S. Court of Appeals (D. C.) had reversed this board ruling on the ground all concerted activities in a labor dispute come under protection of the act if no federal or state law is violated.

An appeal was taken to the Supreme Court by the government, noting the technicians deliberately undertook to alienate WBTV's customers by disparaging the quality of its product. WBTV and Jefferson Standard Broadcasting Co. are not formal parties in the review.

This statement was made by Charles H. Crutchfield WBTV executive vice president and general manager:

We have received notification from the Clerk of the U. S. Supreme Court that the Court has decided to review the ruling which was made by the Court of Appeals of the District of Columbia in favor of the Union in our case some months ago. We are indeed glad to learn that the Supreme Court is going to review the case, as we have requested. We are confident that the Court will overturn the lower Court's ruling and decide the entire matter in our favor.

Although we have not been so notified, we understand from news reports that the formal parties to the case will be confined to the National Labor Board and the Union.

We feel sure that, since the ultimate burden of an adverse decision would fall on our company, the Court will allow us to present to it our arguments in the matter. At any rate, we are glad to learn that the high Court is going to review the lower Court's decision, which is the main thing we are interested in.

Court of Appeals Hears Transit Radio Argument

TRANSIT RADIO was before the courts again as the U.S. Court of Appeals for the District of Columbia April 20 listened to oral argument on the appeal of Transit Riders Assn. from an FCC order denying TRA's protest of the license renewal of WWDC-FM Washington, a transit radio outlet [B•T, March 9]. FCC renewed WWDC-FM's license without hearing after the station had been extended for some time on temporary license, reportedly pending policy consideration of the transit radio and "functional music" issues.

The transit riders group argued it is properly a "party in interest" under Sec. 309(c) of the Communications Act, hence has standing to protest the FM station's renewal grant and to take part in the hearing it asks on the renewal. FCC and WWDC-FM, intervenors in the appeal, told the court TRA does not have standing, while Justice Dept. questioned whether the organization filed its appeal under the correct provisions of the Act. Acknowledging the Act is "ambiguous" on appeal procedure in this case, the Justice Dept. took a neutral position on the question of whether TRA is properly a party in interest in the WWDC-FM renewal action before FCC.

The U. S. Supreme Court has already ruled in another case that broadcasting to bus and streetcar riders does not violate the Constitutional rights of the listeners.



Old woodcut, made in 1876, shows the young aerialist Maria Spelterini tightroping across the great gorge below the Falls with baskets strapped to her feet. (She made it!)

YOU are in the next event at Niagara Falls

No matter where you live, you are involved in the next big event at Niagara Falls. It could be dangerous to your pocketbook, because it's going to cost somebody $390 million. Here, briefly, are the facts:

A big new hydroelectric power plant is going to be built on the Niagara River. Congress must decide who will build it—some agency of the government or the electric light and power companies now serving the area.

A group of five companies is ready to do the big job. They have asked Congress for the approval they need to start immediately. They have the plans, complete in every detail. They have the experience—fifty-eight years of power development at Niagara Falls. They have the lines to take the power where it will be needed. They can finance the project so there will be no need to burden taxpayers. Electric rates, of course, will continue low under normal public regulation.

But there are those who say the government should build the new plant—even if it takes longer, costs more, and moves America one step closer to the threat of socialized electricity.

HERE'S HOW THE CHOICE SHAPES UP . . .

If electric companies build the plant

- The companies and their investors will pay for it.
- Power produced will be shared by all, with rates regulated by state commissions.
- The project will pay about $23 million a year in additional local, state and federal taxes.
- Defense plants and others will begin to get the power in about 3 years.

If the federal government, for example, builds the plant

- The cost will come out of taxes or be added to the national debt.
- Specially favored groups will have first call on all power. Rates *won't* be state regulated.
- Little, if any, local, state or federal taxes will be paid from the sale of power.
- Government estimators have said it would take them 5 years.

NOTE: The Niagara River project will not affect the beauty of the Falls—nor has it any connection with the St. Lawrence Seaway on another river.

WHO DO YOU THINK SHOULD BUILD THIS NEW PLANT? Let your readers and listeners know how you feel. Congress is discussing it now. The plan proposed by those who want government to do the job is a long step toward socialized electricity—because only power production is involved, with no other purposes, such as flood control, to complicate the issue. That's why these facts are brought to you by America's **ELECTRIC LIGHT AND POWER COMPANIES***

*Names on request from this magazine

"MEET CORLISS ARCHER"—ABC radio—Fridays—9:30 P.M., E.D.S.T. "YOU ARE THERE"—CBS television—witness history's great events

HOUSE ELIMINATES BUSINESS CENSUS

People in media who look to business figures may be without the rule of thumb to guide them.

A STATISTICIAN in advertising, marketing and similar business fields closely allied to the broadcast media may find a prop knocked from under him as a result of a House action last week.

The House passed an appropriations bill last Tuesday with funds for the business censuses specifically eliminated.

The business censuses, taken by the Dept. of Commerce's Bureau of the Census in the "4" and "9" years for the preceding 12-month periods, was set up by law in 1948.

The censuses are of business, manufacturing, mineral industries, transportation and agriculture. It is the first in this list which interests the broadcaster and his researcher.

NARTB President Harold E. Fellows, voicing regret at the House action, told B•T:

"Much of the material on which we relied, for example, in putting together NARTB's recent study of profitable radio operation [B•T, May 4], came from statistics gathered in the last Census of Business.

"This and other instances provide examples where unassailable research is essential. We have found this material extremely valuable for members of the association as well as for clients of broadcasters. We believe that, particularly in view of the fact that the Census Bureau has tried to reduce the cost of conducting the Census of Business, it should be restored."

The bill now goes to the Senate, where it will be up to that body to consider the House effected economy cut. The budget had estimated $21 million for the special censuses excepting agriculture which had a separate appropriation request.

Robert W. Burgess, director of the Census Bureau, when questioned by B•T last week, admitted the importance of the special censuses in advertising media because "population figures are often combined with our business figures."

From this data, he said, advertisers can better tell how well off people are in a given area. Commerce Dept. spokesmen said communications have been received from advertising, market research, statistical and other groups urging funds be provided for the business census.

Heller Introduces Bill To Protect News Sources

RADIO and television news people could refuse to reveal their sources of information and get away with it legally, if a bill introduced last week by Rep. Louis Heller (D-N. Y.) becomes law.

The measure (HR 5003), which has been referred to the House Judiciary Committee, would protect all newsmen—newspaper, magazine, radio, television, wire service, press syndicate—before Federal grand juries, Federal courts and committees of Congress.

Only exception made in the bill is for special circumstances involving national security or concealment of a crime.

Tampa-St. Petersburg Ch. 8 Case Goes to Examiner

WITH filing of proposed findings of fact and conclusions by contestants in the vhf Ch. 8 hearing for Tampa-St. Petersburg, Fla., the case is now before FCC Hearing Examiner Basil P. Cooper for his initial decision. Competitors are WTSP St. Petersburg, WFLA Tampa and Tampa Bay Area Telecasting Corp.

WTSP, in the brief filed by its Washington counsel, Neville Miller, charges its competitors with absentee control, multiple broadcast interests and lack of attention to local affairs. WFLA's pleading, filed by Philip J. Hennessey Jr., Washington attorney, questions opponents' financing and claims superior program plans and greater familiarity with the coverage area Tampa Bay, filing through Washington counsel Frank U. Fletcher, argues it should be preferred because of technical superiority, lack of identification with other media and diversified ownership.

The Chief of FCC's Broadcast Bureau concludes the engineering proposals of all three applicants meet FCC's rules and standards, hence none should be preferred on engineering grounds.

NEDA Given Until June 12 To Answer Charges of FTC

THE National Electronic Distributors Assn., Chicago, reported last Thursday it has been given an extension of time to June 12 for answering charges by the Federal Trade Commission that NEDA and 37 association members adopted practices tending to hinder competition and create a monopoly in the sale of electronic supplies and equipment.

The FTC had filed the complaint April 14 and had given NEDA 20 days to reply. Hearing on the complaint has been rescheduled from May 26 to Aug. 3, an NEDA spokesman said.

One FTC charge is that NEDA has arbitrarily kept certain wholesale distributors from becoming members. This was categorically denied by L. B. Calamaras, NEDA executive vice president, who said the charge is "hardly consistent" with NEDA's "aggressive campaigns" for membership for several years.

FTC charged NEDA and members with forcing sales by manufacturers only through members or those recognized by NEDA as "established" and "legitimate," urging manufacturers to protect these firms on purchases of tubes made 60 days before a price drop and urging a uniform cash discount and fixed resale prices reflecting a uniform mark-up from distributors' costs, both on goods bought from manufacturers.

NEDA also was charged by the FTC with acting to enforce the policies. The FTC said members "in a number of instances" agreed on quantity discounts, resale prices, rate of trade discounts for goods and on identical price lists for radio tubes sold in the same area. NEDA and members were charged with threatening or carrying out boycott against manufacturers who sold to non-NEDA-recognized distributors, and with giving preference to those who co-operated.

Mr. Calamaras expressed doubt that, even if the charges could be proved, they would constitute violations, because they are not unfair methods of competition, he said. He said there are no precedents to support the FTC's charges and promised NEDA would "resist" the complaint.

Come On In...
BUSINESS IS FINE!



This great Dixie Key Market is just burstin' at the seams with new business every month!

Believe you me... we never had it so good! So, come on in—business is fine here in Miami. But remember...your "in" is WIOD. The Local Boys have proved that's the best way to get RESULTS. Just ask our Rep... Your Hollingbery Man!

Established January 18, 1926

WIOD

James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC Affiliate
National Rep., George P. Hollingbery Co.

NBC CONTROL DENIED BY KOA

DISCLAIMER that NBC has any "shred of control, either directly or indirectly" in the management of KOA Denver was issued last week by William Grant, president of Metropolitan Television Co., owners of KOA. Mr. Grant's statement was issued at the same time that KOA filed a 63-page reply to the proposed findings in the Denver Ch. 4 TV hearing by the FCC's Broadcast Bureau [B•T, April 27].

Broadcast Bureau held that because Hope Productions Inc. owed NBC $1,250,000, NBC retained an interest in KOA. This would preclude a TV grant since FCC's regulations forbid the ownership of more than five TV stations by one entity. NBC already owns five TV stations. Note held by NBC represented debt due from so-called "Hope Group" (Bob Hope and associates) in the acquisition of KOA from NBC by Metropolitan last year. KOA is half-owned by Hope group and a Denver group.

In a similar reply to the allegations, NBC declared that the clauses in the Hope note which the Broadcast Bureau found suspicious were only the normal rights retained by a creditor. It bolstered this with examples of a score of other such agreements including some by broadcast companies, from the files of the Securities & Exchange Commission. NBC also held that the FCC already had passed on the Hope situation when it approved the sale of KOA from NBC to the Metropolitan group.

Formal resolution to pay off the NBC note after KOA received a TV grant was voted at a special meeting of Hope Productions April 27.

Mr. Grant made the following points in answer to the Broadcast Bureau's allegations of NBC control: (1) NBC is a creditor of one of the stockholders of KOA, and not of the licensee of the station; (2) FCC decided issue of NBC control when it approved the sale of KOA from the network to Metropolitan last year; (3) Hope Productions is "willing and able" to pay off its obligation immediately if the FCC requires that action in granting KOA a television permit. Mr. Grant called the failure of the Broadcast Bureau to cite that latter information an "incredible omission."

Competing with KOA for the Denver vhf channel is KMYR.

Renewals by FCC Include WABD (TV)

SEVERAL score AM, FM and TV stations were granted renewal of license by FCC last week, including WRGB (TV) Schenectady, WABD (TV) New York and WMGM-AM-FM New York. Comr. Frieda B. Hennock dissented in the WRGB and WMGM renewals, indicating "anti-trust activities" should be explored.

In the WABD action, Miss Hennock said that since FCC considered the Paramount control issue "and the majority having found DuMont qualified . . . despite my dissent, I now go along with the Commission in voting for a renewal of license."

FCC also renewed the license of WDLP Panama City, Fla., with Comr. E. M. Webster issuing a concurring opinion reviewing technical violations in 1949 which resulted in putting the station on temporary license. The station for a period was operated without directional antenna at night, FCC said. "While the Communications Act places the responsibility for the operation of a radio station solely on the licensee," Comr. Webster said, "criminal charges based on these violations were brought against the manager only." Since then, the unidentified manager has been convicted and fined, he noted, while the principal owner at the time of the violation has died. For these reasons, and since three years have elapsed, Comr. Webster joined in the renewal.

Military Tubes

THE MILITARY, which traditionally has a taste for standardization, plans to carry its desire for conformity into its choice and use of electron tubes. The Dept. of Defense has announced that future designs of electronics devices for the armed forces "will incorporate only the 192 types of tubes prescribed by a new military standard." This new standard eventually will mean use of an estimated 10% of the number of tubes now carried, say the defense planners. The standard tube list can be found in a document called "MIL-STD 200" which is mandatory for all military departments. There now are more than 5,000 different types of electron tubes in military supply systems—1,000 of which are covered by military specification sheets, the Pentagon notes.

'School TV Too Expensive,' So WGGG Seeks Reserved Ch.

FCC will be asked to pry loose vhf Ch. 5 Gainesville, Fla., from educational reservation even though uhf Ch. 20 there is going begging.

In a letter distributed to members of the Florida Legislature, R. M. Chamberlin, owner of WGGG Gainesville, has asked the lawmakers to refuse permission to the U. of Florida to apply for the channel so that he can put in his own bid after June 2 when commercial applications will be accepted for reserved educational channels.

He offered to provide the school with two hours of free time daily on his proposed station and to charge for operating cost only for "any amount of air time they may want beyond the two hours. . . ." The state-owned and university-operated local station, WRUF, was required to switch from its original educational policy to commercial operation in order to maintain operations, he pointed out, and warned that the high cost of TV broadcasting would similarly "force" the school's outlet to go commercial.

FM Hours Plan Dropped

PLAN to set minimum operating hours for FM stations was discarded by FCC last week—three and a half years after it was proposed.

Under the scheme, new stations would have had to be on the air at least three hours both day and night during their first year. The floor would have been raised to four hours each the next year and to eight hours, day, and four hours, night thereafter.

FM stations operated in conjunction with AMs would have had to operate at least as long as the standard outlet.

California Radio-TV Bill

PROVISIONS banning false, deceptive or misleading advertising in newspapers also would apply to radio and TV stations in a bill introduced in the California State Assembly by Assemblyman Thomas J. Doyle (D-Los Angeles). He said his bill (AB 3493) is designed to make radio-TV advertising conform with newspaper advertising standards.

EVEN CICERO WATCHES WHEN



Just last night Cicero watched WHEN television and today he's shopping the Syracuse market.

Cicero, suburb of Syracuse, is only one community in the rich 26-county market covered *exclusively* by WHEN. Over 2¼ million people in the heart of industrial New York State — people with big city ideas and shopping habits — watch WHEN, for only WHEN gives *COMPLETE* COVERAGE of this vast area!

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

WHEN
TELEVISION
SYRACUSE

A MEREDITH STATION

AM, FM, TV Ownership Changes Okayed by FCC

OWNERSHIP changes involving two TV outlets, five AMs and a block of five FM stations got FCC approval last week.

These were:

Northeast Radio Corp., Ithaca, N. Y., acquired the five FM stations owned by insolvent Rural Radio Network for $225,475. They are: WVCN De Ruyter, WVCV Cherry Valley, WVBT Bristol Center, WFNF Wethersfield and WHVA Poughkeepsie, all in New York. Northeast is a wholly owned subsidiary of Cooperative Grange League Federation Exchange, chief creditor of the network. Northeast has absorbed RRN, which feeds programs to about 15 other stations.

Lake Superior Bcstg. Co. (WREX Duluth) purchased WDSM Superior, Wis., from Ridson Co., paving the way for their merger to obtain Ch. 6 Duluth-Superior. Lake Superior, which paid $88,186 for WDSM, must sell WREX before purchase can be finalized.

CP for WTVU (TV) Scranton, Pa. (uhf Ch. 73), was bought by Appalachian Co., wholly owned by Mr. and Mrs. Frank J. Collins who paid $22,314 for holdings of their former partners.

Richard Davis, general manager of WELI and WBIB (FM) New Haven, and other station personnel purchased control of the stations from Col. Harry Wilder. Consideration $132,630.

James H. Gibbs became sole owner of WIVY Crockett, Tex., through purchase of 50% interest held by the estate of Hamilton Callen, deceased, his former partner. Consideration $24,000.

Control of WJDX-AM-FM Jackson, Miss., passed to Murchison Bros., Dallas, who increased their holding from 49.8% to 50.7% by purchasing 234 shares from Wiley P. Harris for $24,570.

James M. Cox Jr. relinquished control of WSB-AM-FM-TV Atlanta through conversion of some preferred stock to common and issuance of new stock. His holding was reduced from 51.7% to 41.8%. No consideration.

Control of WPRP Ponce, Puerto Rico, passed to Francisco M. and Antonio Susoni, Julio M. Conesa, Luis A. Ferre, Arturo Valldejuly, Celso Garcia and Radio Americas Corp. in a stock transaction.

Sylvania, Philco Hearing Continued by FTC

HEARING was continued to May 20 by Hearing Examiner Webster Ballinger on FTC's antitrust action against Sylvania Electric Products Inc. and Philco Corp. to give attorneys for two firms time to study the case for their justification of charges. Sylvania is charged with discriminating against its own distributors in sale of radio tubes at lower prices to Philco, and latter firm is charged with inducing such sales and receiving tubes at discriminatory prices.

Humphreys to GOP Post

APPOINTMENT of Robert Humphreys, formerly public relation director of the Republican Congressional Committee, to the $30,000-a-year position of publicity director for the Republican National Committee was announced last week by Chairman Leonard W. Hall. He also announced appointment of A. D. Baumgartner Jr. as executive director.

Serving under Mr. Humphreys is Edward T. Ingle, radio-TV director of the RNC.

TV Studio Bill

BILL to provide for a television studio in the Senate Radio-TV Gallery has been introduced by Sens. Homer Ferguson (R-Mich.) and Burnet R. Maybank (D-S. C.). Bill (S 1648) was referred to the Senate Rules Committee. If approved by the committee and the Senate, the studio would be constructed next to the present Radio-TV Gallery. At present, according to D. Harold McGrath, gallery superintendent, at least four TV interviews are conducted each day.

Florida Anti-Station Bill On Political Libel Fails

FLORIDA House Civil Judiciary Committee has rejected a state bill that would have made radio and TV stations responsible for libelous statements broadcast on their facilities. The measure was introduced by Rep. Morgan Duval [B•T, April 20].

The Duval bill would have repealed a section of the state's libel laws which relieves radio and TV stations of responsibility for statements made by other than station personnel if the stations have exercised due care to prevent slanderous statements. Rep. Kenneth Ballinger noted that FCC does not permit stations to censor political broadcasts. Mr. Ballinger in previous sessions represented the Florida Assn. of Broadcasters.

In the Florida Senate, there were indications of vigorous opposition growing to a Judiciary committee-approved bill prohibiting the broadcasting, televising or filming of official investigations where witnesses are questioned under compulsory summons. George W. Thrope, WVCG Coral Cables, FAB president, asked FAB members to work toward the defeat of the broadcast bar bill.

Newton Attacked Bill

Last Tuesday, V. M. Newton Jr., managing editor, *The Tampa Tribune,* and chairman, committee of freedom of information, Sigma Delta Chi, national professional journalistic fraternity, attacked the bill in a letter to State Senator John Branch. He warned that when a legislative body "proceeds in secret, errors accumulate throughout deliberation and may be carried into a finished proposal where they may be discovered too late for the pressure of public opinion to rectify them." He urged Sen. Branch, who said publicly "the bill goes too far," to oppose the legislation and "thereby extend the principle of free, open government . . . to Florida through the new media of communication, radio and television."

Miles Returns to FCC

CAPT. PAUL D. MILES (USN Ret.), U. S. member of International Frequency Registration Board, International Telecommunications Union, Geneva, Switzerland, is due to return to the U. S. in July to resume his old position as chief of FCC's Frequency Allocation & Treaty Div. Present incumbent A. L. McIntosh is scheduled to succeed Capt. Miles in Geneva.

Deadline for Comments on Clear Channel Pact Extended

FOLLOWING protests by daytime Class II stations, and requests for extension of the May 1 deadline, FCC last week extended the final date for comments on the proposed U.S.-Canadian agreement covering a formula for the protection of Canadian Class 1-A stations [See FOR THE RECORD, B•T, May 4] to May 29.

Gist of several dozen protests was that the U. S. should decide the six-year-old Daytime Skywave case before entering into a pact with Canada. A number of objectors claimed that the protection afforded Canadian Class 1-A's was "ridiculously high." Others, including the Clear Channel Broadcasting Service, urged that the international understanding be expanded to protect both Class 1-A and 1-B stations in the U.S. as well as in Canada.

Frequencies Listed

Canadian Class 1-A frequencies are 540, 690, 740, 860, 990, 1010 and 1580 kc. FCC said that the proposed pact, with one exception not identified, would require no modification of any existing Canadian station. The U.S. has 140 assignments on Canadian Class 1-A wavelengths, and about 40 applications pending.

Under the terms of the proposed agreement applications not meeting the proposed criteria would be referred to the Canadian Government for comment.

The unilateral agreement was the result of conferences between U.S. and Canadian officials last February. It is designed to eliminate complaints of interference by Canadian Class 1-A stations, FCC said.

Under terms of the 1937 North American Regional Broadcast Agreement, Class II stations with powers up to 50 kw may be assigned in the U. S. on Canadian Class 1-A channels provided they do not produce more than 2 microvolts-per-meter groundwave or more than 25 uv/m 10% skywave on the Canadian border. Provisions of the 1951 NARBA, still awaiting U. S. Senate ratification, are identical in this respect.

Illinois Senate Passes TV Libel Bill; House Next

TV BROADCASTERS in Illinois will be subject to the same libel laws as radio operators if the lower chamber of the State Legislature in Springfield goes along with a bill passed by the Senate last week.

A proposal sponsored by Sen. William J. Connors (D-Chicago) was unanimously approved by the Senate and sent on to the House. If approved there and signed by Illinois Gov. William Stratton, the measure will amend libel laws revised in 1945 to cover radio as well as press.

The measure would render TV station operators not guilty of libel where they had "no advance knowledge or opportunity or right to prevent" it. TV libel is described as "malicious defamation." As in radio and press cases "truth would be sufficient defense." The bill does not apply to political utterances on TV.

Penalties provide for a maximum of one year imprisonment and a $500 fine.

Sen. Connors told the Senate that the *Chicago Tribune* and WGN-TV have supported his proposal. The *Tribune* has taken an editorial stand in favor of the bill, introduced last month [B•T, April 6].

Skywave Signal Computation Changes Proposed by FCC

PROVISIONS of FCC's AM engineering standards which allow the intensity of skywave signals to be computed on the basis of individual measurements and which set forth the method for making such measurements, would be deleted according to a proposal issued by the Commission last week.

Instead, FCC would require use of the skywave curves already continued in the standards. The extent of skywave radiation is important in the assigning of standard stations because of interference to existing stations. Deadline for comments in the proposed rule-making proceeding is May 29.

In its order, FCC said that "on the basis of our experience, it appears that the application of these provisions for the case by case consideration of propagation by measurement of skywave signals is wholly unsatisfactory. It appears that the use of the limited amount of data available in individual cases cannot be relied upon to refute the validity and application to particular situations of the skywave curves contained in the standards."

FCC explained that these curves "are based upon relatively large amounts of data secured over a considerable period of time and indicate average skywave fields of broadcast stations much more reliably than the measurements provided for in the existing rules. Nor are there any other types of individual measurements which it is believed it would be practicable to prescribe."

The order pointed out, however, "the Commission is not proposing to preclude any person from submitting such skywave recordings as may be taken from time to time and which, considered together with the existing data, may lead to the formulation of revised skywave curves or allocation rules. On the contrary, where data indicates the necessity or advisability of revising the existing rules and standards relating to the proper determination of skywave service or interference, the Commission will institute an appropriate rule making proceeding to accomplish this result."

Florida Bill Would Ban Airing of Some Hearings

BILL to ban broadcasts and telecasts of legislative hearings and other procedures where witnesses appear under process was passed 22-15 on May 5, by the Florida State Senate. The bill, introduced by Sen. Wallace Sturgis of Ocala, follows the measure authored by Gov. Thomas A. Dewey of New York.

In debate, Sen. Sturgis said persons involved in a hearing were subject to "human fallibilities that make us anxious to please the press and radio and television." Sen. Verle A. Pope of St. Augustine contended the public has a constitutional right to freedom of information.

Sen. Wayne Ripley of Jacksonville said the bill was "a subterfuge" to stop inquiries such as those of the Kefauver committee. He argued Gov. Dewey had drafted the measure merely "to take a slap at a Democrat, Rudolph Halley, former chief counsel for the Kefauver committee," after Mr. Halley had been elected chairman of the New York City Council.

Pennsylvania Libel Bill

LEGISLATION (H-343) to protect radio and TV stations from slander and libel suits in the case of political and other broadcasts not subject to station review was passed last week by the Pennsylvania Assembly. The bill has gone to the State Senate.



wbns-tv COLUMBUS, OHIO

the Television Station to receive the

ALFRED I. du PONT AWARD for 1952!

WBNS-TV is proud of this honor, and wishes to express their sincere gratitude to the industries, churches, schools, universities, civic groups and service organizations for their fine cooperation in developing our many public service features.

The same staff whose efforts contributed to the winning of the DuPont award is responsible for all of WBNS-TV's programing.

We are inspired to renew our pledge to make every continued effort to maintain the high standards of programing and promotion which have won us such heart warming recognition.

It is our constant aim to bring our viewers a better understanding of their own community and material resources, and thereby enrich their lives and way of living.

To this we pledge our services . .

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

Bill Would Deny Educ. TV Money to State-Aided Outlets

A MOVE to prohibit educational TV outlets operated by state-subsidized institutions from receiving financial aid won favor of a House committee in the Illinois legislature last week.

A House appropriations group recommended a ban on educational television stations obtaining monetary support where the institution is state-financed. The recommendation followed hearings on that measure and another to channel $1 million each for outlets in Chicago and at the U. of Illinois at Champaign—Urbana.

Would Ban Construction

Denial of financial aid would have the practical effect of banning the construction and operation of an educational outlet at the U. of Illinois, whose budget already has been cut by the state.

State broadcasters' groups and other organizations have scored the money-siphoning measure as a means of "putting a vehicle of propaganda in the hands of a government agency" [B•T, March 23, 16, 9].

AM Processing Plan Scrapped

PROPOSAL to set up two processing lines for AM applications was withdrawn by FCC last week because of a decrease in number of pending bids. The plan, which would have given priority to applicants in communities receiving less than 25% coverage from primary AM outlets, was proposed April 17, 1952, but never put into effect.

NBC SHIFTS SPECULATED; CBS-TV CLAIMS SALES LEAD

Brig. Gen. Sarnoff's references to NBC in his NARTB keynote speech, temporary shift of John K. West to New York and reports that several TV affiliates are re-studying their network tie-ins have raised questions about NBC plans for the future.

REPORTS of unrest and impending shifts in the sphere of executive influence at NBC circulated persistently last week—despite repeated denials—in an atmosphere made tenser by CBS-TV's announced claim that it had taken the network television sales lead which NBC has held to date.

CBS-TV's announcement, which also claimed first place in program popularity, cited $4¾ million in gross annual billings signed within a week to bring the network's April-signed new business total to $8¾ million, came in the wake of rumblings that a number of major NBC radio-TV affiliates might switch to CBS [CLOSED CIRCUIT, May 4], plus entirely independent—and unconfirmed—reports that at least one major NBC executive is apt to leave as a forerunner to executive realignment.

The NARTB convention keynote speech by Brig. Gen. David Sarnoff, board chairman of both RCA and NBC, meanwhile heightened industry speculation—especially with his call for "sympathetic understanding and cooperation between networks and stations" and that he intends to take, if indeed he had not already started to take, a more direct active role in guiding NBC affairs.

It also was noted that John K. West, NBC vice president in charge of West Coast operations, who also is the newest member of the NBC board, has been assigned to New York headquarters on a mission whose purpose and probable duration were not announced. Indeed, not even the fact of the assignment was announced.



Mr. West

But authorities said the assignment included that of assisting President Frank White on special projects and serving as a coordinator between NBC and RCA officialdom, and that the mission was expected to last about two months.

NBC officially appeared to discount the spate of reports that were circulating. Stories that several TV affiliates in important single-station markets were in negotiations looking toward the possibility of switching to CBS, both radio and TV, were denied as having been "inspired" and "spread" by CBS authorities.

This charge was denied by CBS officials as sharply as NBC officials had made it. CBS-TV authorities maintained that several NBC affiliates had talked with them about "problems," and insisted that NBC had "cause for concern," although they conceded that CBS had not firmed up any "switches."

Such problems as may exist between NBC and its television affiliates may be clarified in the forthcoming meeting, scheduled May 25 in New York, between the NBC-TV affiliates Committee, an independent organiaztion headed by Walter Damm of WTMJ-TV Milwaukee, and officials of the network.

This meeting was called by the committee. One of the chief questions, it was reported, will be NBC's daytime TV programming, long a matter over which affiliates have expressed concern.

On this subject, CBS-TV did not fail to point out—in a presentation coincident with its claim of sales leadership in TV—that as of April 1, it had 19¾ hours a week of sponsored daytime programming as against 7½ hours for NBC-TV. Counting both daytime and evening, CBS-TV claimed its weekly total of sponsored hours stood at 47 as compared to 36.5 for NBC-TV.

If there was any question about CBS-TV having acquired network television sales leadership, there has been none—for some time—about CBS Radio's sales dominance over the other radio networks. Publishers Information Bureau figures for the first quarter of 1953, just released, show that in combined gross billings CBS Radio and CBS-TV outdistanced NBC radio and NBC-TV by more than $2,275,000—$37,008,436 in the case of the two CBS networks and $34,732,111 in the case of those of NBC [B•T, May 4].

Breaking these totals down, it is shown that



Standard Oil Company (New Jersey) reports on...

A big job...well in hand

(Highlights from the Annual Report for 1952)

People needed more oil in 1952 than ever before, but once again ample supplies were available to meet the demand. An important part of this big job was done by companies in which Standard Oil Company (New Jersey) has investments. These companies expanded their facilities to provide people of many nations with oil to heat and light their homes, fuel their ships and planes and trains, power and lubricate their factories, harvest their crops, and run their cars and trucks.

Jersey's Annual Report for 1952 shows how the big job of supplying people's oil needs has become even bigger. It shows, too, how well this kind of American enterprise handles it.

During 1952, Jersey's affiliated companies produced, refined and sold more oil than in any previous year. This meant more oil wells, more miles of pipe line, new tankers, additional refining capacity, and expanded distribution facilities.

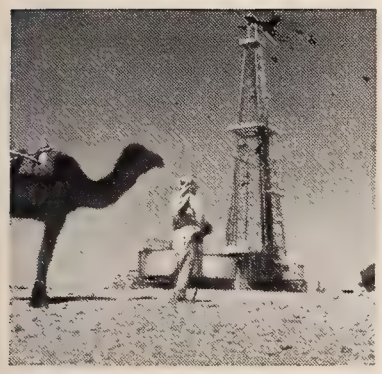
It also meant large investments. During the year, new equipment and replacements cost $498,000,000. Since 1945, *almost three billion dollars* have been spent for this purpose.

The increased business brought to Jersey and its consolidated affiliates a record gross income for the year, but because of the higher costs of doing business, *net* income was $8,480,000 less than 1951's record high. About half of this net income of $520,000,000 was paid in dividends to the 269,000 persons who own Jersey.

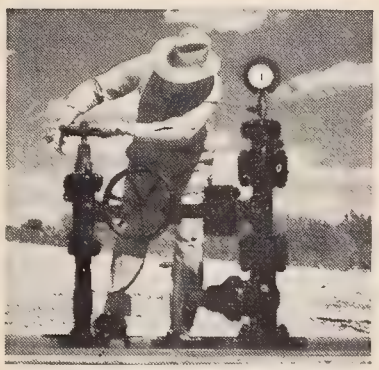
These pictures give some idea of the scope and scale of Jersey affiliates' activities during 1952:



New Oil Sources are located by constant search and by using modern equipment like this helicopter in Canada. New fields were also sought, with good success, in the U. S., South America, Western Europe, the Middle and Far East.



When Geologists Find a Likely Spot, or when known fields are being developed, new oil wells must be sunk, often at great cost. Here is a drilling rig in a project which expanded the known boundaries of an oil field in Saudi Arabia.



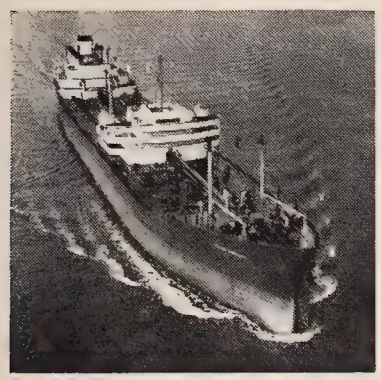
Many New Wells, such as this opening a Texas field, must be placed in operation yearly to meet demands. In 1952, although production of Jersey affiliates was 4 times that of 20 years ago, their proved reserves were at an all time high.



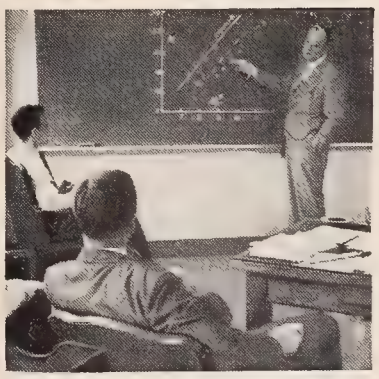
New Refining Capacity helps to meet the need for more and better products. The units shown above, for example, represented an important part of a recent modernization and expansion program at a Jersey affiliate's refinery.



Pipe Lines are costly, but provide the most efficient overland transportation of petroleum. This means cheaper, more abundant products. The pipe shown above went into a line delivering crude oil to a Venezuelan refinery.



Tanker Construction goes on constantly to meet requirements for water transportation of crude oil and finished products. During 1952 Jersey affiliates took delivery of two new ocean-going tankers like the one shown above, as well as four smaller tankers.



New Ideas are essential to meet people's needs for more and better oil products. Over $27,000,000 and the time of 2,500 employees were devoted to research in 1952. Notable results included a motor oil to maintain efficiency of high compression automobile engines.

FINANCIAL SUMMARY—1952

Standard Oil Company (New Jersey) and Consolidated Affiliates

Total income from sales, services, dividends and interest	$4,156,977,000
Net income	$519,981,000 or $8.58 per share
Dividends paid	$256,882,000 or $4.25 per share
Wages and other employment costs	$670,200,000
Taxes charged to income	$371,600,000
Other taxes, collected for governments	$384,500,000
Spent for new plants and facilities	$498,051,000
Number of shareholder-owners	269,000
Number of employees	120,000

The Annual Report tells the story in detail. We will be pleased to send a copy to anyone wishing it. Write Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.

STANDARD OIL COMPANY (NEW JERSEY)

AND AFFILIATED COMPANIES

ESSO

CBS Radio's first-quarter gross billings totaled $15,339,508 as compared to NBC radio's $12,414,383, while NBC-TV led CBS-TV by $22,317,728 to $21,668,928.

The question of NBC sales and Gen. Sarnoff's participation was raised at the annual meeting of the stockholders of RCA (separate story page 73), which by coincidence was held at the same time CBS-TV was claiming acquisition of TV sales dominance.

Questioned by a stockholder about network sales, Gen. Sarnoff expressed the belief that NBC was first in TV network business although CBS had forged ahead on the radio front.

"It's a fluctuating affair," he said.

Wylma Soss, president of the Federation of Women Shareholders in American Business, who had raised the question about network sales, then suggested that a reorganization of the NBC sales department on a more aggressive basis might be a good idea.

"This looks like just the place for your fine Italian hand, General," she commented. Gen. Sarnoff smiled noncommittally.

CBS-TV's announcement that it had "taken the business leadership among all [TV] networks" was made Tuesday at a trade news luncheon where network officials unveiled a presentation refuting nine of the "top 10 cliches" about television. Only one of the 10 "cliches" which has been proved true, according to Network Sales Vice President William H. Hylan and Network Sales Development Manager Edward P. Shurick, is the one that says the advertisers "can't afford to stay out of television."



Mr. Hylan

Mr. Hylan said CBS-TV signed up $4,750,000 in gross annual billings during the week of April 22-28, which he called one of the largest sales weeks in the network's history, and also cited an additional $4 million in new business signed earlier in April.

April 22-28 signings, he said, included:

Prudential Insurance Co. of America for alternate-week sponsorship, starting early in September, of *You Are There*, now seen Sun., 6:30-7 p.m. EDT and co-sponsored by Electric Companies Adv. program through Calkins & Holden, Carlock, McClinton & Smith, New York [B•T, May 4]; Chrysler Motors for half-hour dramatic show, Saturdays at 10-10:30 p.m., starting mid-July, through BBDO, New York [B•T, April 20]; Purex Corp. for a quarter-hour of the Wednesday *Garry Moore Show* starting June 3, through Foote, Cone & Belding, San Francisco, and General Electric's Small Appliances and Electronics Divisions for the half-hour *Meet Mr. McNutley* show, starring Ray Milland, starting Sept. 17 (Thurs., 8-8:30 p.m. EDT), through Young & Rubicam and Maxon Inc., both New York [B•T, April 20].

Earlier April sales previously announced, were listed as including P. Lorillard's decision to move the Herb Shriner show, *Two for the Money*, to CBS-TV in August; Simmons Co. and International Silver Co.'s purchase of *My Favorite Husband* for alternating sponsorship starting in October, and Singer Sewing Machine's decision to sponsor *Four Star Playhouse* on a weekly rather than alternate week basis.

Mr. Hyland predicted that "the time is coming when manufacturers will set up a sales quota for advertising media, and expect them to meet it."

"More and more," he continued, "a medium will be judged not only on its ability to deliver advertising but on its performance in moving merchandise. This trend will be an increasing challenge to every medium because retail sales forces today are thinning out. More than 80 million shoppers go to self-service stores every week."

Television's "exclusive" combination of sound, sight and motion, he declared, make it "the medium best adapted to present needs" and the one "that best fills the reduced ranks of retail salesmen."

CBS-TV's announcement claimed that its "programming popularity has kept pace with its sales leadership," asserting that during the past October-April season it "had more programs in the top ten Trendex than any other network, maintaining an average of six for the entire season."

"All the rating services," the announcement continued, show CBS-TV's *I Love Lucy* in first place, followed by Arthur Godfrey's *Talent Scouts*, with Godfrey's *Friends* in third place in two services and fourth in the other.

CBS-TV's formal presentation, detailed to the luncheon group by Mr. Shurick and slated for extensive showings to agencies and advertisers, claimed for CBS-TV the biggest network growth, the highest average rating, the greatest single audience, the most sponsored time, the largest network billings, the most sponsored daytime hours, the highest rated package shows, and the lowest cost-per-thousand viewers.

'Can't Stay Out of TV'

Of the 10 "cliches" spelled out and answered in the presentation, "you can't stay out of television" was described as the only one which remains correct. "Advertisers who have not yet used [TV] won't be able to stay out when television is as productive as it is for their competitors . . . when it gets a 324% sales increase for a cigarette . . . a 33% increase for an electrical appliance . . . a 400% increase in three years for a candy."

The presentation also noted that, for instance, Singer Sewing Machine, sponsor of *Four Star Playhouse*, is set to spend, during the coming year, almost as much on CBS-TV as the approximately $1.2 million which represented its overall advertising budget in 1951.

In answer to the "cliche" that TV's cost-per-thousand is getting lower but its overall price is "getting too high," CBS-TV asserted that "there's a right overall price for any advertiser, large or small," with television available "in all combinations of programs, time and coverage." It was noted, for instance, that CBS-TV is offering five-minute segments in its 11-11:30 daytime period, occupied by *There's One in Every Family*, at less than $2,500 weekly per participation.

To the "cliche" that television is pricing itself out of the market, it was noted that TV's price-per-thousand homes (counting both time and talent) is steadily going down, while those of printed media are steadily rising. And on the "cliche" that television *will* price itself out of the market, the reply was that, based on CBS-TV's rate formula, network's time cost per thousand homes in 1955 will be what it is today ($1.59). This, the presentation noted, assumes continuation of the present rate of TV growth, which in 1955 would bring 90 per cent saturation in 100 leading markets.

Other "cliches" answered by research data in the presentation included those which maintained that "television will not become a mass medium"; that "television will never cover the country"; that "people won't watch television after the novelty wears off"; that "housewives will never have time for television during the day"; that "in summer viewers will take a vacation from television," and that "when the glamor wears off, advertisers will drop out of television."

Adrian Samish Joins NBC Program Dept.

ADRIAN SAMISH, vice president and radio-TV director of Dancer-Fitzgerald-Sample for six years prior to his resignation a few weeks ago, joined the NBC program department, effective May 1, as a member of the creative production group and as a general executive in the department, Programs Vice President Charles C. Barry announced last week.



Mr. Samish

Before his association with the D-F-S Agency, Mr. Samish served with ABC from 1944 to 1947 as vice president in charge of radio and television programming and production.

Don Lee Network Announces Sales

SALES totalling more than 115 hours on Don Lee Broadcasting System were announced last week by Norman Boggs, network vice-president in charge of sales.

Caswell Coffee Co., San Francisco, starts thrice weekly, five-minute *Something to Think About* on Don Lee Network, for 52 weeks from today (Monday). Santa Rosa Shoe Co., Santa Rosa (Calif.), starts weekly 10-minute news program on 24 stations, for 52 weeks from June 6. Hoefer, Dieterich & Brown Inc., S. F., services both accounts.

Dormin Inc., New York (sleeping tablets), starts twice weekly, five-minute *Names and Places in the News* on the network. for 26 weeks from tomorrow (Tuesday). Agency is Dowd, Redfield & Johnstone Inc., N. Y.

Renewals include Planter's Nut & Chocolate Co., San Francisco, contract for five times weekly, 10-minute segment of *Lucky U* on 41 Don Lee Stations, effective April 9 for 52 weeks. Agency is Raymond R. Morgan Co., Hollywood. General Foods Corp., New York, has renewed its twice weekly, quarter-hour segment of *Breakfast Gang* on the network for 12 weeks from September 30. Agency is Young & Rubicam Inc., New York.

NBC Co-op Sales Reach 100 Affiliate Stations

SPONSORSHIP of NBC radio co-op programs by 280 advertisers on more than 100 NBC-affiliated stations was reported last week by Lud Simmel, manager of NBC co-op sales.

He also announced renewals on the *Howdy Doody Show* (Sat., 8:30-9:30 a.m. EDT) for the complete Dominion Network by Kraft Foods Ltd., through J. Walter Thompson Ltd., Montreal, and the St. Lawrence Starch Co., through Harold F. Stanfield Ltd., Montreal, for two 15-minute periods each through June 27, plus renewal of a half-hour of the program by Ogilvie Flour Co., through Stanfield Ltd., starting October 3.

Mr. Simmel also reported that NBC-TV's *Who Said That?* co-op show (Monday, 10:30-

11 p.m. EDT) had been sold to Piel's Beer Co. by WNBT (TV) New York, effective April 13. Young & Rubicam is the agency. He noted that WSPD-TV Toledo and WJIM-TV Lansing have been added to the *Who Said That?* lineup by Pure Oil Co., raising that company's station total to 21.

CBS East-West Switch Transfers Jencks, Woodward

APPOINTMENT of Richard W. Jencks of the CBS-TV New York legal department as resident attorney of CBS Inc.'s west coast legal department, effective immediately, was announced Thursday by CBS Secretary and General Attorney Julius F. Brauner.

At the same time the designation of Charles C. Woodard Jr. of the CBS Hollywood legal staff to assume operating charge of the CBS-TV legal department in New York was announced by W. Spencer Harrison, CBS-TV vice president in charge of legal and business affairs. Mr. Woodard's new assignment becomes effective today (Monday).

McBride Radio Project

ABC radio reported last week that 350 women from 279 localities in the U.S. and Alaska have been nominated as possible winners in the Mary Margaret McBride Radio Project, which is designed to show what women on the local level have accomplished in the interests of Democracy and peace. Winners of the project, which is conducted by ABC radio, will be chosen by a board of judges representing the United Church Women, the National Council of Catholic Women and the National Council of Jewish Women.

UBC-Friendly Network To Carry Braves Games

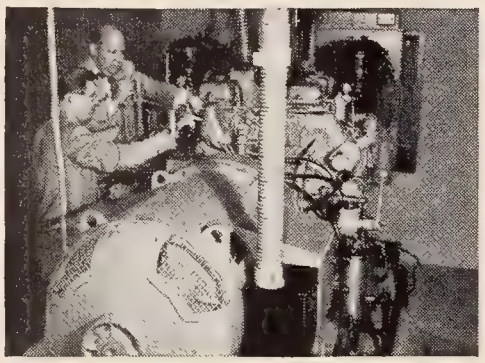
ALL stations of United Broadcasting Co.-Friendly Network have contracted with World News Service to carry Milwaukee Braves baseball games fed by WEMP Milwaukee to a network in that area. Richard Eaton, UBC president, said WNS, of which he also is president, has the concession for the team's home park in 14 Mid-Atlantic and Southern states and the District of Columbia.

Miller's High Life beer is sponsoring games on the network on a participating basis. Sinclair Oil Co. is co-sponsor on WOOK Washington, WINX Rockville, Md., and WANT Richmond, Va. Other stations on the special network are WFAN (FM) Washington; WSID Baltimore; WARK Hagerstown, Md., and WJMO Cleveland.

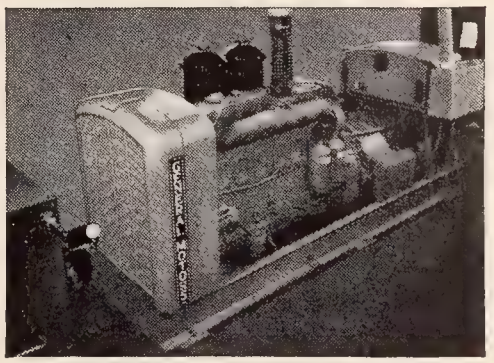
NBC Plans Talent Search

PLANS for a weekly two-hour program to discover and showcase talent new to network radio have been revealed by NBC, which said it would conduct the project in collaboration with station affiliates. The series will be heard Saturdays, 7:30-9:30 p.m. EDT, starting June 13. Four stations will participate in each broadcast in the series, to be known as *New Talent, USA*. Teams of talent scouts will go on the road several weeks in advance of each broadcast, to help the stations in arrangements.

GM DIESEL *Stand-by* GENERATOR SETS



WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.



WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12½ to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting. Immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES . . . 16 to 275 H.P. MULTIPLE UNITS . . . Up to 840 H.P.

It pays to Standardize on

Write for Generator Set Catalog 6 SA 20.

GM GENERAL MOTORS DIESEL POWER

BBDO-Miner Disassociate

BREAK-DOWN of negotiations between BBDO, New York, and Worthington Miner with respect to production of the new Chrysler program, slated to go on CBS-TV [B•T, May 4] was revealed last week. The agency and Mr. Miner made a joint statement in which it was announced "that it will be impossible for him to go forward with the production of the new Chrysler TV program. The reason for this is solely the fact that complications arose in working out details as to the ownership of the program itself as well as the title. Both BBDO and Chrysler felt strongly that the program as well as the title must be the property of the Chrysler Corp." Mr. Miner is under contract to NBC.

Leaves Buenos Aires

GEORGE NATANSON, NBC Buenos Aires correspondent, planned to leave Argentina last week because he had overstayed his tourist's visa but said that his associations with the Argentine Immigration Dept. had been amicable and that he would seek a residence visa to continue his work in that country, according to reports reaching New York.

NBC Team to Indo-China

ASSIGNMENT of Joseph Michels, NBC-TV news writer and editor, and Edgar Hatrick, NBC Newsfilm cameraman, as a reporter and cameraman team to cover the war in Indo-China was announced last week by William R. McAndrew, manager of NBC news and special events. They left New York for Saigon May 6.

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

CBS INC. PROFITS SOAR 58% IN '53

First quarter net profits of CBS and its subsidiaries exceed $2.4 million, reports Board Chairman Paley—record first-quarter earnings for the company.

NET PROFITS of CBS Inc. and its domestic subsidiaries reached a total of $2,404,935 for the first quarter of 1953—approximately 58% above the same period of 1952—Board Chairman William S. Paley announced last week.

The $2.4 million figure was described as record first-quarter earnings for the company, which included not only the CBS Radio and Television networks and Labs Div., but Columbia Records Inc., CBS-Columbia Inc., and Hytron Radio & Electronics Co.

"Operations of the various companies and divisions of the corporations have shown gratifying progress during this period," Mr. Paley said in his announcement, which was made at a board meeting Wednesday. "We have every hope that our operations will show continued growth."

The $2.4 million net income figure for the 1953 first quarter compares with $1,522,796 for 1952, and represents $1.03 per share as against $0.65 per share for last year's first quarter.

The CBS board at its meeting declared a cash dividend of $0.40 per Class A and Class B share, payable June 5 to stockholders of record at the close of business May 22.

The consolidated income statement follows:

* * *



ADDED as basic affiliate to ABC-TV is WFBG-TV Altoona, Pa., as Jack Snyder (l), station managing director, signs the contract with Alfred R. Beckman, director of ABC station relations department.

ABC-TV Adds Six To Network Affiliates

SIGNING of six new affiliates by ABC-TV was announced last week by Alfred R. Beckman, national director of the ABC station relations depts.

The stations are:

WKNX-TV Saginaw, Mich., uhf Ch. 57 outlet owned by Lake Huron Broadcasting Corp. and under the managership of Howard H. Wolfe, which joined ABC-TV on May 1; KROD-TV El Paso, vhf Ch. 4, owned by Roderick Broadcasting Corp. with Val Lawrence as general manager, which affiliated effective last Monday; WOSH-TV Oshkosh, Wis., uhf Ch. 48, owned by Oshkosh Broadcasting Co. with William F. Johns Jr. as general manager, which was slated to join the network last Friday, and WMTV (TV) Madison, Wis., uhf Ch. 33, owned by Bartell Television Corp. with Gerald A. Bartell as general manager, which is slated to join on or about May 15. WSBT-TV South Bend, on Ch. 34, owned by "South Bend Tribune," with Neal B. Welsh as general manager, which joined ABC-TV on April 15, and WAKR-TV Akron, on Ch. 49, owned by Summit Radio Corp., with S. Bernard Berk as general manager, which is to join on or about July 1.

COLUMBIA BROADCASTING SYSTEM, INC.
AND DOMESTIC SUBSIDIARIES

Consolidated Income Statements

	Three Months Ended			
	April 4, 1953 (13 Weeks)		*March 29, 1952 (13 Weeks)*	
GROSS INCOME (Note 1)		$ 76,454,815		$ 61,379,090
Less—Discounts, commissions and returns		17,775,180		12,977,174
		58,679,635		48,401,916
Deduct:				
Operating expenses and cost of goods sold (Note 1)	$ 43,148,482		$ 36,377,623	
Selling, general and administrative expenses	8,418,447		7,616,538	
Provision for depreciation and amortization of leasehold improvements	962,266		558,658	
		52,529,195		44,552,819
		6,150,440		3,849,097
Miscellaneous income, less miscellaneous deductions		*220,505*		23,699
Income before federal taxes on income		5,929,935		3,872,796
Provision for federal taxes on income (Note 2)		3,525,000		2,350,000
NET INCOME FOR PERIOD		$ 2,404,935		$ 1,522,796
Earnings per Share		$1.03		$ .65

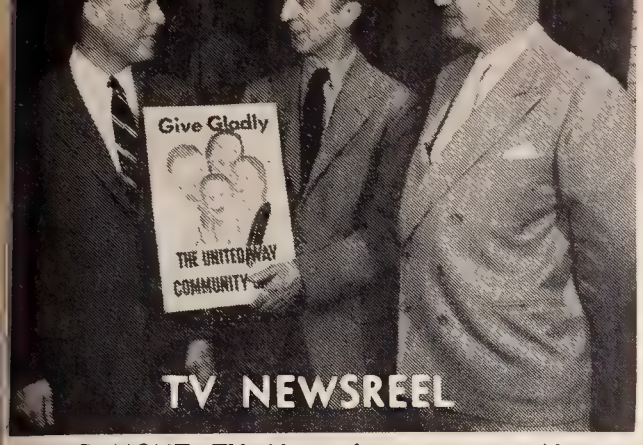
Italics denote red figures.

Notes:

1. Late in 1952 the Company discontinued the practice of netting related operating expenses against certain talent revenues. Accordingly, the amounts of "gross income" and "operating expenses and cost of goods sold" have each been increased $5,413,848 over the amounts previously reported for the three months ended March 29, 1952, in order to reflect these amounts on the new basis. This change in accounting treatment does not affect net income.
2. In November 1952, the Bureau of Internal Revenue published certain proposed regulations under which the Company would be denied the benefits of the television broadcasting relief provision for each of these periods. The Company is of the opinion that the Bureau has no authority under the law to deprive it of this relief. If, however, the Bureau's proposed regulations prevail, the Company would be liable for approximately $210,000 of additional tax for each of the 13 week periods ended April 4, 1953, and March 29, 1952, for which no provisions have been made in the above income statements.
3. The 1953 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

May 6, 1953

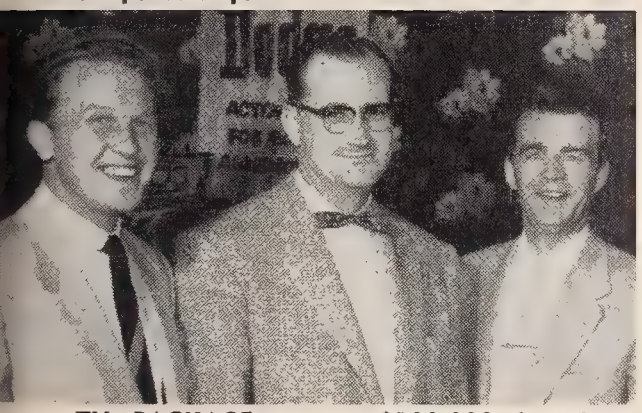
SAMUEL R. DEAN,
Treasurer



DuMONT TV Network presents a Norman Rockwell poster to the Community Chest campaign for fall fund raising campaigns. DuMont's Gen. Mgr. Chris Witting (l) admires the poster with the artist (c) and Joseph Allen, radio-TV director, Assn. of National Advertisers and vice chairman of the United Community Campaigns.



SAYING hello are Jack Brickhouse, WGN-TV spts. dir., and Odd E. Moe, gen. sls. mgr., Theo. Hamm Brewing Co., as they meet at a Chicago sales conference. Mr. Brickhouse broadcasts baseball on WGN-TV under Hamm co-sponsorship.



TV PACKAGE set at $100,000 has been bought by Courtesy Motors, Plymouth-Dodge dealers, on KSL-TV Salt Lake City. Concluding terms are (l to r): Sam Hill Jr., KSL-TV acct. exec.; Clifford O. Gledhill, Courtesy owner; Bud Collins, Courtesy sls. mgr. Package includes one full-length feature film, participation in another, and two wrestling features.

CBS Television City's "cross patch" board is discussed by NARTB conventioneers Donald W. Thornburgh (r), pres.; John Leitch (l), engineering v.p., and Charles Vanda, TV v.p., all WCAU-TV Philadelphia. Each plug on the board contains control circuits for projectors and intercom circuits, plus video and audio outputs to each studio.



'53 FIRST QUARTER AT RCA HIGHEST IN COMPANY HISTORY

Report lists profits for period at more than $20 million (before taxes) and in excess of $9 million (after tax provision). Gen. Sarnoff also tells board color TV for public is at least two years away.

RCA did the largest volume of business of any first quarter in company history in the first three months of 1953, with sales amounting to $208,007,533, Brig. Gen. David Sarnoff, RCA board chairman, reported Tuesday to the annual meeting of RCA stockholders, which filled NBC Studio 8-H in New York's RCA Bldg. to overflowing.

Gen. Sarnoff, John Hays Hammond Jr., Mrs. Douglas Horton and Harry C. Ingles were re-elected directors for three-year terms by the stockholders, who also named Arthur Young & Co. to certify the company's financial statements for the year of 1953. Stockholders rejected a proposal of Lewis D. Gilbert, John J. Gilbert, and John Campbell Henry for cumulative voting in election of directors.

Profits for the first quarter of this year amounted to $20,456,141 before taxes and to $9,293,141 after provision for taxes, Gen. Sarnoff said, the net earnings being 31% ahead of the first quarter of 1952. After provision for preferred dividends, he said, earnings for the quarter were 61 cents a share, compared to 45 cents a share for the same period of last year.

"This excellent record," Gen. Sarnoff said, "resulted from increased sales of television receivers and transmitters and government equipment, as well as the new business of home appliances which the corporation has added to its line of merchandise." In response to a question, he said that TV equipment accounted for about 75% of the total volume of business of RCA-Victor Div. Government business, he said, amounted to $37 million or about 18% of the RCA total, up from 13% in the first quarter of 1952, with RCA "billings to the government this year expected to exceed last year's billings by a substantial amount."

Color TV for the public is at least two years away, Gen. Sarnoff replied to a question following his report on the state of compatible color. "And that two years begins when the FCC approves it for commercial use," he commented, explaining that it will take nine months to a year to tool up to produce color sets and another year to get production going at normal speed. RCA's Lancaster plant, he said, already has a pilot operation underway for the production of tri-color tubes, which he said "can reach a monthly output of 2,000 color tubes within nine months to a year after it tools up for commercial production."

Looking to the future, the RCA board chairman estimated that by mid-1956 there will be 38 million TV sets in U.S. homes, 15 million more than at present. Radios at that



time will total 130 million, he said, including 26 million auto radios.

Acceptance of RCA room air conditioners and room dehumidifiers, introduced last year, "made it possible to sell all available models," he said, with production being expanded this year. The new line of RCA Estate ranges also has found consumer acceptance "most gratifying," he said. When Lewis Gilbert, a persistently critical stockholder, asked the price RCA had paid the stove company and RCA officials declined to answer for "competitive reasons," Mr. Gilbert answered his own question and announced that the sum was $2 million.

After a number of stockholders had praised the achievements of RCA under Gen. Sarnoff's leadership and expressed regret that in three years, when he will be 65, the corporation may lose his services, a motion was made for an amendment to the bylaws to permit him and other valued employes to be retained beyond the stipulated retirement age. Gen. Sarnoff then revealed that the board already has that authority and pointed out that he himself had made no announcement of any plans to retire. "That's up to the board," he said.

Asked how much insurance RCA has on its board chairman, Gen. Sarnoff answered none, causing Wylma Soss, president, Federation of American Shareholders in American Business, to urge the board to follow the example of "many other companies" in insuring its top executives, "beginning with the founder."

Among new developments "in the offing," Gen. Sarnoff listed a compact, light-weight push-button sound tape recorder to be put on the market within the next few months; "splendid progress" toward perfecting a TV tape recorder; miniaturiation of all types of equipment speeded, since transistors can be used to replace vacuum tubes in many operations; closed-circuit TV for industry, school and home, and microwave communications systems and improved high fidelity record reproducing equipment.



RECORDING MACHINE which dates back 50 years is demonstrated to Licia Albanese, Metropolitan Opera star, by Frank M. Folsom (r), president, RCA, and Milton Rackmil, president, Record Industry Assn. of America. The occasion was the 50th anniversary of the first Red Seal classical recording, which took place at Carnegie Hall, April 30, 1903. Mr. Rackmil presented Mr. Folsom with a gold record in commemoration of the event.

Meeting opened with the stockholders standing for a moment in silent tribute to the late Gano Dunn, RCA board member for many years.

Report figures are:

RCA and Domestic Subsidiaries
Consolidated Statement of Income
For the Quarter Ended March 31

	1953 $	1952 $
Products and Services Sold	208,007,533	163,871,331
Cost of Products and Services sold and other operating costs	187,551,392	149,029,811
Profit before federal taxes on income	20,456,141	14,841,520
Federal taxes on income	11,163,000	7,765,000
Net profit for the quarter	9,293,141	7,076,520
Preferred dividend	788,238	788,239
Balance for common stock	8,504,903	6,288,281
Earnings per share on common (14,031,016 shares)	.61	
Earnings per share on common (13,881,016 shares)		.45

DuMont Refutes Fears Of TV Threat to Press

BELIEF that newspapers and television can live together, be financially successful and contribute to America's progress was expressed in a statement to be released yesterday (Sunday) by Dr. Allen B. DuMont, president of Allen B. DuMont Labs. and DuMont TV Network.

Dr. DuMont made his observation following a study of reports issued at the 67th annual convention of the American Newspaper Publishers Assn. in New York April 21-23 [B•T, April 27]. Some publishers at the convention expressed concern over the growing competition and inroads by television.

Voicing the opinion that "newspaper publishers and broadcasters will enjoy increased revenues," Dr. DuMont cited figures showing that both newspapers and television had registered peak national advertising revenues in 1952. He added that "more daily newspapers were published in the U. S. last year than in the past decade" and that the "all-time circulation" of 1951 had declined only one-tenth of one per cent last year.

Dr. DuMont said that TV and the press would work to each other's advantage in coming years and pointed to paid advertisements in newspapers by TV stations and television receiver dealers as a method of increasing newspaper revenue. He offered the opinion that viewers would rely on newspapers for complete news and background information and that television, as did radio, will stimulate newspaper reading that will be "translated into increased circulation."

ITC To Put 'Pay-As-You-See' TV Plan Before FCC

INTERNATIONAL TELEMETER Corp., currently testing its subscription TV plan in Palm Springs, Calif., this year expects to apply for FCC permission to operate its "pay-as-you-see" system on a national basis. Cost of installation of the unscrambling device is estimated at $8, according to the firm's officials. Programs are then unscrambled upon deposit of a coin in the coin box attached to the receiver set.

Experiments, delayed by Palm Springs electric power strike, now in its 12th week, will be resumed next fall, according to Carl Leserman, executive vice-president.

top performance guaranteed

RADIO & TV
STOPWATCH

Minerva



Filmmeter
Model #106F

Special
Professional Price
$18.20 net

side-slide "noiseless" model with plain 1/5 second dial also available.

Minerva Stopwatches are relied upon by: CBS Network, NBC Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

Accuracy certified by our Western Electric Electronic Timer
Write today for new catalog



5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

☆ NON-MAGNETIC—7 JEWELS

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DuMONT DEVELOPING COMPATIBLE 3-D

DuMont Labs may demonstrate a compatible 3-D color TV system by year's end, President Allen B. DuMont tells stockholders at meeting. He predicts the firm's 1953 sales will top $100 million. Officers, directors re-elected.

A COMPATIBLE 3-D system of color television is in the process of development by Allen B. DuMont Labs and may be demonstrated by the end of this year, President Allen B. DuMont told stockholders at their annual meeting last Monday at Clifton, N. J.

On the subject of color TV—not 3-D color—he said DuMont engineers are not satisfied the system being developed by the National Television System Committee is "right" for the public, and reported it is his opinion that a long time will pass before a commercially practical system is approved by FCC. He said the NTSC system is too complex and the cost of the cathode-ray color tube too high.

Although optimistic about prospect of early successful developments in DuMont's 3-D system, he stressed the company is not preparing to put this system forward now.

Dr. DuMont said TV pictures could be received in four ways in the DuMont 3-D system: In black-and-white, in color, in 3-D color, and in 3-D black-and-white. He estimated the retail cost of a 17-inch color receiver at $600 to $700, and predicted a 3-D black-and-white set would be less expensive.

In a summary of the company's overall business outlook, he said DuMont expects good business with record-breaking sales exceeding $100 million for the year. He cited the lifting of the freeze especially as giving impetus to DuMont transmitter, receiver, and cathode-ray tube sales.

More than 20% of DuMont's total production this year will be in defense work, he estimated.

In a board meeting, Dr. DuMont was re-elected president of the company, along with Stanley F. Patten as vice president; Paul Raibourn, treasurer; Bernard Goodwin, secretary, and Irving Singer, assistant treasurer.

Owners of Class A stock re-elected, as directors, Dr. DuMont, Mr. Patten, Dr. Thomas T. Goldsmith Jr., Percy M. Stewart, and Bruce T. DuMont, while holders of Class B stock (Paramount Pictures) re-elected Edwin L. Weisl, Barney Balaban, and Mr. Raibourn.

After the board meeting, a regular quarterly dividend was announced. It is 25 cents per share on outstanding shares of 5% cumulative convertible preferred stock and is payable July 1 to preferred stockholders of record at the close of business on June 15.

Mfr. Earnings Reported Up

SURVEY of 1953 first quarter earnings of 411 corporations in 27 categories by the *Wall Street Journal* indicates four radio and television manufacturing corporations earned 178.8% more for this year's first quarter than for the similar 1952 period.

While earnings for the 411 corporations increased an average 10%, the four radio and television manufacturers showed an increase from $1,329,000 in the 1952 quarter to $3,706,000 in 1953.

AT&T Intercity Network Adds WLVA-TV; Total 134

ADDITION of WLVA-TV Lynchburg, Va., to AT&T intercity TV network facilities makes network programs available to 134 stations in 88 U.S. cities, AT&T reported last Monday.

The company also said it was placing an additional southbound TV channel into service between Omaha and Dallas Tuesday, making possible two sources of networks programs to Tulsa and Oklahoma City. This 763-mile link also means the two TV stations in Dallas and outlets on side legs out of Dallas now have three program services available, since they can also receive one program from Jackson, Miss., it was pointed out.

Hi-Fi Demonstrations Set

DEMONSTRATION of high fidelity equipment will be conducted jointly by McIntosh Lab. Inc. and Weathers Industries during a three-day showing in Chicago May 17-19. Demonstration will include a complete home sound reproduction setup in a typical living room setting. Audio engineers will discuss problems in connection with hi-fi system and answer questions on sound equipment. Showings will be held at the Graemere Hotel, and invitations have been mailed out by Frank McIntosh, McIntosh Lab., and Paul Weathers, Weathers Industries.

A 4000 Per Cent Increase!

A local Chicago advertiser has advertised on WGN-TV exclusively for two years, and his business volume has increased more than 4000 Per Cent!

Whether you're big or small, here is a success story that's hard to beat. Another example of the pulling power of WGN-TV—and another reason for making WGN-TV your Best Buy in Chicago.

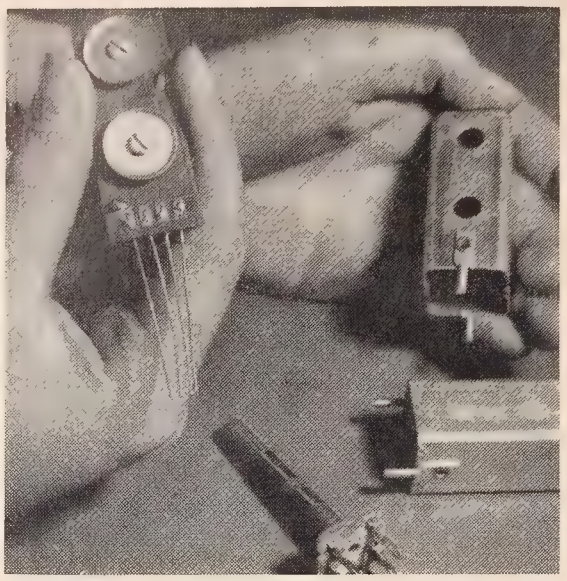
DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station

RCA MASS-PRODUCES PRINTED CIRCUITS

PRINTED-CIRCUIT transformers and coils, made through a photo-engraving process by which a virtually unlimited number of parts can be produced from a single photographic negative, now are being mass-produced for general use. L. S. Thees, general sales manager of the RCA Tube Dept., Camden, N. J., says that the printed circuits now being manufactured are intended for home TV sets, but that the same photo-etching process can be used to print circuits for parts used in a wide range of radio and communications equipment.

The photo-etch process is so precise that it will faithfully reproduce a circuit pattern having a line width of as little as one-hundreth of an inch. Mr. Thees reports the photographic printing of electronic circuits makes possible unprecedented accuracy in the production and assembly of components and gives precision control of such vital factors as the coefficient of coupling. The printed circuit technique is cheaper than old methods, Mr. Thees added, and by using the photo-etch process, circuit arrangements can be arranged that are impossible with the usual kind of parts.

In order to make the printed-circuit parts, a photograph is taken of the pattern of the required circuit. Then a contact print is made on a copper-clad plastic strip which has been coated with light-sensative material. Next the strip is developed and put into an etching solution. The unexposed parts of the copper are eaten away, leaving an accurate, sharply defined reproduction of the copper circuit. After the strip goes through a little more processing, it is put in a small metal case.



SMALLER (and cheaper) radio and TV sets can be made with printed circuit parts, says RCA Victor's Tube Dept. In the man's hand is a 40-mc printed-circuit intermediate-frequency transformer which will be used in a home TV set. The discs with screwdriver-slots are for tuning the transformer. On the table is a wire-wound transformer. The metal boxes are shields used to keep electrical interference away from the transformers.

* * *

RCA now is making six 40-mc intermediate-frequency transformers, coils and traps for TV receivers. The conventional inductors depend upon coils of hand-wound or machine-wound copper wire. Exact values are determined by the number of turns of wire, its spacing and the diameter of the coil form. In the printed circuit method, both the copper wire and the wire-winding operations are eliminated. Inductances are provided by flat inductors having rectangular windings which are photographically printed on copper-clad strips. Mr. Thees says RCA is a pioneer on the printed-circuit field but heretofore had been producing the parts on a "custom order" basic.

DuMont Says Convention Sales 'Record Breaking'

"RECORD-BREAKING" sales or television broadcasting equipment during a four-day period at the NARTB Convention in Los Angeles were announced Wednesday by Herbert E. Taylor Jr., manager of the Television Transmitter Div., Allen B. DuMont Labs.

Mr. Taylor said the equipment was sold to TV station owners and to uhf and vhf station applicants during the convention period, April 28-May 1. Sales included more than 50 of the new DuMont "Film-Scanners," plus vhf and uhf television transmitters, uhf antennas, microwave relay units, cameras and camera chains, camera dollies, studio monitors, master control consoles, and associated station and studio broadcast equipment.

The "Film-Scanner," according to Mr. Taylor, was shown publicly for the first time at the NARTB meeting. He added that it was not shown in "carefully staged, limited-time demonstrations but was turned on at the opening of each day's session and ran continuously until the session closed each night."

New ACA Portable Recorder

AMPLIFIER Corp. of America has announced production of its new 110 volt AC portable tape recorder, the Magnematic, which weighs 19 pounds and attains a frequency response of 50 to 15,000 cycles at 7½ inches per second. Operated by push-button with a solenoid-operated, clutch-controlled capstan drive which starts and stops tape travel in 1/20 of a second, the Magnematic, according to ACA, has a relay-operated modified Geneva movement to control high speed rewind and 60 inches per second fast-forward functions.

Color TV 'Good Way Off'

MANY problems must be overcome before color television becomes a reality, a top manufacturing executive said last Monday. Paul V. Galvin, president, Motorola Inc., told a news conference at the Austin Fine Arts Club in Chicago that color TV is "a good way off." He said that present color tubes are expensive to manufacture, and added that color TV, when it finally arrives commercially, will probably involve use of a 15-inch color tube.

Contracts for Sound Device

AMPEX Electric Corp. has contracted with Magna Theatres and Todd-Ao Corp. to develop and manufacture a special stereophonic sound device for use with the new Todd-Ao system of wide-screen motion pictures, according to an announcement by Alexander M. Poniatoff, Ampex president. The system will employ 35mm magnetic film and is being developed under the direction of Ampex engineer Dr. Cal Becker.

HERE IS WHERE TAX DOLLARS GO



Advertisers can cash in by following tax dollars to the market place. Franklin County (Columbus, Ohio) is unique . . . *more* tax dollars are spent here than are collected. This means buying power isn't siphoned off . . . it is increased!

Large military installations, aircraft factories, defense industries and government centers use tax dollars to meet big payrolls. This money is *spent* where it is earned — in the rich, billion-dollar Central Ohio market.

Reach this market with WBNS . . . with more listeners than any other Central Ohio station . . . with the 20 top-rated (Pulse) programs heard locally. Ask John Blair for rates and ratings.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

URGES CAUTION ON COLOR TV

COLOR TV could be set back for years if the industry moves "prematurely"—before the picture tube problem is resolved and home receivers are able to provide trouble-free service—a leading manufacturer declared last week.

Addressing a United Jewish Appeal dinner at the Hotel Plaza in New York, Ross D. Siragusa, president of Admiral Corp., warned that tooling up for color set production before development of a satisfactory picture tube would be a serious "mistake." He said "the right tube simply doesn't exist at present," and that tubes now are only laboratory devices. He said speculation on the cost of a color tube is "guessing" because it has not yet been designed.

Mr. Siragusa predicted that when the tube problem is solved, manufacturers will be able to turn out reasonably-priced sets and that "sponsors will be willing to absorb the additional cost for color when they see the public is willing to buy the receivers."

Color broadcasting will follow the pattern of radio on multiple-set ownership and replacement of obsolete models with new receivers, he said, referring to small screen models. Less than 1% of TV homes have more than one set, he noted. Demands from present markets, plus the inception of new TV stations, will "keep TV production at a very high level for several years to come," he predicted.

First Quarter TV Sales Up

RETAIL sales of TV receivers exceeded 1.7 million units in the first quarter of 1953, according to Radio-Television Manufacturers Assn. The figure of 1,780,899 TV sets compared to 1,279,783 in the same quarter of 1952. By months the retail sales were: January, 640,073 sets; February, 537,122; March, 603,704.

Retail sales of radios, excluding auto sets, were estimated by RTMA at 1,438,871 units for the quarter compared to 1,505,883 a year ago. This figure by months was broken down as follows: January, 414,726 radios; February, 507,527; March, 516,618.

DuMont Opens New Plant

OFFICIAL opening of Allen B. DuMont Labs. Inc. cathode-ray instrument plant at 760 Bloomfield Ave., Clifton, N. J., will take place tomorrow (Tuesday) at ceremonies to be attended by high-ranking officers of the armed forces and prominent local officials. The instrument plant is said to be the fifth major manufacturing installation of DuMont Labs. The company maintains two other plants in Clifton and one each in Passaic and East Paterson.

Minn. Mining Sales Up

SALES of Minnesota Mining & Manufacturing Co. (sound recording tapes) during the first quarter of 1953 reached an all-time high for that period in the company's history—$51,062,122—it was reported Friday. Previous first-quarter high was $44,358,553 in 1951. Net income before taxes this past quarter was $13,304,859. R. P. Carlton, president, cited substantial sales growth of new and improved products as one factor in the 16% sales jump.

MANUFACTURING SHORTS

Ampex Electric Corp., Redwood City, Calif., opens district sales offices at 252 North Ave. N. W., Atlanta (ATwood 8402); 405 Lexington Ave., N. Y. (MUrray Hill 4-4437), and 7338 Baltimore Ave., College Park, Md. (APpleton 7-9276).

Hytron Radio & Electronics Co., Danvers, Mass., changes name to **CBS Hytron.**

Sprague Electric Co., Marshall, Mass., announces new line of tantalum electrolytic capacitors.

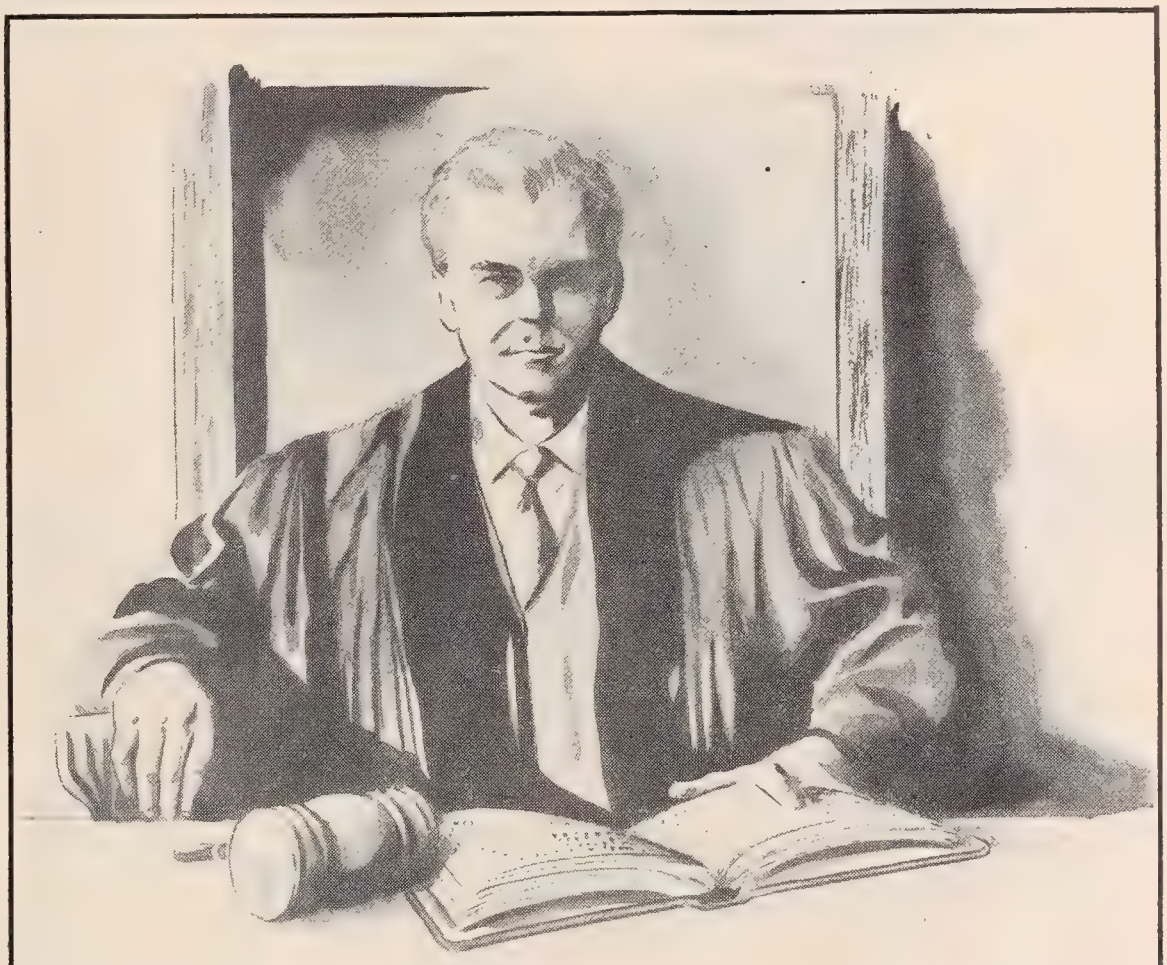
Shallcross Mfg. Co., Collingdale, Pa., announces development of new axial lead precision wirewound resistor.

Electro-Voice Inc., Buchanan, Mich., announces manufacture of new, model 3002-A 3-tube Tune-O-Matic all-channel vhf TV booster.

Minnesota Mining & Mfg. Co., St. Paul, Minn., announces production of new seven-inch plastic reel with diagonal "V" slots for use in magnetic recording.

Electronic Devices Inc., Brooklyn, announces development of new device, "sav-a-battery," to convert battery-type portable radios to AC operation on ordinary 110-volt house current.

Emerson Radio & Phonograph Corp. has taken title to 10-story building at 524 W. 23d St., N. Y., to be used exclusively as administrative and engineering headquarters.



SPOKEN WITH THE VOICE OF *Authority!*

The judge . . . from his exalted position . . . speaks words of judgment clothed with the echo of authority. In Western North Carolina . . . over a rich 11 county area . . . WWNC broadcasts with the quarter-century prestige that also is recognized as the voice of authority.

Western Carolina's pioneer radio station has long been the preference of listeners over this rich area . . . S.A.M. gives it an 82.4% penetration in its 11 county 50%-100% coverage blanket.

Isn't it logical then that many advertisers, national and local, are on its 20-year Honor Roll. The measure of advertising is the ring of the cash register . . . and the rapid development of the WWNC area proves the effectiveness of the station. In Western North Carolina . . . vest your message with the "voice of authority."

5000 WATTS WWNC DAY AND NIGHT

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C.

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES



. . . a NEW RCA

Thesaurus show*

Television and radio audiences in the millions . . . record-breaking personal appearances . . . a tremendous following of fans from coast to coast — *that's the Sammy Kaye story!*

And with that story, *Thesaurus* subscribers are clinching sponsor sales with *"The Sammy Kaye Show"*—the newest addition to RCA's *Thesaurus* Library. The sales power of this show is proved by the time charges and talent fees *already made* by *Thesaurus* subscribers across the country.

If you're not a subscriber, then be sure to get the facts. Mail coupon today for full details on *"The Sammy Kaye Show"*—only *one* of 31 big-name, easy-to-sell shows available to you as a *Thesaurus* subscriber. Clip and mail coupon now!

**Thesaurus Success Story #3*

recorded program services

TMKS®

Radio Corporation of America, RCA Victor Division
New York, Chicago, Hollywood, Atlanta, Dallas

RCA Recorded Program Services, Dept. B-50
630 Fifth Avenue, New York 20, N. Y.
Rush me complete information, including the amazing low rate, on the 31 *Thesaurus* "Big-name shows for low-budget sponsors" — and audition disc for *"The Sammy Kaye Show."*

NAME..... TITLE .....

STATION OR AGENCY.....

ADDRESS.....

.....

PERSONNEL RELATIONS

AFTRA-DE MILLE QUARREL ERUPTS

PLANNED appearance of Film Producer Cecil B. De Mille on CBS-TV's *Toast of the Town* has been disapproved by the American Federation of Television & Radio Artists (AFL) because Mr. De Mille is "not a member in good standing," George Heller, national executive secretary of AFTRA, revealed last week.

Mr. Heller told B•T Thursday that since Mr. De Mille has not paid union dues since 1944, he is not qualified to appear on a TV program over which AFTRA holds jurisdiction. Mr. De Mille was approached by producers of *Toast of the Town* to participate in a program that was to describe his career in show business, according to Mr. Heller.

"We have no objections to Mr. De Mille appearing as a guest star," Mr. Heller explained. "But we were given to understand that he would be used as a narrator in connection with film clips of his life and of his motion pictures. We consider a narrator a performer and Mr. De Mille is not eligible under AFTRA regulations."

Mr. De Mille has quarrelled with the union since 1944, when he objected to a special $1 assessment levied on membership to fight labor legislation submitted to California voters in a state election. Mr. Heller confirmed that the union had disqualified him from continuing in his post at that time as narrator on the *Lux Radio Theatre*, for which Mr. De Mille earned a reported $92,800 a year.

In reply to a question, Mr. Heller said that, so far as he knew, Mr. De Mille had made no effort to become an AFTRA member "in good standing." He said that Mr. De Mille's union status was "the same as any member who has been suspended for non-payment of dues," and that his application for re-instatement, if submitted, "will be handled in the same way as anybody else's."

Non-Network L. A. Announcers Reject 5% Raise, Vote Strike

TURNING down a 5% wage increase offered by 12 Los Angeles area independent radio stations, announcers met with AFTRA negotiators last week and voted to support a recommendation for strike action. AFTRA Hollywood local board of directors meets today (Monday) to determine future action.

AFTRA, negotiating for a new contract, is asking the independents for a flat $25 per week wage increase for staff announcers. Stations have agreed to sick leave of ten days per year cumulative, but refused a request that discharge for cause be subject to arbitration. The union also is asking limitation for use of parttime announcers.

Stations involved are KMPC KFWB KLAC KFAC KGER KFOX KRKD KFVD KPOL KALI KGFJ and KWKW. KXLA is being negotiated separately. Agreement has been worked out between AFTRA and KIEV whereby announcers start at $85 weekly, with gradual increase to $105 a week by end of third year. Severance pay calls for one week's salary for each year of service, with a minimum of two weeks. Maximum is five years. The clause applies, however, only on discharge under normal conditions.

Admitting that a special union membership meeting is contemplated to support its stalemated demands, Claude McCue, AFTRA regional executive secretary, declared, "We are concerned as a union with having encouraged too many stations to operate in this area by maintaining substandard pay to announcers, which has permitted unfair competition."

Meanwhile, IBEW Local 45 and Southern California Broadcasters Assn., representing 13 member stations in the area, start their fourth week of negotiation today for a new working agreement. The stations are offering an aproximately 5% wage increase for technicians to IBEW's demand for a $25 per week raise.

TV Writers' Vote Ordered

ELECTION to determine free-lance TV writers' choice of Television Writers of America or Authors League of America as their collective bargaining agent has been ordered by NLRB for such writers working on network programs originated by ABC, CBS and NBC in New York, Chicago and Los Angeles, or on programs telecast on a syndicated basis.

Excluded from voting are those free-lance writers employed by advertising agencies, independent TV film producers and sponsors and those who sell or license rights of use or ownership of literary material with no additional contract. Eligible voters in the networks unit must have been employed at some time during the preceding 12 months.

Elections also were ordered to determine jurisdiction of writers on NBC-TV *Red Skelton Show* (Russel M. Seeds Co.); *Mark Twain Television Theatre* (Filmcraft Productions); and NBC-TV *I Married Joan* (Joan Davis Enterprises). The board ruled that all writers employed by McCadden Corp., producers of the CBS-TV *Burns & Allen Show*, are eligible to join a unit except William Burns, brother of George Burns. His exclusion was on grounds that "he receives separate treatment from the other writers."

AWARDS

Radio-TV Safety Aid Cited

COOPERATION of radio and television has been acknowledged by the National Committee for Traffic Safety in handing out its annual citation awards for outstanding contributions to highway safety in 1952. Six organizations and six individuals were recipients of citations, which called attention to public information programs carried on radio and use of tape recordings for radio and TV appearances in the cause of highway safety. Among award-winning organizations were the U. S. Junior Chamber of Commerce and the Atlantic Refining Co., Philadelphia.

Murrow Wins $1,000 Award

EDWARD R. MURROW, CBS newscaster, last Monday was presented with a $1,000 award by Lord & Taylor, New York department and specialty store, for his contributions toward building "the first world-wide corps of radio newsmen" and for his CBS-TV series, *See It Now*.

AMA Honor to 'Christian'

CBS RADIO's *Dr. Christian* program, starring Jean Hersholt, will be presented before an audience attending the annual meeting of the American Medical Assn. at the Commodore Hotel in New York June 2. At the conclusion of the drama, Dr. Edward J. McCormick, president-elect of the AMA, will cite both the program and Mr. Hersholt for the contribution they have made toward "a better understanding of the American doctor."

Fables of the leopard and the hippo — 9

ON GAINING PRESTIGE



THE HIPPO: "Alas, how I've thrown my weight around 'most everywhere, just to be folks' favorite."



THE LEOPARD: "But subtle tactics used just right—in the right place, at the right time, I mean—is really all it takes."

THE MORAL:

Wily TV advertisers know, too (like the Spotted Leopard) that prestige is most easily built by subtlety. And locally-produced Spot TV programs, they find, have a *special* subtlety. Which builds *local* customer acceptance. Which dealers know makes more sales. Which quickly opens up better shelf and floor display space. And so builds product prestige. Easily. Economically.

In just the markets wanted. Just when needed.

Spot TV news, variety, women's, children's and sports programs on these thirteen leading stations sell their markets well. They will get results for your product.

WSB-TV . . . . . **Atlanta**
WBAL-TV . . . . . **Baltimore**
WFAA-TV . . . . . **Dallas**
KPRC-TV . . . . . **Houston**
KECA-TV . . . . . **Los Angeles**
KSTP-TV . . . **M'p'l's-St. Paul**
WSM-TV . . . . . **Nashville**
WABC-TV . . . . . **New York**
WTAR-TV . . . . . **Norfolk**
KMTV . . . . . **Omaha**
WOAI-TV . . . . **San Antonio**
KGO-TV . . . . **San Francisco**
KOTV . . . . . **Tulsa**

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TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

TOP ANTENNA AUTHORITY REPORTS ON CONTOURING TV PATTERNS

LLOYD O. KRAUSE
Supervisor Antenna and Relay Engineering, General Electric Co.

High-gain antennas for television have caused a need to insure adequate signal in the so-called "null regions" of every broadcaster's market area. Generally, four factors—average antenna height, antenna location relative to population and terrain, antenna gain, and transmitter power—enter into coverage considerations. Adjusting the antenna vertical plane pattern to provide certain signal levels based on the requirements of these four factors may be defined as pattern contouring.

G-E Installed First High-gain VHF TV Antenna at Louisville, Ky.

The current popularity of high-gain antennas is directly traceable to the success of General Electric's first installation at Louisville, Kentucky, in 1950. As a result, these antennas were produced in quantity to greatly increase availability. Then, too, this initial experiment proved it is economically feasible to achieve increased ERP through higher gain antennas rather than with higher power amplifiers. Today, with broadened application, high-gain antennas are almost universally used for UHF-TV.

Pattern Contouring and Nulls

In general, contouring employs two basic techniques—tilt and null fill-in. The amount used of each depends on the particular application. Nulls are fundamental in antenna arrays. An antenna array is comprised of a prime element having its own pattern, multiplied by the array factor. Nulls will exist where either the array factor becomes zero or where the prime pattern has a null. The array factor resulting from a large vertical aperture produces nulls at high angles, or near the horizontal. These may cause difficulty.

Nulls and Transmitter Power

If antenna gain is increased, pattern nulls move farther away from the station. The same is true when antenna height is increased. Nulls move in proportion to the height. The combination of gain and height increases, which is rapidly becoming common practice today, results in nulls fairly distant from the transmitting site. As this distance becomes greater, unfortunately the effective signal level in the null becomes lower. Transmitter power then becomes an important factor. Higher transmitter power means greater relative depth of null which may be tolerated, since the total level of signal is increased.

Terrain effects enter in that the ground may slope away abruptly on one side and be relatively flat on the other. A combination of electrical and mechanical beam tilting may become necessary. In this way, cities on either side may be covered by an adequate signal.

Beam Tilting

Beam tilting as such usually helps solve a high gain coverage problem in the medium distance range. It may also be desirable for maximum range since the horizon is depressed from the horizontal, depending on antenna height. Without beam tilt, the area at a medium distance from the antenna may have large variations in signal. Tilting a small amount can bring this area up to a high level point on the beam without much variation in average signal.

Simple beam tilting is accomplished by the technique known as progressive phase shift. Uniform phase advance is put in each primary unit of the antenna array from bottom to top. Note, however, that phase shift on a two element array will produce beam tilt but never null fill-in!

Number of Array Elements Important

The amount of pattern control obtainable depends on the number of elements in the array. A certain minimum number exists for effects of phase and amplitude. For example, to produce null fill-in on a 12-bay antenna, by phase shift, the antenna must be broken down to at least three elements of 4 bays each.

Practical Application Contouring G-E 6-Bay Antenna in Brazil

An actual application in Brazil called for a 6-bay antenna but with the principal city lying very close to the transmitting site in the range from 2° to 23° below the horizontal. (See Fig. 1) Simple beam tilting alone could not handle the situation. The only answer was to contour the pattern. For the type of contouring required, phase deviation was found to be the simpler solution. The contoured pattern which was designed for this installation is shown in Fig. 1.



● One of the nation's leading authorities on antenna design and construction, Lloyd O. Krause has been in charge of antenna design for General Electric Co., Electronics Park, Syracuse for the past three years. A graduate of Rose Polytechnic Institute and G-E's 3-year advanced engineering course, Mr. Krause has devoted the past six years to antenna research and development.

He recently received the Coffin Award "for outstanding technical skill and ability in designing a helical UHF television antenna which is an important factor in opening up the UHF TV band." Mr. Krause is the author of several TV antenna articles published nationally by leading trade publications, and last month he delivered an address before NARTB in Los Angeles on the subject of "Contouring Television Antenna Patterns."

Distant Null Fill-in with 12-Bay Antennas

For most applications of 12-bay antennas, only a small amount of fill-in of the most distant null is required. Ordinarily, a level of 20 db below the nose power is adequate in this null region. A simple solution is 90° phasing of the top or bottom bay of the antenna.

No Mystery in Pattern Shaping

Contouring is not an item over which the broadcaster need be technically concerned. He should be aware of it, however, in order that each installation be reviewed and proper recommendations made. A considerable amount of effort has gone into analyzing basic requirements and designing antennas to meet these requirements. Even so, new and special applications continue to arise and may require different patterns from those offered. By working with a consultant and manufacturer in whom you have complete confidence and applying either standard, standard contoured, or a specially contoured antenna pattern, the best overall coverage is assured for the broadcaster.

EDITOR'S NOTE: Due to space limitations this article has been concisely prepared. It should be remembered that the same general principles and procedures apply also to UHF contouring. For additional information please write: *Section 253-11, General Electric Co., Electronics Park, Syracuse, New York.*

GENERAL ELECTRIC

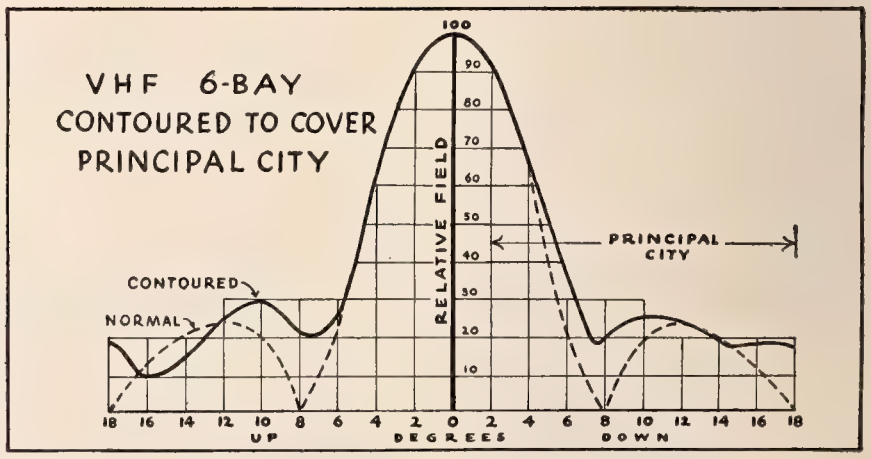


FIG. 1 6-Bay antenna application in Brazil. Dotted line shows pattern without contouring; solid line denotes solution for this installation.

features

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- Fifth birthday of network TV. Page 86.
- How to keep books in TV stations. Page 88.

By Dr. Frank Black

SHOULD MUSIC BE HEARD AND NOT SEEN?

I THINK that at this point I am entitled to be called a radio veteran, because for 30 summers and 30 winters, man and boy, I've worked in the medium and I happen to love it. When BROADCASTING • TELECASTING asked me to compare music on radio and television today, I started to look back on some of the changes which have come about since my first broadcast. That was in 1923, on station WOO in Philadelphia, and I presented a piano recital. No one bothered to time the program, and I must have played for about an hour and a half. No one asked for advance program information. I just played what I felt like playing.

A few years later, I was again on the air, this time as the conductor of a 65-man orchestra from the Fox moving picture theatre in Philadelphia. We used to go on the air once a week, from the projection room of the theatre. Our soloists were members of the orchestra and sometimes a singer who happened to be on the theatre's stage show. The announcer ad libbed the musical facts as he went along. Maybe "facts" is the wrong word. Our announcer, for instance, believed that every march we played was composed by Sousa!

The next step was the beginning of the networks, in the middle twenties. The first "network" over which I broadcast consisted of just two stations, WJZ in New York and the General Electric station in Schenectady. Our orchestra, advertised as "the largest orchestra on the air," consisted of only 22 men, but even these had difficulty crowding in to play in the regular broadcast studio. It was around that time that we also started recording programs for future broadcasts, and building up the kind of music library of recordings which is basic equipment for every station today.

Now, a quarter of a century later, I'm still presenting music, as conductor of the CBS Radio *Cadillac Choral Symphony*. In these years, I would say that we've learned a great deal about putting musical broadcasts on the radio. Now we are presented with similar problems on television. In this new medium, full of creative opportunities, I question whether good music has really been presented as it should be. When one listens to music, one's own imagination should be able to roam freely; each one makes his own interpretation of what the music means to him. Radio allows this freedom; television, with all good intent, too often suggests the meaning, through special background effects and other visual devices. No one likes to have thrust on him what someone else thinks the music suggests; his own conception of the music is what brings the sparkle to his eye, the pleasure to his ear.

Also, I think that we must admit that most musicians are not actors, nor should they try to be, because they are more convincing speaking through their instruments. What they produce is for the ear, not for the eye. It has been customary in musical movies and on television to concentrate the camera on various sections of the orchestra in action. But after all, how many trombone players do you want to see in a closeup, unless you are studying the trombone yourself? The important thing is to hear them.

Which brings us, I think, to the crux of the question: music is not a visual art any more than painting is an audible one. The experience of going to a concert is basically to listen. Thus, to "view" music on television as it is offered at present seems to me a distraction. The emphasis is apt to be on staging, on choreography, on closeups of the players—all taking away from the impact of the sound.

I do think that music can and will be better presented on television. In the early days of moving pictures, when they were experimenting with a new medium that actually showed people in motion, they exaggerated that motion in their zeal, and made the actors move too fast. They've learned better now; they know that slower motion is more realistic, less distracting. In the same way, because TV can produce visual effects with music, the proportion of emphasis at present tends to be 80% visual, 20% aural. Eventually, I believe that television will achieve a more realistic as well as a more artistic proportion, just as the motion pictures did.

I am not trying to make a plea for radio today. It certainly doesn't need any support from me. The people know what they want; and if they wish to hear good music—and I believe they do—they will turn to their radios. Millions of people are doing just that, every week. Radio is a medium complete in itself, with special fields in which it can be particularly effective. Television is a completely different medium; it too has an important, but a *different* contribution to make. Both should continue to serve the American people.

20 years with the right women



By John Osbon

ONE DAY last year a communication from a station executive passed over the desk of Ed Fitzgerald, timebuyer at J. Walter Thompson Co.

". . . I'm not an ABC affiliate but I'd like to carry the *Breakfast Club* . . . I'll gladly pay you $10 for each day we carry it. . . . Please see if you can arrange it," the station official wrote.

A small-market, midwest outlet wanted to take the show on a "bonus or pay" basis. Still another wished to schedule it with the provision that the station be permitted to sell spot adjacencies or participations.

Agency, network and advertiser officials connected with the Don McNeill early-morning eye-opener frequently receive such queries, many of them from non-basic ABC affiliates. It seems a commercial as well as a general tribute to the popular *Breakfast Club* (aired Monday through Friday, 8-9 a.m., on the full ABC network) which celebrates its 20th anniversary June 23.

The program is a number of things—one of network radio's most durable and established institutions, a rousing success story for at least two advertisers (Swift & Co. and Philco Corp.), a heavily merchandised vehicle that has stood the test of time and TV penetration and unquestionably ABC's most valuable commercial daytime radio property.

Perhaps the most persuasive argument for its success through the years lies in the obvious satisfaction of Swift (currently on Mon.-Fri., 8:15-45 a.m.) which boasts 12 years of sponsorship, and Philco (Mon.-Fri., 8:45-9 a.m.) which has picked up the tab for seven. Toni Co. (Tues., Thurs.) and O-Cedar (Mon., Wed., Fri.) share the first quarter hour segment.

Both Swift and Philco are reluctant to quote sales results—indeed, they say it's impossible to break down any sales directly—but evidence of sales pull, listener fan mail, program attendance and consistently high ratings speak for themselves.

The underlying philosophy is simple. A place in Don McNeill's family of advertisers is a valuable piece of network radio property—and a prestige-builder. An advertiser (even Toni and O-Cedar, which have been on a relatively short time) knows he is getting a franchise for the ears of some 10 million weekly listeners tuned to 352 ABC stations (317 U. S., 32 Canadian, 2 Alaskan, 1 Hawaiian) able to reach perhaps 98% of all U. S. radio homes.

The Network

ABC is reluctant to comment on gross revenue for the McNeill stanza—now near the 6,000th broadcast mark—but a conservative estimate would be about $5 million annually for gross facilities alone. Swift reportedly spends about $2.25 million and Philco some $1.5 million for gross facilities each year.

This $5 million is exclusive of talent (sponsors buy it and facilities together). ABC owns the *Breakfast Club* as a package—not to forget a 20-year pact for McNeill's services through 1970—and its officials are wont to minimize the sum of billings when measured alongside more expensive evening network shows. The fact remains that the program has been a veritable gold mine to ABC since it got its first sponsor (Swift) in 1941.

Don Roberts, manager of ABC's radio network in Chicago, explains it this way:

"Commercially, Don McNeill's reputation with his listeners, the love and respect for him, gives the sponsor's message an impact it could get no place else. After all, you pay off on the score that Swift & Co. has sponsored him for 12 years and Philco for seven. This is direct evidence of the program's selling power."

The *Breakfast Club* did not come into its own commercially until Feb. 8, 1941, when Swift bought 15 minutes, thrice weekly, on 75 stations—claimed to be the largest daytime commercial hookup at the time. Nine days later Acme Paint picked up a segment. In time the list was extended by other advertisers (Cream of Wheat, 1941-42; Kellogg Co., 1943; Kay Daumit, 1946; Toni Co., 1947; General Mills, 1948; General Foods, 1951).

Basically, save for occasional cast changes, McNeill's *Breakfast Club* has not changed discernibly through the years, a fact which contrasts sharply with the mushrooming increase of personnel who are intimately connected with the show.

An avowed claimant to the title, "king of corn," Mr. McNeill has acquired a reputation for salesmanship that invites comparison (and contrast) with CBS supersalesman Arthur Godfrey. To listeners Mr. McNeill offers generous helpings of corn, music and sentiment, seasoned with family fun and prayer.

Commercially, the program fans out into

The people lined up outside the auditorium at left are waiting to get in to see an in-the-flesh production of a radio network phenomenon pictured at right. Now nearing its 20th anniversary, the "Breakfast Club" is an apparently indestructible institution.



baby clubs, contests, premium offers, dealer displays and other gimmicks which Swift and Philco have carefully nurtured to pay off for a variety of products used by the average American family.

These are diligently merchandised, particularly in advance of Mr. McNeill's road trips, which are little short of phenomenal in their drawing power. A ticket to a *Breakfast Club* broadcast on tour—or even in Chicago's Morrison Hotel, where the program originates locally—is a prized possession.

The tribute to Mr. McNeill's loyal following—and thus his commercial success—is that when the program emanates from Chicago, visitors from all over the country flood the network with ticket requests. Ironically, he is considered a stronger draw, and a better commercial property, while on tour. This is because of the role merchandising plays in selling the consumer. His trips also seem to have demonstrated that radio is far from dead if aggressively promoted, especially in TV markets.

That's where merchandising efforts come into full play as Swift and Philco (and to a lesser degree, O-Cedar) pull out all the stops. Executives at Swift & Co. work closely with the principal agency, J. Walter Thompson Co. (Swiftning, Pard dog food, ham and bacon, table ready meats, All-Sweet margarine, peanut butter) and two others—McCann-Erickson (canned meats, Premium chicken) and Needham, Louis & Brorby (cleanser, meats for babies).

Philco works through its own agency, Hutchins Advertising Co.; Toni (Bobbi, White Rain) through Tatham-Laird, and O-Cedar through Turner Advertising Co.

Planning on sales and promotion usually takes place weeks in advance of the McNeill crew invasion.

Advertisers and Agencies

Swift operates on earnings of eight-tenths of a cent per each dollar of sales. (Estimated 1952 sales, $2.6 billion; earnings, $21.6 million.) It reckons its advertising dollar coolly but merchandises lavishly. A road trip usually calls for a round of conferences involving executives from the meat packing firm, the agencies, the network and Don McNeill Enterprises.

Little is left to chance. The proposed itinerary takes into account the type of market, the show's rating in each market, transportation facilities, the strength of Swift products and population. Basis for this planning is J. Walter Thompson Co. report on 162 "Cream Markets," which Swift uses as a bible.

Once Don McNeill Enterprises (set up to handle the star's affairs) sets up the tour, a Swift merchandising man (usually Henry Schumacher) is off for the road. The project may call for a Don McNeill Week in retail stores and groceries and dealer contests for best product displays, best retail ads and overall promotion. (Some 20,000 dealers took part last year.) Kits of materials are distributed. Breakfasts or luncheons are held in various cities.

More than 1,500 communities participated in Don McNeill Weeks last year.

Ray Weber, advertising manager of Swift & Co., told B•T:

"Swift has found over the years that this type of radio show is ideally suited to promote a variety of products. It appeals also to the homemaker who is the principal buyer of our products. Furthermore, the broad coverage of the ABC network ties in well with our national distribution."

Says Ross Littig, account executive at J. Walter Thompson Co.:

"Swift has found that radio is a low-cost medium reaching all markets."

Sam Morgan, assistant manager for radio who works on *Breakfast Club* products, explains Swift's affinity for Mr. McNeill as one of listener loyalty, his appeal to women and the flexibility of demonstrating Swift products. He reported numerous instances where the McNeill personality had drawn customers to food stores during Don McNeill Weeks.

Philco Corp. is no less vigorous in using the show but its methods differ, Savington Crampton, radio director of Hutchins Advertising Co., pointed out. It's one thing to sell bacon and chicken (repeat items)



and quite another to push a variety of appliances—refrigerators, home freezers, electric ranges, air conditioners, radios, radiophonographs and television sets. This Philco has been doing with market cut-ins since Sept. 3, 1945—and with gratifying results, particularly for its refrigerator line.

As explained by John F. Gilligan, Philco vice president in charge of advertising:

"We have come to regard Don McNeill as our personal representative in homes all over the country. He is our star salesman. Our experience has shown *Breakfast Club* to be more than a mere platform for commercials. It's a newsy, friendly, get-together of neighbors and acquaintances who develop an almost fraternal loyalty to the *Breakfast Club* and to Philco products. . . .

"The results of every promotion in which we've used (the program) directly, have varied only from 'excellent' to 'spectacular.'

"The years that Philco has sponsored the *Breakfast Club* have been years of great growth and expansion for the Philco Corp. We feel that a definite contribution has been made (by the program). . . ."

Listener Loyalty

A concrete example of this listener-loyalty was demonstrated last year when fans paid $6 million for over 32,000 Philco products as a requirement for voting for "salesman Don" or "salesman Sam" (Sam Cowling, *BC's* famed wit).

As another example, one Philco dealer in the Hollywood area ran a Sunday advertisement in a community paper reporting he had *Breakfast Club* tickets. When he opened his store on a Monday morning 25 women were waiting for him. Before they left with their tickets, they had purchased two television sets, a refrigerator, a home freezer, several clock radios and two ironers. "What a man, McNeill," remarked the dealer.

Swift and Philco (and O-Cedar and Toni) frequently join hands with stations in a multi-barreled promotion assault when the show is on the road (one month out of every 12). An example is the western trip last Jan. 18-28 which covered 5,685 miles and nine cities (Spokane, Vancouver, Seattle, Portland, San Francisco, Oakland, Pasadena, Long Beach and Hollywood) with an estimated live audience of over 29,000 and ticket requests estimated at over 76,000.

In Vancouver, Swift dealers held Don McNeill Week sales, while Philco representatives invited country dealers in to see the show and attend the unveiling of the company's new line. ABC reported that only 16% of ticket-holders failed to attend.

In Washington, KGA Spokane received more than 6,000 ticket requests as a result of *Breakfast Club* plugs. KGA joined with Swift and Philco in sponsoring a brunch and cocktail party. KJR Seattle helped move 6,200 tickets on Jan. 20, filling the Civic Auditorium, despite the Inauguration telecast at that time (10 a.m. on the West Coast). Station also donated 31 courtesy announcements. Swift, Philco and Toni entertained 45 contest winners and dealers at a brunch. (It was O-Cedar's day on the show.)

In Portland, KEX used 86 countesy announcements for the *Breakfast Club* and boomed ticket requests to 16,000. Part of the promotion was a Red Cross blood drive, with 500 donors receiving free tickets. The program played to a "standing room only" crowd (3,066). In San Francisco (KGO) capacity crowds also were in evidence. Philco brought a bus load of Korean war veterans to the program. A special tape of the program was done at Swift's request for Fresno.

KECA Los Angeles had requests for more than 30,000 tickets and 98% of the 10,000 which the station distributed were used. Some 53 Don McNeill Week storewide sales were scheduled.

Speaking of the western tour, Herb Hawkinson, an O-Cedar sales representative, was obliged to decline invitations to attend various programs and luncheons given for sponsor representatives. *"Breakfast Club* is doing such a terrific job for us I have to keep traveling. I won't be able to see the shows here."

O-Cedar is one of the happiest sponsors in Don McNeill's family. Speaking for O-Cedar is John Turner, Turner Advertising Agency, which handles the account:

"Results have been good. The *Breakfast Club* has been a direct route to the housewife. McNeill has a wide appeal—a wholesome appeal. It's a family group of sponsors he has and we're proud to be a part of it."

WHAS' Hot Tip

WHAS Louisville recently helped the Louisville fire department find a "lost" fire. The station's program director, Sam Gifford, was looking out of his office window and saw a fire truck, apparently speeding to a fire, stop at a service station. Assuming that the firemen had stopped to call in for a more exact location of the fire, Mr. Gifford, who could see the blaze from his window, called the service station and described the fire's location. Mr. Gifford—still holding the phone in his hand watched as the fireman ran back to his fire truck and sped away.

O-Cedar sold six million mops last year, and attributes the results to aggressive selling and the fact that salesmen continually talk about Mr. McNeill with enthusiasm. It spends roughly $2 million a year in advertising, with the *Breakfast Club* drawing down perhaps a third (an estimated $750,000 for time and talent). It is satisfied with Mr. McNeill because he is a "salesman" himself and because it can integrate commercials with the program.

O-Cedar doesn't merchandise as expansively as Swift and Philco, but its 150,000 dealers and field men do play a vital role. They are encouraged to build up Mr. McNeill's arrival locally if the cast is to be in town.

As one of the co-holders of the 8-8:15 a.m. segment, O-Cedar is not disturbed by the admission that this is the lowest-rated (roughly 3.3%) portion of the four quarters. Mr. Turner feels the rating is essentially good and cites multi-set listening. The important thing, as he sees it, is "impact" from use of network radio.

"O-Cedar has a substantial investment in McNeill and wouldn't have bought the program unless it was prepared to stay with it," he says.

Toni Co., which is in the process of reassessing its network properties in the light of new products, also has expressed satisfaction with the McNeill show, though it represents only a small part of its overall radio-TV budget.

Richard Neisen Harris, president of the firm, sums it up in this statement:

"Toni believes in the *Breakfast Club* as a prime selling medium for women. Don McNeill's format of interviewing women from the audience is an excellent way of presenting testimonial commercials that have been so successful in putting across our products. His sincerity produces a great deal of believability."

Tatham-Laird inherited the Bobbi account in a four-way agency split last January. It originally had General Mills' Kix, which Mr. McNeill advertised from 1948 to 1951—and successfully, too, according to Paul Schlesinger, T-L radio-TV manager. Toni, which had stayed with Mr. McNeill for 10 months from September 1947, decided to bring Bobbi back on the market. It bought the first 15 minutes of the *Breakfast Club,* twice a week, to push Bobbi and White Rain shampoo.

There are no sales figures available but Toni figures it reaches about 1.5 million listeners each week. It's estimated that the McNeill show costs Toni about $4,000 per broadcast to reach a selective audience, with allowances for network contiguous rates earned by its use of other shows like *Break the Bank*. It also likes the turnover audience, which is a major factor in the program's listenership, and network impact.

The Ratings

Sponsors of the *Breakfast Club,* their agencies and network officials are disposed to shrug off the relatively low ratings of a program that has demonstrated its audience and sales pull and received bulges of national magazine and newspaper publicity. They know that the show delivers where it counts—at the cash register.

A Nielsen national rating for January gave the Toni-O-Cedar segment 3.3, the Swift middle section 4.9 and Philco's period 4.7. Hooper city ratings aren't much higher (18 months ago, Hooper city ratings gave the program a range from 4.3 to 6.3. The first quarter hour is traditionally low-rated because of station clearance problems). Officials point out, however, that the *Breakfast Club* pulls largely in rural areas (with an estimated 27% of its audience) and that national ratings are not indicative of its pulling power. Other considerations which should be taken into account are the multiple-set measurements (still obscure) and automobile radios.

Don McNeill Enterprises estimates the daily listening audience at two million (comprised 65% women, 20% children and 15% men), and notes that more than 150,000 people attend Chicago broadcasts each year. The mail pull is just as substantial (100,000 unsolicited letters of praise, another 250,000 for *Breakfast Club* yearbooks each year).

As toastmaster, Mr. McNeill mushroomed in stature and popularity and became more valuable to ABC. Don McNeill Enterprises was established to handle a multitude of his activities. It works closely, under General Manager Ralph Bergsten and Promotion Director Fred Montiegel, with ABC

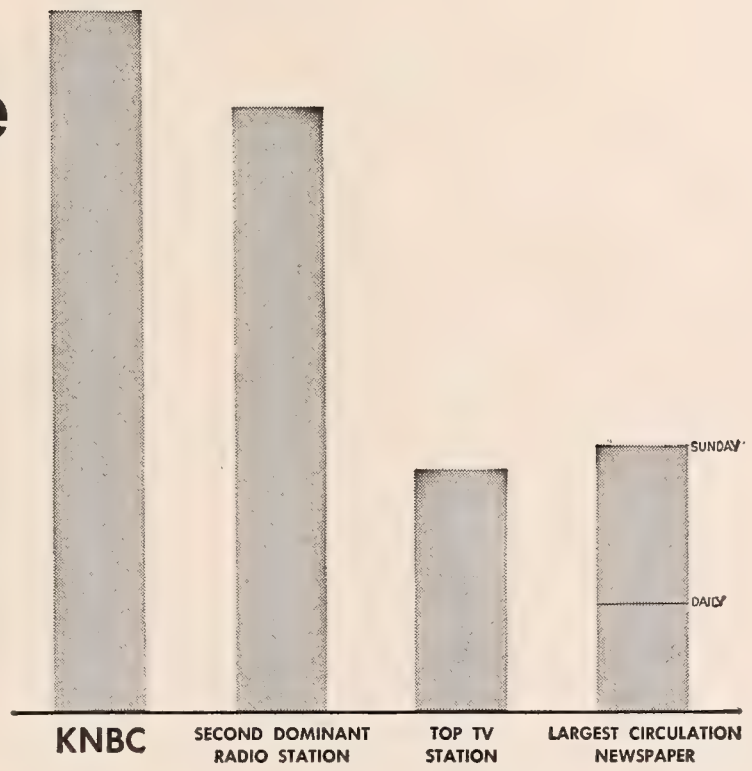
KNBC's 50,000 watt *non-directional* transmitter blankets the great San Francisco-Oakland Metropolitan Market—and all the thriving plus-markets of Northern California....The narrow elipse represents the coverage pattern of the other two dominant 50,000 watt, *directional* transmitters. Tiny circle represents Northern California's TV coverage.



wide circle coverage plus greater audience

Bars represent homes reached by KNBC, San Francisco...by second dominant radio station...by dominant TV station...and by circulation of Northern California's largest circulation newspaper.

Actual figures (Nielsen):—KNBC, night, 1,402,100...2nd station, night, 1,215,910 ...Top TV station, night, 496,130...Largest circulation newspaper (Standard Rate & Data) daily, 215,362; Sunday, 527,095.



make KNBC San Francisco northern California's No. 1 advertising medium

Represented by NBC Spot Sales. In the Southern States, by Bomar Lowrance and Associates, Inc., Charlotte, North Carolina and Atlanta, Georgia

and the agencies involved, particularly on road trips.

When Mr. McNeill was given a 20-year contract, he also got a clause inserted that permits him to take the show on the road. Like Mr. McNeill, Don McNeill Enterprises has grown, too, until now it handles a variety of activities (preparation of the yearbooks, Memory Time poem books, and publicity). It also plays a vital role in the road trips. Says Mr. Montiegel:

"The policy of advertisers is not to advertise advertising. But Swift advertises McNeill in its newspaper ads as do local dealers. Don McNeill also was one of the first radio personalities to realize that radio had to be merchandised." And Mr. McNeill has been in radio through the Red and Blue network regimes. He was hired by NBC in 1933, became the property of the Blue Network in 1942 and changed to ABC in 1944.

The Television Experience

When McNeill signed his 20-year contract in June 1950, Mark Woods, then ABC vice chairman, expressed gratification with the performer and noted that "during the past 17 years he has served to build a firm foundation for our AM daytime programming activities." The continued affiliation, Mr. Woods observed, also meant the introduction of Mr. McNeill to television.

Network and advertising executives—not to mention Mr. McNeill himself and Philco Corp.—are inclined to write off the performer's initial TV appearance in September 1950 on the *Don McNeill TV Club* as "one of those things." It was not an especially memorable experience. There are divergent views on Mr. McNeill's lack of success which prompted Philco to cancel him (after one renewal in 1951) within 18 months. The most common: lack of format, too much glamor on the show, too much nighttime TV competition, etc. Best guess: Mr. McNeill was out of his element.

It would be premature to write off a personality who has attained a firm grip on the listening habits of millions of early-rising Americans. In fact, there have been discussions underway for months looking toward a possible simulcast series—providing the advertisers fall in line and other problems can be resolved. A pilot film already has been completed. It would not, in any event, be surprising if ABC came off with a simulcast of the 20th anniversary program June 23.

ABC radio affiliates carrying the network's *Breakfast Club* have been swamped with ticket requests, and the S.R.O. sign is out in six eastern cities that are playing host to the Don McNeill early-morning program starting May 4.

ABC affiliates have mapped special plans along the itinerary route to honor the McNeill cast on its tour, which winds up in New York May 11-15. Three of the four participating sponsors—Swift & Co., Philco Corp. and O-Cedar Corp.—have arranged luncheons in New York City for the cast May 9, 11 and 14.

About 18,000 seats were made available to *Breakfast Club* fans in advance of the swing through Detroit (May 4), Cleveland (May 5), Youngstown (May 6), Pittsburgh (May 7) and Rochester (May 8).

FIVE YEARS TO SPAN A CONTINENT

ON May 1, 1948, AT&T opened for commercial use 196 miles of television channels, providing network service to 12 TV stations in five cities—New York, Boston, Philadelphia, Washington and Baltimore.

Now, just five years later, the AT&T inter-city TV network comprises 34,000 channel miles of coaxial cable and radio relay connections, bringing "live" network TV shows to more than 130 stations in 87 cities, according to A. F. Jacobson, Long Lines Director of Operations, who said that before the end of 1953 another 13,000 channel miles will have been added.

"To meet the anticipated increased requirements of broadcasters, Bell System people are engaged in an extensive and progressive program designed to expand network facilities," Mr. Jacobson said. Present plans of AT&T call for construction this year almost double of that of any previous year.



Major milestones in network television since May 1, 1948, were listed by AT&T as follows:

1. The national political conventions were telecast to 18 stations in nine eastern cities (Schenectady, Boston, New Haven, New York, Newark, Philadelphia, Baltimore, Washington, Richmond) in July, 1948.

2. A section of TV facilities was opened in the midwest in September, 1948. It served seven major cities (Buffalo, Cleveland, Detroit, Toledo, Milwaukee, Chicago, St. Louis) from Buffalo to St. Louis.

3. The east and midwest networks were linked in January, 1949.

4. Coast-to-coast television was inaugurated in September, 1951, with the opening of a microwave radio-relay system that carried telecasts of the Japanese Peace Treaty Conference.

5. Telecast of political conventions in July of 1952 to 107 stations in 65 cities.

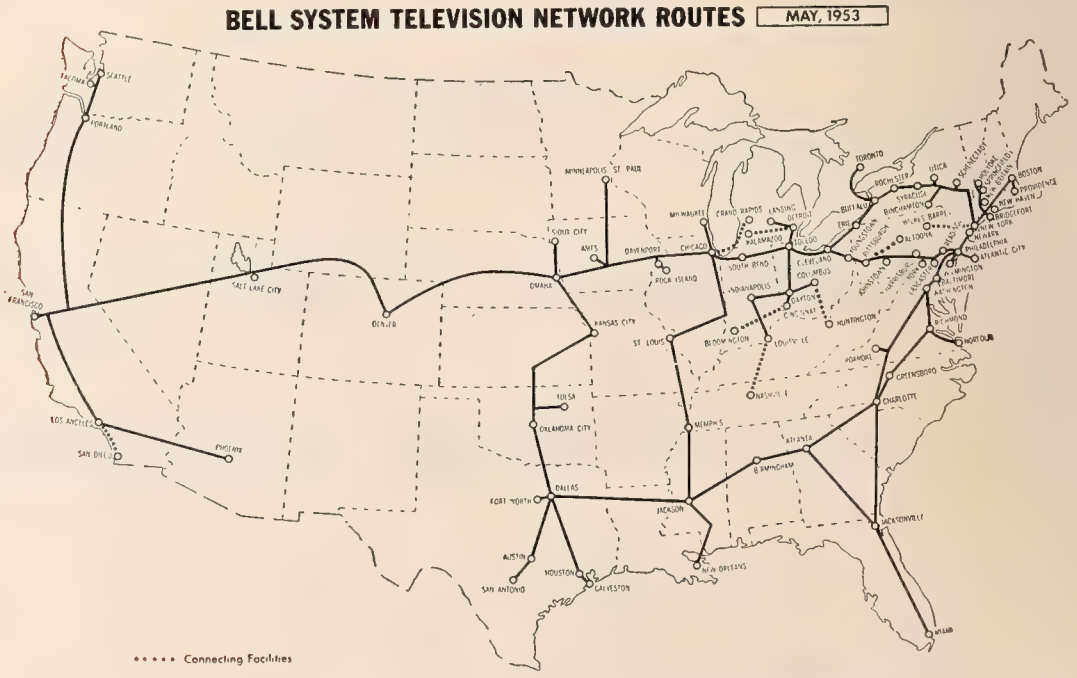
6. In September, 1952, 50 theatres in 30 cities were linked on a closed circuit for the Walcott-Marciano heavyweight title fight. It is estimated that 125,000 persons witnessed the match.

7. First coast-to-coast telecast of election return programs, November, 1952. The Bell System facilities made it possible for these programs to be transmitted "live" to 110 stations in 67 cities.

8. January, 1953, another first—coast-to-coast telecast of the Presidential Inaugural ceremonies. An estimated potential audience of 75,000,000 witnessed this historic event, which was transmitted to 118 stations in 74 cities.

9. Also in January, 1953, Bell System network facilities were extended to Toronto, Canada, establishing the first regular video link between the two countries.

BELL SYSTEM TELEVISION NETWORK ROUTES MAY, 1953



ANNOUNCING THE NEW

RAYTHEON **7000MC AUDIO-VIDEO**

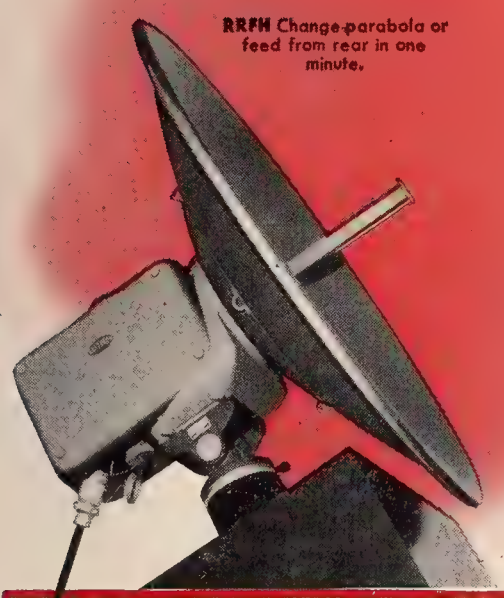
Microlink

KTR-100



TRFH Special casting assures rigidity of parabola in all applications.

FOUR COMPACT, HIGHLY PORTABLE UNITS PROVIDE THE ULTIMATE IN SIMPLICITY, UTILITY, DEPENDABILITY AND SERVICEABILITY



RRFH Change-parabola or feed from rear in one minute.

Raytheon *Microlink* provides in almost unbelievably light and compact form complete equipment for multiplex wide band video and high quality audio transmission and reception.

Highly portable yet ideally adapted for permanent installation, it is extremely easy to set up and operate in any location — with installation, control and servicing features never before available.

From unit packaging to IF strips, RF plumbing and audio circuits, the Raytheon *Microlink* is entirely new. Introduced only after long research and development, it combines the best efforts of Raytheon specialists in every phase of electronics with the advice of television engineers, industry professionals and consulting engineers.

Before you buy microwave equipment for remote pick-up, STL or network interconnection, by all means look into the Raytheon *Microlink*. You will be richly repaid in economy, operating convenience and reliable performance.

Write for complete information

21 BIG FEATURES you want most in Microwave Equipment

1. Multiplex audio-video—range to 25 miles
2. Up to 500 ft. of camera cable may be used between control units and RF heads
3. Cable length compensation by capacity switch
4. Provisions for frequency, modulation and klystron power monitoring
5. Temperature-controlled fused quartz cavity
6. Simplified AFC with improved limiter using same discriminator as video
7. Entire system operates over —30°C, to +50°C ambient temperature range
8. Transmitter klystron voltages regulated for 7000 mc frequency stability
9. Klystrons housed in temperature controlled ovens
10. Only 4 light compact units with all components accessible
11. 2, 4 and 6 ft. dishes available with simplified antenna feed
12. Meter jack in Receiver Control for peaking dish with Simpson meter
13. Vertical or horizontal antenna feed
14. Test switch meter and test points for checking system during operation
15. All caps and covers attached to units
16. Intercom between control units and RF heads
17. 110 volt outlet in completely waterproofed RF heads
18. Standard tubes and circuitry with proven dependability
19. Embodies every technique of simplified, ruggedized, miniaturized design
20. No FM broadcast interference in interconnecting cables
21. Convenient luggage-style aluminum cases with rugged baked finish



RCU Circuit design and packaging by specialists.

RAYTHEON
Excellence in Electronics

RAYTHEON MANUFACTURING CO.

Equipment Sales Division

Dept. 6270-BT WALTHAM 54, MASSACHUSETTS



TCU Light and convenient with standardized connections at end of case.

BOOKKEEPING Key to

Compared with radio, a TV station is big business. With bigger staffs, more equipment, more expense—and more revenue—TV station management needs up-to-the-minute accounting systems that will keep it thoroughly informed. Walter J. Damm, vice president and general manager of radio and television (WTMJ-AM-TV), The (Milwaukee) Journal Co., is celebrated among broadcasters for his sharp managerial eye. In this article he tells how he keeps it on WTMJ-TV operations.



By Walter J. Damm

WHEN the editor of this worthy journal said:

> "A lot of broadcasters have run their radio properties without paying serious attention to keeping books. In some cases I know of, accounting systems have been pretty primitive. Because of the larger sums of money involved telecasters are going to have to maintain much tighter accounting systems than radio broadcasters have had to maintain,"

he never spoke truer words.

When this same editor asked me to describe our accounting system I told him I was not an accountant or a bookkeeper. And when the same persuasive individual insisted that notwithstanding I take a crack at explaining our system, I finally agreed with the proviso that I be permitted to explain what we found we needed in the way of facts and figures from the accounting department in order to keep abreast of day-to-day operations, costs and revenues, and then the accountants could figure out the way to set up the books to produce them.

What we, as management of WTMJ-TV, want to know about our operation is not much different from what we have wanted to know all along about our radio and newspaper operations except that some of the account classifications are different. We have never been satisfied with any standard classification of accounts. Whenever it has been deemed desirable, sub-classifications have been added. The biggest bugaboos are the "sundry" accounts which can hide many important expenses that should be analyzed separately.

I will admit that we have not been welcomed with open arms by our accounting department whenever our curiosity for further detailed information has resulted in additional account breakdowns.

Based on our radio experience and five years of television operation here is a list of what we feel we need in the way of information in order to know what our costs consist of and where the money comes from to pay those costs and still leave a profit:

1. Weekly profit and loss estimate.
2. Monthly profit and loss statement (actual).
3. Daily net time service sales divided so as to show announcement and program sales by the national reps and for all business other than that sold by the national reps, the report showing comparisons for the same day of the previous month and the previous year together with accumulated totals for the year.
4. Monthly detail of expenses and revenue by various classifications and comparisons for the previous year and accumulated totals for the year.
5. Monthly summary of time on the air, showing hours of network and non-network, with a breakdown showing commercial, participating and sustaining and with further divisions as to live, kinescope or film.
6. Monthly report showing the percentage of gross network billings received by the station as compensation.
7. Monthly report showing total commercial hours carried from each network with relation to total hours offered by each network.
8. Semi-annual report on per hour cost of transmitter tubes and camera tubes.
9. Monthly report showing earnings of each staff member over and above regular weekly salary and overtime, which earnings are the result of the sale of the staff member's time to commercial sponsors.
10. Cost of sales of national rep spot business.
11. Cost of sales of non-national rep spot business.
12. Cost of each participating program and revenue produced by each.
13. Percentage of total spot sales at old rate and new rate for each of six months during which old rate is guaranteed following announcement of new rate.
14. Per hour over-all operating cost.
15. Per hour over-all revenue.
16. Monthly net revenue from non-national rep spot sales, and percentage of such sales to total spot sales.
17. Monthly revenue from the sale of national rep spot sales, and percentage of such sales to total spot sales.

To us the weekly profit and loss estimate is one of the most vital parts of our operation. It lets us know how things are going without waiting for monthly and semi-annual statements. It is based on the previous month's overhead with estimated expendi-

Better TV Management

tures and revenues for the current week.

The monthly profit and loss statement is corrected to the actual overhead, expenses and revenues for the current month.

PROFIT & LOSS STATEMENT

REVENUE
- Time Service (spot sales net after time discount and agency commission)
- Talent Sales
- Sundry
- Network
- Gross Revenue
- Less—Credits & Allowances
  - Bonus Discounts
- Net Revenue

COST
- Operating Expense
- Selling Expense (Salesmen-Commission-Promotion-Publicity)
- Gen. Administrative Expense
- Pension Contribution

INCOME BEFORE TAXES
- Federal Taxes
- State Taxes

NET INCOME
- Week's Acc. before Taxes
- Week's Acc. after Taxes
- % Increase or Decrease this week over same week last year

NET INCOME (WEEK)

ACC. BEFORE TAXES

ACC. AFTER TAXES

The daily time service revenue report (lower right) gives us all of the information we need regarding spot sales, where they come from, of what nature they are (whether announcements or programs), how today compares with the same day of last month and the same day of last year by date as well as by day of the week. It also gives us the accumulations for the various classifications since the first of the calendar year.

Several of the other reports are not entirely accounting department reports. They are a combination of records kept by the various station departments and correlated with the figures supplied by the accounting department. Among the most important of these reports are the breakdown of time on the air as between network and local-commercial, participating and sustaining; a report showing the per cent of gross network billing received by the station as compensation; and the report showing the per hour operating cost and per hour average revenue.

The most detailed report of all is the monthly expense and revenue analysis by classifications. It is in this report that we are constantly adding new classfications and it is these classifications which are used in setting up the annual budgets.

A careful study of the classifications of expenses and revenue gives every department head a knowledge of how his department is functioning. The classifications of expense are grouped into General Operating, Sales Administrative, etc. I will admit that at first glance this whole system seems very complicated and burdensome but I know that in our case the value to management fully justifies the work and expense involved.

ACCOUNT CLASSIFICATIONS

Salaries

Administrative*—Total—(Gen. Mgr., Asst. Gen. Mgr., Manager, Asst. to Manager, Office Mgr., and other administrative personnel but not including department heads)

Newswriters*— Total — (including department head)
- Salaries
- Overtime
- Temporary

Continuity Writers*—Total (including department head)
- Salaries
- Overtime
- Temporary

Library Staff*—Total (including department head)
- Salaries
- Overtime
- Temporary

[1] Engineers* — Total (including department head)
- Salaries
- Overtime
- Temporary

Announcers* — Total (including department head)—(Does not include fees charged back to advertisers)
- Salaries
- Overtime
- Temporary

Musical Staff*—Total (including department head)—(only musicians paid regular weekly salary)
- Salaries
- Overtime
- Make-up & TV Appearance Fees
- Temporary

Production Department—Grand Total

Managers & Assistants*—Total

Producers-Directors*—Total
- Salaries
- Overtime
- Temporary

Floor Managers*—Total
- Salaries
- Overtime
- Temporary

Floormen*—Total
- Salaries
- Overtime
- Temporary

Film Dept.*—Total
- Salaries
- Overtime
- Temporary

Art Dept.*—Total
- Salaries
- Overtime
- Temporary

Drafting *—Total (including department head)
- Salaries
- Overtime
- Temporary

[2] Sponsors' Programs—Total
- Regular Staff
- Staff Musicians
- Non-Staff Musicians

[3] Participating Programs—Total
- Talent
- Staff Musicians
- Non-Staff Musicians
- Staff other than Musicians

[3] Sustaining Programs—Total
- Talent
- Staff Musicians
- Non-Staff Musicians
- Staff other than Musicians

Sales Staff *—Total (including department head)
- Salaries Staff
- Commissions

Promotion *—Total (including department head)
- Salaries
- Overtime
- Temporary

Publicity *—Total (including department head)
- Salaries

Overtime
Temporary
Public Service *—Total (including department head)
Salaries
Overtime
Temporary
Office Staff *—Grand Total
Office Clerks *—Total
Salaries
Overtime
Temporary
Messengers *—Total
Salaries
Overtime
Temporary
Pages & Guides *—Total
Salaries
Overtime
Temporary
Maintenance Staff *—Total (including department head)—(is restricted to building maintenance. Does not include equipment maintenance)
Salaries
Overtime
Temporary
* *

TOTAL SALARIES AND WAGES

* Additional sub-heads such as "Dismissal Bonus", "Vacation Relief", "Illness Pay" etc., are used where such expense occurs.

**Additional classifications to be added where needed

[1] Can be broken down into sub-classifications such as "Supervision", "Studio", "Control", "Transmitter", "Maintenance", etc.

[2] These moneys paid to announcers, engineers, producer-directors, etc., over and above regular weekly salary for services outside regular hours in connection with sponsors' programs and are charged back to sponsors.

[3] Including special talent on regular payroll working on participating or sustaining programs as well as extra fees paid over and above regular weekly salary of other staff members doing special work.

EXPENSES

Building Suplies
Janitor Supplies
Lavatory Supplies
Lubricating Oils and Grease
Fuel Oil
Electrical Power and Light
Telephone and Telegraphic Tolls
Telephone Switchboard
Gas
Water
Services (A.D.T., etc.)
Freight, Cartage and Express
Legal Fees
Engineering Fees
Licenses
Music
ASCAP
BMI
SESAC
Miscellaneous
Script Rights
Performing Rights (other than music)
Donations and Dues
Donations (Tax deductible)
Donations (Tax non-deductible)
Dues (Tax deductible)
Dues (Tax non-deductible)
Business Services (for information of management)
Developing and Printing Films, etc
Messenger Service
News and Picture Service
Experimental Expense
Studio to Transmitter Circuits
Automobile Expense (mileage and fixed fee)
Car Fare and Taxi
Traveling Expense
Promotion Expense—Total
Printed Matter and Form Letters
Advertising
Research
Public Events
Prizes
Entertainment
Employe Relations
Miscellaneous
Office Expense
Postage
Rent
Pro rated cost of joint building use
Advertising Representative
Pension
Sponsors' Program Expense—Total—(Charges incurred on behalf of sponsors and billed to them at a profit)
Tel. Lines and Ticker Service
Transcriptions and Films—Library Service
Music and Music Arrangements
Professional non-staff talent
Scenery and Properties
Motion Pictures, Slides and Cards
Costumes
Fees and Rights
Gifts and Prizes
Network Co-op
Miscellaneous
Participating Program Expenses—Total
Tel. Lines and Ticker Service
Transcriptions and Films—Library Service
Music and Music Arrangements
Professional non-staff talent
Scenery and Properties
Motion Pictures, Slides and Cards
Costumes
Fees and Rights
Gifts and Prizes
Network Co-op
Miscellaneous
Sustaining Program Expense—Total
Tel. Lines and Ticker Service
Transcriptions and Films—Library Service
Music and Music Arrangements
Professional non-staff talent
Scenery and Properties
Motion Pictures, Slides and Cards
Costumes
Fees and Rights
Gifts and Prizes
Network Co-op
Miscellaneous
Repairs—Total
Building
Painting and Washing
Heating and Ventilating
Lighting System
Plumbing
Sundry Building Equipment
Sundry Operating Equipment
Garage—Storage—Repairs—Upkeep
Rearranging Building Equipment, etc.
Depreciation
Insurance
Taxes (Payroll, etc., exc. income)
Pension Contribution

TOTAL EXPENSES

REVENUE

Time Service—Total
Local Accounts—Retail Rate
Local Accounts—General Rate
National Accounts—non-Rep.
National Accounts—thru Rep.
Sponsors' Program Revenue
Broadcast Circuits and Ticket Service
Transcriptions (Records or Film)
Library Transcription use
Music and Music Arrangements
Staff Talent
Non-Staff Talent
Technical Service
Production Service
News Service and Editing
Record Cutting
Artwork
Rehearsal Charges
Combination Studio Use Charges
Rental of Auditorium Studio
Remote Epuipment Use
Scenery, Props and Costumes
Traveling Expense
Fees and Rights
Gifts and Prizes
Network Co-op
Network Revenue—Total
NBC
ABC
DuMont
CBS
Participating Program Revenue (Sale of bookets, recipes, etc.)
Sundry Revenue (including network cut-in charges)

TOTAL REVENUE
LESS ALLOWANCES
TOTAL NET REVENUE
TOTAL COST (Total Salaries & Expenses)
TOTAL NET PROFIT

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

ON THE AIR REPORT

Total Hours on the Air Month

	Network	*Local*	*Total*
COMMERCIAL			
Live			
Kine			
Film			
Network Co-op—Live			
Network Co-op—Film			
TOTAL			
PARTICIPATING			
Live			
Kine			
Film			
Network Co-op—Live			
Network Co-op—Film			
TOTAL			
SUSTAINING			
Live			
Kine			
Film			
TOTAL			
GRAND TOTAL			
Live			
Kine			
Film			
Network Co-op—Live			
Network Co-op—Film			

SPOT SALES BREAKDOWN

	Nat'l Rep.	*Non-Nat'l Rep.*	*Total*
ANNOUNCEMENTS			
$	$	$	$
% Total Announcements	%	%	100%
% Total Class	%	%	
PROGRAMS			
$	$	$	$
% Total Programs	%	%	100%
% Total Class	%	%	
TOTAL			
$	$	$	$
% Class	100%	100%	

Of course, all of these statistics wouldn't mean much if when they are received they were put aside to be looked at at a more convenient time. In our case, as they are received, other work waits until they have been analyzed. For instance, when the monthly analysis of expenses and revenue by classifications is received the writer personally transfers the figures to a set of cards (1 for each classification) which dates back to 1927. The same is true of other data such as the accumulated figures at the end of each month from the Daily Time Service Revenue report. In other words we do not just look at the reports and then file them. Posting to our accumulated cards impresses them upon us far more than just looking at them and gives us an opportunity to make immediate comparisons with the last month, the last year, and even if necessary the past several years. Sure it is a lot of work. I could have my secretary do it for me but, from experience, if that were done we would *not* know what we do about our operation.



Fingertip control of your broadcast tube inventory



HERE'S A PROGRAM that places vital ordering and inventory information right at your fingertips. With just one glance you can quickly estimate the status of your reserve tube stock.

Here's all you have to do . . .

Get in touch with your RCA Tube Distributor. Tell him you would like to take advantage of the free RCA Tube Requirement Analysis Program.

Your RCA Tube Distributor will survey your station equipment, analyze your tube requirements, and prepare a suggested inventory control system for your spare tube stock . . . tailored specifically to your equipment and your operation. There is no charge or obligation for this service.

RESULT: *No shortages.* No "overstocks." Your spare tube inventory will be in correct balance at all times.

RCA's new Tube Requirement Analysis is available exclusively through your local RCA Tube Distributor. Call or write him today. No charge or obligation.

RADIO CORPORATION of AMERICA

ELECTRON TUBES HARRISON, N. J.

WINDOW DISPLAY CONTEST

A $10,000 window display contest for RCA Victor dealers from coast to coast was announced last week by Jack M. Williams, advertising and sales promotion manager of the Home Instrument Department, RCA Victor Division of RCA. The contest, which will run from May 15 through June 15, is tied in with the company's promotion of portable radios.

RECORD-MAKING CHEMICAL

MONSANTO Chemical Co.'s advertising took a musical turn recently with the distribution of a recording of two specially composed pieces, combining chemistry and music. The 10-inch 78 rpm record, in a handsome jacket, was sent to a selected list of customers and prospects for products of the company's Organic Chemical Div. Featured on the record is the "ONB Samba," ONB being a flow aid in the manufacture of unbreakable plastic records. On the flip side is the "Monsanto March." Both songs feature the composer, Russ Davis, musical director of KSD-AM-TV St. Louis. Information on ONB and related products, as well as facts about the record, composer and performers are found on the back of the record jacket.

PARE DOWN PROBLEMS

HOLDING a real potato-peeler and telling you how "to pare down Kansas selling problems" is the girl on the cover of a WIBW Topeka, Kan., promotion piece. The colorful orange and black folder gives cost information, addresses of sales representatives and also tells you how to send away for more potato-peelers.

BINAURAL SOUND

RENSSELAER Polytechnic Institute, Troy, N. Y., announced last week that it had conducted a "successful scheduled broadcasting of binaural sound for several months" over WHAZ and WRPI, radio stations operated by the institute. RPI said that a series of concerts had been carried every Monday evening since Nov. 3, 1952.

KOREAN ANNIVERSARY

A DOCUMENTARY radio program describing the highlights of the Korean War, in connection with its third anniversary, will be broadcast over NBC on June 21, 8:30-9:30 p.m. EDT. James Fleming will edit and narrate the program, which will be based on actual tape recordings made by NBC during the Korean campaign. The program will be produced by Joseph O. Meyers, manager of the central news desk, and preparation will utilize the facilities of the NBC newsroom.

'LIFE IN NEW YORK'

A 13-WEEK television series covering various phases of social and economic conditions in New York is being aired on WNBT (TV) New York as of May 10, 3-3:30 p.m. EDT. Titled *Life in New York,* the series is prepared by WNBT in conjunction with *Life* magazine. It examines such areas of New York life as the garment center, Harlem, show business, the "melting pot," and art and culture centers.

DISTINGUISHED PERSONALITIES

NBC-TV will present Frank Lloyd Wright, noted architect, on a filmed program Sunday, 3:30-4 p.m. EDT, as part of the network's continuing series of filmed conversations with distinguished figures of the age. The series previously has featured philosopher Bertrand Russell, poet Carl Sandburg and Dr. Louis Finkelstein, theologian.

ON THE SCENE

IN LINE with its technique of presenting human interest dramatizations in the actual production buildings of some of New York's large industrial organizations, the entire *Dark of Night* program camera crew and production staff moved into the East Paterson, N. J., plant of Allen B. DuMont Labs. to present an "on location" story in the TV set assembly section. The program, seen Fridays on DuMont, 8:30-9 p.m. EDT, uses no scenery and props, beyond what is "legitimately on the scene."

THE KEYY STORY

KEYY Provo, Utah recently released a promotion booklet entitled "The KEYY Story." The booklet gives statistics showing KEYY to be the second most listened-to station in the greater Provo area, followed by questions and answers illustrating why KEYY "delivers more listeners per dollar in the greater Provo trade area." Following this are statistics on some of the other stations in Provo and the KEYY program schedule.

KNX Summer Campaign

ADVISING advertisers "We've Got the Climate for Sales . . . Year 'Round," KNX Hollywood is releasing its fourth annual summer sales campaign presentation, as prepared by Sherril W. Taylor, director of sales promotion-advertising-exploitation for the Columbia Pacific Radio Network and KNX.

With $1,767,836,000 spent in Southern California 1951 summer market, the presentation points out that 24.6% of these retail sales were made in July-August-September. Of the $1,721,297,000 spent in the same year in food stores of the area, 25.4% of the sales were made in the same period.

Stressing that radio reaches "virtually as many people in the summertime as during other seasons of the year," the brochure concludes with stories of successful KNX summer advertisers.

MARY MARGARET ABROAD

SPECIAL series of five pre-Coronation broadcasts featuring Mary Margaret McBride will be transcribed direct from London and heard on ABC radio at 10:45-11 p.m. EDT May 25-29. The programs will be a series of interviews with guests including British nobility describing traditions of Coronation cermonies. Miss McBride also will be heard in a special Coronation-eve broadcast June 1 in the same time period.

WESTERN WEEK

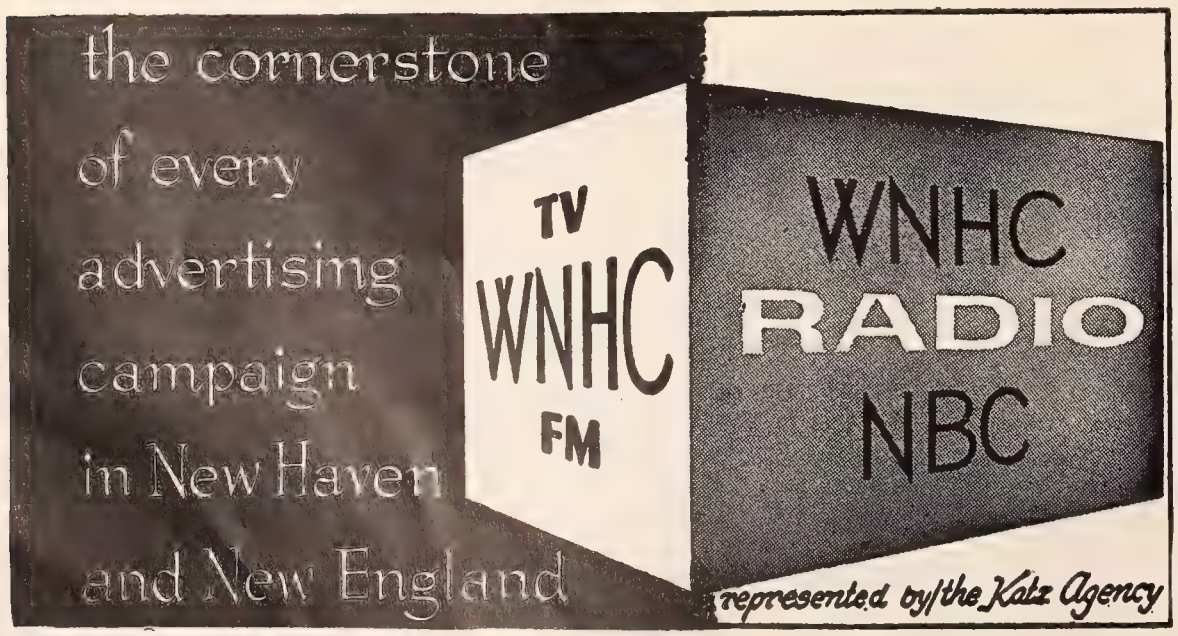
IN CONNECTION with MBS' celebration of Western Week May 11-16, several selected short dramas of American Indian stories were broadcast on Friday, May 8 on the network's *Heroes of the West* program (Mon.-Fri., 3:45-4 p.m. EDT). The stories are award-winners which were broadcast originally three years ago. Five special programs were broadcast on *Heroes of the West,* during the week of May 4-8.

YOGI BERRA TO SELL BIKES

THE SHELBY CYCLE Co. announces that it has signed Yogi Berra, slugging star of the New York Yankees, to act as "The Shelby Salesman." The Yankee catcher will lend his endorsement and approval to the Shelby bicycle in a series of TV commercials, especially designed to be shown on children's programs in eight major marketing areas. Shelby dealers will offer free autographed pictures of Mr. Berra as a tie-in promotion. Agency is Fletcher D. Richards Inc., N. Y.

'COLLECTOR'S ITEM'

A NEW program, *Collector's Item,* designed to interpret the happenings of the first half of the Twentieth Century through the arts of the period, began on May 7 on WOI-TV Ames, Iowa. Films taken at Chicago's Museum of Science and Industry, old films from commercial sources, pictures from the Library of Congress and reproductions of famous art works throughout the country are being incorporated into the 13 week series. Each of the 13 programs will be built around a specific collector's



item. *Collector's Item* is produced in cooperation with the Fund for Adult Education and kinescoped in the WOI-TV studios for possible extended use.

'DANCETIME'

WBUD Trenton recently inaugurated its newest daily community-service program, *Dancetime,* created especially to meet after-school recreational needs of Delaware Valley teenagers. More than 500 youngsters attended the opening broadcast at the Trenton YWCA, and attendance, limited to members only, is growing daily, reports Richard M. Hardin, station general manager. Membership cards are given free to all teenagers who write to the station. Songstress Joni James entertained at the first dance session, and Mr. Hardin said that a new, nationally-known radio or recording artist will appear at least twice a week.

PLUS POUR VOUS

WHEN WLWD (TV) Dayton changed from Ch. 5 to Ch. 2 a new slogan was originated: "C'est plus pour vous on Ch. 2," which is being delivered by all the stations' announcers and talent in their best French. The slogan, which is being carried out on billboards, window displays and car cards, will be translated every six weeks into a different language. It will always mean the same, however: "There's more for you on Ch. 2."

POW INTERVIEWS

PHILADELPHIA's first returned prisoner of war from Korea, Corporal Wilbert Warring, was interviewed on WPTZ (TV) Philadelphia's *Your Esso Reporter* news program a few hours after his arrival, reports the station. Corporal Warring, though suffering from injuries, was able to come to the studio, where he expressed his gratitude for being home and talked with news editor Dick McCutchen on the situation in Red prison camps.

INVISIBLE STORY LADY

WHEN Betsy Stelck, the Story Lady of *Little Playhouse,* WNBW (TV) Washington, had to make a two-day trip out of town, producer Carl Degen was faced with the problem of explaining her absence to young viewers. The problem was solved by making the Story Lady invisible for two days. Miss Stelck's voice was recorded and her magic wand, telephone and other props were attached to thin puppet strings, which were manipulated from 20 feet overhead. The station reports that youngsters at home never suspected that they were looking at the world's largest pupppet stage instead of the invisible Story Lady.

CORONATION GUIDE

CBS TELEVISION'S teacher's guide on the forthcoming Coronation broadcasts was praised in a statement to the network by Sir Roger Makins, British ambassador to the U. S. He said that the guide, prepared for CBS-TV by the Citizenship Education Project, Teachers College, Columbia U., will help teachers to introduce and explain the meanings of the Coronation to children in the U. S. and to point up "the origins and traditions of the British and American people."

'INTERSCHOOL FORUM'

A SERIES of four weekly half-hour round table discussions on world affairs, titled *The Interschool Forum,* is being presented over WBRY Waterbury, Conn., on Sundays, 4-4:30 EDT. Varsity debaters from Taft and Hotchkiss schools opened the series on May 3 with a discussion of the McCarran-Walter Immigration and Naturalization Act. The series, featuring public and private schools in the Waterbury area, is in its fifth year.

NEW NETWORK SERIES

GERALD W. JOHNSON, WAAM (TV) Baltimore, will begin a new series of comment programs for ABC-TV, beginning Sunday, May 31, 8:45 p.m. EDT, originating from WAAM (TV). Mr. Johnson is the current winner of the Alfred I. DuPont Foundation Commentator Award for "pointed, witty and wise analysis and comment." The station reports that it will thus become the only TV station in the nation originating regular programs for two networks. Mr. Johnson is joining *Johns Hopkins Science Review,* DuMont, as a WAAM (TV) network production.

Q FOR QUANTUM

ROBERT LEWISES in St. Louis were interviewed by Robert Q. Lewis on disc jockey Curt Ray's program on KMOX St. Louis recently. Of the 22 Lewis namesakes, there wasn't one duplicate Robert Q. However, Robert F. Lewis won two dinners at the Hotel Chase, where Robert Q. is appearing in a night club act, for his winning suggestion as to what the "Q" in Lewis' name should stand for. His suggestion was "Quantum" because "as a unit of atomic energy, it represents to science the spark and newness that you have for show business."



in this room . . .

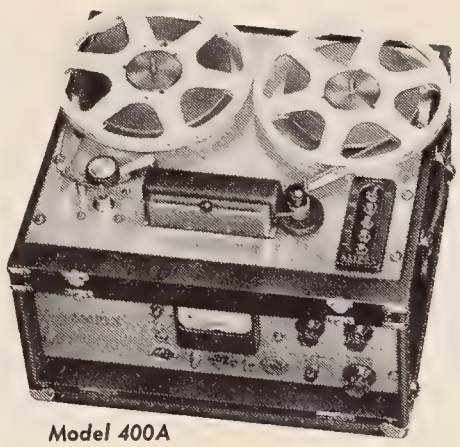
there's no room for doubt

There can be no room for doubt in the continuity and fidelity of your broadcast. You demand — and get — the best in transmitting and studio equipment.

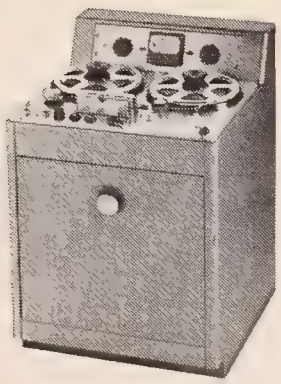
Nor should you compromise with quality in the tape recorder you select.

AMPEX Recorders are engineered to the highest *professional* standards of reliability and performance.

AMPEX brings you these cost-saving operating advantages:



Model 400A



Model 300

• UNINTERRUPTED SERVICE
Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.

• MINIMUM "DOWN TIME"
AMPEX Recorders are designed for thousands of hours of continuous operation with minimum down time, resulting in low maintenance costs and protection from sudden broadcast failures.

• ACCURATE TIMING
AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.

• HIGHEST FIDELITY
Even when programs are repeatedly transcribed from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.

• LONG LIFE
AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.

If you plan for tomorrow, buy an AMPEX today

AMPEX
MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION • 934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

Advertisers

E. C. Quinn, vice president and general manager of Chrysler Div. of Chrysler Corp., Detroit, elected president of same, succeeding **David A. Wallace,** retired. **I. T. O'Brien** appointed to executive staff, Chrysler Corp., and **Fred J. Lamborn** appointed special consultant to president in addition to present duties as vice president and general manager of Dodge Div.

James L. Rankin, division vice president in charge of grocer products sales, Pillsbury Mills Inc., Minneapolis, elected vice president, and **R. J. Keith,** corporate vice president in charge of advertising and marketing policies, elected to board of directors. **James F. Brownlee,** director, has resigned.

James L. Wichert, Detroit regional manager of De Soto Div. of Chrysler Corp., Detroit, appointed director of advertising and sales promotion.

A. E. Foord named advertising manager of Thomas J. Lipton Ltd., Toronto.

Agencies

Theodore B. Pitman Jr., radio and TV director of John C. Dowd Inc., Boston and N. Y., appointed vice president in charge of radio and TV of Julian Gross Adv. Inc., Hartford.

LeRoy H. Keeler Jr., establishes own agency, **Lee Keeler Inc.,** with offices in Fox Theater Bldg., Phila.

Arthur P. Livingston, R. W. Orr & Assoc., N. Y. to McKee & Albright, Phila., in charge of merchandising.

Wes Cameron, sales manager, Homer H. Boelter Lithography, Hollywood, to Len Woolf Co., L. A., as account executive.

Kenneth (Larry) Lowenstein, Benton & Bowles, N. Y., appointed assistant publicity director of agency.

Craig Ramsey, KFEL-TV Denver, named TV director for Ball & Davidson Adv. Inc., Denver.

Leonard Carlton, Rockhill Productions, rejoins Kenyon & Eckhardt, N. Y., as account executive.

E. D. Geoffrey Gath, consultant in pharmaceutical advertising field, to Lee Ramsdell & Co., as account executive.

Louis Meisel, Hilton & Riggio, N. Y., to Duane Lyon Inc., that city, as account executive.

Thomas P. Reilly, Ted Bates Inc., N. Y., to media department, Foote, Cone & Belding, same city, as space buyer.

Charles H. Brennan Jr., copywriter with Armstrong Cork Co., Lancaster, Pa., to Gray & Rogers, Phila.

Scribner C. Dailey returns to N. W. Ayer & Son, Phila., after Air Force duty.

Bob Campbell, vice-president, J. Walter Thompson Co. Ltd., Toronto, elected a director of Advertising & Sales Club of Toronto for 1953-54.

Harry Saz, producer-publicity director, Ted Bates & Co., Hollywood, elected chairman of judges committee to select best radio commercials in Adv. Assn. of West competition, sponsored by Southern Calif. Bcstrs. Assn.

J. Cecil Noble, 40, owner of Noble Adv. Co., L. A., died May 3.

Stations

Louis E. Mahla, assistant manager of WLEC Sandusky, Ohio, elected vice president of Lake Erie Bcstg. Co., station licensee. Other WLEC officers re-elected are: **Jay E. Wagner Jr.,** president; **Elmer A. Pimsner,** secretary, and **John H. Kahler,** treasurer. **Marce R. Dean** to continuity staff and **James A. Radcliffe** returns to engineering staff.

Howard O. Peterson appointed general manager, KTVH Hutchinson, Kan. **Robert B. Marye** appointed chief engineer, **Herbert Hoff,** assistant engineer, **Harold F. Means,** promotion and traffic, **John Frankenfield,** program director, and **Douglas Hough,** regional sales.

Paul Edward Moore, sales manager of KJR Seattle, to Union Central Life Insurance Co., Seattle, as production manager. **J. Archie Morton,** KJR general manager, will take over duties of sales manager.

Russell Furse, general manager, program department, CBS-TV New York, to KEYT (TV) Santa Barbara, Calif., as director of program operations, effective June. 15.

Charles P. Wright, manager of CBO Ottawa, appointed manager of CBOT (TV) Ottawa.

Mort Rosenman named program director of WCAN Milwaukee.

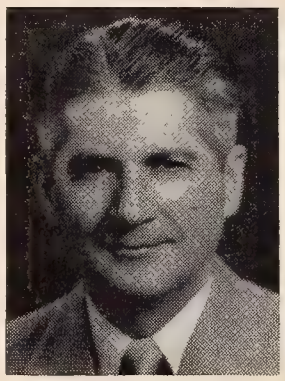
Carl D. Setterberg, announcer at KOMO Seattle, to KRSC Seattle, as account executive.

William Garry, newsman at WBBM-AM-TV Chicago, appointed general manager of news department.

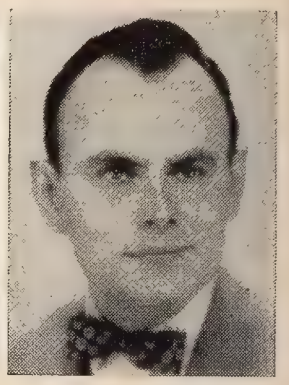
Edward A. W. Smith, Edward Lamb Enterprises, Erie, Pa., and Columbus, Ohio, to sales staff of WIP Philadelphia.

Dana Marble, program-news director, KVEN Ventura, Calif., to KTTV (TV) Hollywood as announcer.

Herbert O. Morrison, radio newscaster, and **William E. Babcock** appointed news director and program manager, respectively, of WJAS Pittsburgh.



Mr. Morrison



Mr. Babcock

Al Gordon, director of news and special events, KFWB Hollywood, has resigned.

Richard Rendell, news reporter for NBC, named news director of WMAL-AM-TV Washington.

George Skinner, newscaster and TV personality at WPTZ (TV) Philadelphia, appointed NBC news editor in Philadelphia.

William Sadler, KRON-TV San Francisco, to KSTP-TV Minneapolis-St. Paul, as chief engineer.

William H. Hadley Jr., radio-TV newsman, appointed administrative assistant for plans and operations, KXLR North Little Rock.

Charley Stookey appointed farm editor of WEW St. Louis.

Carl E. Hannum, sales dept. of Studebaker Corp., and **Richard F. McCarthy,** A. W. Shell & Co., Cincinnati, to client service staff of WLWC (TV) Columbus and WLW Cincinnati, respectively.

Ross Beatty to staff of KCSJ Pueblo, Colo., as sports director.

Joseph Hill to WTVN (TV) Columbus, Ohio, as sports director.

Herb Carneal, sports director at WSPR Spring-

GATES
QUINCY, ILLINOIS.
YOUR ONE SOURCE
FOR ALL BROADCASTING EQUIPMENT NEEDS
THESE OFFICES TO SERVE YOU
QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . TEL. METROPOLITAN 8-0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

TV COSTS GOT YOU DOWN?
The Sportsman's Club
52 popular, well rated, 15 minute hunting, fishing and outdoor shows featuring Dave Newell and panel of experts. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

field, Mass., to staff of KYW Philadelphia, as sports announcer.

Althea Wheeler appointed to direct women's programs for WKNB-TV New Britain, Conn.

Grady Edney, program director at KCBQ San Diego, to production staff of KYW Philadelphia.

Bill Sandefer to staff of WFAA-TV Dallas, as studio operator.

John Ragin to announcing staff of WCAE Pittsburgh.

Ellwood Lippincott Jr. to staff of KISW-FM Seattle, as announcer.

Joseph J. Kessler to announcing staff of WEW St. Louis.

Barbara Turner named assistant to **Dorothy Lyon,** record librarian, KNBC San Francisco.

Art Roberts to staff of KXLW St. Louis, as disc jockey.

Johnny Argo, KJAY Topeka, Kan., to KVLC Little Rock as disc jockey.

Dick Wesson, head of mailroom, KECA Los Angeles, promoted to summer replacement announcer.

Networks

Daniel L. Schorr and **Lee Coney** appointed radio correspondent and morning editor, respectively, for CBS Washington.

Jack F. Christie, assistant producer of *American Forum of the Air* and *Youth Wants to Know*, NBC and NBC-TV, has resigned.

Stephen Krasula, Pabst Sales Co. advertising and merchandising staff, to NBC Chicago, as senior promotion writer.

Joey Gray, comedian-dancer-singer, signed long-term contract with ABC; **George Jessel, Ray Bolger, Danny Thomas** and **Martin Block** also signed by ABC recently.

Donn B. Tatum, director of television, ABC Western Div., elected second vice-president of Hollywood Coordinating Committee for 1953-54.

Manufacturing

John J. McCloy, formerly U. S. High Commissioner in Germany, elected director of Westinghouse Electric Corp., Pittsburgh, succeeding **Winthrop W. Aldrich,** now U. S. Ambassador to Great Britain.

Arthur L. Boschem, comptroller of Vick Chemical Co., N. Y., and **H. Smith Richardson Jr.,** member of board of directors of same, elected vice presidents.

Walter R. Seibert and **Leon C. Guest Jr.** elected treasurer and controller, respectively, of Sylvania Electric Products Inc., N. Y.

L. Whitney Siebert and **George I. Long** appointed director of personnel and general manager, respectively, of Ampex Electric Corp., Redwood City, Calif.

J. P. McCarthy, Newark branch manager for Graybar Electric Co., appointed district sales manager of company, with headquarters in N. Y. **F. C. Sweeney,** Graybar's Albany branch manager, named to similar post in Newark, and **H. J. Fitzpatrick,** Graybar salesman, named Albany branch manager.

D. W. Gunn, manager of sales to equipment accounts, Sylvania Electric Products Inc., N. Y., named assistant general sales manager, radio tube and TV picture tube sales.

John Giltner Twist, Sangamo Electric Co., Springfield, Ill., appointed sales representative, Radell Corp.

Frederic L. Ohmer and **Gilson Sanderson** appointed to represent H. H. Buggie & Co., Toledo.

Frank Folsom, RCA president, received citation from Record Industry Assn. of America, commemorating 50th anniversary of RCA Victor "Red Seal" label.

Program Services

Al Hamilton, radio director of Labor League for Political Action, to Sound Studios, Washington, as director of operations.

Kenneth D. Clapp appointed sales manager of All-Star Sports Assoc., producers of sports films and package programs for TV use.

Services

Lt. Robert Mackall, chief of Radio-TV Div., First Army Information Section, to Public Relations Management Corp., N. Y., as account executive, following release from active military duty.



"Stress local programs and personalities"

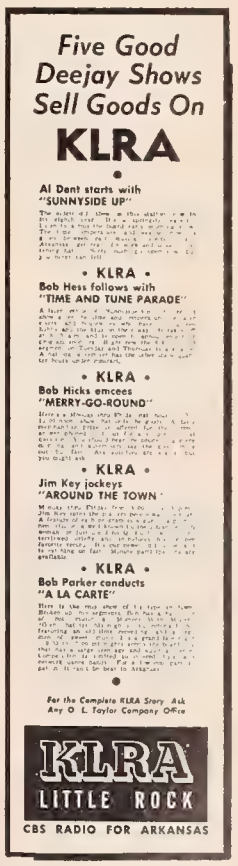
says Herbert A. Claasen, time buyer at Ruthrauff & Ryan, Inc. New York

"If I were a station manager preparing an ad giving time buyers the information they needed, I would lay stress on my local programs and personalities.

"I think the best way to do this would be to put the information in log form, giving thumbnail sketches of personalities, up-to-date ratings, merchandising, and who the sponsors are or have been for each program. Basic coverage information might be included for those agencies that do not subscribe to services such as SAM and Neilsen."

8 WAYS a SERVICE-AD in SRDS sells time

1. It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps *unknown* prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to SRDS for more information, *fast*.
7. It keeps your story in the only place you can be certain that everyone who sees it is interested in stations *right then*.
8. It provides a *"last chance"* point from which a prospect can get a final "briefing" on your story before he makes his final decision.



Informative Standard Rate Service-Ads such as the one shown here sell time for you because they deliver wanted information to your prospects at the time they are making station selections.

SRDS

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-buying Function

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

'SEPARATE REGULATION' PLEA VOICED BY CAB BEFORE PARLIAMENT GROUP

Canadian Broadcasters Assn.'s presentation praises the government's policy change on TV ownership, but contends an independent body should be set up to govern broadcasting.

REPRESENTATIONS for a separate broadcasting regulatory body and commendation on the government's change in its television policy to allow privately-owned TV stations, featured the presentation of the Canadian Assn. of Broadcasters before the Parliamentary Radio Committee at Ottawa April 29. CAB, in commending the government on its new TV policy, stated that in addition to the seven private enterprise stations which were recently licensed, 17 more AM stations have applications for TV licenses at Ottawa, eight more intend to apply late this year or early in 1954, another 11 have plans well underway for applications, and 14 will submit applications as soon as more than one station is allowed in any one city.

Questioned about their TV plans in major markets, CAB President F. H. Elphicke, CKWX Vancouver; CAB director Wm. Rea Jr., CKNW New Westminster; and Harry Sedgwick, CFRB Toronto, told members of Parliament how much they planned to put into TV station equipment and operation when granted licenses, and how many live programs they planned to use. They told committee members that expensive live shows could not be telecast consistently by private stations without great loss. They all stated they were prepared to lose considerable money the first year or two before advertising revenue would begin to pay the operating costs.

Joseph Sedgwick, Toronto, former CAB counsel, pointed to the present Canadian Broadcasting Act, which permits the government's Canadian Broadcasting Corp. to expropriate any private station at a fair depreciated value of its equipment. He stated that this would be most unfair in TV, as private enterprise would not be compensated for the loss of hundreds of thousands of dollars on programming to build audience, and suggested that the law be changed in this connection.

The CAB brief, presented by T. J. Allard, CAB general manager, reviewed the development of broadcasting and Canadian broadcasting legislation to date. He showed that the original broadcasting legislation of 1932 setting up a nationalized service, was still basic, despite the great changes which had been made in broadcasting.

The brief also pointed to other communication services in which the government was represented with an operating organization, such as the airlines and railways. It showed that here there were separate regulatory bodies, ruling over both the government and private communication systems.

"The situation we suggest," the CAB brief stated, "visualizes the continued existence of both the CBC and the non-government stations in an atmosphere which would encourage each to continue and improve its respective services to the community. . . . The establishment of an independent regulatory body would provide for better distribution of labor and would relieve the CBC of the heavy regulatory responsibilities it is forced to assume under existing legislation.

"At present the board of governors of the CBC is called upon to administer a very large, complex and far-flung organization. These duties will grow more arduous as television develops. Left free to concentrate on the provision of a programming service—the job it was originally set up to perform—CBC could do an even better job of providing that specific service. An independent regulatory body would assist the full and free development of the CBC, just as much as that of broadcasting generally. The independent regulatory body we suggest exists in several similar or parallel situations where a state corporation competes with privately owned businesses."

WEEKLIES PROTEST CBC-OWNED OUTLETS

CANADIAN Weekly Newspapers Assn. joined a growing number of organizations urging formation of a regulatory body for broadcasting when it appeared April 30 before the Parliamentary Radio Committee at Ottawa and suggested the Canadian Broadcasting Corp. be stripped down to a regulatory body.

The publishers' brief, unanimously endorsed by the 32 directors, stated there was no reason CBC should own and operate stations. It compared CBC to the National Film Board, a government film-making organization, and said the film board had no chain of theatres in which to show its films. The brief was caustic on the role of the CBC as an aid to cultural development. The publishers held there should be no government ownership of a form of mass communication.

Supporting the CBC and against private ownership of radio and TV stations was a Canadian Congress of Labor delegation which appeared before the Parliamentary Radio Committee April 28. Its spokesmen stated that "untrammelled free enterprise (in the radio and TV fields) is bound to give us too little information and too much soap, because soap pays. . . . The private broadcasters have recently renewed and intensified their offensive against the present national policy on radio and television broadcasting. This makes it imperative for us to reaffirm our support of that policy. . . . Canada has and should have a culture of her own and outside (U. S.) control of radio and television is incompatible with that ideal."

Labor spokesmen said they favored a single nationally owned system, and if necessary doing away with privately-owned stations.

Labor spokesmen went on record against present CBC management policies on labor, and referred to a specific case in which management was alleged to have interfered with voting on a CIO union as a bargaining agent.

CBC'S OUIMET SEES BIG TV GROWTH

Canadian TV's present $1.5 million commercial income will expand 20 times in the next few years, CBC General Manager Al Ouimet says.

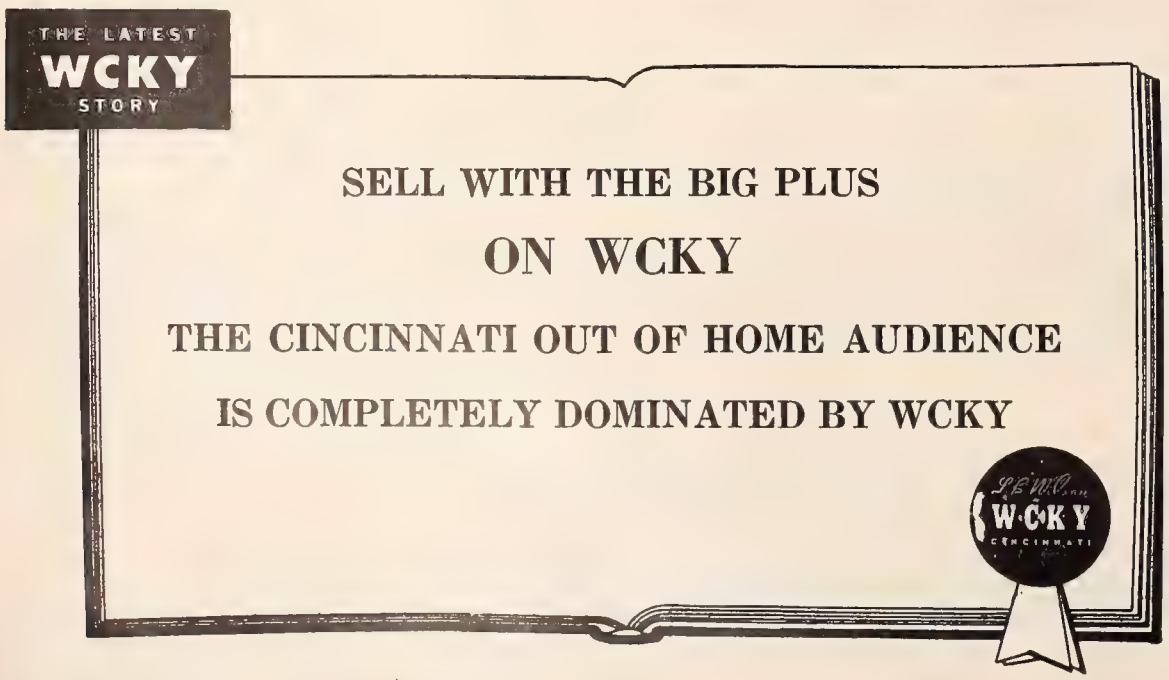
CANADIAN advertisers and agency executives were told a fortnight ago that "the next broadcasting season will probably set the basic pattern for future television network operations" in Canada, by Al Ouimet, general manager of the Canadian Broadcasting Corp., at a meeting of the Advertising and Sales Club of Toronto.

He predicted "that within a few years you will see it [Canadian commercial TV] grow from its present level of about $1.5 million a year to some 20 times that amount."

Mr. Ouimet reviewed development of Canadian TV, claiming a necessity for developing a distinctly Canadian TV programming basis.

Mr. Ouimet reported that the Canadian TV set manufacturing industry now is a $100 million annual business, and that this will double in a few years as more Canadian TV stations begin. He said that with completion of CBC stations at Ottawa, Vancouver, Winnipeg and Halifax, about half the Canadian population will see TV.

With completion next year of the seven independent TV stations now authorized, about two-thirds of Canada's population will be within reach of a Canadian TV station, he said. He estimated that in two or three years many more private stations will have been licensed and "will form an integral part of the national television system, carrying CBC programs and their own originations. This policy brings together public and private resources under a well co-ordinated and typically Canadian effort to provide Canadian program service to as many people as possible throughout the country before provision is made for alternate service in the larger centers."



AID TO EDUCATIONAL TV PRAISED

First National Conference on Educational TV, sponsored in Washington by JCET-NCCET, lauds broadcasters for their aid to educational TV efforts. Some 50 educational TV outlets by 1955 seen possible by one speaker.

COOPERATION of commercial broadcasters in helping to organize, finance and equip proposed educational TV stations was reported by delegates to the first National Conference on Educational Television, held Monday in Washington.

The reports also showed that in many cities and states educational TV groups are soliciting private money rather than public tax funds in an effort to stay clear of "politics." The conference was told that, according to present progress, there should be at least 50 educational TV stations operating in the U. S. by the end of 1955.

The conference, sponsored by the Joint Committee on Educational Television and the National Citizens Committee for Educational Television, was attended by some 250 representatives of civic, educational, business and governmental organizations from coast to coast.

Held at the Wardman Park Hotel, the dinner session was attended by FCC Chairman Rosel H. Hyde and Comrs. Paul A. Walker, Frieda B. Hennock, E. M. Webster and John C. Doerfer. Also present were Sen. Charles W. Tobey (R-N. H.), chairman of the Senate Interstate & Foreign Commerce Committee, and committee members Sens. Andrew F. Schoeppel (R-Kans.) and John Sherman Cooper (R-Ky.).

FCC to date has granted construction permits for 16 noncommercial, educational TV stations, two expected to begin operation shortly. These are KUHT (TV) Houston, Tex., and KUSC-TV Los Angeles. KUHT (TV) had planned to start last Monday, but was delayed by water in its coaxial transmission line [B•T, May 4, April 20]. There are 10 applications for reserved channels pending.

The Commission also has issued permits to educational institutions for five stations on commercial channels, several to be operated on a commercial basis. Four educational bids pend for commercial channels.

Reports to the conference showed that in 76 cities where channels are reserved, besides those where permits or applications pend, "citizens and educators are active and raising funds." In 51 other cities, citizens and educators are showing "some activity." In the remaining 90 cities, "formal, organized campaigns" are not yet underway.

A number of commercial TV stations are offering educators free time and, in some cases, financial and production assistance to present their programs on the commercial outlet.

Reports to the conference also showed many commercial broadcasters are cooperating in helping to establish noncommercial educational stations in their communities.

Larry Walker, vice president and assistant general manager of WBTV (TV) Charlotte, N. C., attended the educational TV meeting as chairman of the local educational TV group. He and Jefferson Standard Broadcasting Co., operator of WBT and WBTV (TV), were commended for their extensive financial assistance and cooperation.

"As a commercial operator, I think there is a great big need for educational television, so let's have it," Mr. Walker told the conference.

KING-TV Seattle has given $182,000 worth of equipment to the educational TV group there.

Substantial donation of equipment, including a mobile unit, has been given by WMBR-TV Jacksonville, Fla., to the educational group in that city.

Crosley Broadcasting Corp., licensee of WLWT (TV) Cincinnati, has granted financial assistance and facilities to the educational group there, which plans to file its application with FCC soon.

At Miami, WTVJ (TV) has given local educators its present transmitter and tower, to be transferred as soon as WTVJ completes a new installation.

KPIX (TV) San Francisco is "selling" two old studios to the local educational TV group for $40,000, payable over a long period, but before the "sale" the station is spending $32,000 to recondition the facilities, it was reported.

Educational spokesmen also said that in a number of other cities (unidentified), commercial broadcasters are offering to share their transmitter site and tower with the proposed educational TV outlets.

Morning meeting of the conference was devoted to a general session on TV equipment, with Arthur Hungerford, engineering consultant to JCET, presiding. Washington consulting engineer George Adair discussed problems of transmitters and sites while consulting engineer Robin Compton outlined studio designs.

George A. Mayoral, TV project engineer for General Electric Co., Syracuse, highlighted the new GE "one-man operation" unveiled the previous week at the NARTB convention at Los Angeles. He indicated the GE transmitter package would be particularly suited to educational TV outlets.

George W. Stoddard, U. of Illinois president and chairman of the newly established Educational Television & Radio Center at Chicago, spoke at a luncheon. Raymond Wittcoff, NCCET chairman and president of the St. Louis Adult Education Commission, presided at the luncheon.

At the afternoon session, Robert R. Mullen, NCCET executive director, introduced premiere of a new film, "New Vision for Television," designed for educational TV promotion before community organizations.

George Overton, Chicago attorney, outlined principles for fund raising on a community-wide scale. Special instruction manual for organizing and conducting such campaigns was distributed. Mr. Overton announced that tax

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some aggrieved listener
accuses you of
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and THEN you'll need our
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exemption provisions have been arranged with the Bureau of Internal Revenue for new nonprofit corporations seeking to enter educational television. He said JCET will present exemption applications to the bureau for such groups.

The afternoon meeting concluded with progress reports from various areas, with Ralph Steele, JCET executive director, presiding.

Arthur S. Adams, president of the American Council on Education, told the evening dinner meeting, "I frankly have been overwhelmed with the public interest shown in educational TV." He termed the conference "a punctuation mark in the story of educational television."

"As of this date," Mr. Adams said, "meetings to consider the use of educational channels have taken place in 42 states and in 35 of these, conferences have been held on both local and state levels. . . . It is fair to say that in a majority of the 242 communities where assignments have been made interest has been clearly shown."

The speaker noted reports indicate that "32 governors and as many state legislatures have given active consideration to the potentialities of educational television in their states."

"If the present trend of interest continues," Mr. Adams stated, "there is good reason to believe that we may have as many as 50 educational television stations or more in actual operation by 1955."

Dr. Stoddard in an AP interview Tuesday decried "very low" standards of TV programming today, adding, "we may be able to push commercial programs into better programs." He also charged that commercial stations airing educational programs assign such shows to the poorest hours and the programs are subject to cancellation when a sponsor is found for the time.



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New York Educ. TV Group Names Karelson President

FRANK E. KARELSON Jr., New York attorney, was elected chairman of the Metropolitan New York coordinating Council for Educational Television last week, succeeding Winthrop Rockefeller, who had served as temporary chairman.

Other officers chosen were Mrs. Katrina McCormick Barnes of the American Civil Liberties Union, vice chairman, and Harold Schiff, educational director of the New York office of the Anti-Defamation League, secretary.

The council announced that it plans a public fund-raising campaign to finance construction and operation of an educational TV station in New York City.

Chicago Educ. TV Groups Set Quota at $275,000

A DRIVE to raise money for an educational TV outlet in Chicago was scheduled to get underway in that city yesterday (Sunday), with a quota of $275,000 reportedly set for corporation contributions.

The goal was recently upped by the Chicago Educational Television Assn., which would operate the station on Ch. 11, from $500,000 to $800,000. The sum covers construction of the station and two years' operation.

The plan to solicit funds from corporations was outlined by Edward Ryerson, chairman of a money-raising unit, at a luncheon in Chicago last Monday. Fairfax Cone, president of Foote, Cone & Belding, heads one promotion committee, while George Jennings, radio director of the Chicago Board of Education, is directing community activity.

WHDH Panel Discusses Massachusetts Educ. TV

PANEL discussion on prospects of a statewide network of vhf and uhf educational television stations in Massachusetts was broadcast May 3 over WHDH Boston on the eve of the first national conference on educational television in Washington.

State Sen. Christopher H. Phillips, chairman of the State Legislature's special commission on educational television, claimed that costs would not be prohibitive, asserting that the cost of erecting a TV station "to reach tens of thousands of Massachusetts viewers would be no greater than that for a modern high school building for one community." Linus Travers, vice president and general manager of the Yankee Network, urged proponents of educational TV to give the public and legislators the "operational blueprint" of a proposed station, indicating day-to-day cost of operation and programming.

Other panelists were Donald Anderson, Massachusetts Dept. of Education; David E. Place, board member of the Massachusetts Citizens' Committee for Educational TV, and state Sen. John E. Powers, who voiced opposition to public support of educational TV.

WCAN-TV Offers Free Time

WCAN-TV Milwaukee, uhf Ch. 25 outlet which expects to begin broadcasting in a few months, last week offered 5 hours in time weekly to the Wisconsin Assn. for Vocational Education. The association plans to construct an educational TV outlet there in the future.

New Grantees' Commencement Target Dates

* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Representative
KRBC-TV Abilene, Tex. (9)	4/16/53 8/1/53	..... Pearson
WROW-TV Albany N. Y. (41)	4/16/53 Oct. '53	....
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
Barnet Breznor, Alexandria, La. (62)	4/2/53 Unknown	....
KMMT (TV) Austin, Minn. (6)	3/26/53 6/14/53	..... Pearson TV
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHBF-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	..... Blair TV
Rudman TV Co., Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
WBLN (TV) Bloomington, Ill. (15)	3/4/53 Fall 1953	....
E. Anthony & Son, Boston, Mass. (50)	3/26/53	....
KXLF-TV Butte, Mont. (6)	2/26/53 Unknown	....
Sparton Bcstg. Co., Cadillac, Mich. (13)	4/8/53 Nov. '53	....
WTOA-TV Cambridge Mass. (56)	3/11/53 Unknown	....
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/27/53	CBS Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	..... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 Summer 1953	....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	..... Grant
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
TV Columbus, Columbus, Ga. (28)	3/11/53 Unknown	....
WOSU-TV Columbus, Ohio (34)	4/22/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
Rib Mountain Radio Inc., Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....

THE SCOPE OF THIS LIST

B•T's New Grantees' Commencement Target Date table includes call letters, target dates, networks and representatives on all grants issued since the closing of the TELECASTING YEARBOOK forms on Feb. 10, 1953. CONSTRUCTION PERMITS issued prior to that time are included in that volume.

Where there have been *changes* in call letters, target dates, networks or representatives from the information in the YEARBOOK the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the YEARBOOK. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.

Location & Channel	Date Granted & Target for Start	Network Representative
KOMU-TV Columbia, Mo. (8)	1/15/53 9/15/53	.....
WGLV (TV) Easton, Pa. (57)	12/18/52 Unannounced	..... Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	..... Hollingbery
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	..... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 10/1/53	..... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	..... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/15/53	..... Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	....
KJEO (TV) Fresno, Calif. (47)	4/9/53 Unknown	....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	..... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 5/1/54	..... Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	....
WNCT (TV) Greenville N. C. (9)	3/11/53 9/1/53	..... Pearson
WGVL (TV) Greenville, S. C. (23)	1/23/53 8/1/53	ABC H-R TV Inc.
WCRS-TV Greenwood, S. C. (21)	4/8/53	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
KHQA-TV Hannibal, Mo. (7)	2/18/53 Unknown	....
WSIL-TV Harrisburg, Ill. (22)	3/11/53 Nov. '53	....
WSVA-TV Harrisonburg, Va. (3)	3/11/53 May-June	NBC Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53 Midsummer '53	....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53 Late 1953	ABC .....
WNES (TV) Indianapolis, Ind. (67)	3/26/53 Oct. '53	....
WJRE (TV) Indianapolis, Ind. (26)	3/26/53	....
WKNE-TV Keene, N. H. (45)	4/22/53 Unknown	....
Television Services of Knoxville, Knoxville, Tenn. (26)	3/26/53	....
Las Vegas TV, Las Vegas, Nev. (8)	3/19/53 July '53	..... Weed TV
WMRF-TV Lewiston, Pa. (38)	4/2/53 Unknown	....
KTVE (TV) Longview, Tex. (32)	2/5/53 7/20/53	..... Forjoe
KTRE-TV Lufkin, Tex. (9)	3/11/53 11/1/53	..... Taylor
WETV (TV) Macon, Ga. (47)	2/12/53 8/1/53	NBC Headley-Reed
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53 9/27/53	CBS, DuM Katz
WMRI-TV Marion, Ind. (29)	3/11/53 Unknown	....
WMEV-TV Marion, Va. (50)	4/2/53 Unknown	..... Donald Cooke
KRIO-TV McAllen, Tex. (20)	2/18/53 September	....
KBES-TV Medford, Ore. (5)	3/4/53 Unknown	....
Miami TV Co., Miami, Okla. (58)	4/22/53 Unknown	....
KMID-TV Midland, Tex. (2)	2/11/53 Unknown	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	....
WTCN-TV Minneapolis, Minn. (11) (ST-WMIN-TV)	4/16/53 9/15/53	....
KGVO-TV Missoula, Mont. (13)	3/11/53 Spring 1954	..... Gill-Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 Unknown	....
WCOV-TV Montgomery, Ala. (20)	9/18/52 4/6/53	CBS Taylor
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53 Fall 1953	....
WLBC-TV Muncie, Ind. (49)	10/30/52 4/15/53	ABC, CBS, NBC, DuM Walker-N.Y.; Halman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53 Unknown	....
Home News Pub. Co., New Brunswick, N. J. (47)	4/2/53 Unknown	....
WKST-TV New Castle, Pa. (45)	9/4/52 3/20/53	..... Meeker
WJMR-TV New Orleans, La. (61)	2/18/53 Sept. '53	..... Bolling
CKG Co., New Orleans, La. (26)	4/2/53 Fall 1953	..... Gill-Perna
Community TV Corp., New Orleans, La. (32)	4/2/53 Unknown	....
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WMGT (TV) North Adams, Mass. (74)	Unknown 2/18/53	....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	....
KTVQ (TV) Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
WJDM (TV) Panama City, Fla. (7)	3/11/53 Unknown	....
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	..... Petry
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53 August	..... Headley-Reed
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS .....
KWIK-TV Pocatello, Idaho (10)	3/26/53 Spring 1954	..... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Everett-McKinney-N.Y. Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	....
WNOA-TV Raleigh, N. C. (28)	10/16/52 5/28/53	CBS Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52 4/15/53	NBC Headley-Reed
Blue Grass TV Co., Richmond, Ky. (60)	4/29/53 Unknown	....
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	....
WGVT (TV) Rochester, N. Y. (27)	4/2/53 Unknown	....
WROM-TV Rome, Ga. (9)	2/11/53 7/15/53	..... Weed TV
WKNX-TV Saginaw, Mich. (57)	10/2/52 4/1/53	..... Gill-Perna
KUTV (TV) Salt Lake City, Utah (2)	3/26/53 Fall '53	ABC Hollingbery
Alamo Television Co., San Antonio, Tex. (35)	3/26/53	....
WJON-TV St. Cloud, Minn. (7)	1/23/53 Late Oct. '53	..... Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 July '53	CBS Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	....
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	4/16/53 9/15/53	....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 Unknown	....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	....
L. A. Harvey, San Francisco (20)	3/11/53 Unknown	....
KSAN-TV San Francisco (32)	4/29/53 Unknown	....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53 Unknown	....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	..... Hollingbery
WGBI-TV Scranton, Pa. (22)	8/14/52 6/7/53	CBS Blair TV
KDRO-TV Sedalia, Mo. (6)	2/26/53 Unknown	....
Sherman TV Co., Sherman, Tex. (46)	3/4/53 Late Summer, '53	....
WICS (TV) Springfield, Ill. (46)	2/26/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 May	..... Taylor
KCOK-TV Tulare, Calif. (27)	4/2/53 Unknown	....
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	....
KLIX-TV Twin Falls, Ida. (11)	3/19/53 Unknown	....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Nov. '53	..... Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	....
Tri-State TV Inc., Waterloo, Iowa (15)	4/16/53 10/1/53	....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	....
Tri-City Bcstg. Co., Wheeling, W. Va. (7)	4/22/53 Late Fall '53	....
KEDD (TV) Wichita, Kan. (16)	2/18/53 5/15/53	....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM .....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/1/53	..... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
KAGR-TV Yuba City, Calif. (52)	3/11/53 Unknown	....

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ACTIONS OF THE FCC

April 30 through May 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers are given in parentheses.)

FCC Broadcast Stations Authorizations as of March 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,405	573	101
CPs on air	19	33	†63
Total on air	2,424	607	†164
CPs not on air	133	21	255
Total authorized	2,557	628	419
Applications in hearing	92	1	64
New station requests	250	7	639
Facilities change requests	177	41	19
Total applications pending	973	112	740
Licenses deleted in March	0	4	0
CPs deleted in March	3	1	0

***Does not include noncommercial educational FM and TV stations.**

†Authorized to operate commercially.

* * *

AM and FM Summary through May 6

	On Air	Licensed	CPs	Appls. Pend. ing	In Hear- ing
AM	2,428	2,415	156	248	91
FM	605	567	54	10	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	115[1]	220	335[1]
Educational	2	13	15

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	140	28	168

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	768	337	614	491	1,105[2]
Educational	25		9	16	25
Total	793	337	623	507	1,130[3]

[1] **One CP has been returned.**
[2] **One applicant did not specify channel.**
[3] **Includes 350 already granted.**

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Applications

El Centro, Calif. — Valradio Inc., uhf Ch. 16 (482-488 mc); ERP 10.85 kw visual, 5.43 kw aural; antenna height above average terrain 208 ft., above ground 224 ft. Estimated construction cost $137,383, first year operating cost $121,040, revenue $116,285. Post office address Box 140, El Centro. Studio and transmitter location ¼ mi. S. of El Centro city limits on S. 4th St. Geographic coordinates 32° 47′ 13″ N. Lat., 115° 32′ 59″ W. Long. Transmitter and antenna Federal. Legal counsel Fisher, Wayland, Duval & Southmayd, Washington. Consulting engineer Richard T. Sampson, El Centro. Principals include President **Paul Jenkins** (33.5%), one-third owner KXO El Centro and publisher of three daily and two weekly newspapers; Vice President **Edith Jenkins** (27.3%), investor; **Belle Hovey** (20% stock held jointly with **Harry Hovey**), commercial manager KXO. **Imperial Valley Pub. Co.** (98% owned by Mr. Jenkins) has 18.4% interest. City priority status: Gr. A-2, No. 416. Filed May 4.

Waterloo, Iowa—Charles H. Gurney, uhf Ch. 16 (482-488 mc); ERP 17.7 kw visual, 10.7 kw aural; antenna height above average terrain 433 ft., above ground 553 ft. Estimated construction cost $149,000, first year operating cost $96,000, revenue $100,000. Post office address Hotel Charles Gurney, Yankton, S. D. Studio and transmitter location Commercial and W. 5th Sts., Waterloo. Geographic coordinates 42° 29′ 39″ N. Lat., 92° 20′ 9″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Mr. Gurney is a real estate investor. City priority status: Gr. A-2. No. 61. Filed May 4.

Goldsboro, N. C.—Goldsboro TV Corp., uhf Ch. 34 (590-596 mc); ERP 18 kw visual, 9 kw aural; antenna height above average terrain 472 ft., above ground 493 ft. Estimated construction cost $248,753, first year operating cost $150,000, revenue $150,000. Post office address 270 Park Ave., New York. Studio location to be determined, Goldsboro. Transmitter location U. S. Hwy. 117, 0.7 mi. N of Goldsboro city limits. Geographic coordinates 35° 25′ 00″ N. Lat., 77° 59′ 22″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May,** no interest, executive of Ladenburg Thalman Co., New York investment house which has 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney; Secretary **George Becker** (22%), New York attorney, plus three New York individuals and two corporations. City priority status: Gr. A-2, No. 243. Filed May 5.

Providence, R. I.—Greater Providence Bcstg. Co., vhf Ch. 12 (204-210 mc); ERP 50 kw visual, 26.6 kw aural; antenna height above average terrain 518 ft., above ground 507 ft. Estimated construction cost $457,718, first year operating cost $550,000, revenue $650,000. Post office address 144 Westminster St., Providence. Studio location to be determined, Providence. Transmitter location Neutaconkanut Hill, SE of Ludlow St. near Providence. Geographic coordinates 41° 48′ 24″ N. Lat., 71° 28′ 14″ W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Chairman of Board **Felix Mirando** (6%), industrialist and banker; President **Milton Sapinsley** (6%), industrialist; 1st Vice President **Charles G. Taylor** (7%), part owner, WHIM Providence and WORC Worcester, Mass.; 2nd Vice President **Robert T. Engles** (7%), part owner, WHIM, WORC; **Charles Horton** (3%), banker; **James Elder** (1%) plus 11 local minority stockholders. City priority status: Gr. B-5, No. 206. Filed May 1.

Marshall, Tex.—Marshall TV Corp., uhf Ch. 16 (482-488 mc); ERP 18.5 kw visual, 9.3 kw aural; antenna height above average terrain 466 ft., above ground 493 ft. Estimated construction cost $248,753, first year operating cost $150,000, revenue $150,000. Post office address 270 Park Ave., New York. Studio location to be determined, Marshall. Transmitter location State Hwy. 443, 1.9 mi. W of Harrison city limits. Geographic coordinates 32° 32′ 55″ N. Lat., 94° 25′ 33″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May,** no interest, executive of Ladenburg Thalman Co., New York investment house which has 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney; Secretary **George Becker** (22%), New York attorney, plus three New York individuals and two corporations. City priority status: Gr. A-2, No. 231. Filed May 5.

Applications Amended

Fresno, Calif.—Calif. Inland Bcstg. Co. Seeks to amend application for vhf Ch. 12 to drop President Paul R. Bartlet (24%) and increase holding of William C. Crossland from 16% to 40%. No consideration specified. Filed April 30.

Shreveport, La.—Southland TV Co. Seeks to amend application for vhf Ch. 12 to change ERP from 100 kw visual and 50 kw aural to 316 kw visual and 180 kw aural; change antenna height above average terrain from 581 ft. to 979 ft. Filed April 30.

Waterloo, Iowa—L. E. Kelly. Seeks to amend application for uhf Ch. 16 to change ERP from 18.2 kw visual and 9.1 kw aural to 17.9 kw visual and 9.6 kw aural; increase antenna height above average terrain from 563 ft. to 587 ft., and change geographic coordinates to 92° 17′ 15″ N. Lat., 42° 25′ 57″ W. Long. Filed May 4.

Kansas City, Mo.—Midland Bcstg. Co. Seeks to amend bid for vhf Ch. 9 to boost ERP from 31 kw visual and 15.5 kw aural to 316 kw visual and 158 kw aural; increase antenna height above average terrain from 499 ft. to 1079 ft. and relocate transmitter from 1330 Baltimore Ave. to NW corner 23d St. and Topping Ave., Kansas City. Filed May 4.

Applications Dismissed

McComb, Miss. — Southwestern Bcstg. Co. of Miss. (Louis Alford, Philip Brady, Albert Mack Smith) dismissed bid for uhf Ch. 31. Action taken April 29.

Lubbock, Tex. — Lindsey TV Co. Dismissed application for vhf Ch. 5. Leaves bid of Plains Radio Bcstg. Co. unopposed. Granted May 1.

Existing TV Stations . . .

Decisions

KVEC-TV San Luis Obispo, Calif. — Valley Electric Co. Granted ERP change on vhf Ch. 6 from 20 kw visual and 10 kw aural to 16 kw visual and 8.9 kw aural; relocate transmitter at 5.5 mi. N of city. Geographic coordinates 35° 21′ 37″ N. Lat., 120° 38′ 57″ W. Long. Granted April 29.

KTVH (TV) Hutchinson, Kan.—Hutchinson TV Inc. Granted ERP boost on vhf Ch. 12 from 115 kw visual and 58 kw aural to 180 kw visual and 91 kw aural; studio and transmitter relocation from 5 mi. N of Hutchinson to 17th and Plum Sts. and 8.3 mi. E of Hutchinson, respectively. Geographic coordinates 38° 3′ 23″ N. Lat., 97° 46′ 36″ W. Long. Antenna height above average terrain 810 ft. Granted April 27.

WKNX-TV Saginaw, Mich.—Lake Huron Bcstg. Corp. Issued STA to commence commercial operation on uhf Ch. 57, effective May 1-May 11. Granted May 1.

KROC-TV Rochester, Minn.—Southern Minn. Bcstg. Co. Granted STA to commence commercial operation on vhf Ch. 10, effective May 25-Sept. 14. Granted April 28.

WIL-TV St. Louis—Mo. Bcstg. Co. Granted ERP boost on uhf Ch. 42 from 79 kw visual and 46 kw aural to 170 kw visual and 89 kw aural. Granted April 29.

WBTV (TV) Charlotte, N. C.—Jefferson Standard Bcstg. Co. Granted aural ERP change from 60 kw to 63 kw on vhf Ch. 3. Granted April 30.

KELO-TV Sioux Falls, S. D. — Midcontinent Bcstg. Co. Granted STA to commence commercial operation on vhf Ch. 11, effective April 29-Oct. 29. Granted April 28.

WTVT (TV) Chattanooga, Tenn.—Tom Potter. Granted ERP change on uhf Ch. 43 from 275 kw visual and 140 kw aural to 240 kw visual

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Located in one of the most desirable markets in the west, this fulltime network facility is showing consistent profits. Station has an excellent TV potential. Working capital included. Financing arranged.

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Appraisals • Negotiations • Financing

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Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

and 125 kw aural and studio-transmitter relocation from atop Lookout Mtn. to 948 E. 3rd St., Chattanooga. Antenna height above average terrain 80 ft. Granted April 27.

WHBQ-TV Memphis—Harding College. Granted ERP boost on vhf Ch. 13 from 240 kw visual and 120 kw aural to 316 kw visual and 160 kw aural; transmitter relocation from 2641 Summer Ave., Memphis, to Raleigh Lagrange Rd., 1 mi. E. of U. S. Hwy. 70, 2.3 mi. SE of Bartlett, Tenn. Geographic coordinates 35° 10′ 32″ N. Lat., 89° 50′ 43″ W. Long. Antenna height above average terrain, 1013 ft. Granted April 30.

KNUZ-TV Houston—KNUZ-TV Inc. Granted ERP change on uhf Ch. 39 from 100 kw visual and 60 kw aural to 89 kw visual and 50 kw aural; studio-transmitter relocation from 4702 Austin St. to Cullen Blvd. at Blodgett Ave., Houston. Granted April 29.

KCBD-TV Lubbock, Tex.—Bryant Radio & TV Inc. Issued STA to commence commercial operation on vhf Ch. 11, effective April 28-May 8. Issued April 28.

Applications

WIRK-TV West Palm Beach, Fla.—WIRK-TV Inc. Requests ERP change on uhf Ch. 21 from 22 kw visual and 11.5 kw aural to 24 kw visual and 12.9 kw aural; studio and transmitter relocation from Flagler Dr., N. of Lakeview Ave., to 224 Datura St., W. Palm Beach. Geographic coordinates 26° 42′ 42″ N. Lat., 80° 3′ 7″ W. Long. Antenna height above average terrain 225 ft. Filed April 29.

KLAS-TV Las Vegas—Las Vegas TV Inc. Requests ERP change on uhf Ch. 14 from 31 kw visual and 16.5 kw aural to 27.9 kw visual and 14.2 kw aural; relocate transmitter from 0.3 mi. NE of Alunite and studio from "to be determined," both to Wilbur Clark's Desert Inn, Hwy. 91, 1 mi. S. of Las Vegas city limits. Filed April 30.

WIFE (TV) Dayton, Ohio — Skyland Bcstg. Corp. Seeks relocation of transmitter from W. side of W. Carlton Rd., 6.5 mi. SW of Dayton, to same description, 4.5 mi. SW of Dayton. Filed May 4.

WTVU (TV) Scranton, Pa.—Appalachian Coal Co. Requests ERP drop on uhf Ch. 73 from 23 kw visual and 11.5 kw aural to 12.8 kw visual and 6.4 kw aural. Filed April 30.

WNLC-TV New London, Conn.—Thames Bcstg. Co. Uhf Ch. 26 grantee seeks to change transmitter location atop Gay Hill on Sharps Hill Rd., 6.9 Mi. NW of New London. Geographic coordinates 41° 26′ 52″ N. Lat., 72° 9′ 2″ W. Long. Filed April 30.

WDEL-TV Wilmington, Del.—WDEL Inc. Requests amendment correcting studio location from Shipley Rd. to 10th and King Sts., Wilmington. Filed May 4.

WITV (TV) Ft. Lauderdale, Fla.—Gerico Investment Co. Requests ERP boost on uhf Ch. 17 from 18.5 kw visual and 11 kw aural to 200 kw visual and 108 kw aural; relocate transmitter at Hallendale Beach Rd. and NE 4th Ave., W. of Hallendale, and studio at 300 E. Las Olas Blvd., Ft. Lauderdale, both from S. side of Peters Rd., 5 mi. W. of Ft. Lauderdale. Geographic coordinates 25° 58′ 46″ N. Lat., 80° 11′ 50″ W. Long. Filed May 1.

WNCT (TV) Greenville, N. C.—Carolina Bcstg. System. Granted studio and transmitter relocation to S. Evans St., 1.84 S. of Greenville city limits. Geographic coordinates 35° 34′ 15″ N. Lat., 77° 22′ 49″ W. Long. Granted April 29.

New AM Stations . . .

Decision

Tucson, Ariz.—Tucson Radio Inc. Granted new AM station, 690 kc, 250 w unlimited. Estimated construction cost $17,000, first year operating cost $37,552, first year revenues $50,000. Officers: President **Peter Trowbridge** (58%), radio engineer; Vice President **DeWitt Wray** (42%), former motel operator. PO address: 2921 E. Ninth St., Tucson. Granted April 16. (Correction of item in April 27 issue.)

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Applications

Wilmington, Del.—Rollins Bcstg. Inc. (WJWL Georgetown, Del.) Seeks new AM, 900 kc, 1 kw daytime. Estimated construction cost $24,800; first year operating cost $60,000; first year revenue $60,000. PO address: Moore Bldg., Rehobeth, Del. Application contingent on request for WJWL frequency change. (See Existing AM Stations, Applications.) Filed April 29.

Jacksonville, Fla.—B. F. J. Timm. Requests new AM, 1280 kc, 1 kw day. Applicant has all necessary equipment. Estimates $2,500 for incidental construction cost. Estimated first year operating cost $48,000; first year revenue $60,000. PO address: Box 590, Douglas, Ga. Mr. Timm owns WDMG Douglas, Ga., and is stockholder in WMFS Chattanooga, WLBS Birmingham and WGAA Cedartown, Ga. Filed April 30.

Winfield, Kan.—Winfield Bcstg. Co., 1210 kc, 1 kw daytime. Estimated construction cost $26,250; first year operating cost $40,000; first year revenue $50,000. Post Office address: Box 528, Winfield. Equal partners are **Erik F. Jensen,** insurance accountant, and **George Gifford,** rice farmer. Filed May 4.

WRIC Richlands, Va.—Clinch Valley Bcstg. Corp. Requests facility change from 1050 kc, 1 kw daytime, to 540 kc. Filed May 4.

WMNP Evanston, Ill.—Evanston Bcstg. Co. Seeks power increase on 1590 kc, daytime, from 1 kw to 5 kw. Filed May 4.

Application Amended

Lebanon, Ky.—Lebanon-Springfield Bcstg. Co. Seeks to amend application for 1470 kc, 500 w daytime to 1590 kc. Filed April 30.

Existing AM Stations . . .

Decisions

WJMW Athens, Ala. — Athens Bcstg. Co. Granted new facilities: 730 kc, 500 w daytime from 1010 kc, 250 w daytime (BP-8723). Granted April 29.

WTRW Two Rivers, Wis.—Two Rivers Bcstg. Co. Granted power boost on 1590 kc, daytime, from 500 w to 1 kw. (BP-8732). Granted April 29.

Applications

WJWL Georgetown, Del.—Rollins Bcstg. Inc. Seeks to change operation from 900 kc, 1 kw daytime, to 540 kc, 5 kw daytime. Filed April 29.

KYAK Yakima, Wash.—Yakima Bcstg. Corp. Seeks amendment to request for 1390 kc, 1 kw unlimited with directional antenna to change nighttime power to 500 w and employ directional antenna night only. Filed April 30.

Deletions

KGIB Bremerton, Wash.—Kitsap G. I. Bcstrs. Dismissed license application for 1540 kc, 1 kw daytime, and cancelled call letters. Dismissed May 4.

New FM Stations . . .

Application

Zarephath, N. J.—Pillar of Fire Inc. (WAWZ). Requests new noncommercial FM, Ch. 256 (99.1 mc), ERP 4.8 kw. Equipment on hand. Filed April 30.

Existing FM Stations . . .

Applications

WEVD-FM New York—Debs Memorial Radio Fund. Seeks frequency change from 107.5 mc to 97.9 mc, ERP 20 kw. Filed April 30.

WWRL-FM Woodside, N. Y.—Long Island Bcstg. Co. Seeks to boost ERP from 18.5 kw to 20 kw on 105.1 mc. Filed April 24.

Deletions

WCAL-FM Northfield, Minn.—St. Olaf College. Granted cancellation of license for non commercial station on 95.7 mc and deletion of station. Granted April 29.

WSPR-FM Springfield, Mass. — WSPR Inc. Granted cancellation of license for 97.9 mc, ERP 13 kw, and deletion of station. Granted April 29.

Ownership Changes . . .

Decisions

KYNO Fresno, Calif.—Radio KYNO, the Voice of Fresno (Robert Schuler, Lester Chenault and Bert Williamson). Granted involuntary assignment of license to same partners, replacing Mr. Schuler, deceased, by Amelia Schuler, executrix of his estate. Granted April 29.

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STATION	% OF LISTENERS	COST PER % LISTENERS
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Station A (Net)	28	$1.07
" B "	12	$1.17
" C "	11	$0.65
" D "	10	$1.50
" E (Ind)	6	$0.88
" F "	4	$1.40
" G "	4	$1.05
" H "	3	$1.63
" I "	5	$1.06

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KPAL Palm Springs, Calif.—Desert Radio & Tcstg. Co. Granted voluntary assignment of CP from Jobe Hamman and Melvin Sullivan to Florence Raley. Consideration $4,897. Assignee has applied for new AM CPs at Corona del Mar-Newport Beach, Calif. (980 kc) and Riverside, Calif. (910 kc). Granted April 29.

WBML-AM-FM Macon, Ga.—Middle Ga. Bcstg. Co. Granted voluntary acquisition of negative control by Allen Woodall (16.7%), part owner WDAK Columbus, Ga.; WRDW Augusta and others, and Howard Pill (16.7%), vegetable oil processor, from executors of estate of Ernest D. Black, deceased. Estate sells its two-thirds interest to Middle Ga. Bcstg. for $10,000. Granted April 29.

KSO-AM-FM Des Moines—Murphy Bcstg. Co. Granted involuntary transfer of control from Kingsley H. Murphy, deceased, to Kingsley H. Murphy Jr., Clarence J. Mulrooney and Northwestern National Bank of Minneapolis, executors of his estate. Granted April 28.

WNJR-AM-FM Newark—North Jersey Radio Inc. Granted voluntary assignment of AM license and FM CP to Evening News Pub. Co., North Jersey's Radio's parent company. No consideration. Granted April 28.

KORE Eugene, Ore.—Lane Bcstg. Co. Granted voluntary transfer of control from Glenn E. McCormick (KSLM Salem, Ore.) to Lee P. Bishop. Mr. McCormick transfers his 70% interest to Mr. Bishop (formerly 30%, now 51%) and four minority stockholders. Total consideration $122,500. Granted April 29.

KUGN-AM-FM Eugene, Ore.—KUGN Inc. Granted acquisition of 100% control by C. H. Fisher (50%) from O. E. and P. R. Berke. Consideration $56,531. Mr. Fisher is interested in Eugene TV Inc. application for vhf Ch. 13 Eugene [B•T, May 4]. Granted April 29.

WAKN Aiken, S. C.—Aiken Electronics Adv. Corp. Granted relinquishment of control by John Mare (56⅔%). Three stockholders added. Mr. Mare reduces his holding to 30% for consideration of $13,333. Granted April 29.

Applications

KDRS Paragould, Ark.—Daily Press Inc. Requests reassignment of license to T. M. Self and G. T. Rand d/b as Progressive Bcstg. Co. Parties, in consideration, will turn in their half interest in Daily Press Inc. and cancel a $6,000 debt to them from Daily Press. Daily Press will pay off $8,500 mortgage. Filed April 30.

KAFY-AM-TV Bakersfield, Calif.—Bakersfield Bcstg. Co. Requests voluntary transfer of control from George Crome and R. F. Harlow (⅓ each) to Sheldon Anderson (now 16⅔%, to be 43⅓%), John Hearne (25%) and Charles Thierot (15%). Consideration $120,000. Mr. Sheldon's mother owns 16⅔%. Mr. Thieriot is general manager of KRON-FM-TV San Francisco. Mr. Hearne is legal counsel of Bakersfield Bcstg. Filed April 28.

WKKO Cocoa, Fla.—Brevard Bcstg. Co. (W. D. Wilson, Seay Wilson, Davis Wilson, Emerson Browne and Sarah Browne) request assignment of CP to same principals, deleting W. D. Wilson and adding Carl Collins Jr., d/b as Brevard Bcstg. Co. Mr. Wilson's 22% interest transferred to Mr. Collins for consideration of $5,500. Filed April 30.

WTNT Tallahassee, Fla.—Tallahassee Appliance Corp. Request voluntary assignment of negative control to Emmanuel Joanos (13.4%) by Frank W. Pepper (36.6%) who transfers his stock to Mr. Joanos for $30,066. Negative control also to be maintained by Frank W. Hazelton. Filed April 30.

WSPR-AM-FM Springfield, Mass.—WSPR Inc. Requests voluntary transfer of control from Mrs. Ruth Brackett, executrix of estate of Quincy Brackett, deceased (23%), and Mrs. Alma Breed, executrix of estate of L. B. Breed, deceased (25%), to those principles individually. Filed April 28.

WKVA Lewistown, Pa.—Central Pa. Bcstg. Co. Requests voluntary acquisition of control by Robert Wilson (currently 30%, to be 60%) through purchase of 40% from W. Randall Leopold and H. A. Robinson (currently 30% each, to be 10% each). The remaining 10% transferred to licensee. Total consideration $15,000. Filed April 28.

WKSR Pulaski, Tenn.—Fred Fleming and Third National Bank in Nashville, executor of estate of W. K. Jones, deceased, d/b as Richland Bcstg. Co., requests assignment of license to James R. Stephens, concrete manufacturer, tr/as Richland Bcstg. Consideration $60,000. Filed April 30.

KRCH Hot Springs, Ark.—Robert L. Harrison and Walter Cleveland d/b as Hot Springs Bcstg. Co. Requests assignment of license to Garland Radio & TV Co. Consideration $30,000. President **Leonard Frankel** (49%) owns Hawthorn Advertising Agency, St. Louis. Secretary-Treasurer **Anton Tibbe** (50%) is St. Louis investment broker. Filed May 4.

KXRJ Russellville, Ark.—Valley Bcstrs. Inc. Request voluntary assignment of license to same principals, **C. R. Horne** and **Joe Shepherd,** d/b as Valley Bcstrs. Filed May 4.

KULA Honolulu—Pacific Frontier Bcstg. Co. requests transfer of control to American Bcstg. Stations Inc. **(WMT Cedar Rapids, Iowa) and KJBS Bcstrs. (KJBS San Francisco)** by sale of all stock in licensee. Consideration $300,000. Transferors: Interstate Bcstg. Corp. (41%); Robert Hinckley (33%); Jack Burnett (16%) and minority stockholders. Percentage interest of new owners unspecified. Filed May 5.

WOHS-AM-FM Shelby, N. C.—Western Carolina Radio Corp. Requests voluntary acquisition of control by Holt McPherson (47%) through purchase of 10% from Mrs. John G. Greene, who retains 12%. Consideration $7,939. Filed May 1.

KDAV Lubbock, Tex.—David R. Worley and Bruce C. Zorns d/b as Prosperity Land Bcstg. Co. Requests voluntary assignment of CP to Western Bcstg. Co. Mr. Zorns retires from station; Mr. Worley reduces holding from 50% to 20% and David Pinkston and Leroy Elmore buy 40% each. Total consideration $2,500. Filed May 4.

Hearing Cases . . .

Decision

Flint, Mich. New TV, vhf Ch. 12. WJR, The Goodwill Stations Inc. (WJR Detroit); Trebit Corp. (WFDF), and W. S. Butterfield Theatres Inc.—FCC Examiner Benito Gaguine issued initial decision recommending grant of Trebit application. Issued April 30.

New Petitions . . .

April 29

Shreveport, La. New TV, vhf Ch. 3. KTBS Inc. (KTBS) (Docket 10476) and International Bcstg. Corp. (KWKH) (Docket 10477)—KTBS petitioned to amend its application.

Muskegon, Mich. New TV, uhf Ch. 35. Versluis Radio & TV Inc. (grantee) (Docket 10442)—Music Bcstg. Co. (WGRD Grand Rapids), protestant, petitioned for reversal of Examiner Gifford Irion's ruling excluding as issues whether community needs would be met; whether station would be located in Muskegon; whether programming would be designed primarily for Muskegon or Grand Rapids, and whether grantee's use of facility would be fair and efficient.

Ft. Wayne, Ind. New TV, uhf Ch. 69. Radio Ft. Wayne Inc. (WANE) (Docket 10424) and Anthony Wayne Bcstg. (Docket 10425)—Chief of FCC Broadcast Bureau filed opposition to Anthony Wayne's petition to enlarge issues to include whether Radio Ft. Wayne's proposed TV operation would affect adversely WANE's AM signal.

Chattanooga, Tenn. New TV, vhf Ch. 3. WDOD Bcstg. Corp. (WDOD) (Docket 10438) and Mountain City TV Inc. (Docket (10439)—Chief of FCC Broadcast Bureau filed opposition to WDOD's petition to amend its application by specifying new studio location, arguing that inadvertence is not good cause for amending an application in hearing. WDOD filed reply to Mountain City's opposition to instant petition, contending that FCC has never determined whether inadvertence is a good cause for amending an application in hearing. On April 30 WDOD filed notice that deposi-

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Alert, aggressive independent outfit constructing more stations needs good men. Good salary—quick advancement—pleasant conditions. Announcer-engineers with top voices—proven salesmen—sparkling continuity writers. State salary, resume; all details first letter. Confidential. Box 453W, B•T.

Managerial

Conscientious manager who can sell needed immediately for a New York state local. Give full particulars and salary expected first letter. Box 546W, B•T.

Immediate opening for aggressive, experienced successful manager, strong on sales, 1000 watt Michigan daytime independent. $450 monthly plus 10% net profit. Great opportunity for top man. Box 630W, B•T.

Manager wanted: Man with seven years minimum experience. Good small market, good station. Salary open. Good living conditions for young family. Prefer midwest man for midwest station. Tell all first letter, photo. Address inquiries to WITZ, Box 167, Jasper, Indiana.

Assistant manager-program director. Must have thorough knowledge of programming and managerial experience. Mature, sober, real producer desiring permanent location. Salary open. Full particulars with references first letter. WLSI, Pikeville, Kentucky.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Salesman. $70. salary plus 15% commission, all billing over $1500. Net affiliate, upper midwest. Box 327W, B•T.

Wonderful opportunity for energetic young radio salesman at one of North Carolina's best operated stations in large market, 5000 watts CBS Network. Liberal draw against commissions. Prefer man from North Carolina or adjoining states. Box 411W, B•T.

Salesman who is also good announcer. No "hot shot" but experienced man, good steady worker who can sell and who prefers to work on salary for top wages. Permanent position, good place to live and work. Network station in southwest. Box 529W, B•T.

Salesman—very good draw against commission for real salesman who is a plugger, can close contracts and service well. New England area. Box 589W, B•T.

Hawaii! Excellent opportunity experienced time salesman; steady, reliable, permanent. Air mail full details: P. O. Box 692, Honolulu, Hawaii.

Have you had at least three years radio selling experience? Do you want to earn $8,000 yearly—call direct and on agencies L. A. market—draw against 15%? Contact George A. Baron, KOWL, Santa Monica, California, for personal interview.

Immediate opening for ambitious radio salesman. Excellent future in expanding market. Salary and commission. WBCK AM and TV, Battle Creek, Michigan.

Salesman—$50.00 salary plus 15% commission and incentive commission. Real opportunity for worker. WGAT, Utica, New York.

Salesman. Experienced. Write W. C. Porsow, WNAM, Neenah, Wisconsin.

Salesman wanted for highly successful independent WXOK Baton Rouge, Louisiana, one of 10 fastest growing markets in America. We will pay good base guarantee, car allowance, 15% on sales over guarantee, and yearly bonus. You start with good nucleus of active billing and you will be supervised by experienced sales manager. Station programs to mass market and is highly saleable. You will become member of organization now operating three radio stations with TV now being built. Write giving complete details including employment record, billing and snapshot. Write "The OK Group," 505 Baronne Street, New Orleans 12, Louisiana.

Help Wanted—(Cont'd.)

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer-salesman, Florida. Your sales chance. Salary plus commission. Box 111W, B•T.

Exceptional opportunity for dependable music-minded announcer. Progressive Michigan independent with VHF application. Good pay, pleasant staff, new studios. Send audition, record, photo, job history and first letter to Box 562W, B•T.

Staff announcer for kilowatt independent. Small, friendly southern city. Good working conditions with a future for conscientious worker. Forward audition and resume to Box 577W, B•T.

Good opportunity for experienced announcer-salesman, 250 Mutual and fast growing section of Florida. Send qualifications, photo and sample copy to Box 605W, B•T.

Announcer, central south, large market, TV future, must be experienced, wonderful opportunity to grow with progressive station. Send complete information. Box 609W, B•T.

Personality DJ, afternoon—ninety week start. Send details, photo, tape. Midwest top station, TV future. Box 611W, B•T.

Good announcer, willing to work and learn enough to take over programming. Network. $220 month start. Beautiful, diversified mountain town in Carolina. Send photo, audition, reference. Box 614W, B•T.

Southern Minnesota radio station now building VHF television station needs two announcers. Send tape, picture to Program Director, KAUS, Austin, Minnesota. No phone calls.

KCFH, Cuero, Texas, independent, needs announcer. Good salary, two advancements in a year.

Staff announcer for south Texas fulltime independent. Routine announcing—no engineering. Beginner preferred. Frank Wilson, Jr., KCTI, Gonzales, Texas.

Combo man with emphasis on announcing. NBC affiliate, located close to Yellowstone Park in the heart of ideal hunting and fishing country. Send all details and audition first letter. KXLQ, Bozeman, Montana.

Immediate opening for two good announcers who can sell. WDLC, Port Jervis, New York.

Combination announcer-engineer wanted for 1 kw independent station. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Immediate opening for experienced announcer, must be good on commercials, have good voice and be able to get along with people No floaters, drinkers or prima donnas. We have a good proposition for a good man. Send complete resume with tape or disc in first letter. Jim Armistead, WJBF, Augusta, Ga.

Announcer with good voice. Must have first class license or restricted ticket. Position now open for a livewire and opportunity to work with top network station. Salary will be in line with experience and ability. If you can qualify send full details first letter to Lester L. Gould, WJNC, Jacksonville, N. C.

Eastern Pennsylvania network station has permanent position for announcer. Combo operation but first class ticket not required. 40 hour week, excellent working conditions. Rush disc-tape, full particulars to Manager, WPAM, Pottsville, Pennsylvania.

Help Wanted—(Cont'd.)

Newsman experienced on beats wanted by 1000 watt independent daytimer. Personal interview required. WKAN, Kankakee, Ill.

Experienced announcer immediately. Good starting salary for five day week. Send disc, photo and qualifications to WRFD, Worthington, Ohio.

Experienced announcer. Must be versatile. $70. up. Interview necessary. WVSC, Somerset, Pa.

Technical

1st class engineer with car for Ohio 1 kw. Box 383W, B•T.

Engineer, small station experience, with or without first class ticket, near Chicago. Box 518W, B•T.

Class A operator, willing to relocate New Orleans; give FM experience, minimum salary, date available. Box 538W, B•T.

Commercial engineers, television transmitter, (1) broadcast transmitter and audio, (1) equipment for foreign markets. Assistant to manager N. Y. office. State design and operating experience, languages and salary in reply. Box 598W, B•T.

Engineer with first. Car necessary. Regional near Philadelphia. No experience needed if cooperative and ambitious. Good working conditions. Start June First. Box 635W, B•T.

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Wanted—Engineer with 1st class license for radio and television transmitter and control room duty. Good salary and working conditions. Contact Lloyd Amoo, Engineer in Charge, KCJB-TV, Minot, North Dakota.

Chief engineer. This is one of the better jobs. Am moving to allied ownership station. Would like to locate man take my place. Modern plant, excellent equipment and management interested your welfare. Conscientious man will earn $5000 annually. Need able maintenance man, experienced announcer with first class license. Send qualifications Walt Lawson, Chief Engineer, Radio Station KLEA, Lovington, N. M.

First class engineer with both AM and FM experience—plus orderly maintenance. Announcing helpful. $70 to $80 for 45 hour week depending on ability. Prefer married man. WEPM, Martinsburg, West Va.

Combination engineer-announcer, capable being chief engineer. New kw daytime only. Small town, excellent living conditions, pleasant hours. Top salary to right man. Qualifications first letter. Reply Manager, WFMO, Fairmont, N. C., P. O. Box 125.

First class operator for WFNC, Fayetteville, N. C. 5 kw AM, 14 kw FM. Television application. Excellent working conditions and hours. Apply by letter only. Include references and telephone numbers.

Immediate opening, engineer 1st class license. No experience necessary. $50—40 hours. WHDL-WHDL-FM, Olean, N. Y.

Opening for engineer in AM and television—WKZO-TV, Kalamazoo, Mich.

1st class engineer for radio and television transmitter and control room duty. Write Chief Engineer, WNAM-TV, Neenah, Wisconsin.

Immediate opening transmitter operator, kw directional and FM. Al Scott, WNDB, Daytona Beach, Florida.

Transmitter engineers needed immediately. 5000 watt network station with TV in near future. Prefer men with experience but will consider all applications. Write Chief Engineer, WTAD, Quincy, Illinois.

WUSJ Lockport, N. Y., has immediate opening for first ticket man. $55 start for 40-hour week. Permanent, no announcing. Contact Jack Gelzer, Station Manager.

Wanted 1st class operator. $50 for 40 hours. Time and one-half for all over forty hours. Permanent position. Contact Radio Station WVOT, Wilson, N. C.

Production, Programming, Others

PD for rural Penna. market. Must be versatile announcer with small station experience. Tell all and send audition first reply. Confidential. Box 369W, B•T.

Help Wanted—(Cont'd.)

Reporter-rewrite for radio-TV news room. Ohio valley area. Must be competent reporter and colorful writer desiring start in this medium. Some newspaper or radio experience desirable but not essential. Box 583W, B•T.

We need an experienced commercial copywriter, either man or woman, who can write good selling commercials. Also looking for an experienced salesman. Write complete information about yourself to Manager, WNXT, Portsmouth, Ohio.

Experienced continuity commercial writer. Radio Station WSIV, Pekin, Illinois.

Television

Announcers

Announcers—Basic network TV affiliate in best southern market needs experienced, mature men. Salary open. Send good recent photograph and tape or disc with first application. Box 644W, B•T.

Technical

College graduate radio engineer with knowledge and experience in TV for UHF licensee, excellent opportunity for thoroughly trained and competent young man now actively engaged in UHF who wants to come to New England preferred. Give step by step story of record, references and starting salary expected. Box 427W, B•T.

Experienced TV engineer for new UHF in Boston. Big chance for right man to get on the ground floor. Contact Station Manager, WTAO-TV, Cambridge, Mass.

Production-Programming, Others

Experienced sales promotion manager for a television station serving large southwestern market. References, history, photo. Box 510W, B•T.

Continuity chief for television station in southwest. References, history. Box 511W, B•T.

Expanding midwestern TV station has opening for commercial copywriter. Experience preferred. Write Barbara Howard, WTTV, Bloomington, Indiana.

Situations Wanted

Managerial

Profits for problem stations! I've the knowhow—have you the station in mid or north Atlantic state? Family man, presently employed, need greater challenge. Minimum salary plus percentage. Box 521W, B•T.

Manager or commercial manager. 12 years station management, network and agency experience. General knowledge TV. Mature, efficient administrator, experienced in labor and public relations. Box 592W, B•T.

If you need a manager for a small station that should be a leader, here's a man that wants to build, grow and stay with such an operation. Let's at least talk it over. Box 617W, B•T.

Manager one kilowatt station, making money. Other radio includes program director 5 kw, continuity, sports director, sports announcer, staff and special events. Must change. Southerner, interview only. Box 642W, B•T.

Manager-sales manager: 20 years experience, not a has-been, but a man that can get the job done. Have owned part in two stations, I know your problems and how to cope with them. Very strong on sales, not a doctor, just a plain radio man. Box 643W, B•T

Sales manager-newscaster desires small market managerial situation. Midwest or west preferred. Married, 30, two children, veteran, M.A. Degree Denver University Speech-Radio Management. James Bailey, 1114 8th Street, Menomonie, Wisconsin.

Announcers

Announcer, pianist, novelty DJ. 3 years' experience. Top television material. Married, congenial, reliable, excellent references. Box 413W, B•T.

Announcer-DJ at 50 kilowatt N. Y. C. independent, just married, wants more responsibility in smaller operation. Bonuses: wife's guitar and folk songs; my first phone ticket and six years technical background. Box 528W, B•T.

Situations Wanted—(Cont'd.)

Snappy deejay on production, hot newsman searching for progressive people, preferably in Texas TV or AM. Experienced, 29, interviews, board work, events, versatile, friendly, loveable cuss, need $85. Tape on tap. Write Box 586W, B•T.

Sports announcer—play-by-play baseball, football, basketball. One of best. Box 590W, B•T.

Florida stations, experienced announcer, licensed, successful salesman, married. $75 plus commission. Permanent. Box 593W, B•T.

Announcer 5 years experience all type programs. Excellent resonant voice. B.A. Degree. Board expert. Presently employed midwest. Desire permanent position with well-managed west, southwest station. Veteran, 27, single. Box 594W, B•T.

Tops: Sports, news, DJ, staff. Three years experience. Limited TV. Available June 15th. Box 597W, B•T.

Good early morning man with 3 years seeks permanent position as morning personality or program director. Veteran—first class license. Box 599W, B•T.

Announcer, D.J., news, special events, Bachelor's Degree in Radio, five years experience, commercial and educational, desires permanent position with progressive Florida station. Box 601W, B•T.

Announcer, experienced, strong news, commercials, DJ. Desire midwest station planning TV. Box 603W, B•T.

Announcer, 26, single, veteran. Two years experience, strong news, sports, DJ. Like sales. Ohio, West Va., Pa. Progressive permanent. Box 604W, B•T.

Announcer, control board operator, music, news, sports, etc. Veteran, recent grad of broadcasting school. Tape or disc available. Box 606W, B•T.

Experienced staff announcer, newscasting sportscasting, commercials. Also personality disc show. Box 607W, B•T.

Experienced gal announcer knows station operation; can also write. Box 608W, B•T.

Announcer. Thoroughly experienced DJ, news, board operation. Presently employed large market, North Carolina ABC affiliate. Wants northeast location. College graduate. Age 24, veteran. Box 619W, B•T.

Staff announcer-DJ. Three years solid commercial experience. Now employed eastern metropolitan market. Permanent position only. Available immediately. Box 620W, B•T.

Announcer, newscaster, DJ, heavy on news, single. Disc, tape and resume on request. Box 621W, B•T.

Announcer, staff, strong on commercials, news. Also DJ. Audition, disc, midwestern broadcasting school graduate. Box 627W, B•T.

DJ shows with wide popular appeal. Strong on commercials. All-round staff duties. Box 628W, B•T.

College graduate desires to re-enter radio announcing field, particularly interested in stations carrying strong news and sports programs; enjoy writing commercials and have good imagination. Prefer midwest; personal interview only. Box 631W, B•T.

Announcer—livewire, 30. Long on ability, short on experience. Sparkling personality. Tops in air sales, desirous of getting started as DJ. Prefer east. Box 632W, B•T.

Attention! Experienced announcer wants job in Connecticut, Rhode Island or Massachusetts or any state in that area. Box 634W, B•T.

4 years announcing. Special: play-by-play football, basketball, baseball, news. Presently employed. Desire advancement, year-round sports. Vet, married, college graduate. Details on request. Box 636W, B•T.

Combination man, 3 years experience. Experienced all phases. Desires position with opportunity for advancement in announcing and programming. Minimum salary $90 for 40 hours. Box 637W, B•T.

Florida desired . . . employed personable commercial metropolitan announcer . . . versatile, vet, family. Box 638W, B•T.

Hillbilly disc work, radio or television . . . twelve years announcing, all phases . . . country singer, recording artist . . . last five years on fifty thousand watter . . . sober family man, thirty-two . . . personal interview. Box 640W, B•T.

Announcer would prefer to specialize in news but will consider any good offer. Data on request. Box 646W, B•T.

Situations Wanted—(Cont'd.)

DJ-announcer with top afternoon music rating in midwestern market of 250,000 on 5000 watt network affiliate. Write 5501 Herman Avenue, Cleveland. Express 1-6540.

Technical

Chief engineer desires position in Great Lakes region. Thirteen years experience, up to 50 kilowatts. Box 554W, B•T.

Rhode Islander with first phone seeks employment in broadcast station. New England preferred. Box 582W, B•T.

Chief engineer—now chief 5 kw directional, 22 years technical experience, references. Box 610W, B•T.

Transmitter engineer. Experienced. Vacation relief or permanent. No announcing. Prefer Michigan, Ohio or south. Box 612W, B•T.

Technician—5 years experience console, transmitter, remotes, recordings. Box 625W, B•T.

First phone, no experience, married, 28, prefer New England location. Four years radio-TV servicing. Box 626W, B•T.

Engineer—announcing slight. Experienced in AM-FM, studio, remotes and extc. First phone. Prefer position as chief engineer at small station in eastern states. Box 629W, B•T.

First phone—draft exempt—2 years control room—tapes—remotes. Relocate eastern Pennsylvania, Jersey, Connecticut. No summer replacement. Box 641W, B•T.

Chief engineer or transmitter maintenance. 22 years experience. Broadcast, manufacturing, laboratory and government engineering. Married. J. B., A-28 Riverview Manor, Riverside, N. J.

Transmitter operator. Specify requirements. Lewis Sherlock, Box 891, Denver 1, Colorado.

Production-Programming, Others

Desire change. What have you? Presently PD 12 years experience. Box 396W, B•T.

Continuity-scripts, 25, single. Reporting and editorial experience on newspapers. Free lance playwriting. Box 581W, B•T.

Newscaster, editor, writer. Top shows, half-million market. Desire larger operation. Features, special events. College grad. Married. East preferred. 100 minimum. Box 585W, B•T.

My plan guarantees radio will stay. Experienced in production, continuity writing and announcing. Will call for interview and audition Washington east to New York. Box 613W, B•T.

Program director—chief announcer. College graduate, 30, 12 years experience. Excellent record and references! Contact Box 616W, B•T.

Sales promotion manager, qualified 15 years experience, now heading department one of America's leading AM-TV stations, ready for change. Southwest preferred; others considered. Finest references. Box 624W, B•T.

Television

Managerial

Solid-selling mature self-starting TV film programs regional sales manager, drawing five-figure commission, advertising promotion and film production experience, managerial ability, tired of travel, wants sales manager position with progressive TV station or applicant. Box 587W, B•T.

Salesmen

Topflight salesman—4 years successful advertising space sales, east coast. Anxious to sell television time. College graduate. Veteran. Highest references. Box 623W, B•T.

Announcers

Radio announcer-salesman earning $6,500 seeks first television opportunity. Stage presence, excellent sports and musical background. Prefer midwest or south. Box 596W, B•T.

Technical

Responsible position with new TV station desired. Engineering degree, former announcer, presently associated Washington consulting engineering firm. Construction, installation experience. Box 579W, B•T.

(Continued on next page)

Situations Wanted—(Cont'd.)

Production, Programming, Others

To TV applicants and licensees—Experienced advice in planning practical balanced program schedule and all phases of station operation for FCC hearing and station opening. Also available to make your New York contacts. Per diem retainer. Box 558W, B•T.

Reporter -- cinematographer. Experience and training. Young. Will locate anywhere with family for $5,000. Box 618W, B•T.

For Sale

Stations

Rocky Mountain state. Indie, 250 watt. Well accepted. Only $10,000 down. Box 576W, B•T.

Progressive southwest 250 watt clear channel daytime station in one of nation's richest small markets. Bargain priced for quick sale. Reasonable price and terms. Box 578W, B•T.

Profitable exclusive 500 watt midwest daytime independent. Ill health. Cash only. Box 639W, B•T.

Equipment, etc.

Used International Derrick tower, 150 feet high, self-supporting, insulated, complete with obstruction lights, plus used Western Electric FM transmitter, 1 kw driver has been used, 10 kw amplifier has never been used. Desire to move all or part now. Send your bid to Box 535W, B•T.

Collins 250 watt FM transmitter with GE frequency and modulation monitor. Used 10,000 hours, excellent condition, $3,000 or best offer. Box 584W, B•T.

RCA BTF-3B transmitter in excellent condition. Many long years of life left due to careful maintenance. Used two years for functional music type operation. New England. $2,900. FOB. Box 591W, B•T.

WE 23B consolette, WE 110A automatic program amplifier and limiter. GR 25A broadcast frequency monitor, GR 731A modulation monitor. Composite 250 watt broadcast transmitter has a new Johnson Co. 805 class "C" final amplifier. 805 class "B" modulator, tubes and crystal. Price $1000 for all at the f.o.b. Box 633W, B•T.

Western Electric transmitter, 1000 watts, 304-A, limiter, 126A, frequency monitor, rack, steel, 2 Fairchild playback arms with heads, Presto turntable, Dumont oscillograph, Type 274 new, 4 Jensen base reflex speakers with cabinet, model B-81. All for $2000. Cash. Box 1394, Banning, California.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Company, 1600 Broadway, New York 19, N. Y.

New #10 bare copper wire and copper strapping for ground systems. J. L. Clark Metals Company, 2108 S. Ashland Avenue, Chicago 8, Illinois. Phone Haymarket 1-4533.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Stations

Station wanted in Boston area by a bonafide buyer. Box 588W, B•T.

Kilowatt daytime or 250 watt station in southeast. Prefer combination set-up. Must be reasonable. Box 595W, B•T.

Wanted to Buy—(Cont'd.)

Buyer for middlewest 250 to 1000 watt independent or affiliate station. Full details kept confidential. Box 602W, B•T.

Equipment, etc.

1 kw AM transmitter, antenna coupling unit, modulation and frequency monitors in good condition. Box 547W, B•T.

Fifty kilowatt amplitude transmitter to be operated at one thousand kilocycles, must meet FCC specifications. Air cooled preferred. Box 615W, B•T.

Disc recorder. Presto 6N or equivalent. Describe condition, give best price. Chief Engineer, WHOT, South Bend, Indiana.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, California.

Situations Wanted

Television

Managerial

TV STATION OWNERS—MANAGERS
PROTECT YOUR PROPERTY'S FUTURE
WITH A NEW YORK SALES MANAGER

Today much of your station's financial success lies in national spot and 60-70 per cent of this comes out of New York. This experienced, aggressive TV executive is in a position to serve as New York sales manager for a single TV station or a group of stations owned by one company. His experience includes station sales management, national representative sales and network sales (familiarity with networks can be a plus for you). Inquiries will be held in complete confidence. Further details available by mail, but urge personal interview at your convenience. Box 622W, B•T.

For Sale

TV FILM
FRANCHISES
AVAILABLE

Exclusive distribution franchises available to individuals or organizations for selling TV film programs. Should be financially able to set up your own regional selling organization as part of national operation. Advertising or broadcasting sales background helpful. Box 580W, B•T.

Equipment, etc.

BIG BARGAIN . . . WFMY FM, Greensboro, N. C., ceasing operation. All technical equipment in excellent condition for sale at low price. List of equipment and prices submitted upon request. Contact Wm. E. Neill, Chief Engineer, WFMY.

For Sale—(Cont'd.)

3 TV TRANSMITTING ANTENNAS

RCA 5-Bay, Channel 4 to 6 (tuned WLW-T, Ch. 4)

RCA 5-Bay, Channel 4 to 6 (tuned WLW-D, Ch. 5)

RCA 3-Bay, Channel 2 & 3 (tuned WLW-C, Ch. 3)

Pylon mount with pylon

Also RCA FM triplexers for 5-bay antennas

Box 498W, B•T.

FOR SALE

1 kw WE 503B2 FM xmtr
WE 8 bay clover leaf
Doolittle FD 11 fre-mod monitor
700 feet 1⅝" line

NOW ON THE AIR
CAN BE INSPECTED
MAKE AN OFFER

Box 648W, B•T

RECORDING EQUIPMENT

Presto 8N cutting and playback equipment, in cabinets, Fairchild cutters, Pickering arms and cartridges. Presto amps., 88A and 89A. Janssen 15" and 12" coaxial speakers; pre-amps, line amps, Gates 8-position input console; Raytheon limiter, Baldwin & Behning grand pianos. Variety of other equipment. Excellent condition, sacrifice prices. Inspection noon to 2 p.m. Monday through Friday at J. Kopecky, 2nd floor, 1352 Sixth Avenue, Man., N.Y.C.

Wanted to Buy

WANTED

5 kw transmitter in good working condition. Western Electric or RCA Victor preferably. Write stating price to Jesus Gonzalez, P. O. Box 628, Monterrey, Mexico.

Miscellaneous

For the best in Complete Erection of
Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

WANTED

To Manufacture and Sell — New Electronic Accessory Items
For FACSIMILE—RADIO—TELEPHONE—TELEVISION

URGENT—**We have a special immediate need of Facsimile Equipment for Intra-Office and Plant use**

URGENT—**To Locate Doctors in Hospitals— Need Selective Radio Signal Receivers— Weight under 10 ounces—to be carried in pocket**

Will furnish capital if necessary to complete desirable developments

What have you to offer?

RADIO ENGINEERING CO.
INQUIRER BLDG. PHILADELPHIA 30, PA.

tions would be taken, commencing May 6, and requested that Phil B. Whitaker be permitted to assist in taking of testimony. Mountain City, May 1, notified FCC it will commence taking depositions May 11.

April 30

Spokane, Wash. New TV vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (Docket 10423)—Mr. Wasmer filed reply to TV Spokane's answer to his opposition to TV Spokane's motion to enlarge issues to include coverage among hearing issues.

Pontiac, Mich. New AM station, 1460 kc, 500 w unlimited. James Gerity Jr. (Docket 10346)—Mr. Gerity filed reply to WKMF Dearborn opposition to his petition for immediate reconsideration and grant, claiming that WKMF's opposition was not timely filed.

Amendment of table of TV assignments, allocating vhf Ch. 4 to Fayetteville, W. Va. (Docket 10381)—Daily Telegraph Printing Co. (WHIS) supplemented its petition for reconsideration and request for stay of allocation and peti-

tioned FCC to defer consideration on the application of Robert R. Thomas Jr. for the channel until after action on the initial petition.

Duluth, Minn.—Superior, Wis.. New TV, vhf Ch. 6. Ridson Inc. (WDSM Superior) (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292)—Chief of FCC Broadcast Bureau filed an answer of "no opposition" to Ridson's petition for expedited completion of the hearing now that Lakehead has filed for dismissal of its bid after effecting merger with Ridson.

Lancaster, Pa. New TV, vhf Ch. 8. WGAL-TV (on Ch. 8 conditionally) (Docket 10366) and Peoples Bcstg. Co. (WLAN) (Docket 10365)—WGAL-TV moved to strike and/or deny Peoples' petition for reconsideration of March 25 memorandum opinion and order denying Peoples' petition to enlarge hearing issues.

Evansville, Ind. New TV, vhf Ch. 7. South Central Bcstg. Corp. (WIKY) (Docket 10461); Evansville TV Inc. (Docket 10462); On the Air Inc. (WGBF) (Docket 10463), and WFBM Inc. (WEOA) (Docket 10464) — WIKY moved to change issues, substituting the word "applicants" in certain places.

San Juan, Puerto Rico. New TV, vhf Ch. 4. Jose Ramon Quinones (WAPA) (Docket 10436) and American Colonial Bcstg. Co. (WKVM) (Docket 10437)—American petitioned for enlargement of issues to include legal, financial and technical qualifications. Chief of FCC Broadcast Bureau filed opposition to American's April 28 motion to strike his opposition to American's leave to amend its application regarding transmitter site.

May 1

Spartanburg, S. C. New TV, uhf Ch. 17. Sterling Tcstg. Co. (BPCT-1579) and Piedmont Radio Co. (BPCT-1640)—Sterling petitions FCC to strike Piedmont bid as sham or dismiss it for want of good faith.

Proposed U. S.-Canada argeement regarding assignment of Class II AM stations to clear channels (Docket 10453)—Comments filed by WCKY Cincinnati; KWK Haines City, Fla.; KOMO Seattle; A. Earl Cullum Jr., Dallas radio engineer; CKWX Vancouver; Clear Channel Bcstg. Service; WVCH Chester, Pa.; KSTP St. Paul; CBS; KECC Pittsburgh, Calif.; WTAO Cambridge, Mass.; KBYE Oklahoma City, and KCNC Fort Worth.

Worcester, Mass. New TV, uhf Ch. 14. Salisbury Bcstg. Corp. (Docket 10478) and New England Bcstg. Co. (WNEB) (Docket 10479)—New England requests dismissal of its application on grounds that actual and future vhf coverage from Boston and Providence makes its proposed uhf operation economically unfeasible.

San Mateo, Calif. Power boost grant on 1550 kc unlimited from 1 kw to 10 kw. Bay Radio Inc. (KEAR) (BP-8514)—McClatchy Bctsg. Co. (KFBK Sacramento) petitioned for reconsideration and hearing, claiming, objectionable interference to KFBK.

Salinas-Monterey, Calif. Share-time grant on vhf Ch. 8. KSBW-TV Salinas (Docket 10445) and KMBY-TV Monterey (Docket 10446)—Grantees filed petition for dismissal of their request for reconsideration of memorandum opinion and order postponing indefinitely effective date of grant following protest of KICU (TV) Salinas-Monterey, and that a hearing be designated immediately.

May 4

Rochester, N. Y. New TV, vhf Ch. 10. WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447), share-time grantees—Chief of FCC Broadcast Bureau recommended denial of motion of protestant Federal Bcstg. System (WSAY) that its application be designated for consolidated hearing with grantees. Federal filed petition May 5 opposing grantees' petition for reconsideration and also supporting its motion for consolidated hearing.

KPLN Camden, Ark. Assignment of CP to D. R. James Jr. (BAP-178)—Mr. James replied to KAMD's April 24 protest of assignment.

Portland, Ore. New TV, vhf Ch. 6. Pioneer Bcstrs. Inc. (KGW) (Docket 9136) and Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 10316)—Pioneer petitioned for continuance of initial hearing from May 11 to May 18.

Worcester, Mass. New TV, uhf Ch. 14. Salisbury Bcstg. Corp. (Docket 10478) and New England Bcstg. Co. (WNEB) (Docket 10479)—Salisbury waived its right to initial decision by examiner—after WNEB petitioned for dismissal of its bid—and petitioned Commission to grant its application by final order. WNEB filed affidavit stating that no consideration was involved in its application for dismissal.

Steubenville, Ohio. New TV, vhf Ch. 6. WSTV Inc. (WSTV) (BPCT-1049) and John Osborne (BPCT-1680)—WSTV answered Mr. Osborne's petition to strike its motion to dismiss his application, reaffirmed its motion and requested conditional grant.

May 5

Inman, N. Y. Amendment of table of TV allocations—Lynne Smeby, consulting radio engineer, petitioned for assignment of vhf Ch. 5 to Inman.

Paris-Commerce, Tex. New AM, 1450 kc, 250 w unlimited. Memorial Bcstg. Co., Commerce Paris) (Docket 10433)—Chief of FCC Broadcast **(Docket 10432) and N. Star Bcstg. Co. (KPLT** Bureau opposed petition of KDNY Denton to intervene.

Lafayette, La. Power boost from 1 kw to 5 kw daytime on 1330 kc. KVOL (Docket 9739)—KXYZ Houston and KOLE Port Arthur, Tex., request extension of time from May 6 to May 11 to file answer to KVOL petition for reconsideration of FCC denial of application for modification.

Honolulu. New TV, vhf Ch. 4. American Bcstg. Stations Inc. (BPCT-1671)—Advertiser Pub. Co. and Island Bcstg. Co., applicants for transfer of control to themselves of KONA (TV), petitioned that action be withheld on instant application. American has filed for control of Pacific Frontier Bcstg. Co., Ch. 2 applicant, and petitioners argued that American must elect between Ch. 2 and Ch. 4 before FCC may act on instant application.

Portland, Me. New TV, vhf Ch. 13. Guy Gannett Bcstg. Services (WGAN) (BPCT-639) and Community Bcstg. Service (WABI Bangor) (BPCT-752)—Gannett petitioned for conditional grant or election between Community application and Mt. Washington TV bid for vhf Ch. 8 Poland, Me., or immediate hearing. Petitioner claimed Horace Hildreth effectively has negative control of both Community and Mt. Washington applicants.

Hearing Calendar . . .

Headings in Progress

Fort Wayne, Ind.—New TV, uhf Ch. 69. Further hearing. Examiner Annie Neal Huntting. Contestants: Radio Fort Wayne Inc. (WANE) (Docket 10425) and Anthony Wayne Bcstg. (Docket 10424).

Wichita, Kan.—New TV, vhf Ch. 10. Further hearing. Examiner Hugh B. Hutchison. Contestants: Mid-Continent TV Inc. (Docket 10262) and KAKE Bcstg. Co. (KAKE) (Docket 10263).

May 11

Portland, Ore.—New TV, vhf Ch. 6. Further hearing. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 10316) and Pioneer Bcstrs. Inc. (KGW) (Docket 9136). Respondent: KPOJ.

KWTO Springfield, Mo., Power boost to 5 kw on 560 kc — Ozarks Bcstg. Co. (Docket 8380). Whether increased power would cause interference. Further hearing. Examiner J. D. Bond.

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa) (Docket 10253), Orange TV Bcstg. Co. (Docket 10255) and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa) (Docket 10330).

May 15

Lancaster, Pa.—New TV, vhf Ch. 8. Pre-hearing conference. Examiner J. D. Bond. Peoples Bcstg. Co. (Docket 10365) and WGAL Inc. (WGAL-TV). (Docket 10366).

May 18

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Sharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423).

Chattanooga, Tenn.—New TV, vhf Ch. 3. WDOD Bcstg. Corp. (Docket 10438) and Mountain City Television Inc. (Docket 10439). Further hearing. Examiner J. D. Bond.

May 25

Lebanon, Pa.—New TV, uhf Ch. 15. Contestants: Lebanon TV Corp. (Docket 10459) and Steitz Newspapers Inc. (Docket 10460). Examiner Benito Gaguine.

Evansville, Ind.—New TV, vhf Ch. 7. Contestants: South Central Bcstg. Corp. (WIKY) (Docket 10461), Evansville TV Inc. (Docket 10462), On the Air Inc. (WGBF) (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464). Examiner Herbert Sharfman.

Evansville, Ind.—New TV, uhf Ch. 62. Contestants: Trans-American TV Corp. (Docket 10465), Premier TV Inc. (Docket 10466) and W. R. Tuley (Docket 10467). Examiner Fanny Litvin.

Akron, Ohio—New TV, uhf Ch. 61. Contestants: Matta Enterprises (Docket 10468) and Allen T. Simmons (WADC) (Docket 10469). Examiner James D. Cunningham.

Mobile, Ala.—New TV, vhf Ch. 5. Contestants: WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458). Examiner H. Gifford Irion.

Chattanooga, Tenn.—New TV, vhf Ch. 12. Contestants: Southern TV Inc. (Docket 10472), Tri-State Telecasting Corp. (Docket 10471) and WDEF Bcstg. Co. (WDEF) (Docket 10473). Examiner J. D. Bond.

May 27

Honolulu, Hawaii—New TV, vhf Ch. 2. Contestants: Royaltel (Docket 10474) and Pacific Frontier Bcstg. Co. (KULA) (Docket 10474). Examiner Thomas Donahue.

May 29

Shreveport, La.—New TV, vhf Ch. 3. Contestants: KTBS Inc. (KTBS) (Docket 10476), and International Bcstg. Corp. (KWKH) (Docket 10477). Examiner Basil Cooper.

Worcester, Mass.—New TV, uhf Ch. 14. Contestants: Salisbury Bcstg. Corp. (Docket 10478), and New England Bcstg. Co. (Docket 10479). Examiner William Butts.

June 1

San Juan, P. R.—New TV, vhf Ch. 4. Further hearing. Contestants: American Colonial Bcstg. Corp. (WKVM) (Docket 10437) and Jose Ramon Quinones (WAPA) (Docket 10436). Examiner Benito Gaguine.

June 15

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd, d/b as Cal Tel Co. (Docket 10341) and Maria Helen Alvarez (Docket 10340).

August 13

KDIA Auburn, Calif.—License renewal. Hearing set for Auburn. Examiner not designated. (Docket 10405).

Hearings Without Date

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) (Docket 9013) and Sacramento Telecasters Inc. (Docket 10298).

Sacramento, Calif.—New TV, uhf Ch. 36. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Salinas-Monterey, Calif.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 8 to Salinas Bcstg. Corp. (KSBW Salinas) (Docket 10445) and Monterey Radio-TV Co. (KMBY Monterey) (Docket 10446). Protestant is KICU (TV) there.

Wichita, Kan.—New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH) (Docket 10259), Taylor Radio & TV Corp. (KANS) (Docket 10260) and Wichita TV Corp. (Docket 10261).

KVOL Lafayette, La.—Modification of permit to change daytime power from 1 kw to 5 kw, operating on 1330 kc full time, directional night (Docket 9739; BMP-5098). Applicant has petitioned for grant without hearing.

Muskegon, Mich.—New TV, uhf Ch. 35. Further Hearing. Sec. 309(c) protest proceeding. Versluis Radio & TV Inc., permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co., operator WGRD Grand Rapids. Examiner Gifford Irion. (Docket 10442).

Pontiac, Mich.—New AM station, 1460 kc, 500 w unlimited. James Gerity Jr. (Docket 10346); BP-8651). Applicant has petitioned for grant without hearing.

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 6. Further hearing. Examiner Herbert Sharfman. Contestants: Ridson Inc. (WDSM Superior) (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292). Merger has been proposed and Lakehead seeks dismissal [B•T, March 30]. Head of the Lakes Bcstg. Co., Duluth Ch. 3 applicant, seeks amendment to Ch. 6.

Rochester, N. Y.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 10 to WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447). Protestant is WSAY there.

Durham, N. C.—Sec. 309(c) protest hearing on grant of uhf Ch. 46 to T. E. Allen & Son (Docket 10452). Protestant is WSSB there.

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) (Docket 10272) and Stark Telecasting Corp. (WCMW) (Docket 10273). Additional uhf channel to be sought after June 2.

Portsmouth, Ohio—New TV, uhf Ch. 30. Woodruff Inc. (Docket 10440). FCC to decide whether to retain application in hearing status after Brush-Moore Newspaper dismissal.

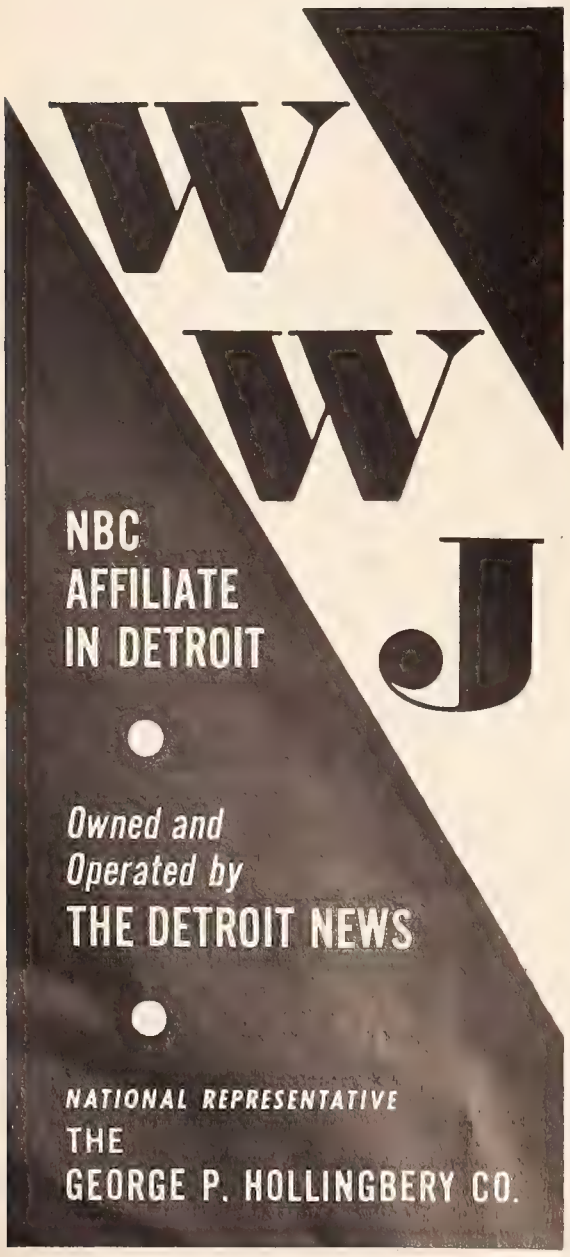
Portland, Ore.—New TV, vhf Ch. 12. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc. (Docket 10246), Columbia Empire Telecasters Inc. (KPOJ is 40% owner) (Docket 10247) and Northwest TV and Bcstg. Co. (Docket 10317).

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion (Docket 10089). Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC Port Arthur) (Docket 10285) and Smith Radio Co., Port Arthur (Docket 10352).

Port Arthur, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC) (Docket 10285) and Smith Radio Co. (Docket 10352).

Theatre Television—Allocation of frequencies for exclusive theatre TV circuits. Before Commission en banc. (Docket 9552).



Routine Roundup . . .

April 30 Decisions

BY COMMISSION BOARD

Advised of Hearing

WHLM Bloomsburg, Pa., Bloom Radio; WGR Buffalo, N. Y., WGR Bcstg. Corp., are being advised that applications indicate necessity of consolidated hearing. WHLM seeks to change facilities from 690 kc, 1 kw, DA, D, to 550 kc, 500 w, DA-2, U (BP-8494). WGR asks to change trans. location; change DA pattern and discontinue use of ant. system of WKBW Buffalo, in operating on 550 kc, 5 kw, DA-N, U (BP-8641).

Extension of SSA

Commission extended SSA of KFAR Fairbanks, Alaska; WNYC New York, N. Y.; KWBU Corpus Christi, Tex., and WOI Ames, Iowa, for period of 30 days ending June 1, 1953.

License Renewals

Following stations granted renewal of licenses on regular basis:

KGEZ Kalispell, Mont.; WCAP Helena, Mont.; KLCB Libby, Mont.; KFWB Hollywood, Calif.; KXLY Spokane, Wash.; WABG Greenwood, Miss.; WTAD Quincy, Ill.; WFPM Fort Valley, Ga.; KFSG Los Angeles, Calif.; KWBC Ft. Worth, Tex.; WBCK Battle Creek, Mich.; WGLS Decatur, Ga.; WWNH Rochester, N. H.; WJRD Tuscaloosa, Ala.; WAVL Apollo, Pa.; WCEN Mt. Pleasant, Mich.; KAKC Tulsa, Okla.; KBCK Odessa, Tex.; KBRK Pullman, Wash.; WKLF Clanton, Ala.; WMAY Springfield, Ill.; WNCC Barnesboro, Pa.; WRRF Washington, N. C.

May 1 Applications

ACCEPTED FOR FILING

License for CP

WPCT Putnam, Conn., The Israel Putnam Bcstg. Co.—License for CP (BP-8264), as mod., which authorized new AM (BL-4980).

KFOR Lincoln, Neb., Cornbelt Bcstg. Corp.—License for CP (BP-8737), which authorized installation of new trans. (BL-4983).

KBON Omaha, Neb., Inland Bcstg. Co.—License for CP (BP-8729) which authorized installation of old main trans. as auxiliary trans. (BL-4979).

WBIG Greensboro, N. C., North Carolina Bcstg. Co.—License for CP (BP-8531) which authorized installation of old trans. as auxiliary trans. at present location of main trans. to be operated on 1470 kc, 5 kw for auxiliary purposes only (BL-4982).

WSMT Sparta, Tenn., Sparta Bcstg. Co.—License for CP (BP-8342) which authorized new AM (BL-4981).

WSKS Wabash, Ind., School City of Wabash—License for CP (BPED-216) which authorized new non-commercial FM (BLED-136).

KPLN Camden, Ark., Mid-South Bcstg. Co.—License for CP (BP-7888), as mod., which authorized new AM. Amended to change name of applicant to D. R. James Jr. (BL-4782 Amended).

Extension of Authority

First Baptist Church, Pontiac, Mich.—Extension of authority to transmit programs from First Baptist Church, Pontiac, Mich., to CKLW Windsor, Ont., for period beginning Aug. 13, 1953.

Remote Control Operation

Following stations have filed applications for remote control of transmitters:

WNEB Worcester, Mass., New England Bcstg. Co. (BRC-40); **WFAI Fayetteville, N. C.,** Rollins Bcstg. Co. (BRC-41); **KTAE Taylor, Tex.,** KTAE Inc. (BRC-39).

Following stations file 301-A applications for remote control operation:

WFMH-FM Cullman, Ala., The Voice of Cullman (BRCH-17); **KNBC-FM San Francisco,** NBC (BRCH-19); **WQXR-FM New York,** Interstate Bcstg. Co. (BRCH-18).

License Renewal

Following stations request renewal of license:

WKY Oklahoma City, WKY Radiophone Co. (BR-468); **WBAP-FM Fort Worth, Tex.,** Carter Publications Inc. (BRH-539); **KLUF-FM Galveston, Tex.,** The KLUF Bcstg. Co. (BRH-435); **KTSA-FM San Antonio, Tex.,** Sunshine Bcstg. Co. (BRH-655); **KISS (FM) San Antonio, Tex.,** The Walmac Co. (BRH-691).

Modification of CP

KLIR Denver, Col., Denver Bcstg. Co.—Mod. CP (BP-8589) which authorized new AM, for change in type trans., make changes in ant. system and change trans. and studio locations (correction in address and coordinates only) (BMP-6196).

WFMO Fairmont, N. C., Carolinas Bcstg. Co.—Mod. CP (BP-8706) replacing expired CP (BP-8207), which authorized new AM for approval of ant., trans. and studio location as on state highway #41, 1.8 mi. NNE of Fairmont and change type trans. (BMP-6197).

KWIL Albany, Ore., Central Williamette Bcstg. Co.—Mod. CP (BP-8539), which authorized change in frequency, power, installation of new trans. and DA-DN and change trans. location, to change type trans. (BMP-6198).

WSBA-TV York, Pa., Susquehanna Bcstg. Co.—Mod. CP (BPCT-302) as mod., which authorized new TV, for extension of completion date (BMPCT-1096).

License Renewal

WICU (TV) Erie, Pa., Dispatch Inc.—Application filed for renewal of license (BRCT-42).

Install Auxiliary Transmitter

WNEB Worcester, Mass., New England Bcstg. Co.—CP to install old main trans. as auxiliary trans. at 130 Mechanic St., Worcester (present location of main trans.) to be operated on 1230 kc, 250 w for auxiliary purposes only (BP-8849).

Remote Control Operation

WENT Gloversville, N. Y., Sacandaga Bcstg. Corp.—Application filed for remote control operation of trans. (BRC-38).

APPLICATION RETURNED

CP for New AM

Charles W. Bullimore, Washington, Kan. (PO Charles W. Bullimore, Morrowville, Kan.)—CP for new AM to be operated on 1270 kc with 500 w-D.

May 4 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

WFIL-TV Philadelphia, Triangle Publications Inc. (BRCT-28); **WMCT (TV) Memphis, Tenn.,** Memphis Pub. Co. (BRCT-24); **WBAP-TV Fort Worth, Tex.,** Carter Publications Inc. (BRCT-27); **KEYL (TV) San Antonio, Tex.,** San Antonio Television Co. (BRCT-44).

Extension of Completion Date

WBRC-TV Birmingham, Ala., Birmingham Bcstg. Co.—Mod. CP (BPCT-857), which authorized changes in existing TV for extension of completion date to 12-17-53 (BMPCT-1099).

WMAC-TV Toledo, Ohio, Midwest TV Co.—Mod. CP (BPCT-1010), which authorized new TV for extension of completion date to 8-4-53 (BMPCT-1098).

May 5 Decisions

BY BROADCAST BUREAU

Remote Control Operation

Following granted authority to operate trans. by remote control: WESC-FM Greenville, S. C. (BRCH-20); KNBC-FM San Francisco, Calif. (BRCH-19); WQXR-FM New York, N. Y. (BRCH-18); WFMH-FM Cullman, Ala. (BRCH-17); WFAI Fayetteville, N. C. (BRC-41); WNEB Worcester, Mass. (BRC-40); WENT Gloversville, N. Y. (BRC-38); KTAB Taylor, Tex. (BRC-39).

Modification of CP

WHEP Foley, Ala., Alabama-Gulf Radio—Granted mod. CP for approval of ant., trans. location, specify studio location and change type of trans.; condition (BMP-6189).

WLON Lincolnton, N. C., Lincoln County Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location and change type of trans.; condition (BMP-6116).

WNRV Narrows, Va., Giles Bcstg. Co.—Granted mod. CP to change trans. location (coordinates only) (BMP-6192).

Granted License

KTMS Santa Barbara, Calif., News-Press Publishing Co.—Granted license covering installation of new trans. (BL-4815).

KMLW Marlin, Tex., Falls County Public Service.—Granted license for AM 1010 kc, 250 w-D (BL-4942).

WNAC-FM Boston, Mass., General Teleradio Inc.—Granted license covering changes in licensed station; Ch. 253, 20 kw (BLH-884).

WJMC-FM Rice Lake, Wis., WJMC Inc.—Granted license covering changes in licensed station; Ch. 242; 9.3 kw; 499 ft. (BLH-882).

WWWB-FM Jasper, Ala., Bankhead Bcstg. Co.—Granted license for FM; Ch. 273; 17.5 kw; 50 ft ant. (BLH-879).

Granted CP

WILS Lansing, Mich., Lansing Bcstg. Co.—Granted CP to install old trans. as auxiliary trans., at present location of main trans., to be operated on 1320 kc, 1 kw (BP-8832).

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

WNOS High Point, N. C., The North State Bcstg. Co.—Granted mod. CP to specify studio location and change type of trans. (BMP-6158).

Remote Control Operation

Following granted authority to operate trans. by remote control: WVBT Ithaca, N. Y. (BRCH-14); WPAY-FM Portsmouth, Ohio (BRCH-15); WCHA-FM Chambersburg, Pa. (BRCH-16); WIKB Iron River, Mich. (BRC-36); WCHA Chambersburg, Pa. (BRC-35).

WDMG Douglas, Ga., WDMG Inc.—Granted authority to operate trans. by remote control (BRC-37).

WHUM Reading, Pa., Eastern Radio Corp.—Granted authority to operate trans. by remote control (BRC-34).

Extension of Completion Date

Following were granted mod. CP's for extension of completion dates as shown:

KSCU Santa Clara, Calif., to 8-9-53 (BMPED-262); WIUC Urbana, Ill., to 11-15-53 (BMPED-261); WHDF Houghton, Mich., to 6-15-53 (BMP-6193); WLBS Birmingham, Ala., to 7-1-53 (BMP-6190).

Modification of CP

KDZA-TV Pueblo, Colo., Pueblo Radio Co. Inc.—Granted mod. CP to change designation of trans. and studio location (not move) and waived Sec. 3.613(b) of rules (BMPCT-1069).

May 5 Applications

ACCEPTED FOR FILING

License for CP

WMOD Moundsville, W. Va., James D. Sinyard—License for CP (BP-8395), which authorized change in frequency. Amended to change name of application to Robert W. Munn (BL-4884).

WDEL-TV Wilmington, Del., WDEL Inc.—License for CP (BPCT-1342), as mod., which authorized change in facilities of existing TV. Amended to correct studio location from Shipley Rd., Wilmington, to present location at 10th and King Sts., Wilmington (BLCT-133 Amended).

Modification of CP

WKST-TV New Castle, Pa., WKST Inc.—Mod. CP (BPCT-985), which authorized new TV, for extension of completion date to 7-4-53 (BMPCT-1100 Resubmitted).

License Renewals

Following stations request renewal of license: **WXAL Demopolis, Ala.,** Demopolis Bcstg. Co. (BR-1788); **KCOY Santa Maria, Calif.,** News-Press Pub. Co. (BR-1504); **KRLN Canon City, Colo.,** Royal Gorge Bcstrs. Inc. (BR-1509); **WTRR Sanford, Fla.,** Southeastern Bcstg. System (BR-1696); **KCOG Centerville, Iowa,** Centerville Bcstg. Co. (BR-2262); **KXLK Great Falls, Mont.,** Great Falls Bcstg. Co. (BR-1496); **KCOW Alliance, Neb.,** Sandhills Bcstg. Corp. (BR-2261); **WSIC Statesville, N. C.,** Statesville Bcstg. Co. (BR-1598); **WHUB Cookeville, Tenn.,** WHUB Inc. (BR-1077); **WKPT Kingsport, Tenn.,** Kingsport Bcstg. Co. (BR-1074); **KVET Austin, Tex.,** Austin Bcstg. Co. (BR-1341); **KIOX Bay City, Tex.,** Bay City Bcstg. Co. (BR-1792); **KUNO Corpus Christi, Tex.,** KUNO Inc. (BR-2440); **KSKY Dallas, Tex.,** Sky Bcstg. Service (BR-1146); **WBAP Fort Worth, Tex.,** Carter Publications Inc. (BR-404); **KNAF Fredericksburg, Tex.,** Gillespie Bcstg. Co. (BR-1815); **KRBA Lufkin, Tex.,** Darrell E. Yates (BR-962); **KCRS Midland, Tex.,** Ruth Scharbauer and Clarence Scharbauer Jr. (BR-877); **KIMP Mt. Pleasant, Tex.,** Winston O. Ward tr/as Mt. Pleasant Bcstg. Co. (BR-2229); **KPDN Pampa, Tex.,** Freedom Newspapers Inc. (BR-880); **KFTV Paris, Tex.,** Lamar Bcstg. Co. (BR-2538); **KRRV Sherman, Tex.,** Red River Valley Bcstg. Corp. (BR-893); **KTFS Texarkana, Tex.,** Radio Station KTFS Inc. (BR-1376); **KVIC Victoria, Tex.,** KVIC Bcstg. Co. (BR-1041); **WBOB Galex, Va.,** Carroll-Grayson Bcstg. Corp. (BR-1462); **WINC Winchester, Va.,** Richard Field Lewis Jr. (BR-1126).

CHNS

HALIFAX NOVA SCOTIA

A CAPITAL Station

In A CAPITAL City gets

You CAPITAL Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

May 6 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

National Broadcasting Co.—Granted request for dismissal of Feb. 25, 1953, protest to action taken by Commission on Jan. 23, 1953, granting application for modification of license of Wyoming Valley Bcstg. Co. (WILK), Wilkes-Barre, Pa. (BML-1483).

Grant R. Wrathall, San Francisco, Calif.—Granted petition for dismissal without prejudice of application for CP for one-way signalling station in the Domestic Public Land Mobile Radio Service (Docket 10399).

By Hearing Examiner H. Gifford Irion

The Mobile Television Corp., Mobile, Ala.—Granted petition of April 20 to amend application for CP for new TV (Docket 10458; BPCT-990) to reflect changes in corporate organization, etc., and petition of April 22 to show current list of stockholders, together with data as to certain stockholders not heretofore shown.

By Hearing Examiner J. D. Bond

Peoples Bcstg. Co., Lancaster, Pa.—Granted motion for continuance of pre-hearing conference re application for CP for new TV on Ch. 8, and that of WGAL Inc. (WGAL-TV), for CP to change site, increase power and ant. height, make equipment changes, and for regular operation of WGAL-TV on Ch. 8, both at Lancaster, Pa., from May 8 to May 15, 1953.

WDOD Bcstg. Corp., Mountain City Television Inc., Chattanooga, Tenn.—By memorandum opinion and order denied petition of WDOD to amend application for new TV (Docket 10438; BPCT-676) to specify new location for main studio; denied petition of Mountain City to amend application for new TV (Docket 10439; BPCT-882) to show plan to seek temporary authority to operate, four weeks after grant, TV station with less and different equipment, with less power, and with different studio location than are proposed in application as it now stands.

WDOD Bcstg. Corp., Chattanooga, Tenn.—Granted petition for admission to practice *pro hac vice* requesting that Commission authorize and permit Phil B. Whitaker Esquire of Chattanooga, to participate and assist in taking of deposition testimony in Chattanooga in proceeding re application and that of Mountain City Television Inc. (Dockets 10438; 10439).

By Hearing Examiner Benito Gaguine

American Colonial Bcstg. Corp., San Juan, P. R.—By memorandum opinion and order granted petition of April 10, to amend application for CP for new TV—said petition and amendment pertains to certain information requested by Commission; denied petition of April 17 to amend by changing trans. site. (Docket 10437; BPCT-1036).

Ordered pre-hearing conference in proceeding re applications of Lebanon Television Corp. and Steitz Newspapers Inc., Lebanon, Pa., applicants for CP's for new TV stations on Ch. 15, on May 25, 1953. Testimony will not be received and it will not be necessary for witnesses to be present.

By Hearing Examiner Herbert Sharfman

Ordered conference in proceeding re applications of South Central Broadcasting Corp., Evansville Television Inc., On The Air Inc., WFBM Inc., for TV CP's in Evansville, Ind., on Ch. 7, on May 25, 1953. Testimony will not be received and it will not be necessary for witnesses to be present.

By Hearing Examiner Annie Neal Huntting

Port Arthur College, Smith Radio Co., Port Arthur, Tex.—Upon agreement of parties, ordered that hearing in this proceeding (Dockets 10285; 10352) shall commence on May 6, 1953.

By Hearing Examiner Hugh B. Hutchison

KAKE Bcstg. Co. Inc., Mid-Continent Television Inc., Wichita, Kan.—Notice is given of further hearing in this proceeding, for CP's for new TV on Ch. 10, on May 7, 1953. (Docket 10263; BPCT-700) (Docket 10262; BPCT-964).

Upcoming Events

May 16: Calif. AP Radio Assn., annual meeting, Hollywood Brown Derby.

May 18: Management meeting, New Jersey Broadcasters Assn., Ritz-Carlton Hotel, Atlantic City.

May 18: FCC meets with Senate Commerce Committee to discuss TV processing, Capitol, Washington.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 20-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

May 21: Awards dinner, Chicago Federated Advertising Club, Chicago.

May 21: Conference on Human Rights, co-sponsored by KYW Philadelphia and Philadelphia Fellowship Commission.

May 22: Annual convention, Nebraska Broadcasters Assn., Clarke Hotel, Hastings.

May 25: Sigma Delta Chi awards, Conrad Hilton Hotel, Chicago.

May 26: Alfred Sloan Foundation Highway Safety Awards, Hotel Plaza, New York.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting, Rice Hotel, Houston.

June 9-10: All-Advertising-Trades exposition sponsored by Advertising Trades Institute, Hotel Biltmore, New York.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 12-14: Alpha Delta Sigma, national convention, Sheraton Beach Hotel, Daytona Beach, Fla.

June 14-17: Advertising Federation of America, 49th Annual Convention, Hotel Statler, Cleveland.

June 15-18: RTMA convention, Chicago.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 20-21: Catholic Broadcasters Assn. convention, Roosevelt Hotel, Hollywood.

June 21-25: Advertising Assn. of the West, Fairmont Hotel, San Francisco.

June 25-26-27: Annual meeting of Florida Assn. of Bcstrs., Miami Beach.

June 29-July 11: TV workshop, Pasadent, Playhouse.

Additional Corrections To 1953 Broadcasting Yearbook

(Also see Addenda B•T March 16)

Page 185—Under Station Directory, Missouri, Carthage, delete complete KICK listing.

Page 192—Under Station Directory, Missouri, Springfield, add: KICK; went on the air July 1949; on 1340 kc; 250 w; licensee, Kickapoo Prairie Bcstg. Co. Inc., 610 College St., Springfield, Mo.; Tel.. 4-1561; network, MBS; representative, McGillvra; Floyd W. Jones, president; L. C. McKenney, general and commercial manager; Welcome Stanton, assistant manager and program director; Doris Henderson, program manager and women's director; Charles Grayston, chief engineer; Richard Hainline, news director; Bob Lee, sports director; transcription library, Standard; news service, UP; transmitter make, Gates.



PROBABLY YOU DON'T!
and we really don't have an island for sale

But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.

To be Sold-- MUST BE REACHED FROM WITHIN!

WTHI your BEST BUY in Terre Haute

REPRESENTED BY · BOLLING CO.

Merchandising Merits

IN RADIO and to a somewhat lesser extent in TV there is a growing trend among stations to provide their advertisers with merchandising services ranging from the simple and inexpensive to the complicated and costly.

The addition of these extras is a natural consequence of the intensifying competition in the media field. Natural or otherwise, the development needs investigation.

All merchandising plans should be examined with a view to determining whether they are legitimate extensions of a station's effort to help move its customers' goods and as such fully compensated for in the price charged or whether they are inducements to attract more time sales and are, in effect, rate cuts. Suspicion persists that many plans fall into the latter category.

The near anarchy of the present merchandising situation was described by John M. Outler Jr., general manager of WSB Atlanta, at an NARTB convention panel [B•T, May 4]. Mr. Outler said stations were using merchandising extras to bid for clients against other stations, a devious way of undercutting the competition's prices. He favored uniform merchandising plans that would eliminate the bidding aspects of current practices.

We go along with Mr. Outler's views.

Ignoring for the moment the interesting philosophical question of whether merchandising is really the function of media, we must admit that it has been adopted as such by a great many stations, newspapers and magazines. That being so, this service must be fitted into the business practices—and the published rates and fees—of those radio and TV stations that provide it.

The best way to introduce uniformity into any kind of business practice is first to find out just what form the practice takes among the various enterprises using it. As reported elsewhere in this issue, Kenyon & Eckhardt has undertaken a basic exploration of the merchandising practices of radio and TV.

Results of the Kenyon & Eckhardt survey will be published by BROADCASTING • TELECASTING. They ought to constitute a base point from which some kind of standardization may be undertaken.

Sweet and Lower

SETTLEMENT of the more than 10-year-old dispute between radio broadcasters and ASCAP over co-op programs is more than a victory of one side over the other. It is a victory of calm consideration over stubborn facts. It is an outstanding example of reason triumphing where table-thumping oratory had notably failed. It is the best possible omen that could be asked for an equally happy outcome of negotiations now underway between TV broadcasters and ASCAP for a renewal of blanket licenses. It might indicate the chance of settling the per-program TV license problem.

Certainly, there have been few more vexatious problems than that of determining whether network co-op programs are network or local programs and, to get to the important part of it, whether they should pay ASCAP 2¾% or 2¼% for the right to use the music of ASCAP members. ASCAP contended that these programs are produced by the networks and broadcast over the networks. The broadcasters maintained that while those contentions may be true, the dispute was essentially one of economics, over the percentage of sales, and since all co-op sales are made by individual stations on the local level any revenue from these sales must necessarily be calculated on the same local level.

The broadcasters' view won and its acceptance by ASCAP after all the years of argument is in part another tribute to BMI and to the competitive situation in the music licensing field created by BMI, the best possible insurance against a return of the erstwhile ASCAP monopoly. But the settlement of the long-pending dispute is also a tribute to the patient determination of two individuals—Joseph A. McDonald, NBC treasurer and a leading legal expert on broadcast matters, and Herman Finkelstein, general attorney of ASCAP—that the issue was a straight business proposition of buying and selling and was therefore subject to a straight business solution without recourse to boycotts or to legal action. The prompt acceptance of the McDonald-Finkelstein agreement by the board of ASCAP as well as NARTB indicates a new spirit of tolerant understanding that augurs well for future music purchases of radio and TV broadcasters.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Why should I turn it off? I can paint and look at the same time!"

Not Miracles, But Action

MIRACLES should not be expected overnight, now that the FCC is under Republican control. It's going to take time to get the right men in the important jobs. Until that is done, there probably won't be any significant changes in the FCC's methods, because the Commissioners are and have been, to a great degree, dependent upon staff-level work.

A new General Counsel soon will be named. The secretary's office will be restaffed, and the Broadcast Bureau, which has exerted almost alarming influence, is due for an overhauling.

Chairman Hyde and his colleagues realize the Commission has to act swiftly. Congress is interested in seeing the TV hearing bottleneck broken. They want service in "white areas" and they want competition in the one-station big cities. Next Monday's hearing before the Senate Commerce Committee is obviously a pressure session to get the FCC moving.

Confusing the whole issue has been the tub-thumping of the organized educators, battling an imaginary June 2 cut-off date on non-commercial educational reservations. They have been knocking down straw-men to arouse support and entice new money from the foundations. Last week they hit a new high at a so-called First National Conference on Educational Television, using Ford Foundation funds to throw the party as a national sounding board.

Madame Comr. Frieda B. Hennock triggered the educational-TV campaign. Former Chairman Paul A. Walker, who retires next June 30 as an FCC member, got into the act. Both have been hitting the hustings drumming up support—a strange activity for impartial public servants.

In Milwaukee, one of the one-station markets, there has been a hot campaign to preserve vhf Ch. 10 for non-commercial educational use. Before the freeze it was earmarked commercial. A vocational school is the only applicant against WISN, which originally sought the channel, and then was caught in the freeze.

Matt E. Connor, who heads the Matte Engineering Co. of Milwaukee, wrote Rep. Charles J. Kersten (R. Wis.) a fortnight ago that "a well organized, carefully planned and deliberately carried out pressure campaign" had been instituted against commercial use of Ch. 10. He named the two FCC members and asked the Congressman to "make every effort to curtail the peculiar activities of these FCC board members. . . . We don't want a Socialistic Monster in our Community," he wrote.

The educational storm will blow itself out, we predict, after that imaginary June 2 deadline. Then the FCC must deal with this question as its rules prescribe—on a case-to-case basis.

And by then, the FCC must come to grips with its processing problem. Congress and the public won't stand by indefinitely with monopoly situations existing in many major markets, and with no service at all in others.

IT'S EASY TO PICK A WINNER



IN THE HEART OF AMERICA!

IF YOU are among the many wise advertisers who "ride" under the colors of The KMBC-KFRM Team in the great Kansas City Primary Trade Area, your chances of being "on the nose" any hour of any weekday are 52 to 19. What's more, if you're not among the 52 firsts, you can be sure of "place" money, because The KMBC-KFRM Team just isn't running to "show"!

IT'S A FACT! According to the latest Kansas City Pulse survey (January-February, 1953), from 6:00 A.M. to Midnight, Monday through Friday, KMBC programs rate *first* in 52 of the quarter hours and *second* in 19—and NOT ONE SINGLE KMBC PROGRAM RATES BELOW SECOND IN LISTENERSHIP!

JUST AS IMPORTANT is the fact that of the top ten daytime programs listed, *FOUR are locally-produced KMBC features!*

Yes, indeed, it's easy to pick the winner in the Heart of America, but you owe it to yourself to get the complete story. Write, wire or phone KMBC-KFRM, Kansas City, Missouri, or your nearest Free & Peters colonel for

THE TICKET THAT WILL GET YOU *BOTH* WIN AND PLACE MONEY FOR YOUR PRODUCT OR SERVICE!





The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

The Swing is to WHB in Kansas City



WHB MUSICAL CLOCK

You can reach the family audience with Kansas City's original *Musical Clock* program, on WHB Mondays through Saturdays—6:30 a.m. to 9 a.m. 2½ hours of tuneful wake-up music . . . the correct time and temperature announcement every five minutes . . . and a five-state and local weather forecast.

A daily feature on WHB since July 12, 1931. Bruce Grant is the "Timekeeper," and salesman extraordinary! At 7 a.m. Charles Gray presents a 15-minute news report, and at 8 a.m., a 10-minute news summary. The Weatherman-in-Person is heard at 8:10 a.m. At 8:15 a.m., Reuben Corbin gives housewives a report on the fruit and vegetable market. Available: participating spots, "live" or transcribed minutes. Ask your John Blair Man.



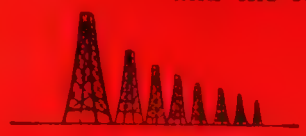
WHB NEIGHBORIN' TIME

2½ hours of noon-time Saddle Soap Opera from Triangle D Ranch, the Cow Country Club—with music by Don Sullivan and His Western Band. Bruce Grant is master of ceremonies, assisted by his ranch hand, Pokey Red. Charles Gray gives the AP and local 15-minute news report at noon. From 11:30 a.m. to 2 p.m., *Neighborin' Time* carries participating spots ("live" or minute transcriptions), and sponsored quarter-hours. If you sell to the masses, ride herd with this dinner-winner . . . and get your share of results when the payola chuck wagon comes around!



K. C. "BLUES" BASEBALL — PLAY-BY-PLAY BY LARRY RAY—154 NIGHT AND DAY GAMES

For the fourth consecutive season, WHB *exclusively* broadcasts all games, at home and away, played by the New York *Yankees'* No. 1 farm team, the K.C. *Blues.* Day games are played Saturday and Sunday, and on twelve mid-week dates during the season. One hundred and one games are at night. Muehlebach Beer and Kroysen Beer, for the fourth straight year, sponsor the play-by-play. Ask John Blair for minute spot availabilities before and after the games; and for Larry Ray's 5-minute "Scoreboard" immediately following each game, presenting scores from both major leagues and the American Association, sponsored by your product.



CLUB 710—*With "Oil" Wells as Master of Ceremonies*

His name is really *Earl Wells*—but a *voice* as smooth as oil, modulated to perfection, earned him the nickname "Oil." Monday through Friday, 2 p.m. to 4:45 p.m.—with the Top Twenty Tunes and standard favorites, recorded by the nation's leading bands and pop singers.



WHB NIGHT CLUB OF THE AIR

Mondays through Fridays, 11 p.m. to 1 a.m.—with Roch Ulmer as disc jockey. Request tunes by telegram—and the terrific salesmanship of popular Roch Ulmer!



Spring has Zing on WHB

WHB • KANSAS CITY'S OLDEST CALL LETTERS



1922-1953

WHB

10,000 WATTS IN KANSAS CITY

DON DAVIS
PRESIDENT

JOHN T. SCHILLING
GENERAL MANAGER

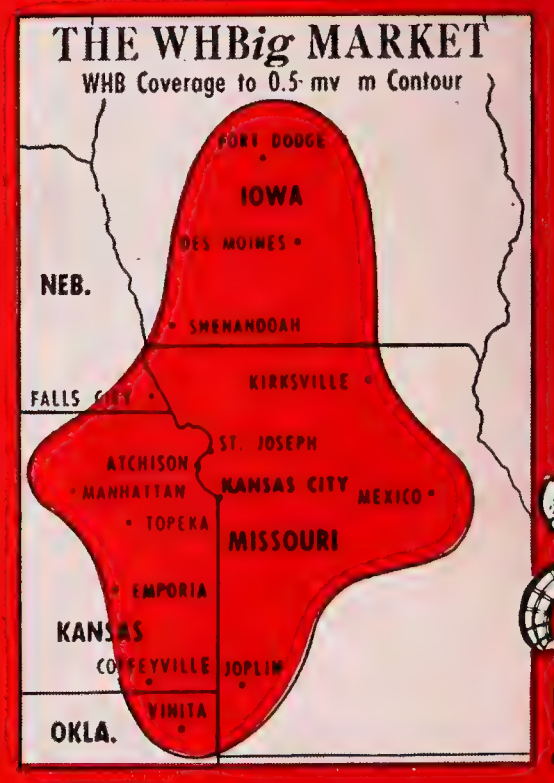
Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

FREE!
To advertisers and agency executives



DO YOU READ IT?
Swing, the 100-page pocket-size magazine published by WHB six times a year. Articles on marketing, advertising and research . . . excerpts from John Crosby's Radio and Television Column . . . pictures, jokes, quizzes and cartoons. Sent free to time buyers, advertisers, agencies, advertising and sales executives. Ask for a copy on your letterhead.



AY 18, 1953

35c PER COPY

BROADCASTING TELECASTING

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22ND year

THE NEWSWEEKLY
OF RADIO AND TV

ON TARGET WITH BOBBY BENSON



Here is the newest program success on WOR-TV: Nationally established as a star attraction in nine years of network radio (for clients like Kraft and American Chicle)—Bobby Benson now brings a top kid show into the nation's top TV market.

Appearing immediately after the fabulous Merry Mailman, and constituting the second half of WOR-TV's powerful children's hour, Bobby Benson represents one of New York's outstanding television buys.

Once again, WOR-TV adds real economy to television's tremendous sales potential. Call LOngacre 4-8000 for details.

IT'S GOOD TO BE ON WOR-TV

9

WLS

personalities build LISTENER LOYALTY



WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

MISS MARTHA CRANE

Martha Crane came to WLS "fresh out" of Northwestern University twenty-five years ago. From that time on she's been the "homemakers broadcaster" on WLS.

For eighteen of those years she has conducted the WLS FEATURE FOODS program. By far the oldest homemaker radio program on any Chicago station, FEATURE FOODS today has greater responsiveness than ever before. During her years as the "voice of the program" Martha has established her own home and raised her own family. She has encountered all the problems and lived the same life as have the women who listen to her daily, and she has applied the same practical advice and philosophy to her program that she has to her own successful career as a homemaker.

Is it surprising that she has developed a loyal, believing following of women throughout the vast WLS coverage area? Is it surprising that the resulting listener loyalty, built and nurtured over many years is reflected in the increasing sales results of advertisers who participate in her FEATURE FOODS program?

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

WLS The PRAIRIE FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE

890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

WHK

IS

CLEVELAND

You can't cover it -- without it!

Represented by Headley-Reed Company

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Kendig C. Bare, Mayor, Lancaster, Pa.
"sincere thanks and appreciation for excellent cooperation and assistance given the City of Lancaster"

Tri-County Crippled Children's Association, Inc., Harrisburg, Pa.
"your public service cooperation an important factor in over-all success of appeal"

Woman's Auxiliary, Good Samaritan Hospital, Lebanon, Pa.
"Extremely appreciative of fine public service you have rendered in so generously contributing free time"

Pennsylvania Highway Safety Education Association
"congratulates you for special features . . . friendly, helpful spirit"

Visiting Nurse Association, York, Pa.
"deeply grateful for amount of television time you allotted us"

Office of Commissioners of Berks County, Reading, Pa.
"sincere thank you for ourselves and in the name of all residents of Berks County"

York Safety Council York, Pa.
"invaluable role that your station has played"

Pennsylvania State College Division of Agricultural Extension
"your cooperation and the results a standard for future television arrangements"

Lancaster Osteopathic Hospital Lancaster, Pa.
"our thanks to you for the excellent publicity tendered us by your organization"

PEOPLE ARE IMPORTANT TO

WGAL·TV

NBC · CBS · ABC · DuMONT

Lancaster, Pennsylvania

And WGAL-TV is important to the people in the communities it serves. This loyal viewing audience assures advertisers profitable return for advertising dollars. Present your sales story in the homes of this extensive market including Harrisburg, York, Reading, Lebanon, Lancaster. You get consistent sales success because the people in the WGAL-TV trading area have money to spend for your product. The people in the WGAL-TV audience are your prospects. Reach them . . . sell them on WGAL-TV Channel 8.

WGAL | *Represented by* **MEEKER**

AM · TV · FM | **New York · Chicago · Los Angeles · San Francisco**

A Steinman Station • Clair R. McCollough, President

closed circuit®

PRESIDENT Eisenhower, perhaps unwittingly, is espousing government operation of broadcasting. In recommending budget for District of Columbia, which is federal territory supported by taxes from 48 states, he included $400,000 for uhf educational TV station in Washington. This believed recommendation of his brother, Milton, president of Penn State, and chairman of National Citizens Committee for Educational Television. Fight is foreshadowed in Congress, however, which sits as legislative body for voteless D. C.

★ ★ ★

ALL TV networks have been bidding for Ford foundation TV-Radio Workshop's junior version of its *Omnibus*, yet to be titled, but NBC-TV, it is understood, will get it. Half-hour prestige show, it probably will be sponsored. Negotiations also reportedly under way with ex-President Truman for his appearance on limited number of these telecasts.

★ ★ ★

AT LEAST four new business announcements slated to be made by NBC-TV to its affiliates at their meeting next week May 25-27 (early story, page 27).

★ ★ ★

"STILL WIDE OPEN" was word from GOP councils last week on upcoming vacancy at FCC to be filled by Republican. But still running hard is Charles Garland, KOOL Phoenix, who has been mentioned almost from start as successor to Paul A. Walker. New in running is Edward J. Heffron, former assistant to NARTB Chairman Justin Miller (June '46-Jan. '47) and who has been active with National Council of Catholic Men and other religious and educational groups. An attorney, he had served as public relations head of Johnson & Johnson.

★ ★ ★

BIG NEWS this week expected to be switch of Campbell Soups' *Double or Nothing* from NBC to ABC, effective June 22. Five-time per week strip (11:30-11:55 a.m. Mon.-Fri.) will constitute first business placed on ABC radio by Campbell. Transaction being handled through Ward Wheelock.

★ ★ ★

SHIFT in agency timebuying positions in New York will take place within next 10 days when Thelda Cordani, timebuyer with Benton & Bowles, moves to Compton Adv. in same capacity, while Lee Currlin, chief timebuyer at William H. Weintraub & Co., succeeds her at B&B on Procter & Gamble account. Meanwhile Joan Stark, timebuyer at Weintraub, will be promoted to chief timebuyer at that agency.

★ ★ ★

HOW MUCH of ASCAP's take of $16.34 million comes from billion-dollar Hollywood motion picture industry? Surprising figure last year was $650,000 for entire motion picture industry as against $1.3 million for TV clearances from single major network (NBC). CBS-TV paid almost equivalent amount. TV figure is based on AM formula for clearance at source, plus 10%.

POSTCARD survey asking 100,000 TV set owners whether they would rather pay $1 than miss seeing heavyweight championship fight on TV being conducted by Purdue U. Opinion Panel for Zenith. Dr. H. H. Remmers, panel director, has served as Zenith consultant on similar subscription TV surveys. Card does not identify Zenith as sponsor.

★ ★ ★

WHEN FCC appears today (Monday) before Senate Commerce Committee on status of TV licensing, there will be no integrated, concrete plan but, through Chmn. Hyde, is expected to expound projects which would accomplish expediting result. One involves submission of cases-in-chief in writing, with cross-examination limited to controverted issues; other would keep in hearing cases which might be settled by merger, dropouts, etc., thus blocking prospect of filing of strike applications. No agreement reached yet on setting up of processing lines which would give single station markets, and probably "white areas" having no service, first crack at hearings.

★ ★ ★

ALTHOUGH Thomas J. Slowie, Democratic hangover secretary of FCC, hasn't yet signified intention of resigning, candidates for this post are becoming active. Under consideration, it's understood, are Lt. Col. William B. Campbell, former Press Wireless executive and now on special assignment with Signal Corps, and Irving Swanson, former deputy clerk of House, whose forte would be 14 years of association with members of Congress. Decision may be made soon, with likelihood that Mr. Slowie will be asked to resign if he doesn't do so voluntarily.

★ ★ ★

AFTRA IS on organizing warpath again. Farm directors on West Coast are being courted. But stations are resisting on ground that farm directors are executive and on management level, not to be confused with announcers or disc jockeys.

★ ★ ★

THOUGH THEY lost out to NBC-TV, officials of rejuvenated ABC reportedly made what amounted to $2,340,000 pitch to NCAA for TV rights to college football games this fall (see story page 28). Though ABC-TV had no sponsor definitely set, General Motors, sponsor of NCAA schedule on NBC-TV, said to have sought first refusal if ABC-TV got the nod.

★ ★ ★

AMONG dozen or more color TV sets tested by National Television System Committee two weeks ago in Bayside, N. Y. (site of Sylvania Lab.), were two made by Hazeltine. Although Hazeltine does not manufacture receivers for public, circuity of company's receivers could be forerunner of Hazeltine-designed color TV set. Bayside tests took place in early hours of mornings, using New York Channels 4 (WNBT) and 5 (WABD) and DuMont's uhf experimental transmitter.

IN THIS ISSUE

LEAD STORY

NBC-TV Affiliates Committee, meeting in New York next week (May 25-27, Mon.-Wed.) to find out why, among other things, NBC-TV daytime commercial programming hasn't improved, will get their answers straight from the top man in the RCA-NBC ranks, Brig. Gen. David Sarnoff. *Page 27.*

ADVERTISERS & AGENCIES

This fall's bigtime football TV schedules are sewed up as General Motors makes a $3-3.5 million deal with NCAA for 13 collegiate games on NBC-TV, and Westinghouse Electric corners 10 pro games for DuMont TV telecasts in transactions with NFL. Six other advertisers close TV pacts in summer-fall signings. *Page 28.*

FILM

Increasing use of film in television sees step-up of production at Hal Roach Studios to fulfill network commitments. *Page 32.*

GOVERNMENT

A special compilation this week shows the exact status of all television applicants' hearings before FCC. *Page 52.*

Confident of victory, Sen. Edwin Johnson (D-Colo.) says he expects Senate approval of his bill to reinstate baseball's former rule 1 (d) giving the game's owners authority to prohibit radio-TV coverage of major and minor league contests within 50 miles from the "home" game's ball park. *Page 46.*

FCC brings its post-thaw TV grants to 360 with six commercial channel construction permits authorized in Honolulu; Cincinnati; Meridian, Idaho; Rockford, Ill.; Eugene, Ore., and Casper, Wyo., and an educational channel at Pittsburgh. *Page 50.*

STATIONS

Once again radio shows its essentialness as Texas stations come to grips with the death and destruction left in the wake of last week's disastrous tornado. *Page 56.*

KUHT (TV) Houston becomes the nation's first educational TV station on the air, and three more commercial video outlets begin at Bellingham, Wash., Elmira, N. Y., and Zanesville, Ohio, to bring total post-thaw stations to 64, grand total to 172. *Page 60.*

FEATURES

Sports Director Jack Murphy of WPIX (TV) New York describes his station's successful formula in telecasting baseball games. *Page 78.*

INTERNATIONAL

U. S. experts Alfred Scalpone of McCann-Erickson and Reg Clough of *Tide* magazine tell Assn. of Canadian Advertisers in Toronto what they can expect from TV's potency. *Page 92.*

UPCOMING

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Pennsylvania Assn. of Broadcasters Annual Convention, Bedford Springs Hotel, Bedford.

May 22: Nebraska Broadcasters Assn. Annual Convention, Clarke Hotel, Hastings.

May 25: Sigma Delta Chi Awards, Conrad Hilton Hotel, Chicago.

(For other Upcomings, see page 105)

AND NOW



...AMOS 'N' ANDY



...can be yours for exclusive sponsorship...market-by-market... local or regional.

Fifty two half-hour films of broadcasting's longest-running hit are ready to roll for you... 13 of them never before seen.

Amos 'n' Andy, during their run on the CBS Television Network—

...gathered a weekly audience of more than 16 million

...won more than half of the total viewing audience

...averaged nearly 3 viewers per set

...outranked the average rating of all network evening programs by over 40 per cent

...and built equal popularity in all sections of the country

No other comedy team has ever won the heart of the nation so completely. Now the Amos 'n' Andy success-story can be *your* story. Call or wire...

CBS TELEVISION FILM SALES

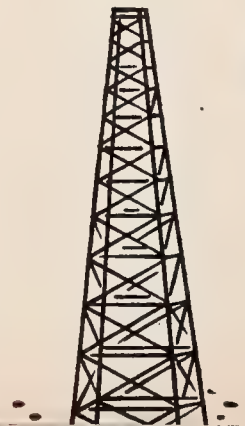
New York, Chicago, Los Angeles, Memphis, Atlanta, Dallas

Source: ARB, Oct. '52—Apr. '53

Once in a while, one radio station comes close to capturing the true nature of its city . . . draws its strength from the same forces that have made its city great . . . and because of this gives strong, forceful, popular voice to the entire city. This has happened in Pittsburgh . . . and the station is WWSW.

liked most by Pittsburghers . . .

because it is most like Pittsburgh!



WWSW

at deadline

Hausman Transfers To CBS-Columbia

LOUIS HAUSMAN, administrative vice president of CBS Radio, and with CBS since 1940, transferring to CBS-Columbia Inc., subsidiary, as vice president effective next Friday (May 22), CBS-Columbia president David H. Cogan is announcing today (Monday). Successor at CBS Radio not being named at present, it was reported.

In new post, announcement said, Mr. Hausman will have supervision of all sales, advertising, styling, merchandising, public relations, and other related activities of CBS' radio and TV set manufacturing subsidiary.

Mr. Hausman was manager of CBS sales promotions presentation division from 1940 to 1947, when he became associate director of advertising and sales promotion. He was named director of that department in 1949, was elected vice president in charge of advertising and sales promotion in August 1950, and was made administrative vice president of CBS Radio when company's radio and TV operations were divorced in July 1951. Before joining CBS, he had been associated with sales promotion and advertising activities of American Safety Razor Corp. and manager of sales promotion and advertising of Remington-Rand Inc.

Ziv 'Doubles' Business

ZIV Television Programs Inc. estimates business for first half of 1953 will equal or possibly top that for full year of 1952, M. J. Rifkin, sales vice president, said Friday. Company reports *Boston Blackie* last year was telecast on average of about 50 stations, is now on about 90; *Cisco Kid* average has risen from about 50 stations last year to about 95 now; *Unexpected* is up from 45 to 85; *TV Theatre* from 35 to 55; *Story Theatre* from 25 to 35, and *Favorite Story*, not on air last year, is now on nearly 100 stations.

'STADIUM RADIO'

INSTEAD of theatre TV, "Stadium Radio" was on tap—courtesy of KFBI Wichita—for baseball fans in Wichita who also wanted to hear Marciano-Walcott heavyweight championship bout Friday night. KFBI, in addition to carrying Gillette-sponsored ABC radio fightcast, planned also to feed ABC live blow-by-blow account into public address system at Wichita's Lawrence Municipal Stadium (capacity: 12,000) as full-length feature between games of double-header of Wichita Indians and Pueblo Sky Sox.

Johnson Urges Boost In FCC Appropriation

SEN. EDWIN C. JOHNSON (D-Colo.) last Friday offered amendment to Independent Offices Appropriations Bill. He asked $618,440 more for FCC above $7.1 millions approved earlier by Senate Appropriations Committee (see story, page 49).

Additional money, according to Senator's strategy, would provide for overall total of 40 examiner teams to process TV applications. Senate committee would allocate enough monies for 17 teams. Sen. Johnson would permit FCC to hire another 120 persons for TV.

Senate slated to debate appropriations bill today (Monday). Sen. Johnson has indicated he will fight on floor if need be to gain extra funds.

Court Grants NBC Decree

NBC granted foreclosure decree in Los Angeles Superior Court on some 200 TV film shorts made by Jerry Fairbanks, Hollywood producer, which NBC had originally financed. NBC claims $161,815 still due on $175,000 offer by Mr. Fairbanks to buy back films.

• BUSINESS BRIEFLY

PROCTER & GAMBLE ADDING • With fiscal year ending June 30, Procter & Gamble, Cincinnati, is adding markets and increasing schedules for Tide and Prell in radio for six weeks to absorb leftover money. Tide will add 14 markets, effective May 20 for six weeks, and Prell is increasing spot allotment on each station on its 32-station list, now carrying seven to ten spots per week to weekly total of fifteen. Agency: Benton & Bowles, N. Y.

MUSTEROLE IN SUMMER • Mustrole Co., Cleveland, normally seasonal radio advertiser, will use summer radio campaign for first time, starting May 25 in at least 15 southeast markets, with possible further expansion. Contracts run to October. Agency: Erwin, Wasey & Co., N. Y.

LEMONADE DRIVE • Minute Maid Lemonade Mix, N. Y., through Ted Bates Inc., N. Y., planning three-week television spot announcement campaign in limited number of markets during June.

TEXAS DRIVE • General Foods, for its instant Maxwell House coffee, is spending more than $15,000 in Texas for four-week radio saturation campaign to start in June, using minutes and station breaks. Agency: Benton & Bowles, N. Y.

SUMMER SCHEDULE • Kaiser-Frazer Cars, through William H. Weintraub & Co., N. Y., said to be interested in radio network shows for summer schedule. Networks are pitching various programs.

Cincinnati Transit FM Ends

TRANSIT radio service in Cincinnati will be discontinued June 1, Hulbert Taft Jr., WKRC-FM, announced Friday (see transit story page 42). Cincinnati Transit Co. and Green Lines affected.

12 TV Stations Join NARTB

TELEVISION membership of NARTB rose to 165 Friday as 12 post-convention acquisitions were announced by President Harold E. Fellows. New members are WEAU-TV Eau Claire, Wis.; WFTL-TV Fort Lauderdale, Fla.; WNAM-TV Neenah, Wis.; WNOW-TV York, Pa.; WTRF-TV Wheeling, W. Va.; KCEB (TV) Tulsa; KCGB-TV Minot, N. D.; KIMA-TV Yakima, Wash.; KMO-TV Tacoma, Wash.; KPIC (TV) Salem, Ore.; KTXL-TV San Angelo, Tex.; Sparton Broadcasting Co., Cadillac, Mich.

Harvard Dissents

DISSENTING from NCAA's limited-TV policy on collegiate football, Harvard U. announced it did not intend "to be bound by any program restricting its right to decide independently when and to what extent it will televise athletics." Authorities said Harvard has no plans to telecast games, however (also see story, page 28).

CBS-TV NEWSFILM BEGINS OPERATION

CBS-TV's new Newsfilm Dept., set up as separate unit to supply network's news department with complete daily coverage of world events [B•T, April 13], reported ready to swing into action as of midnight last Friday, when CBS-TV's contract with Telenews expired. Organization is headed by E. C. (Ned) Buddy, Warners and Paramount film veteran and with CBS in mid-30's, under news and public affairs director Sig Mickelson. Karl MacIlvaine, former chief engineer of CBS Television Recording, is operations manager. Other key personnel as reported by officials:

Chet Burger switched from CBS-TV news department to head national assignment desk. Frank Donghi, former United Press picture editor in Paris, heads foreign assignment desk. Office operations being handled by group including Jack Fern, formerly of Mutual; Larry Pickard, former publicity manager for *Omnibus* program on CBS-TV; Leonard Cautela, formerly of International News Service, and Ruth Knopf, Murray Bandel, John Hammerslough and George Kerrigon, all of CBS-TV. Dave Tullen, CBS-TV, is technical director, while two other CBS-TV men, Frank Fitzpatrick and Joe MacDonald, head traffic department and film library, respectively.

Howard Kany, former AP radio head in Washington, is manager of Newsfilm's Washington office [CLOSED CIRCUIT, April 27]. Working with him are Charles von Fremd, who has been in production of CBS-TV's *State of the Nation* series, and Donald Richardson, formerly of Cowles Publications. Operations in Chicago currently being handled in cooperation with CBS-owned WBBM-TV, while Bill Whitley heads Los Angeles office.

Overseas, Newsfilm has staffs in London, Paris, Vienna and Rome, plus free-lancers, exchange agreements with news film and TV companies, and cooperative arrangements with CBS Radio correspondents there. William B. Hannigan and William Gross represent in Korea, and expansion is being mapped in Far East and Southeast Asia, officials reported.

Just a part of the rich KEYL market served only by KEYL television morning afternoon and night



Even bigger than Detroit's famous Ford plant, General Electric or Socony Vacuum . . . KELLY FIELD IS THE NATION'S THIRD LEADING INDUSTRY. With a value of $1,840,000,000 and spending 335 million dollars annually . . . this huge air force base is the biggest industry south of the Mason - Dixon line . . . and is ENTIRELY WITHIN THE COVERAGE AREA OF KEYL TELEVISION. Cash-in on this gigantic market with KEYL, San Antonio's dominant television station . . . the station that telecasts 18 more hours of television programs per week than its nearest competitor...and has the highest ratings in 170 out of 179 daytime quarter hours.

A STORER STATION

And there's even more! In New York, call Tom Harker, National Sales Manager, 118 E. 57th St. . . . or in Chicago, call Bob Wood, 230 North Michigan Avenue. Find out for yourself.

National Representatives
Katz Agency

San Antonio's

KEYL

Channel 5

ABC • CBS • DUMONT

at deadline

Six TV Bids Filed; Would Ease AM 10% Rule

NEW YORK investment group including Albin May and George Becker tendered three more new TV applications, FCC reported Friday, boosting group's pending bids to limit of five. Three other new TV bids filed, including educational application for Cincinnati's reserved uhf Ch. 48. FCC also reported proposal to relax AM standards governing assignment of Class II, III-B or IV stations. New TV bids:

Merced, Calif.—Merced TV Corp. requests uhf Ch. 34, ERP 18 kw visual and 9 kw aural, antenna 443 ft. Principals: President Albin May, of Ladenburg Thalman Co., New York investment firm holding 10%; Treasurer Joseph Low (18%), and Secretary George Becker (22%), both New York attorneys, and three other New York businessmen and two firms. Mr. Becker also has minority interests in four other applications. Group also has filed for uhf Ch. 16 at Marshall, Tex., and uhf Ch. 34 at Goldsboro, N. C.

Beckley, W. Va.—Beckley TV Corp., uhf Ch. 21, ERP 19.4 kw visual and 9.7 kw aural, antenna 680 ft. Same group as Merced, Calif.

Clarksburg, W. Va. — Clarksburg-Fairmont Corp., uhf Ch. 33, ERP 21.5 kw visual and 10.75 kw aural, antenna 401 ft. Same group as Merced, Calif.

Wilmington, Del. — Independence Bcstg. Co. (WHAT Philadelphia), uhf Ch. 83, ERP 21.2 kw visual and 11.4 kw aural, antenna 251 ft.

Harlingen, Tex.—M. J. Raymond, vhf Ch. 5, ERP 100 kw visual and 66.4 kw aural, antenna 601 ft. Applicant is attorney.

Cincinnati, Ohio—Greater Cincinnati TV Educational Foundation, reserved uhf Ch. 48, ERP 19.1 kw visual and 9.5 kw aural, antenna 489 ft.

In proposal to relax "10% rule" in AM standards, FCC would permit Class II, III-B or IV stations to be assigned to channel suitable for such class when "need is shown" even though interference will be received within its normally protected contour under certain conditions.

Record was closed Friday by FCC Hearing Examiner Elizabeth C. Smith in vhf Ch. 12 contest for Portland, Ore., among applicants Oregon TV Inc., Columbia Empire Telecasters and Northwest TV & Bcstg. Co. Proposed findings due July 1.

Prehearing conference on Lancaster, Pa., vhf Ch. 8 case held Friday before Examiner J. D. Bond. Contestants WGAL-TV and WLAN present testimony starting June 1.

Testing of NTSC compatible color TV system will be extended into regular sustaining program hours at NBC's WNBT (TV) New York and Philco's WPTZ (TV) Philadelphia as result of FCC ruling Friday modifying special temporary authorizations for color now held by these two stations. Purpose is to get public reaction. Color may not be used on commercial shows, FCC ruled, and public must be told tests are only temporary and system being employed has not been approved.

Acquisition of KDYL-AM-FM-TV Salt Lake City by Time Inc. [B•T, April 6] filed late Friday. Publisher purchases all stock of Intermountain Broadcasting & Television Corp. for $2.1 million; then to assign license to TLF Bcstg. Corp. and sell 20% to G. Bennett Larson, president and general manager, for about $50,000.

Three new AM applications reported, including Pontiac, Mich., bid listing Charles E. Wilson Jr., son of Defense Secretary. They are:

Alexandria, La.—Winston O. Ward d/b as Rapides Bcstg. Co. (KIMP Mt. Pleasant, Tex.; KBEL Idabel, Okla.), 1270 kc, 500 w daytime.

Pontiac, Mich.—Chief Pontiac Bcstg. Co., 1460 kc, 500 w unlimited. Principals: President **Abe Lapides** (10%), retail clothier; Vice President **John Pomeroy** (25%), 27% owner of WILS-AM-TV Lansing, and Treasurer **Charles E. Wilson Jr.** (12.5%), General Motors auto and truck dealer.

Mt. Jackson, Va.—Richard F. Lewis Jr. (WINC Winchester, Va.; WHYL Carlisle, Pa.; WAYZ Waynesboro, Pa., and control of WFVA Fredericksburg, Va.), 790 kc, 1 kw daytime.

J. B. Rhodes also applied for assignment of license for KIBE Palo Alto, Calif., to Sundial Bcstg. Corp. [KDFC (FM) San Francisco] for $60,000.

EMERGENCY CONTRACT

UNIQUE commercial contract announced Friday by WOR New York provides for radio announcements over station in event of explosions, fire and other emergencies at Arlington, N. J., plant of E. I. du Pont de Nemours & Co. In event of serious emergency, du Pont will call WOR and dictate announcement to be broadcast at regular intervals at prevailing spot rate. Workers and their families have been notified to listen to WOR for factual, accurate report of emergency, station said.

Doerfer Advised Wisconsin To Seek Educational TV

FCC COMR. John C. Doerfer advised state of Wisconsin to file applications to show serious interest in educational TV channels reserved there, Philip Drotning, secretary to Gov. Walter J. Kohler, told B•T Friday in explaining governor's telegram asking FCC to withhold action on all of state's educational channels.

Governor's wire reported state legislature passed resolution Tuesday which (1) called for study of educational TV with report due to 1955 legislature; (2) asked FCC to continue reservations pending study's completion; (3) authorized governor to file bids in name of state for eight reserved channels, and (4) expressed "opinion" of legislature that channels should be used by highest education authority in state.

Bid for controversial reserved vhf Ch. 10 at Milwaukee is to be filed promptly, other seven soon, Mr. Drotning said. Ch. 10 bid will conflict with city application already on file. WISN Milwaukee also has petition pending before FCC for review of ruling affirming reservation [B•T, April 6].

MBS-Don Lee Consolidation

MUTUAL'S West Coast offices being consolidated with Don Lee network's Hollywood headquarters at 1313 N. Vine. Ned Tollinger, Mutual's West Coast operations director for past seven years, is resigning, with Don Lee President Willet H. Brown to be in charge of consolidated MBS-Don Lee offices. Rodney Coulson will handle press information for both Mutual and Don Lee, and Copp Collins, Mutual's West Coast press information manager, will concentrate on merchandising assignment until about Aug. 1, when he is slated to join Mutual press information department in New York. Mutual and Don Lee are parts of radio-TV operations of General Tire & Rubber Co.

PEOPLE

ROBERT CARPENTER, eastern manager of station relations for Mutual, named assistant director of station relations department, under Charles Godwin, director. **WALTER S. BATES,** account executive sales manager, Associated Program Service, named contact representative in Mutual station relations department. Both appointments effective June 1.

ROBERT H. HUSSEY, Young & Rubicam, Hollywood, moves to agency's New York office June 1 to supervise General Electric Co.'s radio and television shows.

GEORGE LINDMAN, in charge of San Francisco office of George P. Hollingbery Co., elected vice president of company.

ROBERT GILLHAM, executive, Cunningham & Walsh, N. Y., elected director of Thompson-Starrett Co., N. Y.

ROBERT DRUCKER, production supervisor at Pathescope, N. Y., to Transfilm Inc., N. Y., as project supervisor.

Pearson Will Appeal $50,000 Damages Verdict

FEDERAL jury Friday ordered columnist-broadcaster Drew Pearson to pay $50,000 compensatory and $1 punitive damages to former Assistant Attorney General Norman S. Littel for libel. Mr. Pearson said he would appeal verdict. Mr. Littel sued Mr. Pearson for $600,000, charging controversial columnist-broadcaster had (1) libeled him in 1949 newspaper column by stating he was propagandist for Dutch government and (2) defamed him in 1950 broadcast when Mr. Pearson was alleged to have said Mr. Littel was instrumental in getting Communist Polish government officials aboard the liner Batory before U. S. officials. Jury, which heard case for two-and-a-half weeks and deliberated for three days, made $50,000 award on first charge, but failed to agree on second.

Erwin-Page Wedding

MARRIAGE of Miss Virginia Erwin and Esterly C. Page, both of Washington consulting engineering firm of Page, Creutz, Garrison & Waldschmitt, will take place May 24 in Gadsden, Ala., bride-to-be's home town. Miss Erwin, one of first women in the U. S. to be licensed professional engineer, with FCC until 1948 when she joined firm of E. C. Page Consulting Engineers, predecessor to present partnership. Mr. Page has been engineer since 1932, and was assistant to General Eisenhower in the Mediterrean campaign. Newly-weds will honeymoon in Philippines where they will supervise new Voice of American radio installation.

Atlanta-Jackson Cable

AT&T Friday applied to FCC for permission to construct radio-relay route between Atlanta and Jackson, Miss., supplementing existing coaxial cable and open wire lines. Scheduled for completion early next year, 400-mile microwave route will provide six channels initially, two westbound for TV, one each way for telephone service, and one each way for protection and maintenance.

Desilu Starts Two Projects

DESILU PRODUCTIONS, Hollywood, Wednesday starts shooting half-hour pilot film with Danny Thomas for ABC-TV at Eagle-Lion Studios, under recent expansion program. Firm also has scheduled first of five half-hour films in CBS-TV *Jack Benny Show* series to start first week of June.

IN THE
Upper Midwest...

Nine out of
the Top Ten
multi-weekly
shows are on
Channel 5
where over
1,250,000 people
view
KSTP-TV
regularly



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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

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NOW!—THE NEW 50,000-WATT

KTHS

BROADCASTING FROM LITTLE ROCK

GIVES YOU ALMOST ALL OF

ARKANSAS!



After operating for 27 years from Hot Springs, Arkansas, with 10,000 watts on 1090 K C, Radio Station KTHS now moves 40 miles eastward to Little Rock, broadcasting on the same frequency with power increased to 50,000 watts. The only Class 1-B clear channel station in Arkansas, it now also becomes the only 50,000-watt station in the state.

With an established listening audience of 72,840 *families* (BMB Study No. 2) who still hear the station at their accustomed dial setting, KTHS expands its *primary* coverage to 1,002,758 people — covers an *additional* 2,369,000 people in its *secondary* area.

Under the same ownership as KWKH at Shreveport, KTHS is operated under the same proven policies which have made KWKH the dominant station in its area and one of the great stations in the South.

ALSO — ON JUNE 15, KTHS JOINS THE CBS RADIO NETWORK.

Your Branham Man will gladly tell you the full details of the matchless new technical equipment, the tremendous new programming with which KTHS now becomes by far the most important radio station in Arkansas. *Ask him* — or write us direct.

DAYTIME PRIMARY (0.5 MV/M) COVERAGE INCLUDES:

	ARKANSAS	MISSISSIPPI	TOTAL
Population	946,575	56,183	1,002,758
Radio Homes	237,954	12,740	250,694
Farm Population	341,434	32,350	373,784
Farm Radio Homes	71,594	6,830	78,424

Over 10% of our total primary coverage (more than 100,000 people) do not receive primary daytime service from any other radio station!

THE NEW 50,000-WATT (CBS SOON!)

KTHS

Represented by The Branham Co.
Henry B. Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

BROADCASTING FROM LITTLE ROCK, ARKANSAS

to cash in on the $730,000,000 Charleston, W. Va. market

PICK YOUR "SPOT"

Here's WKNA's half-millivolt area alone:

TOTAL POPULATION
671,178

TOTAL FAMILIES
186,235

RETAIL SALES
$407,643,000

FOOD SALES
$ 86,621,000

GENERAL MERCHANDISE SALES
$ 57,711,000

FURNITURE & HOUSEHOLD GOODS SALES
$ 22,968,000

EFFECTIVE BUYING INCOME
$730,771,000

Source—U.S. Census and BMB Survey, 1950

You're talking to $730,000,000 when you're on WKNA. And you're speaking with a power-packed voice that saturates the market completely and authoritatively. See how a spot of "personality" at an amazingly low cost, can produce amazingly high returns.



ON WKNA

*coming soon . . .
WKNA-TV!

WKNA is also sold as part of West Virginia's

personality package



WKNA WKNA-FM
Charleston — 950 KC
5000 W Day • 1000 W Night
ABC Radio Network Affiliate

WJLS WJLS-FM
Beckley — 560 KC
1000 W Day • 500 W Night
CBS Radio Network Affiliate

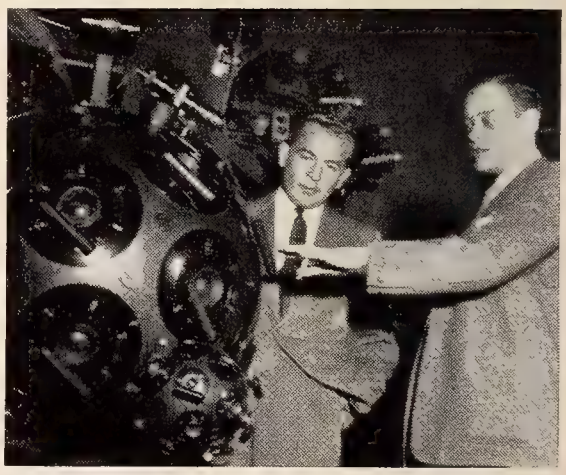
Joe L. Smith, Jr., Incorporated • Represented Nationally by WEED & CO.

ADVENTURE

CBS-TV, Sun., 5-6 p.m. sustaining.
Producer: Perry Wolff.
Assoc. Producer: Sam Goldwyn Jr.
Chief Writer: Charles Romine.
Scenic Designer: Jac Venza.
Chief Researcher: Robert Northshield.
Director: Allen Reisner.

THE BRIDGE between lecture hall and living room was crossed rather admirably May 10 by CBS-TV and the American Museum of Natural History, New York, in an intelligent new program series titled *Adventure*. Any notion that museums are drab, dusty archives housing things of negligible interest to a vast audience was quickly dispelled on this first telecast. Through the artful and imaginative use of television, viewers got a most palitable taste of so-called scientific programming, fascinating in content and polished in production. Unlike many other programs of this type, *Adventure* has something to say, not only to a narrow, select audience, but to everyone. And it says it in an unpretentious manner that spells the difference between success or failure in a venture of this kind.

The evolution and origin of all living matter, the source from which it springs, and the process of survival were explored on the initial telecast. Attention was focused on the museum's Hayden Planetarium for a look at our solar system. Consistently adroit camera work made



Charles Collingwood and J. Chamberlain
. . . cameras turn on our solar system

the viewer feel that he actually was taking this universal tour. Viewers got close-up looks at the surface of other planets; they saw the effects of the sun's life-giving energy; they watched nature at work beneath the surface of the earth. As they watched, Mike Wallace, CBS-TV's on-the-scene reporter, questioned Frank Forrester, a museum meteorologist serving as guide on this first trip, as viewers might have questioned him had they been on the other side of the TV screen. Interviews handled by Charles Collingwood, also of CBS-TV, had this same appealing quality. Narrative portions of the show were well written and delivered in a way that suggested this business of learning isn't always such a laborious task.

Well integrated with the rest of the show was a film on tuna fishing in the Mediterranean that brought *Adventure's* first adventure to a close. Again it was illustrated that a dramatic approach to factual material can produce gripping results.

This hour-long production was television at its creative best. Negotiations for this series have been in progress for the past eight months. The planning was apparent. Scientific fact coupled with the flexibility of TV production can get along well together.

BOOKS

RADIO AND TV BASEBALL edited by Hy Turkin. A. S. Barnes & Co., New York. 160 pp. $.50.

THE FIRST major league baseball handbook for radio and television fans was placed on sale at newsstands Thursday. It is a handy, paper-covered, pocket-size guide for baseball fans who cannot get to the park but can view the game on TV or hear it on radio. It enables them to follow the game more fully by describing such pertinent data as complete rosters of all teams, players' numbers, their age, height, weight and playing records. The schedules of every major league team is included, plus a digest of baseball rules, radio and TV stations carrying the various games and broadcasters and telecasters assigned to the various teams. It shapes up as an excellent "scorecard" for the home-bound baseball enthusiast.

HANDBOOK OF TV AND FILM TECHNIQUE by Charles W. Curran, Pellegrini & Cudahy, 41 East 50th St., New York 22, N. Y. 118 pp. $3.00

MR. CURRAN's small text is designed to furnish the layman with a background understanding of the production of motion pictures. It comes complete with charts and diagrams of production steps, lists wage scales, equipment and studio rentals and includes program and commercial standards set by legislation and by trade associations.

A feature of the book is its non-technical language, supplemented by a fair-sized glossary of the terms used in the business. Mr. Curran describes his intent as explaining what the producer does without trying to tell how to do it.

A section of the handbook is set aside for TV film production. The other main divisions cover motion picture production and production costs.

TELEVISION & RADIO IN AMERICAN LIFE, edited by Herbert L. Marx Jr. H. W. Wilson Co., 950 University Ave., N. Y. 52. 198 pp. $1.75.

THIS book is an ambitious collection of some 40 articles on radio and television which have appeared in various periodicals and journals, with the majority keyed to the newer medium, television; but throughout, according to Mr. Marx, "an attempt is made to judge the total effect of broadcasting—through both microphone and camera—on American life."

Each of six sections contains an introduction by the editor. Various aspects of broadcasting are treated in these sections, as follows:

"Television Takes Over," on what has happened because of TV and what may be expected; "Television in Public Life," on the medium's effect on political campaigning and other aspects of public life; "Broadcasting, Good, Bad and Mediocre," on radio-TV "peaks" and "depressions" in programming; "The Role of Advertising," on the broadcaster's and the advertiser's respective responsibilities to the public in selling goods; "Broadcasting as a Medium of Education," on the radio-TV roles, problems and responsibilities in education, and "Goals for American Broadcasting," on the aims and ideals of broadcasting in the U. S.



Totals are not enough!

WPRO can quote staggering public service announcement totals for Community Chest, Catholic Charities, Easter Seal, March of Dimes, CARE, Traffic Safety, and numerous other charitable and community interest campaigns. Last month alone, the abacus summed 584 public service announcements and 35 programs for the 1953 Rhode Island Cancer Crusade. And, the calculator showed over 200 weekly quarter hours since 1949 for the Volunteers of America . . . almost 100 weekly half hours since 1951 for the Community Chests of Rhode Island . . . over 250 "Farm Chats" annually for the University of Rhode Island . . . etc., etc., etc. But, totals are *not* enough! It's the planning, production, and on-the-air presentation of showmanlike public service programming that maintains and builds audience. That's *one* of the reasons why—*more New Englanders listen to WPRO than any other Rhode Island station!*

Another BIG Reason

CBS

WPRO AM & FM

CHERRY & WEBB BROADCASTING CO.

5000 Watts on 630 Kc in PROVIDENCE

Represented by Paul H. Raymer Co.

Sell On "MA

THE LATEST
WCKY
STORY

ONE-STOP
Muntz TV INC.
PICTURE CONTROL

SHOWROOMS 1507 CENTRAL PARKWAY — CINCINNATI 10, OHIO • PHONE: GARFIELD 4100

9 March 1953

Mr. Rax Dale
WCKY
Sheraton-Gibson Hotel
Cincinnati, 2, Ohio

Dear Mr. Dale:

Having been very busy since Mr. Demar's departure, I have had very little opportunity to listen to or monitor your radio shows until the [illegible].

I am hereby writing you this letter to go on record in informing you that you are doing a wonderful job. I would even go so far as to say the majority of our lead acquisition is primarily due to your spontaneous way of promoting Muntz TV.

I will stop by to see you at the station at my earliest opportunity.

Sincerely,

Jos. L. Murano
Cincinnati Branch Manager

JLM:jd

"...you are doing a wonderful job. I would even go so far as to say the majority of our lead acquisition is primarily due to your spontaneous way of promoting Muntz TV."

WCKY . . . ON THE AIR EVERYWHERE ● TW

:LIEVE BALLROOM" with Rex Dale

THERE'S NO "MAKEBELIEVE" *IN THE RESULTS*

Not only Muntz gets results on the "Makebelieve Ballroom". Advertisers such as these also expect . . . and get similar results:

KROGER — TIDE — ZEST — LIFE MAGAZINE — WONDER BREAD — McCORMICK ICED TEA — BOND CLOTHES — GRENNAN CAKES — DR. LYONS — BAYER ASPIRIN — SPIC & SPAN — PALL MALL — SWANSDOWN — BIRDSEYE — PAN AMERICAN COFFEE — BAVARIAN BEER — CENTRAL TRUST CO. — SHULTON OLD SPICE — MINUTE TAPIOCA — FLORIDA CITRUS — SILVERDUST.

Makebelieve Ballroom, daily 10 A.M. to 12 Noon and 3 to 5 P.M., Is Cincinnati's Most Popular Daytime Platter Show With No "Makebelieve" in

SALES and RESULTS

Fifty Grand in Selling Watts

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281



Y-FOUR HOURS A DAY ● SEVEN DAYS A WEEK

another Hooper
in Chattanooga—
another smashing
record of morning
leadership for...

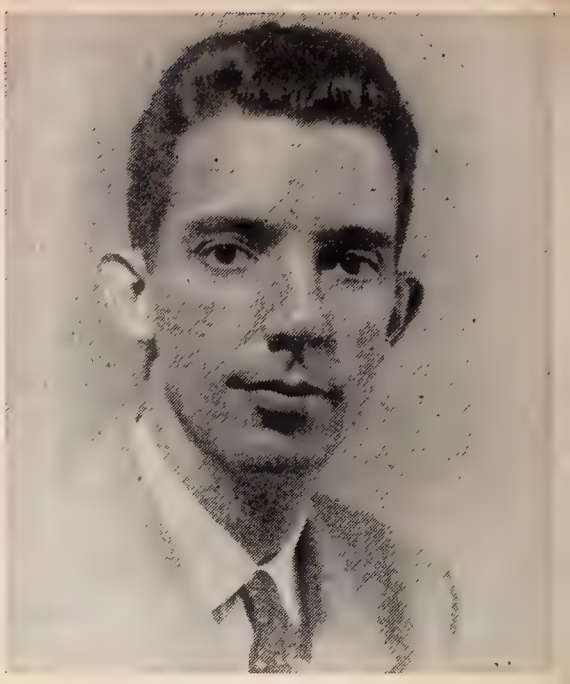
WDEF

now 5000 WATTS
DAY and NIGHT
ON NBC

WDEF
CHATTANOOGA, TENNESSEE

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

REPRESENTED BY BRANHAM



Lawrence McIntosh

on all accounts

WHILE he has not at all times been intimately connected with radio and television, Lawrence R. McIntosh has no whit less an appreciation for both sound media, because of his well-rounded advertising experience.

As vice president and account executive at Grant Advertising Inc., Chicago—and assistant to the president, Will C. Grant—he is responsible for activities of the Dodge group motor account at the agency's Chicago headquarters.

The Dodge Div. of Chrysler Corp. has been a fairly consistent user of the twin broadcast media, at seasonal intervals.

Larry McIntosh's forte has been merchandising, a word to be reckoned with these days in broadcast circles, as well as dealer contacts, public relations and sales promotion.

Mr. McIntosh came to Grant's Chicago headquarters in August 1951, fresh from a stint in the agency's New York office where he headed its international division.

Mr. McIntosh was born in Olympia, Wash., on Feb. 6, 1918. He entered the food marketing field where he was active until 1941 when he enlisted in the U. S. Air Corps. First Lt. McIntosh flew four-engine bombers in the Pacific during World War II.

After his discharge in November 1945, he joined the Pacific National Advertising Agency as merchandising director. He was active in that capacity with a group of Pacific Northwest agencies.

From that job, Mr. McIntosh joined the Western Beet Sugar Producers as Northwest merchandising manager. In August 1951 he shifted to Grant, serving as liaison man representing the agency in dealings with its foreign offices. He was active in sales and service as vice president of the expansive international division.

As a merchandising veteran, Mr. McIntosh feels this field may be appreciably explored. He feels that, where there is a lack of contact, the fault sometimes lies as much with the advertiser as with the broadcaster. He puts it this way: There often is a lack of coordination between the store salesman and the advertiser whose TV commercial the customer may have seen only the evening before. Salesmen frequently are surprised at the customer's knowledge of the product, he observes.

Mr. McIntosh is married to the former Wilma Polzin of Port Angeles, Wash. They have two children, Bonnie Kay, 8, and Kathryn Ann, 4. He is a member of Alpha Delta Sigma, national advertising fraternity, and has no particular hobbies since he gave up flying.

WAVE-TV, LOUISVILLE, CHANNEL 3

NOW GIVES YOU GREATER COVERAGE THAN EVER!



New **914-FT. ANTENNA!**
(above average terrain)

New **LOW CHANNEL!**
(from Channel 5 to Channel 3)

New **100,000 WATT POWER!**
(up from 24,000 Watts)

New, **ALL-NEW EQUIPMENT!**
(the most modern available)

First **FOR YEARS**

WAVE-TV NOW TREMENDOUSLY INCREASES ITS SUPERIORITY!

WAVE-TV—the only low-band VHF station in its area—is now telecasting from the tallest tower, on the HIGHEST POINT in or near Louisville, on a NEW low-band channel (3), with a NEW transmitter with radiated power of 100,000 watts! Our ALL-NEW equipment is the most modern obtainable.

Net result, according to FCC coverage curves: WAVE-TV now effectively reaches *85.5% more square miles . . . 54.6% more people . . . 51.5% more Effective Buying Income—gives you far greater coverage than any other TV station in this area!*

TOWER HEIGHT MORE IMPORTANT THAN POWER

100,000 watts on our new Channel at our new 914-ft. height (above average terrain) is equivalent to 600,000 watts from our old downtown tower and channel!

Check any TV engineer for the significance of our *new* antenna, our *new* Channel 3, and our *new* 100,000 watts of radiated power. Then ask Free & Peters for all the facts on the vitally important WAVE-TV *television* market.

WAVE-TV— NOW CHANNEL 3

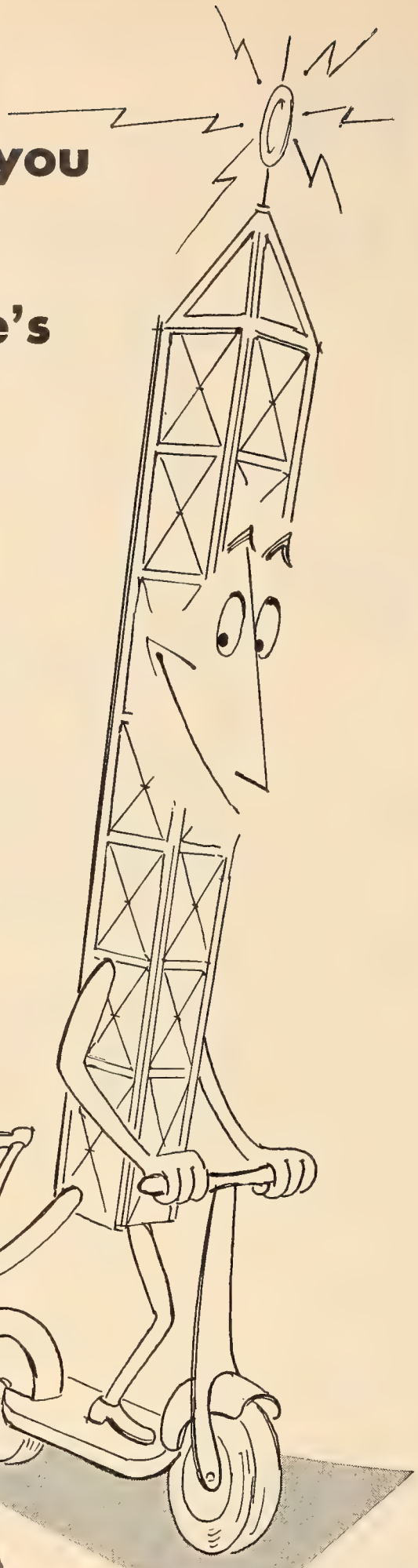
FIRST IN KENTUCKY

NBC • ABC • DUMONT



Free & Peters, Inc., *Exclusive National Representatives*

Wherever you Go there's Radio



● Up and down every street, every highway, every country lane, you'll find that most homes listen most to many of WGR's Columbia and locally originated radio entertainment, sports, news and farm programs!

For example: WGR has Buffalo's only "Mr. and Mrs." show . . . the long-popular Keatons, headliners in entertainment . . . and in ratings!

CBS Radio Network

WGR 55

BROADCASTING CORPORATION

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

OPEN MIKE

Amazing Results on TV

EDITOR:

We would like to tell you about one of the most successful promotions it has ever been our pleasure to handle.

The Baltimore Wholesale Grocery Company, the largest wholesale grocery company in the South, decided last May to try television. Prior to that time they had been running a newspaper ad, putting out hand bills and posters, and carrying on a regular weekly mailing to their member stores.

On May 22, 1952, we purchased a fifteen minute segment of *The Woman's Angle,* which was an established cooking show on WMAR-TV and which starred Ann Mar. The Baltimore Wholesale Grocery Co. made no effort to sell participations on this show. In the beginning the only product that was demonstrated was their own private label Land O' Lakes. We produced a brochure giving a resume of the show and made it available to any manufacturer or distributor who requested it. The acceptance was so overwhelming that very quickly the show was running one-half hour each Thursday. Soon it was necessary to buy one-half hour in addition on Monday. At this writing Baltimore Grocery is sponsoring *The Woman's Angle* three days a week, every Monday, Thursday and Friday.

In addition we have special shows, such as Christmas, Thanksgiving, and Picnic Time. We have been amazed at the results. We can actually trace results directly to this television show through one of the greatest barometers we have, Land O' Lakes canned vegetables, which must be purchased directly through the Baltimore Grocery in this area. We have watched the sales closely on these products and have seen them increase beyond 100%. Many of the other products which are advertised weekly on the television show are, of course, distributed through all retail outlets in this area. Therefore, we must judge the results which these participants receive solely on their reports to us. They have been without exception beyond our expectations.

According to Mr. George E. Thomas, advertising manager of the company, the objective is to sponsor the program one-half hour five days a week. Based on the acceptance of the show he feels confident that this objective will be reached in the very near future.

C. Hamilton Wise
Wise Advertising Inc.
20 E. Lexington St.
Baltimore, Maryland

Radio Powerful, too

EDITOR:

Thought you might be interested in what one of the largest furniture companies in the United States has to say about the power of radio. This letter was unsolicited and the results were not an accident. The following week we sold two truck loads of cedar chests and robes. This past week we ran Simmons Mattresses and they were sold out by Friday.

The formula is a simple one. Take one item. Write one spot. Run the one spot five times a day Sunday thru Friday.

James A. Dick
Owner-Manager
WVIK Knoxville

Dear Mr. Dick:

Never, never, never, have I ever seen a broadcasting station pull in as much business as your station did the past week (April 10-16, 1953) at our Knoxville store.

We had over 125 calls on the item that you advertised this week for us and today we are

still having many more calls.
I just want you to know that the pulling power of your new station is absolutely amazing to me, and I want to take this opportunity to wish you every success.

A. R. Moore,
Supervisor
STERCHI BROS. STORES INC.
Knoxville

Bindery Blooper

EDITOR:

Maybe "half a loaf is better than no loaf at all," but just the same, my week is ruined.

BROADCASTING • TELECASTING reached me this week with all pages beyond 78 missing. Even so, the publication still gives me more information than any other in the Radio-Television field.

I don't feel gypped by not getting all the pages, but may I, please, receive a complete copy by return mail?

Harman I. Moseley
Radio-TV Director
Olian Adv. Co.
St. Louis, Mo.

[EDITOR'S NOTE: Our apologies, Mr. Moseley. Issue is on its way.]

Lewin on Levin

EDITOR:

Your article "How Many TV Outlets Can the U. S. Support?" by Peter R. Levin [B•T, April 27, 1953] has done untold harm and inestimable damage to markets and areas not included where TV grants have already been granted or where applications and approvals are pending.

Your article combines certain markets such as Beaumont-Port Arthur, Texas, and Harlingen-Brownsville-Weslaco, Texas, but does not take into consideration a combination such as Lufkin-Nacogdoches, Texas. Two counties having a total population of nearly 80,000. When agencies, advertising men and others interested in the TV field read such an article as you have printed not noting the missing markets they are led to believe that TV, for instance in Lufkin, Texas, is not feasible and not worthy of their consideration for an expenditure in such markets. I am certain that there are many other markets falling into a similar category in which we have placed ours.

Richman Lewin
General Manager
KTRE Lufkin, Tex.

[EDITOR'S NOTE: Peter R. Levin, author of the piece about which Mr. Lewin writes, is a management consultant specializing in radio and television with offices in New York City. He points out in his article that "in the final analysis what a specific market can absorb in TV stations may depend upon a number of circumstances that cannot be measured in a general estimate such as this." He also says that there are "local variations that can be determined only on the ground." His article is intended to be a "general prognostication for the country as a whole," and should not be interpreted as being an attempt to decide finally the exact amount of business any market can produce for television.]

More School News

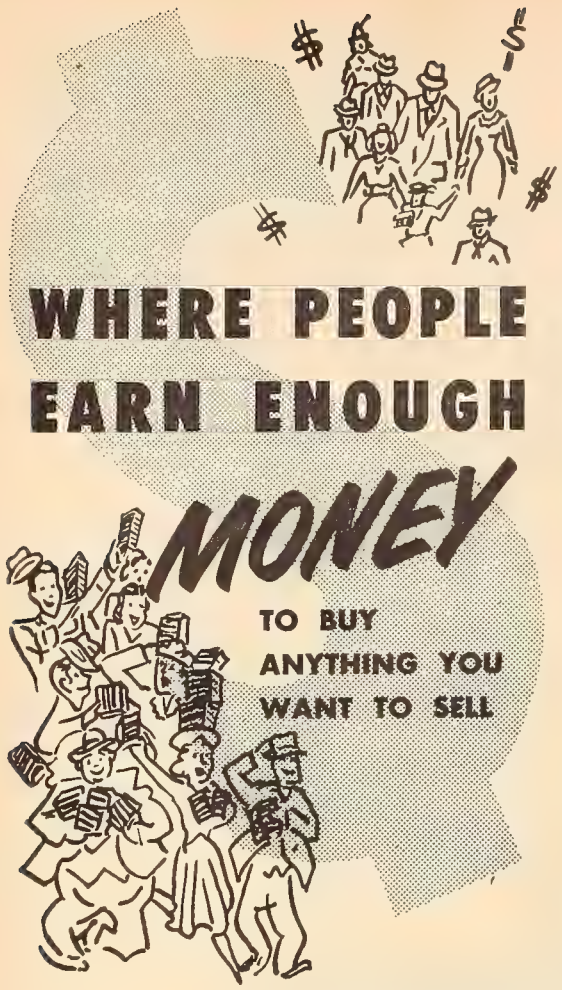
EDITOR:

B•T certainly plays an important part at Pierce. We maintain a placement service for past and future graduates and many top flight positions have been secured for our students through your magazine.

Would like to see more space devoted to schools if possible.

Jack Wilson, Dir. of Pub Rel.
Pierce School of Radio & TV
New York, N. Y.





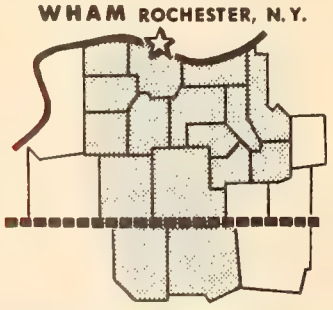
A 16-COUNTY MARKET
IN WESTERN NEW YORK
WITH A SPENDABLE
$2 BILLION INCOME

WHAM

will rate favorably in comparison with any Radio Station or market in New York State. "Sales Management Survey of Buying Power" quality of market index proves it.

WHAM has a complete market analysis of WHAM-land. Request a copy from George P. Hollingbery Company or WHAM.

WHAM ROCHESTER, N.Y.



50,000 watt—clear channel

WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM ★ NBC Affiliate
Geo P. Hollingbery Co., Nat'l Rep.

OPEN MIKE

It's Shepard of Springfield

EDITOR:

. . . . there is no such animal as Nash Dealers of New England, except as it may refer to individual dealers [FILM SALES, B•T, May 4, page 70] . . . . the facts are that the Bert L. Shepard Advertising Agency of Springfield, Mass., has purchased and is using as a 15 minute show, *Little Theatre* (produced by TeeVee Co., Beverly Hills) for Chicopee Nash Inc., Chicopee Falls, Mass., 7 p.m. Sundays, WHYN-TV Holyoke, uhf Ch. 55 . . . ."

Bert L. Shepard
Advertising
Springfield, Mass.

Yearbook 'Greatest Loss'

EDITOR:

. . . . you may have heard by now that the office of *Texas Rasslin,* a film service for television stations, burned May 1.

This will in no way interfere with our service to the television stations as our library of films and shipping department were not involved.

However, one of our greatest losses was your last edition of TELECASTING Yearbook. Please send us a new book immediately.

Maurice Beck
Texas Rasslin Films
Sportatorium
Dallas, Texas

Long-Time Reader

EDITOR:

For many years I have been a reader of BROADCASTING, before and since TELECASTING, and find that your fine book is always reliable and certainly abreast or ahead of the times. I am sure it is still considered one of the "bibles" of both industries.

J. Sam Fouts
Advertising Manager
Larus & Brother Co.
Richmond, Va.

To Reprint 'Bait' Story

EDITOR:

Your "bait" article [advertising of reconditioned sewing machines and vacuum cleaners, page 74, B•T, May 4] is very timely and contains news to me as to informal acknowledgment of receipt of complaints at FCC.

We request permission to reproduce the article, photographically, in a bulletin along with my own comment.

Homer E. Frye, Pres.
Better Business Bureau
Columbus, Ohio

[EDITOR'S NOTE: Permission granted, with proper credits.]

'Life' Plugs

COMPLAINT that KSPT Sandpoint, Ida., has been receiving news releases in the form of "plugs" for *Life* magazine is made by Norman E. Bauer, KSPT general manager. "Why is it, I wonder, that you are asking us to use this literature as a free service when I personally know *Life* magazine is buying spot time on certain stations to increase circulation of same," Mr. Bauer asked the publication. He noted that BAB data show the magazine reaches per week only 7% of the families of Bonner County, Ida.



NO DOUBLE SPOTS

NO SECRET RATES

Your advertising travels FIRST CLASS on KITE

AIMS Association of Independent Metropolitan Stations

San Antonio's Leading Independent

Nat'l Rep. John E. Pearson Co.



CLEVELAND'S *Chief* STATION

WJW

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED BY

H-R REPRESENTATIVES

WKY RADIO *Sells More*

because it reaches more Oklahomans!



Nielsen shows the following comparative standing for Oklahoma City Radio Stations . . .

STATION	NUMBER COUNTIES	DAYTIME WEEKLY FAMILIES	NIGHTTIME WEEKLY FAMILIES
WKY	**68**	**340,060**	**281,280**
STATION "B"	34	144% LESS THAN WKY	148% LESS THAN WKY
STATION "C"	11	415% LESS THAN WKY	417% LESS THAN WKY

WKY IS SERVING TWICE THE NUMBER OF COUNTIES, AND FAR MORE FAMILIES DAYTIME AND NIGHTTIME THAN ANY OTHER STATION IN OKLAHOMA CITY



New C. E. Hooper Radio Audience Index for all Oklahoma City Stations Shows:

SHARE OF RADIO AUDIENCE

TIME PERIODS	W K Y	STATION "B"	STATION "C"	STATION "D"	STATION "E"	STATION "F"	STATION "G"	NUMBER OF CALLS MADE
MONDAY THROUGH FRIDAY 8:00 A.M. - 12:00 NOON	**35.2%**	23.7%	20.5%	3.5%	3.8%	6.0%	4.5%	9,017
MONDAY THROUGH FRIDAY 12:00 NOON - 6:00 P.M.	**47.7%**	11.4%	7.3%	6.4%	11.8%	6.1%	4.5%	13,431
SUNDAY 12:00 NOON - 6:00 P.M.	**27.9%**	15.6%	17.9%	13.4%	8.6%	5.4%	6.8%	8,078
SUN. THRU SAT. EVENING 6:00 P.M. - 10:00 P.M.	**48.3%**	24.0%	13.2%	10.6%	*	*	*	36,646

**Station goes off air at sundown. (Above study made during February and March, 1953)*

★ **WKY now reaches more Oklahomans by one of the widest margins in its 33 years of leadership!**

WKY Radio

930 K.C. • OKLAHOMA CITY

Affiliated with WKY-TV . . . The Daily Oklahoman . . . The Oklahoma City Times . . . The Farmer-Stockman • *Represented by* Katz Agency

WTOC

can't do a job in . . .

Augusta, Ga., but

IT'S

FIRST

IN

SAVANNAH

GEORGIA'S SECOND CITY!

WTOC doesn't claim any audience in Charleston, S.C. Charleston stations have that market cornered. But in Savannah, and Metropolitan Savannah (Chatham Co.) where no outside radio station can do a thorough coverage job, WTOC delivers more listeners than anyone else.

----- Top weekly family audience, day and night, according to 1952 Standard Audit and Measurement Services report.

----- More than twice as many quarter-hour firsts as all other Savannah radio stations combined, according to December, 1952 Pulse*

WTOC

SAVANNAH

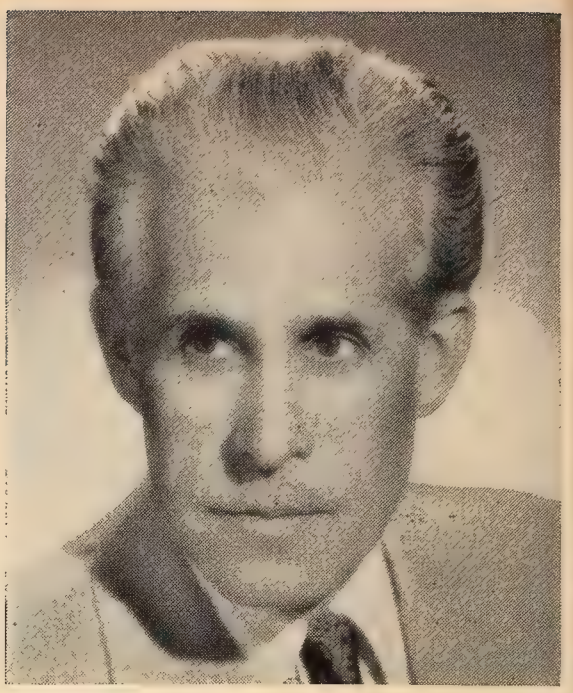
GEORGIA'S SECOND CITY
5000 WATTS 1290 KC CBS RADIO
MEMBER OF THE GEORGIA TRIO

Represented by THE KATZ AGENCY INC.

* Report covers hours between 6 AM and 6 PM.

our respects

to WALTER WHITE Jr.



FIVE years ago, with nothing more in his pocket than a contract calling for William Boyd's services in a radio version of *Hopalong Cassidy,* Walter White Jr. literally pounded the pavements trying to find people who would share his faith in the ultimate success of his proposed radio series. So strong was this faith that he had signed the contract with "Hoppy" instead of the one already drawn up with Douglas Fairbanks Jr. for his radio services as one of the *Three Musketeers.*

Today, as president of Commodore Productions & Artists Inc., Hollywood, Mr. White is kept busy as packager-producer, not only of *Hopalong Cassidy,* which is now being sponsored on a local and regional basis, but of *Tarzan* for General Foods' (Post Cereal Div.) sponsorship on CBS Radio, and of *Clyde Beatty* for Clinton Foods (Hi-C beverages) on partial Don Lee Network.

Having spent the World War II years with CBS Radio producing *Burns & Allen, My Favorite Story, The Orson Welles Show* and others, producing radio programs for the Office of War Information and working the graveyard shift in San Pedro as editor of a ship manufacturing firm's newspaper, he chucked it all in 1946 and formed a partnership with agency man Ed Woodworth. As Mr. White was living at the Commodore Apts. at the time and Mr. Woodworth wanted something with a nautical flavor, the name, Commodore Productions, evolved. Then began the lean and discouraging period of building shows nobody would buy.

Continues Alone

Changing the firm's name to its present one, following the departure of his partner, Mr. White engaged a financial director, Chester Place, to guide operations. Mr. Place suffered a sudden and fatal heart attack over coffee one morning in March, 1948, and Mr. White says "if I had had any sense I would have dropped the whole thing then and there."

But he didn't. Carrying transcriptions of "Hoppy", he made his way from broker to broker. When nothing was forthcoming except jeers, he advertised in newspapers for salesmen. Putting them on a commission basis, he sent them out to go from door to door selling stock in Commodore for $10 a share. By 1949 he was in business with a working capital of approximately $100,000 and some 300 stockholders who ranged from farmers and citrus growers to barbers and shopgirls.

In the same year, Lewis Food Co. (Dr. Ross Dog & Cat Food) started *Hopalong Cassidy* on Don Lee Network. Then General Foods signed a five-year contract and put the series on MBS, later moving it to CBS.

With "Hoppy" launched under an exclusive radio rights contract, Mr. White developed the *Clyde Beatty Show* in 1950. Lewis Food sponsored it, again starting an untried series on Don Lee. After passing NBC's *One Man's Family* and CBS's *Lowell Thomas* in radio ratings, Kellogg Co. picked it up thrice weekly on MBS during 1951.

The next step was *Tarzan,* started by Lewis Food on Don Lee in early 1951. General Foods took it on CBS in March 1952, while Lewis Food put *Clyde Beatty* back on Don Lee.

Radio was not the quiet-spoken Mr. White's original goal. Born in San Francisco Sept. 18, 1905, he always wanted to follow in his father's footsteps as an actor on the legitimate stage. He left Stanford U. before graduation to join the Maitland Players, was put under contract and stayed a year. This led to about 10 years acting in stock and road tours.

In 1932 Mr. White joined Earnshaw-Young Productions (since dissolved) as a radio actor-producer. He worked on such shows as *Chandu the Magician, Black and Blue* and created the leading role in *Count of Monte Cristo* (1934), all on Don Lee. The latter ultimately went MBS.

Tentatively feeling his way as a packager-producer he created *Nobody's Children* in 1939 and for four years served as producer-host of the MBS program which assisted in finding homes for underprivileged and relinquished children. Broadcast in cooperation with the Children's Home Society of California, many of his featured movie star guests adopted the children they were asked to introduce and sponsor on the program. Always close to his heart, Mr. White is seriously considering offers to take this series to the video medium.

Faith in Man

Indicative of the philosophy behind Mr. White's career is the admonishment once given him by his father many years ago, to "never lose faith in your fellow man." And, as Mr. White says today, "everything I have ever done has borne out the strength and wisdom in those words."

A man of many talents and much energy, Mr. White is currently concentrating his efforts on TV film in color. Already completed are four half-hour *Clyde Beatty* film programs with more scheduled. Not to forget radio, he is readying a transcribed series, *Story of the Stars,* featuring Nils Thor Granlund and interviews with entertainment "greats", in whose success he has been instrumental. Programs with Tony Martin, Sophie Tucker, the Mills Bros. and Carmen Miranda already have been taped.

Though left with little time for hobbies, he is an active member in Hollywood Ad Club and Academy of TV Arts & Sciences. He makes a Hollywood apartment his bachelor home.

BIG MIKE...
THE MERCHANDISING MAN



BIG MIKE is the physical trademark of KFAB, Nebraska's most powerful station.

Big Mike—the 50,000 watt KFAB—has the most influential voice in the Midwest Empire. He sells every kind of product to listeners in five states. Big Mike helps to ring the cash registers in over 5,500 grocery and drug stores in the area. His powerful selling voice—his merchandising and promotion tie-ins are well known, appreciated and respected by merchants in the Big Mike-KFAB area who do business amounting to well over a half a billion dollars annually. This ability to merchandise and promote —to sell—was reflected in KFAB's winning Billboard's Outstanding Achievement Award for Merchandising Promotion. Hear more about Big Mike . . . from Free & Peters or get the facts direct from General Manager, Harry Burke.

THE MIDWEST-EMPIRE STATION

1110 K.C.

KFAB

50,000 WATTS OMAHA CBS RADIO



Like mustard goes with hot dogs

More-listeners-per-dollar and W-I-T-H go together just like mustard goes with hot dogs! It's a natural combination!

Baltimore retailers know all about this. *That's why W-I-T-H carries the advertising of twice as many of them as any station in town!*

These more-listeners-per-dollar that W-I-T-H delivers mean *low cost results!* That's what you want from radio, isn't it?

Let W-I-T-H produce for you too—at low, LOW cost! Your Forjoe man will give you the whole story.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • *REPRESENTED BY FORJOE AND COMPANY*

BROADCASTING TELECASTING

May 18, 1953 Vol. 44, No. 19

SARNOFF TAKES NBC HELM FOR TV AFFILIATES MEET

RCA-NBC's board chairman will supply the answers next week as the NBC-TV Affiliates Committee meets May 25-27 (Mon.-Wed.) in New York. The affiliates want to know what NBC-TV is going to do about better daytime commercial programming. Meanwhile, NBC President Frank White will attend Britain's Coronation and take a vacation, while Vice President John West "fills in."

INCREASED participation by Brig. Gen. David Sarnoff, board chairman of RCA and NBC, in operations of the network was underscored last week with the disclosure that he, rather than NBC President Frank White, will carry the ball for management in next week's policy meetings with the NBC-TV Affiliates Committee.

Thus the stations for the first time in recent years will be dealing directly with the top decision maker—one who can give on-the-spot answers which, it has been their complaint in the past, heretofore have had to be qualified and delayed while network officials consulted with top management of the parent RCA.

Need for Success

Gen. Sarnoff's decision to take the key personal role for NBC in the TV affiliates' session —which comes amid reports of threatened defections by several key NBC-TV stations [B•T, May 11, 4]—also was construed as recognition on his part of the importance to NBC-TV that the meetings be successful.

Disclosure that President White would not participate in the meetings came with the report that he will leave this week to attend the June 2 Coronation of Queen Elizabeth II in London, after which he will take a well-earned vacation before returning later in June.

This was amplified in a letter in which Walter J. Damm, chairman of the NBC-TV Affiliates Committee, notified other committee members that "I have been advised by General Sarnoff that Frank White is ill and that the general himself will meet with us in his place."

Inquiries at NBC and among other friends of Mr. White brought the explanation that he was "very tired" and "exhausted," has been putting in long hours since joining NBC almost a year ago and especially since he was elected president the first of this year, and "needs a vacation." He goes to the Coronation as the representative of Gen. Sarnoff.

Mr. White's vacation plans—he's slated to leave Wednesday—also threw new light on the transfer of John K. West, vice president in charge of West Coast operations, to New York on a special temporary assignment. The transfer was proposed by President White when his vacation plans were decided upon, it is understood, and duties reportedly will include "filling-in" for Mr. White through liaison and coordinating work between NBC and RCA officials [B•T, May 11].

Mr. West's transfer, never officially announced, had inspired wide speculation—particularly in view of his rise in the RCA Victor organization, followed by the NBC assignment on the West Coast, which was generally construed as a move to give him "broadcast seasoning" before reassignment to broader duties.

The speculation over Mr. West's temporary duties was heightened by the atmosphere in which the reassignment came—at a time when several major-market affiliates were reported in negotiation for CBS-TV affiliations, capped by CBS-TV's announcement that it had captured the sales and program lead so long held by NBC-TV.

In next week's sessions, slated Monday through Wednesday in New York, the prime question in the minds of the TV Affiliates Committee will be directed toward NBC-TV's intentions in the matter of daytime commercial programming, it appeared last week.

Affiliates have long demanded more aggressive action from the network on this score—one in which CBS-TV, less than two weeks ago, claimed almost a 3-to-1 lead over NBC-TV. According to the CBS-TV claim, as of April 1 NBC-TV had 7½ hours of sponsored daytime TV programming per week, compared to 19¾ hours for CBS-TV.

Background on earlier meetings on the NBC-TV daytime programming situation was cited last week by one affiliate as providing, in itself, a good example of the importance of having Gen. Sarnoff, as top figure in the RCA-NBC hierarchy, personally represent the network viewpoint in next week's meetings.

Daytime Schedule

In a meeting of affiliates and network authorities in Chicago last December, it was reported, Joseph H. McConnell, then president of NBC, was urged to start to work immediately on a strong daytime commercial schedule for this fall, and in response to his suggestion a subcommittee of affiliates was selected to work with NBC officials toward that end.

By the time this group held another meeting, Mr. McConnell had resigned to take the presidency of Colgate-Palmolive-Peet Co. and Mr. White had been installed as president of NBC. Mr. White had been in office only a short time, however, and although unable then to discuss specific plans, he gave management's assurances that strong morning programming would be provided, it was reported.

Now, this affiliate continued, the stations want to know what has been, is being and will be done—and it appeared to be the consensus that no one is in a position to give the answers as directly and authoritatively as Gen. Sarnoff.

The same benefits would derive, it was felt, in connection with all other matters which may be brought up. While other subjects undoubtedly will be explored, daytime TV was expected to be the big one.

The meeting of the full committee of affiliates is slated to start at a luncheon on Monday. This session, according to plans reported last week, is to be preceded by a meeting of the Affiliates' Subcommittee on Daytime Programming and officials of the network. The subcommittee will report to the full committee in a private meeting Monday afternoon.

Color TV Demonstration

The sessions will be interrupted for a color television demonstration at Princeton Tuesday morning, followed by an NBC-and-affiliates meeting in the afternoon with Gen. Sarnoff presiding. Wednesday sessions may or may not include network officials, depending upon the desires of the affiliates.

Timetable for the three-day meeting was spelled out by Mr. Damm in his letter to other affiliates, text of which follows:

May 11, 1953

TO THE NBC TELEVISION
AFFILIATES:

I have been advised by General Sarnoff that Frank White is ill and that the General himself will meet with us in his place.

You will recall that we were to meet in a closed meeting among ourselves on Monday, May 25, beginning with lunch. This meeting still stands.

On Tuesday, May 26, we were to immediately go into a 10 o'clock meeting with NBC. This has been changed, after consultation with other members of the affiliates' committee, to a color demonstration at Princeton on Tuesday morning, with a closed meeting with NBC immediately after lunch with General Sarnoff presiding.

General Sarnoff has assured the affiliates' group that he will be ready to discuss in detail those problems which have been presented to NBC for discussion and that he will also answer any questions from the floor which the affiliates may direct to him.

The Wednesday, May 27, meeting still stands as originally scheduled.

Because of the injection of the color demonstration, if you had decided not to attend the meeting, you may want to change your mind. If you do change your mind and decide to attend the meeting, please let me know.

W. J. Damm, Chairman
NBC-TV Affiliates Group

$4.5 MILLION FOR GRID TV; NETWORKS' SALES TEMPO UP

NBC-TV and General Motors have completed plans with NCAA for the collegiate schedule, while DuMont TV and Westinghouse Electric have finished negotiations with the professionals. Six other major advertisers sign for summer television shows in a surge of summer-fall business.

AN ESTIMATED $4.5 million pair of collegiate and professional football television network deals paced a surge of fall-summer business signing by major advertisers last week.

The National Collegiate Athletic Assn. granted rights to its expanded TV schedule of college football games next fall to NBC-TV and General Motors for the second year in a row, at a cost expected to range between $3-$3.5 million for rights and network time.

In TV's first successful move into the pro football field on a weekly, nation-wide scale, Westinghouse signed with DuMont—under arrangements made by DuMont with the National Football League members individually — for sponsorship of a 10-week schedule whose cost for rights and time was placed at $1,347,000.



WESTINGHOUSE Electric Corp., DuMont TV Network and the National Football League (professional) complete negotiations for telecasting games of the 1953 season. Considering the plans are: (l to r) Seated, Bert Bell, NPFL commissioner; J. M. McKibbin, consumer products vice president, Westinghouse, and Chris J. Witting, managing director, DuMont TV. Standing, Tom McMahon, DuMont sports director; Edward T. Parrack, vice president; George Ketchum, president, and Lance Lindquist, in charge of radio and TV, all of Ketchum, MacLeod & Grove Inc., advertising agency for Westinghouse.

While football took the spotlight, at least six other major advertisers signed for summer television shows last week, and three other network TV sponsors were known to be seeking fall replacements for their current programs.

As shown in a B•T cross-check of business activity, the newly signed summer clients included Viceroy Corp., Cities Service, Willys-Overland, Toni Co., Purex Corp., and Schick Electric Shavers. Sponsors planning program changes in the fall were Campbell's Soups, Speidel Watch Bands and the Crosley Div. of Avco.

The professional and collegiate football arrangements, together, assure fans a strong weekend gridiron lineup this fall.

While schedules had not been completed in either case, the general plan drawn up by the NCAA-TV committee, and approved by NCAA members, calls generally for 13 college football TV dates—12 Saturdays plus Thanksgiving —or a gain of one over last year. The Westinghouse-DuMont pro schedule provides a form of split coverage in which cities having "live" pro games or other pro telecasts on Sundays will receive Saturday pro games from Westinghouse-DuMont, while cities in which there is no such conflict will receive Sunday games.

The NBC-General Motors schedule of collegiate telecasts, whose estimated $3-3.5 million rights-and-time cost compares with approximately $2.6 million last year, will start Sept. 19 and continue through Dec. 5. Though details remain to be worked out, it was said that more territory will be covered this year.

Presumably the coverage will follow the plan outlined a few weeks ago by the NCAA TV Committee, which includes some departures from last year's plan. One such feature is the introduction of a "Panorama Experiment", in which "two or three" of the dates would be devoted to pickups of portions of several games [B•T, May 4]. Small college games and sell-out contests may be telecast locally with NCAA approval, as last year.

Award of the collegiate rights to NBC and GM, announced jointly by Robert J. Kane of Cornell U., chairman of the NCAA TV Committee, and Asa S. Bushnell, commissioner of the Eastern Collegiate Athletic Assn. and NCAA TV director, brought this statement from GM president Harlow H. Curtice:

"We are delighted to be able to present the NCAA football television program for the second consecutive year as a public service. The genuine public enthusiasm for the 1952 series of college football telecasts was most gratifying to us and we are happy to continue our pleasant association with NBC, the NCAA and lovers of football everywhere."

NCAA TV Chairman Kane notified NBC President Frank White that "we have again selected your network to carry the NCAA football schedule because we know your facilities will enable the American sports public to get equitable and comprehensive coverage. . . . During the past two seasons NBC has succeeded in bringing to the people something more tangible than the meeting of two football greats. Millions of viewers were able to look behind the scenes of athletic prowess into the academic and cultural traditions which play an even stronger role in a student's life."

Other Networks Bid

Mr. White said NBC was "gratified" by being chosen to telecast "the great football rivalries of the nation" and was "even more gratified to be able again to take our cameras beyond the gridiron and into the colleges and universities to show the inner workings of scholastic and social centers of collegiate life."

Two of the three other TV networks—CBS-TV and ABC-TV—had bid for the NCAA football rights. NBC was represented in the negotiations by Davidson Taylor, director of public affairs, and Tom Gallery, director of sports. Kudner Agency is the agency for General Motors.

DuMont did not participate in the NCAA bidding for the obvious reason that its own Westinghouse-professional football arrangements were at the point of completion.

DuMont reported at least 65 stations set to carry the Westinghouse pro schedule. Of these, it was explained, approximately 45 are in markets which heretofore have not been able to see pro football on TV, and these will receive Sunday afternoon games. For 20 or 25 other cities, where "live" games are being held on Sundays, or where local sponsors are telecasting away-from-home games of pro-teams on Sundays, the plan calls for Westinghouse-DuMont to provide a regular schedule of Saturday afternoon or Saturday night games.

To make this split schedule possible, as football commissioner Bert Bell explained at a press conference Wednesday when Westinghouse announced the plan, most of the NFL teams agreed to play one or more games on Saturday.

Oct. 3 Through Dec. 12

The nine-game Saturday TV schedule will run from Oct. 3 through Dec. 12, with all of these contests to be played at night except those of Dec. 5 and 12, which will be afternoon games. The 10-game Sunday program, involving no change in the league schedule, starts Oct. 11 and ends Dec. 13.

J. M. McKibbin, Westinghouse vice president in charge of consumer products, who announced the sponsorship plans jointly with DuMont managing director Chris Witting, placed the rights-and-time cost at $1,347,000.

Mr. Witting, key figure in negotiations for the games and for Westinghouse sponsorship, estimated that by fall there will be 27 million TV homes in the U. S. and that of this number 26.2 million sets will be in cities where the pro games will be carried.

Next fall's pro schedule—whose dates and teams are to be announced shortly—will not be the first football TV experience for either Westinghouse or DuMont, or for the Westinghouse agency, Ketchum, MacLeod & Grove, Pittsburgh.

Westinghouse sponsored the first nationwide coverage of the NCAA TV schedule in 1951 through that agency while DuMont has carried

an extensive schedule of pro football games on a regional basis.

While pro football officials have, like their collegiate brethren, consistently cried that TV kills attendance, the *Philadelphia Inquirer* carried this statement in its story of the NFL deal:

"One club official seemed to think it was not improbable that an NFL team below the championship bracket could realize more than $100,000 in 1953 from this arrangement. The league owners are obviously delighted at the contract since they feel it will attract many new fans to the pro game."

Meanwhile, other new-business developments during the week included:

Effective May 24, Viceroy Corp. will sponsor a live program on ABC-TV featuring guest celebrities with Bert Lytell as regular m.c. on Sundays, 6:45-7 p.m. The show will be called *Orchid Room,* and is to follow the Walter Winchell program at 6:30-45 p.m. Ted Bates, New York, is the agency.

Cites Service Sponsors

Starting also on May 24, Cities Service, New York, picks up sponsorship of *Baseball Hall of Fame* on WPTZ-TV Philadelphia, Tuesdays and Wednesday, 11-11:15 p.m. The same program is sponsored by White Rock Corp., on WNBT-TV New York on Saturdays and on WABD New York on Thursday. Both advertisers are handled by Ellington & Co., New York.

On June 25, Willys-Overland launches *The Willys Theatre* presenting Ben Hecht's *Tales of the City* [B•T, April 20]. The series is a film presentation and will be seen alternate Thursdays, 8:30-9 p.m., on CBS-TV. Ewell & Thurber, New York, is the agency.

Beginning May 19, Toni Co., Chicago, will underwrite *Your Big Moment* on the DuMont network, Tuesday, 8-8:30 p.m., for 17 weeks. The program, designed to promote Toni Home Permanents, will replace Bishop Sheen's *Life Is Worth Living* for the summer. Toni's present program is a new version of the former radio-TV show *Blind Date* and will star Melvyn Douglas. Weiss & Geller, Chicago, is the agency.

Purex Sponsors Gleason

On June 27 and July 4, Purex Corp. Ltd. will sponsor two Jackie Gleason shows, Saturdays, 8-9 p.m., and will continue with the *Larry Storch Show* as summer replacement for the Gleason program starting July 11. Purex also bought a weekly quarter-hour of the *Garry Moore Show,* previously reported. Foote, Cone & Belding, Los Angeles, is the agency.

Schick Electric Shavers Inc. will sponsor the Preakness and Belmont Stakes, on both CBS Radio and CBS-TV, Saturday, May 23, 5:30-6 p.m. and June 13 at 4-4:30 p.m. respectively, through Kudner Agency, New York.

Among the candidates for new fall shows, Campbell's Soups is looking for a substitute for its *Aldrich Family* series, seen Fridays, 9:30-10 p.m. on NBC-TV. Agency is Ward Wheelock Co., Phildelphia.

Speidel Watch Bands and Crosley Div. of Avco, alternate sponsors of *What's My Name,* Mondays, 8-8:30 p.m. on NBC-TV, are understood to be studying a number of submissions to replace that program in the fall when Paul Winchell, presently featured on the show, leaves to star in his own program for Tide, Sundays, 7:30-8 p.m. on NBC-TV. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency for Speidel, and Benton & Bowles for Crosley.

In another development last week, Procter & Gamble was known to be preparing an altered daytime television schedule, the major item being a super *Welcome Travelers* format currently under preparation by the agency, Benton & Bowles.

American Machine & Foundry Co. meanwhile signed for return sponsorship next fall of *Omnibus,* the 90-minute TV series produced by the TV-radio workshop of the Ford Foundation. The program will return to CBS-TV in the Sunday 5-6:30 p.m. segment starting early in October, and will have four sponsors instead of five. Other advertisers have not yet been signed.

NCAA Limited Football Plan Gets 92% Member Support

MEMBER universities and colleges in a referendum showdown voted overwhelmingly to accept the NCAA limited football telecast plan. Announcement of the results were made in Kansas City May 9 by Walter Byers, NCAA executive director.

The vote was 157-12, representing agreement of 92.9% of NCAA members—the same affirmation per cent given during the association convention in Washington, D. C., last January. Last year the tally was around 95% for two conventions.

"Although the total number of votes cast in this year's referendum was slightly less than in the past, it is noteworthy that the ratio of affirmative votes to negative ballots is virtually identical to the previous votes," Mr. Byers said. Last January the tally was 172-13.

Mr. Byers said that TV networks, agencies and advertisers avowedly interested in the plan have been notified of its specifics. The plan was mailed to member schools April 25, with a deadline of May 4 set by the NCAA. Ballots received after that date were not adjudged valid.

Radio-TV Proceeds $300,000 for Fight

RADIO-TV proceeds from the Marciano-Walcott heavyweight championhsip fight scheduled last Friday in Chicago will reach $300,000 mark, James Norris, president of the International Boxing Club, said last week.

Mr. Norris made the statement in connection with published reports that Gillette Safety Razor Co. would spend $250,000 for all radio-television rights for the spectacle.

It was indicated the $250,000 will cover TV rights only. Gillette has agreed to spend $210,000, plus estimated expenses of $16,500 and the usual contract sum of $23,500 for regular IBC fights. The remaining $50,000, it was presumed, will go for ABC radio network coverage. The telecasts are carried by NBC-TV on the Gillette *Cavalcade of Sports.*

Mr. Norris said both fighters will receive 30% of proceeds from three-dimensional pictures made of the fight. Champion Rocky Marciano will draw 30% of all gate receipts, plus radio-TV-film proceeds. Felix Bocchicchio, as Jersey Joe Walcott's manager, reportedly forfeited any revenue from TV receipts and 30% of gate receipts and accepted a flat guarantee of $250,000.

Chicago and Milwaukee—and, according to ABC, Detroit also were scheduled for TV blackouts on the fight.

Esso Plans Safety Tips

EXTENSIVE use of radio and television, among other media, to bring safety messages to the country on a year-round basis was announced by Esso Standard Oil Co. last week. Stanley C. Ross, Esso president, said that, starting this month, the company will use radio and TV to bring safety messages "to nearly ten million families about twice a week."



WBNS Columbus, Ohio, has begun *Gene Fullen Show,* with Morehouse-Fashion department store as sponsor. L to r, Gene Fullen, disc jockey m.c.; Albert H. Green, mngng. dir., M-F; Real Comfort, WBNS acct. exec.; Frank Ward, M-F radio-TV dept. mgr.



WSMB New Orleans will carry *Boston Blackie* (Ziv) 52 weeks under Paretti Pontiac Motor Co. sponsorship. Signing are Joseph A. Paretti (seated), sponsor head, and (l to r) Jack O'Meallie, gen. mgr., and Harry Faucher, acct. exec., both WSMB, and Arthur Radlauer, Radlauer Adv. agency.



KLX-AM-FM Oakland, Calif., and *Burgie Roundup* music show sponsor, Burgermeister Beer, sign year's contract for show. Signing: Jim Molakides (seated), Golden Brand head, and (l to r) Ed Molakides, his son; Milton L. Levy, KLX mgr.; Bill Dailey, Emil Reinhardt Adv., and Milton Molakides, another son.

WLIB New York, in agreement with Columbia Buick Corp., will carry six newscasts weekly by Charlie Campbell (c). Others signing are Harry Novik (l), WLIB gen. mgr., and T. S. McDonough, Columbia Buick pres.



N.Y. COURT BACKS 'PIRACY' DECISION

Verdict last October awarding Duane Jones & Co. Adv. $300,000 in agency accounts piracy case against Scheideler, Beck & Werner Adv. is upheld by New York State Supreme Court's Appellate Division.

APPELLATE Division of the New York State Supreme Court affirmed by a 3-2 decision last Monday a $300,000 verdict awarded to Duane Jones & Co. for alleged pirating of agency accounts and personnel [B•T, Nov. 3, 1952]. Counsel for the defendants announced "an appeal will be prosecuted to the Court of Appeals as promptly as possible."

The Appellate Division ruled on an appeal from a jury verdict on Oct. 28 in New York State Supreme Court in a conspiracy trial against Scheideler, Beck & Werner advertising agency and seven other defendants, all former executives and employes of the Duane Jones agency.

Included in Judgment

Included in the judgment as affirmed, in addition to Scheideler, Beck & Warner agency, were Joseph Scheideler, Paul Werner, Joseph Beck, Eugene Hulshizer, Philip Brooks, Lawrence Hubbard and Robert Hughes. The appellate court cleared two defendants: Robert Hayes, formerly of Duane Jones, and Frank G. Burke Jr., treasurer of Manhattan Soap Co., but ruled that other employes breached "fiduciary duty" in forming a new company.

In his original suit, Mr. Jones, head of the agency bearing his name, sought $4.5 million and named as defendants nine of his employes and Mr. Burke. He charged they had demanded his resignation as chairman of the board and that when he refused, they walked out, taking with them half of the major accounts, representing an annual billing of $5.5 million.

The ruling opinion in affirming the verdict was written by Judge John Van Voorhis, who noted that all of the individual defendants "stood in fiduciary relationship with the plaintiff," and "were not justified in forming a new corporation" and "immediately appropriating fully half of plaintiff's business and almost its entire trained working staff."

Dissenting Justices

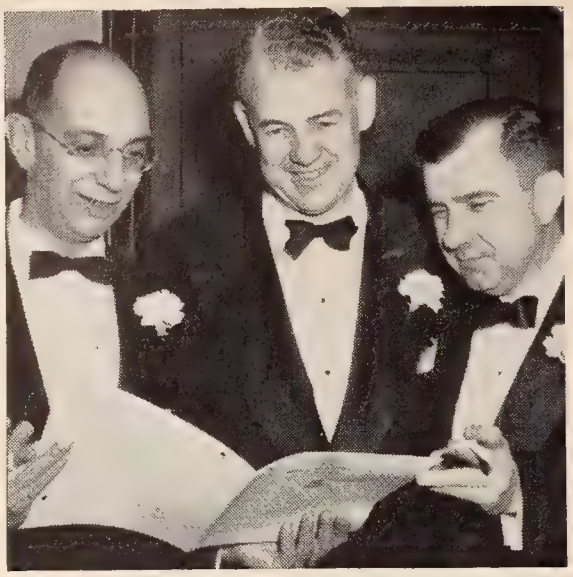
Dissenting were Justices Edward Dore and David W. Peck who held that "no wrongdoing, no fraud, no conspiracy, and no cause of action whatsoever had been proved against any of the defendants and that the complaint should be dismissed as to all."

Commenting on the decision, Mr. Jones declared that he was "gratified by the court's ruling," and added:

"But far beyond any personal viewpoint, I believe that the decision is a real contribution to progress and stability in the advertising business. At the same time, it has enabled me in one way, at least, to repay the business for all it has done for me."

Neil P. Cullom, counsel for the defendants, said the diversity of opinion "demonstrated the complexity of this case." He added that he viewed the opinions of justices Dore and Peck "in an encouraging light."

Thomas F. Boyle, representing Mr. Jones, told B•T Wednesday he plans to ask the Court of Appeals to include Mr. Burke and Mr. Hayes in the judgment, "as they were in the jury verdict."



NEW TREASURER of Brand Names Foundation, named at the group's 10th annual dinner in New York [B•T, April 20], is Louis Hausman (l), ex-CBS Radio administrative vice president just named CBS-Columbia second in command, who is congratulated by John W. Hubbell (c), vice president of Simmons Co. and outgoing BNF board chairman who continues as an honorary executive, and Frank White, NBC president.

NBC Reports Sales On AM, TV Programs

NBC's Central Div. last Tuesday reported a flurry of new business involving sponsors for two TV network shows—*Saturday Night Revue* and *Today*—and two radio network programs.

Bendix Home Appliance Sales Corp. has purchased a 10-minute segment of *Revue* on the full TV network effective June 6, when a new Hoagy Carmichael summer series replaces *Your Show of Shows* (9-10:30 p.m.), according to Edward Hitz, NBC Central Div. manager of radio-TV network sales. Contract is for 13 weeks. Agency is Earle Ludgin Co.

Magic Chef Inc. bought one weekly participation on Dave Garroway's *Today* starting Sept. 28 for six weeks. Agency is Krupnick & Assoc. Armour and Co., Chicago, though Foote, Cone & Belding, renewed its five participations per week schedule on the same show for 22 weeks. Mr. Hitz also announced 52-week renewals by Miles Labs., Elkhart, Ind., for two network radio programs—*News of the World* (five a week) and *One Man's Family* (five a week). Renewals were effective March 30. Agency is Geoffrey Wade Adv., Chicago.

NBC's o&o WNBQ (TV) Chicago also reported four new clients, including Procter & Gamble, for news cut-ins on *Today*, and the purchase of the daily 20-minute *Kids Karnival Kwiz* program by National Tea Co. Agency is Schwimmer & Scott.

ARF Research Booklet

ADVERTISING Research Foundation has issued "Criteria for Marketing and Advertising Research," a booklet which spells out things which must, and those which must not, be done to meet the requirements of good research. Criteria were developed by a subcommittee of the AAAA Committee on Research, composed of Edward Battey, Compton Adv.; Peter Langhoff, Young & Rubicam; David E. Robinson, Price, Robinson & Frank, and reviewed and revised by the ARF Technical Committee.

CMQ ACTS TO ADD NEW U.S. SPONSORS

THE CUBAN network, CMQ Havana, in a move that may open that market wider to American advertisers, is about to initiate alternating sponsorships of its telecasts.

Manuel Urquiza, CMQ sales manager, told B•T in New York last week the step will be taken "in the near future" to reduce cost of Cuban TV sponsorship, thus encouraging more American participation. The Cuban outlet previously has held to single sponsorship of a half-hour show on a regular weekly basis.

Mr. Urquiza, in New York to explain the plan to U. S. advertising agencies, said Cuba has 90,000 sets averaging 4.5 viewers per set. At least 50% of Cuba's five million people are in TV service areas, he said.

Mr. Urquiza said an English sound track may be changed to Spanish for $25 on a 20-second film commercial. He also plans to encourage American advertisers on musical half-hour programs to sponsor kinescopes of those shown on CMQ. "Cubans like and understand American music," he said. CMQ already has booked one American series, the *Howdy Doody* show, with audio in Spanish. Kellogg Co. is sponsoring one segment of the show, owned and packaged by Kagran Corp., New York.

At present CMQ telecasts from 11 a.m.-2:30 p.m. and 5-10:30 p.m. From 11-12 a.m. a woman's show is programmed; 12-1 p.m., a musical program sponsored by Colgate-Palmolive-Peet Co.; 1-2 p.m., a news program; 2-2:30 p.m., *Kitchen of the Air*, sponsored by Frigidaire, which has found the network so successful it has taken an additional half-hour nighttime show.

The 5 p.m. program begins with a film, followed by *Howdy Doody* at 5:30-6, and a series of westerns at 6-7:30 p.m. sponsored by Gravi toothpaste, a Cuban advertiser. Evening shows from 7:30 to 10:30 p.m., all live, are completely sold out.

CMQ has six outlets, with shows microwaved to four stations and kinescoped to two. By next year microwave will link the entire network, Mr. Urquiza said.

Kobak Named Panelist For Advertising Forum

EDGAR KOBAK, radio consultant and owner of WTWA Thomson, Ga., will serve as a panel member during a session of the *Chicago Tribune's* fourth annual Distribution and Advertising Forum in that city May 26-27.

Mr. Kobak is scheduled to appear on the May 27 morning panel in his capacity as president of the Advertising Research Foundation. Topics to be explored are the merits of advertising budget practices, cooperative advertising and responsibility for devising ad budgets.

Among other panel members are Thomas D'Arcy Brophy, board chairman, Kenyon and Eckhardt; John V. Sandberg, account executive, J. Walter Thompson Co.; Henry Schachte, advertising director, The Borden Co., and Alfred Steele, president of Pepsi-Cola.

Headlining the afternoon session will be A. S. Gourfain Jr., president, Gourfain-Cobb agency, and Eldon E. Smith, vice president and merchandising manager, Young and Rubicam. Their topic will be "Advertising and the Expanded Economy."



ON AMERICAN HAIR STYLING

If your lady appears one day with her hair coiffured as above, she is under the Italian Influence. This gamin hair-do arrived in the United States with a group of young Italian movie stars visiting New York. The girls returned, but their Italian Boy's Cut stayed on to capture America.

So it goes with all aspects of modern American life. The Italian Influence is having its way with our cars, our clothes, our menus, our interior decoration and our industrial design. If it's smart, new, elegante -- chances are, it's Italian.

If you've read our ads before, you know what this means in New York. WOV interprets the Italian Influence for better living to the great and prosperous market which understands it most readily, acts on it most quickly ... the market represented by more than two million Americans of Italian origin who live in the New York area.

Let us show you how WOV will put the Italian Influence to work for you, to make sales for your product in New York.

One of America's Important Stations
WOV
NEW YORK
5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

St. Louis BBB Conducts Ad Campaign on Vhf-Uhf

BETTER Business Bureau of St. Louis scheduled an advertisement in a local newspaper May 3 and 10, entitled "Facts You Should Know About Uhf and Vhf Television." The ad contains a list of questions and answers about the two types of TV as related to home sets, including conversion, antenna, local TV allocations and other problems.

The advertisement was run with support and cooperation by several set distributors, parts manufacturers and distributors, television stations and service companies. Tom Roberts of the Assn. of Better Business Bureaus Inc., New York, reports the St. Louis public service advertising is typical of that which has been conducted in several other cities.

Injunction Ordered

INJUNCTION preventing anyone from interfering with business operations of Phillip's Television & Appliance Co., Washington, D. C., retail chain, until creditors have had a chance to pass on the firm's plan for paying off an indebtedness of $686,125, was issued May 9 by Federal Judge Luther W. Youngdahl. Creditors are to vote on a plan by the firm for liquidating the indebtedness by monthly payments under Chapter 11 of the Bankruptcy Act.

Richard de Rochemont to JWT

RICHARD de ROCHEMONT, director and producer (*March of Time*), effective June 1 joins J. Walter Thompson Co., N. Y., as a vice president in radio and television. Mr. de Rochemont was associated with the *March of Time* for more than 19 years and recently directed the Lincoln series for the *Omnibus* show on CBS-TV.

NEW BUSINESS

Spot

Broil-Quik Corp. (infra-red cooking equipment) contemplating TV film spot campaign in several markets. Proposed campaign will probably employ 13-week contracts on staggered schedule. Agency: Zlowe Co., N. Y.

RCA Victor, Camden, N. J., plans radio-TV spot announcements for room air conditioners directed toward nightworkers.

Charles Quigley Co., Beverly Hills (Champale beverages), starts spot announcement campaign this month on KECA-TV KNBH (TV) and KTLA (TV) Hollywood, for 52 weeks. More TV stations will be added later. Agency: Roche-Eckhoff & Assoc., Hollywood.

Network

Chrysler Corp., Detroit, will sponsor *Chrysler Medallion Theater* over full facilities of CBS-TV, Sat., 10-10:30 p.m. EDT, starting July 11. Agency: BBDO, N. Y.

Friedman-Shelby Div. International Shoe Co., St. Louis, to sponsor *Tom Corbett, Space Cabet* on DuMont, alternate Saturdays at 11:30 a.m.-12 noon, effective August 29, replacing *Kids & Co.,* which firm has sponsored for past two years. Agency: D'Arcy Adv., St. Louis.

Sunkist Growers of California and Arizona (frozen orangeade and frozen lemonade), is sponsoring 5:30-6 p.m. EDT portion of *Super Circus* (ABC-TV) Sun., 5-6 p.m. for 13 weeks, starting June 7. Agency: Foote, Cone & Belding, L. A. Kellogg Co., Battle Creek, Mich., sponsors first half-hour.

Signal Oil Co., L. A., renews *The Whistler* on 27 Columbia Pacific Radio Network stations, Sunday, 7:30-8 p.m. PDT, for 52 weeks from May 31. Agency: Hal Stebbins Inc., L. A.

Agency Appointments

Monsanto Chemical Co., St. Louis, appoints Needham, Louis & Brorby Inc., Chicago, for All detergent.

Westminster Tobacco Co., subsidiary of Rum & Maple Tobacco Corp., N. Y., names Smith, Hagel & Snyder, that city.

Remington Rand Inc., N. Y. (electric shaver division), names Young & Rubicam, N. Y., to handle TV advertising.

Fruit of the Loom, Aldon Rug Mills Inc., N. Y., appoints S. R. Leon Adv., N. Y.

Dodge Dealers, Portland, appoints Grant Adv., that city. Radio-TV will be used.

Shirriff's Ltd., Toronto (food products), appoints, as of June 1, Willis Adv. Ltd., Toronto.

Sales Affiliates Inc. (national distributors of Zotos Permanent Waves and associated products) appoints The Getschal Co. Inc., N. Y.

Pacific Appliances, L. A. (distributor for Apex home appliances), appoints Beckman-Hamilton & Assoc., that city. **Milton Beckman** is account executive. Radio-TV will be used.

Berghoff Brewing Corp., Fort Wayne, Ind., appoints Rollman & Peck Adv., Cincinnati.

Home Style Food Products Co., Waterloo, N. Y., appoints Paris & Peart, N. Y. **Donald C. Porteous** is account executive.

Caloric Stove Corp. appoints Geare-Marston, Phila., effective July 1.

Reddy Travel Service, Kansas City, appoints Scott Assoc. Adv., that city.

Shorts

Christiansen Adv., Chicago, elected to membership in American Assn. of Adv. Agencies.

T. Tyler Smith Adv. Agency and **Vick Knight Inc.,** both Hollywood, accepted for membership in Southern California Adv. Agencies Assn.

Shrout Assoc. Adv., Chicago, expands to Saunders, Shrout and Assoc.

W. D. Lyon Co., Cedar Rapids, Iowa, opens office in Orpheum Electric Bldg., Sioux City.

ROACH INCREASES PRODUCTION TEMPO

Network commitments, including pilot film for ABC-TV, increase pace at the Culver City studios.

PRODUCTION is being accelerated at Hal Roach Studios Inc., Culver City, Calif., to fulfill recent network commitments and also to complete several new pilot films.

Under a newly-signed exclusive contract with ABC-TV [B•T, May 4], studio is to go into production next week on pilot film in *White Collar Girl* TV series starring Laraine Day in a situation comedy format. Burt Granet, Columbia Pictures producer, is producer-writer.

Scheduled for completion within six weeks are pilot films in *Guns of Destiny,* dramatic series showing how guns in history altered the course of events, and *Tales of a Wayward Inn,* based loosely on the novel of hotel life by Frank Case. Carroll Case, his son, will produce in conjunction with Mr. Roach Jr., vice president and executive producer for Roach studios. A musical comedy series told in flashbacks, *It Seems Like Yesterday,* is in negotiation stage with proposed stars Peter Lind Hayes and Mary Healy.

Being negotiated for inclusion in the ABC-TV package is a pilot film starring Joe E. Brown, formerly optioned by Official Films, and the first program in *Passport to Adventure* starring Cesar Romero, under option to CBS-TV.

Other Films Set

Production is underway on five half-hour films in *Racket Squad,* video series which Philip Morris Co. has signed as summer replacement of CBS-TV *I Love Lucy,* starting July 6 for 13 weeks. Remaining eight programs will be chosen from films already shown. Messrs. Roach Jr. and Case are co-producers.

My Little Margie, signed by Philip Morris to continue on CBS-TV throughout the summer, keeps to its schedule of one film weekly with Mr. Roach Jr., producing for Roland Reed Productions.



DISCUSSING commercials being filmed by Five Star Productions, Hollywood, for W. A. Sheaffer to be included on CBS-TV *Jackie Gleason Show* are (l to r) Russell Young, TV director, Russel M. Seeds Co., Chicago; Nancy Hadley, hand model, and Don A. Reed, the pen firm's advertising director.



Coverage that Counts!

WJIM-TV CHANNEL 6

covers 5 major Michigan markets
for NBC, CBS, ABC and DuMont



Truly an Area Station!

INS-TELENEWS ADDS 10 OUTLETS

INS and Telenews Productions last week announced sales of their TV news services to 10 additional stations, bringing their TV client list to a record high, according to Robert H. Reid, manager of the INS television department.

Mr. Reid also reported that WNBK (TV) Cleveland has signed for the new International News Facsimile service, joining a list of facsimile service clients which includes WBAL-TV Baltimore; WPTZ (TV) Philadelphia; WJAR-TV Providence; WNHC-TV New Haven, Conn.; WHUM-TV Reading, Pa., and WENS-TV Pittsburgh.

Latest signers for the INS-Telenews services were listed as WABC-TV New York; WNBK; WTVO (TV) Rockford, Ill.; WABI-TV Bangor, Me.; KOIN-TV Portland, Ore.; WTVR (TV) Richmond, Va.; WFTV (TV) Duluth, Minn.; WLOK-TV Lima, Ohio; WNBF-TV Binghamton, N. Y., and WJDX-TV Jackson, Miss.

Mr. Reid stated that all available Projectall units were sold during the NARTB convention, and new orders for this projection equipment are on a 60-day delivery basis.



ZIV TV Programs Inc. and some of the stations which carry Ziv shows were represented at the NARTB convention in Los Angeles when these men got together. They are: (l to r) Seated—John Barnett, KSWS Roswell, N. M.; Burke Ormsby, KTNT Tacoma, Wash.; George Johnson, KOB Albuquerque, N. M.; Walt Wagstaff, KIDO Boise, Idaho, and Jay Porter, KSWS. Standing—Walter Kingsley, Ziv western division sales manager; and Ziv account executives Jack Brumback, San Francisco, Leon Wray, Denver, and George Dietrich, Los Angeles.

NBC Notes Step-Up In Film Div. Sales

MARKED STEP-UP in sales of NBC Film Div. programs direct to television stations was reported last week by National Sales Manager John B. Cron.

He said most recent sales of *The Visitor,* which also appears on the NBC-TV network as *The Doctor,* included contracts with KFAZ-TV Monroe, La.; KMJ-TV Fresno, Calif.; WDSU-TV New Orleans; KCBD-TV Lubbock, Tex., and with the Lando Agency, Pittsburgh, for showing on WDTV there. *Dangerous Assignment,* in a total of 108 markets, has been sold most recently to KFAZ-TV and KMJ-TV; to WDAY-TV Fargo, N. D., for sponsorship by the Diamond Highway Furniture Co.; to KPIX-TV San Francisco; KNUZ-TV Houston; WMBR-TV Jacksonville, and to Syres, Pickles & Winn, agency for KTBC-TV Austin, Tex.

Additionally, the *Douglas Fairbanks Presents* series (68 markets) has been added by KTYL-TV Mesa-Phoenix, and the *Hopalong Cassidy* series (108 markets) by KFAZ-TV, KMJ-TV, and WDAY-TV.

UTP Sells 'Photoquiz' In 9 Markets for 52 Weeks

UNITED Television Programs announced last week it has sold its new *Look Photoquiz* program in nine markets on a 52-week basis, starting June 15. Latest sales on the program, produced by Telenews Productions, were to KTTV (TV) Hollywood, KDUB-TV Lubbock and KTYL-TV Phoenix.

UTP also has sold its complete package of all its half hour shows to WTVP (TV) Decatur, Ill., WFAM-TV Lafayette, Ind., and KMO-TV Tacoma, according to Sales Promotion Manager Monroe Mendelsohn. He also reported sales of *Old American Barn Dance* and *Counterpoint* to WLBC-TV Muncie; *Double Play With Durocher & Day,* to KHQ-TV Spokane; *Royal Playhouse,* to KPIX (TV) San Francisco and *Heart of the City,* to WCOS-TV Columbia, S. C.

Ed Ingle Leaves GOP to Join D. C. Film Company

EDWARD T. INGLE, radio-TV director of the Republican National Committee, has resigned to enter TV film production and corporation representation and public relations in Washington, he announced last week. Resignation is effective June 1.

Succeeding Mr. Ingle at GOP headquarters is Mrs. Vera Cassidy Ash, for the past three years Mr. Ingle's assistant.

Mr. Ingle, who has been in radio, newspaper and public relations work for the past 30 years [B•T, Nov. 10, 1952], will become an executive officer of Photorama Films Inc., newly formed TV and industrial film production firm, with offices in the Ring Bldg., Washington. Beginning with the 1946 Congressional campaign, Mr. Ingle managed radio-TV activities of the Republican National Committee through the 1948 and the 1952 Presidential campaigns.

Mrs. Ash joined the GOP committee as Mr. Ingle's assistant from Lee Paulin & Assoc., Washington radio-TV package production organization. Before that she was assistant to the general manager in charge of special events for Washington's WWDC, and had been a copywriter in New York and Wilkes-Barre, Pa., advertising agencies.

In the reorganization of the Republican National Committee, Mrs. Ash will work closely with former Congressmen George Stewart, new director of the GOP Speakers Bureau, according to Robert Humphreys, recently appointed publicity director [B•T, May 11].

Contract Breach Charged In Suit by Producer Pessis

SUIT for $66,900 damages was filed Tuesday in Los Angeles Superior Court by TV film producer Erman Pessis against accountant Milton B. Florman, attorney Arnold D. Krieger, Geraldine Florman, Pauline Krieger and Gerapaul Co.

The complaint charges the defendants with breach of contract, signed Oct. 27, 1952, for financing of additional quarter-hour films in the plaintiff's *Hollywood Newsreel* video series.

The sum asked includes $50,000 for loss of profits, $10,000 for damages to Mr. Pessis' reputation as a TV producer, $1,500 salary and the remainder for obligations incurred under the contract terms.

Action was filed through attorney Stanley Fleishman. Films made previously in the series are currently distributed by Screen Gems Inc., New York.

Film Sales

American Home Products Corp., New York, started the weekly half-hour *Orient Express* on KECA-TV Los Angeles May 12 for 13 weeks. Participating in the three-divisional campaign are **American Home Foods** (Chef Boy-Ar-Dee), **Whitehall Pharmacal** (Anacin) and **Boyle-Midway** (Old English Wax). Agency: **Geyer Adv. Inc.,** Hollywood.

Distribution

Stuart Reynolds Productions, Beverly Hills, has acquired distribution rights to *Jack London Adventure Theatre,* a half-hour TV film series in production by **Mutual Television Productions,** Hollywood. Three programs, filmed in Mexico, are completed, with 52 **Jack London** stories being readied for adaptation to TV.

•

United Television Programs Inc. will handle distribution of the TV film version of *Your Gospel Singer,* which will be produced by Gross-Krasne.

Availabilities

Broadcasting and Film Commission of the National Council of Churches of Christ of America films, originally shot for church distribution, will be released to television free of charge, according to **Oren Evans,** the group's West Coast director. Included are "Again Pioneers," "My Name Is Han," "Wings of the World" and "Kenji Comes Home," ranging in length from 30 to 75 minutes.

Production

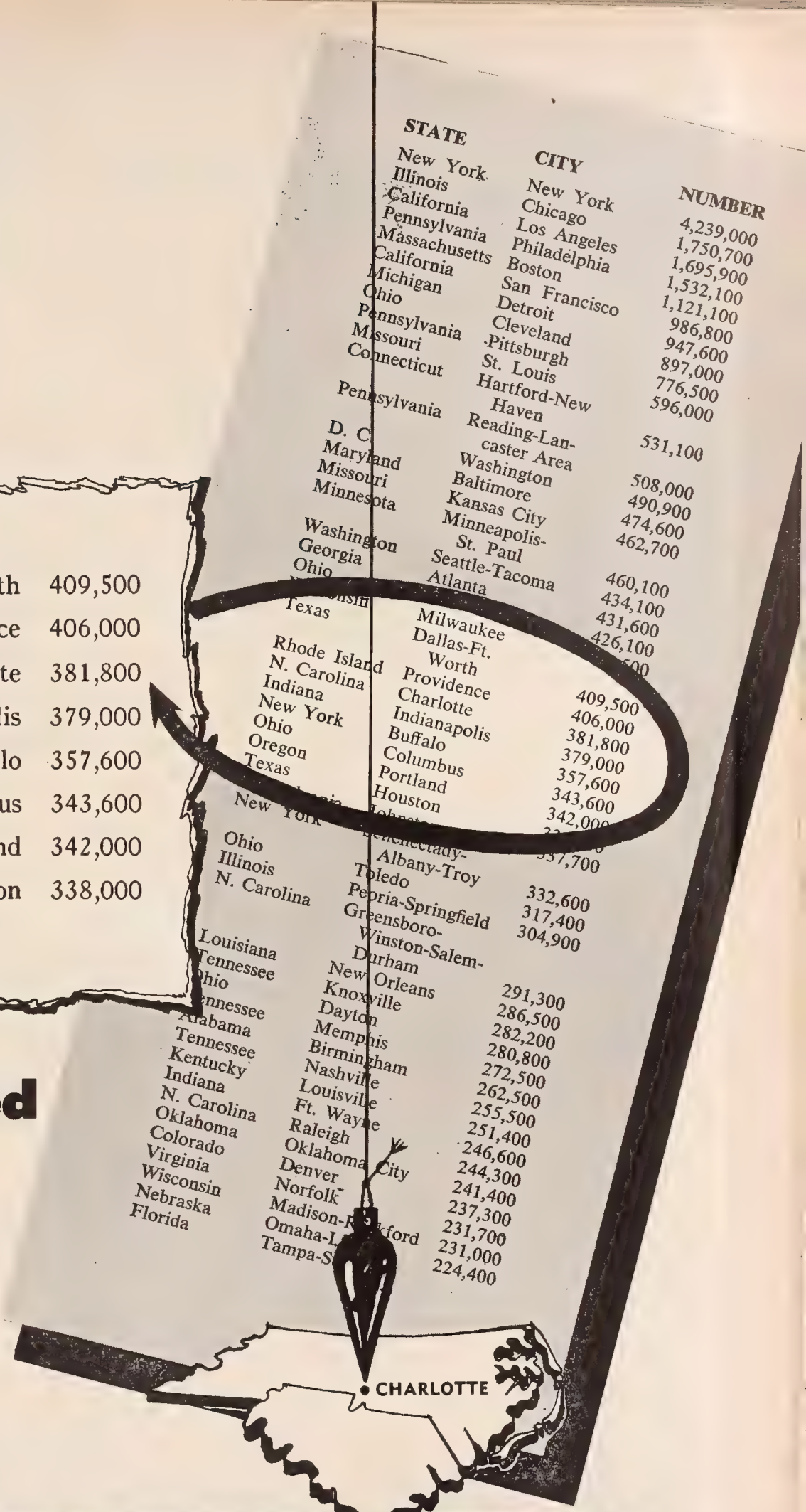
Roland Reed Productions, Culver City, gets underway next month with *Rocky Jones,*

confirmed

CHARLOTTE'S POSITION IN THE NATION'S FIRST 25 MARKETS

Now Charlotte is ranked as 23rd among 112 television markets projected by John B. Crandall, media director of Sherman and Marquette, as reported by Broadcasting • Telecasting magazine

21	Texas	Dallas-Ft. Worth	409,500
22	Rhode Island	Providence	406,000
23	North Carolina	Charlotte	381,800
24	Indiana	Indianapolis	379,000
25	New York	Buffalo	357,600
26	Ohio	Columbus	343,600
27	Oregon	Portland	342,000
28	Texas	Houston	338,000



and re-confirmed

23rd radio market in the nation. The Charlotte Market's rank is determined by comparing total SAMS audience on the basis of one station per market.

20th in the nation in TV sets. Among all U. S. TV markets, Charlotte ranks 20th in total sets — 7th in total sets among single station markets.

22nd in population. According to Hearst Advertising Research summary of 200 American markets, the Charlotte market is 22nd in population.

CHARLOTTE'S BIG **2**

WBT · WBTV

plumb in the middle of a fabulous market

JEFFERSON STANDARD BROADCASTING COMPANY, *Represented Nationally by CBS Spot Sales*

THE RICH FLINT MARKET IS STILL GROWING...



AND WFDF IS KEEPING PACE!

Flint, Michigan, is the WORLD'S LARGEST General Motors plant city . . . and it's getting bigger all the time! General Motors 5,400,000 square feet of plant expansion here since 1950 means more jobs . . . more workers . . more retail sales . . AND MORE LISTENERS for Flint busy first station, WFDF! To SELL your product in the RICH FLINT MARKET, buy WFDF, FIRST IN FLINT!

- 53,365 G.M. employees in Flint earned $251,459,199 in 1952.
- 68,532 G.M. employees in the WFDF market area earned $318,765,000 in 1952.
- 40% of the G.M. employees in Michigan live in the WFDF area.
- Almost 1/3 of G.M.'s total Michigan payroll is poured into the WFDF area.
- WFDF completely dominates this rich industrial market.

WFDF FLINT, MICHIGAN

NBC AFFILIATE

"Our 31st Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

Space Ranger, science-fiction TV film series to be distributed by **United Television Program Inc.** The series will be ready for fall release.

With the signing of **M. Bernard Fox,** assistant program manager for DuMont Television, New York, as producer, the firm plans production on pilot films in three new TV series. *Waterfront,* a situation comedy, deals with the chief tugboat captain and his two sons, a tugboat captain and a policeman. *Men of Justice,* a dramatic series, will draw on material from crime solving bureaus, F.B.I., Scotland Yard and others. *Alarm,* dramatic in format, features a central character against the background of a city fire department.

•

Bolex 3-D process will be utilized by **Telemount-Mutual Productions,** Hollywood, in three half-hour films in *Cowboy G-Men* TV series depending upon outcome of further color tests according to executive producer **Henry Donovan** [B•T, Feb. 9]. Current group of 13 programs is in production with interiors being filmed at Jerry Fairbanks Studio. The series starring **Russell Hayden** and **Jackie Coogan,** is distributed by **United Artists TV Corp.** and is sponsored by **Purity Bakers Corp.** in 24 markets.

•

Interstate Television Corp., Hollywood, has resumed production on *Ethel Barrymore Theatre,* after completing first sale of the half-hour TV film series to **Ford Dealers Assn.,** San Francisco, through **J. Walter Thompson Co.** for showing on KPIX (TV) that city. In production are "The Peabodys," starring **Eddie Bracken** and **Jeff Donnell;** "Mimsel's Man," Miss Donnell and **Michael O'Shea;** "Fire In the Night," **Gene Lockhart;** and "Funny Money," **Marshall Thompson.** Miss Barrymore appears in the prologue to the four programs. Rotating as directors are **Lewis Allen** and **Gerald Mayer.**

•

A new company, as yet unnamed, is being formed to produce bi-lingual video and motion picture films in Mexico City by **Manuel Cezana,** producer - director with Calderon Pictures, Mexico City, **Tito Guizar,** singing night club-TV personality, and screen actresses **Ann Sheridan** and **Delores Del Rio.** With headquarters at Tepeyac Studios, the firm gets underway when Mr. Guizar completes current seven quarter-hour TV film assignment for Calderon Pictures.

•

Real George Corp., headquartered at Republic Studios, North Hollywood, has been formed by **Richard Bare,** producer of Warner Bros. "Joe McDoakes" feature film shorts; **George O'Hanlon,** star of the series; **Gordon Levoy,** TV film producer, and **H. H. Guild.** The firm is in production on *Real George,* half-hour situation comedy TV film series, starring M. O'Hanlon in role of a department store salesman.

•

Harriscope Inc., Beverly Hills, has been formed to produce and distribute a wrestling TV film series. Headed by **Burt I. Harris,** the firm has acquired McConkey Productions' library of wrestling films now being shown in 25 markets on a regional and local basis. Serving on the board of directors is **Irving B. Harris,** executive vice-president of Toni Co., Chicago.

•

Arrow Productions, Hollywood, starts production in July on additional 26 half-hour films in *Ramar of the Jungle* TV series starring **Jon Hall** and currently on the air in 30 markets. To be distributed on a regional basis, the new group will have an African locale. **Leon Fromkess** is executive producer. Plans for *King*



Millions of viewers weekly will follow the Visitor through barred gates into the lives of fascinating people. And, wherever he goes,

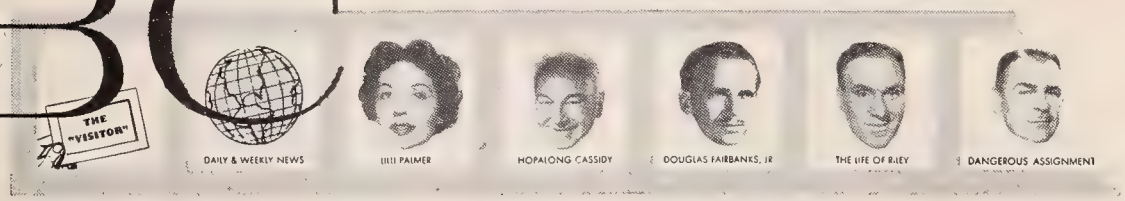
The Visitor Sells Your Products!

In your markets, at local prices, you can sponsor this high-rated program exclusively. As "THE DOCTOR" on NBC Network, it scored a 5-month average Nielsen of 29.2. In brand-new format, the show is fresh, appealing, popular.

What's more, each sponsor's sales efforts are strongly supported by advertising, promotion, publicity, exploitation and merchandising. You get the program PLUS the full force of this powerful backing.

Order "THE VISITOR" immediately for your specific markets. Don't delay. Call or wire today.

NBC FILM DIVISION



NEW YORK, CHICAGO, LOS ANGELES

Arthur & Knights of the Round Table and *Ringside,* projected film series, are still tentative.

•

Screen Gems Inc., Hollywood, has completed the 39th half-hour film in NBC-TV's *Ford Theatre* series, "The People Vs. Johnston." Starring **Paul Muni,** the film was produced and directed by **Arthur Dreifuss** from script of his original story. Production resumes June 1 with "Doctor's Downfall," the first film under a new contract with the **Ford Motor Co.** for an additional 39 programs to start on NBC-TV Oct. 1. **Paulette Goddard** is starred.

•

Don Sharpe Enterprises, Culver City, is producing "Love At Sea" for inclusion in CBS-TV's *Four Star Playhouse.* The initial script effort by **Benita Hume** (Mrs. Ronald Colman) stars **Merle Oberon.**

•

William F. Broidy Productions Inc., Hollywood, is in production on the first six half-hour films in *Wild Bill Hickok* TV series, under new contract with **Kellogg Co.** for third consecutive year of sponsorship. The programs, starring **Guy Madison** and **Andy Devine,** are being filmed at the firm's 270-acre permanent location site at Cedar Lake. New 40-by-30-foot sound stage and permanent Western street offer complete studio facilities. **William Beaudine Sr.** is directing.

•

Gross-Krasne Inc., Hollywood, will start production this month on a series of 26 quarter-hour film versions of *Your Gospel Singer,* a former NBC radio program. The TV films will feature **Edward MacHugh** singing hymns of various denominations with a choir background.

•

Family Films Inc., Hollywood, headquartered at KTTV (TV) studios, is producing a new series of 13 half-hour films in *This Is the Life* series for **Lutheran Church-Missouri Synod.** Produced and directed by **Sam Hersh and Bill Claxton,** the series currently is being shown on 83 stations as a public service offering.

Random Shots

Pearson & Luce Productions, San Francisco, with offices in Bellevue Hotel, has been formed by **Lloyd K. Pearson,** Pearson Sound Studios, and **Ralph W. Luce,** Bay Films. The new firm offers complete service to producers and sponsors in production of TV, commercial and industrial films, in addition to producing its own film packages.

•

Jack Wrather, co-owner of KFMB-TV San Diego and KOTV (TV) Tulsa, has scheduled showings of *Boss Lady,* a series of 13 half-hour films he produced as 1952 summer replacement for NBC-TV's *Fireside Theatre,* on a regional basis on the two stations. If test run is successful, he contemplates production of an additional 13 programs, setting the series up for regional sponsorship.

Film People

Daniel J. Vilardi, sales executive with International Business Machines, to **George F. Foley Inc.,** radio-TV program production firm, as eastern sales manager in film department.

•

Robert Snader has been elected vice-president in charge of sales service for **Snader Releases Inc.,** Beverly Hills. **Bernard Brody** and **Lawrence De Soto** will serve as promotion manager and head of product procurement, respectively, for the new distribution firm.

Warner Stars on TV

LONE motion picture studio to hold out against appearances of its contract players on television, Warner Bros., Hollywood, finally has changed its policy. The studio will allow Gordon McRae to substitute for Eddie Fisher on five performances of NBC-TV's *Coke Time,* while Mr. Fisher is in London. In the future, Warner Bros. will permit guest shots of its nine remaining stars provided the studio and one of its motion pictures is promoted.

Gene Reichert has been appointed director of television of the **Princeton Film Center Inc.,** Princeton, N. J. Mr. Reichert, formerly an account executive and director of radio, TV and film for the G. M. Basford Co., will headquarter in New York.

•

Richard Bradford, formerly with Vance, Sanders & Co., Boston investment underwriting firm, and more recently an Air Force pilot in Korea, to **Transfilm Inc.,** New York, as an account executive.

•

Harlan Howe, manager of WNAC Boston, joins **United Television Programs Inc.** as northwest sales representative with headquarters in Portland, Ore.

•

Frank J. Havlicek has been named assistant to the president of **Reid H. Rey Films Inc.,** St. Paul. Mr. Havlicek was business manager of athletics at U. of Iowa.

•

Richard Goldstone, producer, MGM, Culver City, to **Dudley Television Corp.,** Beverly Hills, as vice president in charge of production.

•

Phil Bloom, casting director, Sol Lesser Productions, Culver City, Calif., rejoins **Snader Telescriptions Corp.,** Beverly Hills, in executive capacity as well as talent director.

•

Henry F. Greenberg, story department, 20th Century-Fox, Culver City, Calif., joins **Hal Roach Jr. Productions,** that city, as executive assistant in charge of scripts.

•

Carl Carmer, Irvington-on-Hudson, N. Y., has been engaged to write a television series to be produced by the **Princeton Film Center Inc.,** Princeton, N. J. Mr. Carmer wrote "Stars Fell On Alabama" and "Genesee Fever," both Literary Guild selections, and is the editor of *The Rivers of America* series. He is past president of the Authors Guild and during World War II was attached to the Air Force as a writer responsible for such battle front reports as "The Jesse James of The Java Sea," "The War Against God," and "Tape Is Not Enough."

•

Margaret Buell Wilder, story editor, Screen Gems Inc., Hollywood, has resigned to take on a writing assignment for the **State Dept.** and is enroute to Munich, Germany.

•

Bob Goodwin, motion picture financial expert, has been elected treasurer of **General Film Laboratories Corp.,** Hollywood.

•

Walter A. Klinger, district operations manager, **United Television Programs Inc.,** Hollywood, promoted to national operations manager.

'LUX THEATRE' TOPS AM NIELSEN LISTING

NETWORK radio ratings by A. C. Nielsen Co. for April 5-11 showed CBS' *Lux Radio Theatre* moving from third to first place in the top 10 evening once-a-week programs. CBS had eight of the top 10 and all the top 10 weekday programs. Ratings:

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
REGULAR WEEK APRIL 5-11, 1953
NIELSEN-RATING*

Rank	Program	Homes Reached (000)
Evening, Once-a-Week	(Average for All Programs)	(2,283)
1	Lux Radio Theatre (CBS)	5,057
2	Jack Benny (CBS)	5,013
3	People Are Funny (CBS)	4,431
4	Amos 'n' Andy (CBS)	4,207
5	You Bet Your Life (NBC)	4,073
6	Charlie McCarthy Show (CBS)	4,028
7	Great Gildersleeve (NBC)	3,983
8	Yours Truly, Johnny Dollar (CBS)	3,670
9	Mr. and Mrs. North (CBS)	3,536
10	Big Story (NBC)	3,491
Evening, Multi-Weekly	(Average for All Programs)	(1,298)
1	News of the World (NBC)	2,506
2	One Man's Family (NBC)	2,462
3	Lone Ranger (ABC)	2,148
Weekday	(Average for All Programs)	(1,656)
1	Arthur Godfrey (Nabisco) (CBS)	3,043
2	Our Gal, Sunday (CBS)	2,954
3	Romance of Helen Trent (CBS)	2,954
4	Arthur Godfrey (Liggett & Myers) (CBS)	2,909
5	Aunt Jenny (CBS)	2,685
6	Wendy Warren and the News (CBS)	2,551
7	Arthur Godfrey (Toni) (CBS)	2,506
8	Ma Perkins (CBS)	2,506
9	Guiding Light (CBS)	2,417
10	This Is Nora Drake (Seeman) (CBS)	2,372
Day, Sunday	(Average for All Programs)	(850)
1	Sunday Gatherin' (8:30) (CBS)	1,880
2	True Detective Mysteries (MBS)	1,790
3	Shadow, The (Wildroot) (MBS)	1,611
Day, Saturday	(Average for All Programs)	(1,432)
1	Theatre of Today (CBS)	2,596
2	Fun for All (CBS)	2,238
3	City Hospital (CBS)	2,148

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1953 by A. C. Nielsen Co.

Pulse Finds Special Ads Needed In N. Y. C. Market

IMPORTANCE of the different religious, national and racial groups making up New York's population and the need for special advertising and selling plans to reach them most effectively are emphasized in a survey of 1,560 New York housewives conducted by Pulse for Joseph Jacobs Organization as part of its tenth annual home inventory of food and drug products.

Pulse estimates show that in New York there are: 789,230 Jewish families (32.4% of the total), 384,870 Italian families (15.8%), 211,930 Negro families (8.7%), 141,280 German (non-Jewish) families (5.8%), 131,540 Puerto Rican families (5.4%), with the remaining 31.9% including the smaller cultural groups—Austrian, Polish, Russian, Swedish, etc.—as well as non-Jewish families in which the housewife and her mother are native-born Americans.

'Lucy' Heads April Hooper

CBS-TV's *I Love Lucy* again led the "Hooperade of TV Stars" in April, according to figures released by C. E. Hooper Inc. last week. The show took first place in five of the six cities covered and was second in the other, Philadelphia, where CBS-TV's *Arthur Godfrey's Talent Scouts* was first. It was the seventh month *Lucy* was among the top 15 programs in all six cities. NBC-TV's *Dragnet* and *You Bet Your Life* were the only others on the list in all six for April. The cities: New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

THE FACTS

speak for themselves - about

"HOMETOWN, AMERICA"

on WFBR in Baltimore!

"Hometown, America", is doing an *amazing* job for the 11 participations now placed on the show. The number of labels bid—the number of new accounts opened, etc.—has astounded even those who are used to "Hometown, America's" success in other cities. "Hometown, America" has been on WFBR in Baltimore for just 4 short weeks, but—

IN THE FIRST 4 WEEKS

28,338

LABELS WERE BID IN RADIO TELEPHONE AUCTIONS

511

CALLS WERE MADE BY OUR SALES SERVICEMEN

278

NEW RETAIL GROCERY OUTLETS WERE OPENED FOR SPONSORS

410

STORE POSITIONS WERE IMPROVED FOR SPONSORS

469

STORES ARE NOW COOPERATING AND DISPLAYING "HOMETOWN, AMERICA" DISPLAY MATERIAL

401

INDIVIDUAL DISPLAYS WERE BUILT FOR SPONSORS

THIS IS ONLY THE BEGINNING!

There is still room for a few non-competitive sponsors on "Hometown, America" on WFBR—the greatest, most effective radio grocery promotion ever devised! Write, wire or phone your John Blair man or any WFBR account executive!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Uncle Pete

Philadelphia's Pied Piper





YEARS AGO, according to legend, The Pied Piper played and all the children followed.

Saturday mornings in Philadelphia, "C'Mon to Uncle Pete's" plays on WPTZ and the children of Philadelphia's huge television market desert their games and, we must admit, their chores, to spend 11:00 to 11:30 with "Uncle Pete" Boyle and his program of cartoons, stories, and drawings.

Not all the children, of course—just a couple of hundred thousands of them. 251,233 to be exact! And there are adults, too.

Pete Boyle is more than the conductor of children's programs on WPTZ. He is the most invited, *most visiting* personality in Philadelphia television.

With an ARB rating of 10.4, this modern Pied Piper delivers more than 20 customers for a penny . . . or 1000 customers for 49¢!

When you participate in "C'Mon to Uncle Pete's", Pete Boyle, himself, does your commercials, and your message is received *eagerly* by 58% of the entire Philadelphia audience tuned in from 11:00 to 11:30 Saturday mornings.

Yet your fee per participation is only a modest $135 . . . and even this can be shaved down under WPTZ's sensational new "45-12 Plan".

Right now, a few participations are available in "C'Mon to Uncle Pete's". For details, give us a call here at WPTZ, or see your nearest NBC Spot Sales representative.

When "Uncle Pete" does your selling in Philadelphia, Philadelphia is sold!

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC
TV-AFFILIATE

1600 Architects Building, Phila. 3, Pa.
Phone: LOcust 4-5500



"Uncle Pete" Boyle entertains a few of his young fans on studio location.

Comedy Variety Favorite On Pulse April TV List

THE PULSE'S analysis of program types telecast in April showed comedy variety in first place with an average rating of 29.2. Quiz-audience participation programs led in total quarter-hours of programming with 115 (quarter hours) during the April 6-12 week. Listings follow:

MULTIPULSE PROGRAMS, BY TYPES & AVERAGE RATING
(From Multi-Market TelePulse, April 6-12, 1953)

Program Type	Hrs. #¼	Rtg. Avg.
Quiz-Audience Participation	115	10.7
Daytime Variety	83	9.3
Drama & Mysteries	78	19.8
News	67	6.0

Program Type	#¼ Hrs.	Avg. Rtg.
Kid Shows	51	13.2
Comedy Situation	40	23.6
Comedy Variety	40	29.2
Musical Variety	25	12.3
Boxing	22	16.0
Education and Science	21	5.7
Serial Stories	20	9.9
Wrestling	20	7.3
Interviews	16	9.7
Forums & Discussions	13	5.2
Senate Committee	12	2.1
Religion	11	5.4
Westerns & Serials	9	15.9
Talent	6	18.7
United Nations	4	1.3
Feature Films	2	14.3
Film Shorts	2	3.7
Homemaking Service	2	1.4
Music	2	1.5
Miscellaneous	2	1.7
Total	663	

TELESTATUS®

Weekly TV Set Summary—May 18, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U. S., however, is unduplicated estimate.

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	26,434	.....
Altoona	WFBG-TV	167,569	.....
Amarillo	KGNC-TV, KFDA	24,131	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Atlantic City	WFPG-TV	47,566	10,056
Austin	KTBC-TV	28,010	.....
Baltimore	WAAM, WBAL-TV, WMAR-TV	473,873	.....
Bangor	WABI-TV	18,685	.....
Baton Rouge	WAFB-TV	.....	18,000
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	104,300	.....
Birmingham	WAFM-TV, WBRC-TV	155,000	.....
Bloomington	WTTV	225,000	.....
Boston	WBZ-TV, WNAC-TV	1,043,000	.....
Bridgeport	WICC-TV	.....	11,031
Buffalo	WBEN-TV	349,902	.....
Charlotte	WBTV	317,215	.....
Chicago	WBBM-TV, WBNK, WGN-TV, WNBQ	1,510,000	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	413,000	.....
Cleveland	WEWS, WNBK, WXEL	761,187	.....
Colorado Springs	KKTV	19,869	.....
Columbia	WCOS-TV	.....	.....
Columbus	WNBS-TV, WLWC, WTVN	287,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	262,586	.....
Davenport	WOC-TV	190,000	.....
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Dayton	WHIO-TV, WLWD	278,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	26,226	.....
Erie	WICU	185,500	.....
Ft. Lauderdale	WFTL-TV	.....	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	262,586	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	237,643	.....
Green Bay	WBAY-TV	.....	.....
Greensboro	WFMY-TV	161,030	.....
Harrisburg	WHP-TV	.....	35,000
Holyoke	WHYN-TV	215,000	.....
Honolulu	KGMB-TV	19,000	.....
Houston	KPRC-TV	242,450	.....
Huntington-Charleston	WSAZ-TV	192,772	.....
Indianapolis	WFBM-TV	342,000	.....
Jackson	WJTV	.....	15,665
Jacksonville	WMBR-TV	112,000	.....
Johnstown	WJAC-TV	658,843	.....
Kalamazoo	WKZO-TV	295,000	.....
Kansas City	WDAF-TV	288,366	.....
Lancaster	WGAL-TV	221,922	.....
Lansing	WJIM-TV	176,912	.....
Lawton	KSWO-TV	25,000	.....
Lima	WLOK-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Little Rock	KRTV	.....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,560,000	.....
Louisville	WAVE-TV, WHAS-TV	238,066	.....
Lubbock, Tex.	KDUB-TV	24,843	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	201,800	.....
Miami	WTVJ	178,500	.....
Milwaukee	WTMJ-TV	427,045	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	363,300	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Montgomery	WCOV-TV	.....	4,000
Muncie	WLBC-TV	.....	.....
Nashville	WSM-TV	115,052	.....
New Britain	WKNB-TV	.....	61,789
New Castle	WKST-TV	.....	35,573
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	182,111	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,450,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	171,058	.....
Oklahoma City	WKY-TV	206,765	.....
Omaha	KMTV, WOW-TV	186,460	.....
Peoria	WEEK-TV	.....	37,530
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,233,000	.....
Phoenix	KPHO-TV, KTYL-TV	67,400	.....
Pittsburgh	WDTV	641,000	.....
Portland, Ore.	KPTV	.....	93,142
Providence	WJAR-TV	429,005	.....
Pueblo	KDZA-TV	18,000	.....
Reading	WHUM-TV	.....	84,748
	WEEU-TV	.....	.....
Richmond	WTVR	167,142	.....
Roanoke	WROV-TV, WSLS-TV	83,000	21,102
Rochester	WHAM-TV	180,000	.....
Rockford	WTVO	.....	.....
Rock Island	WHBF-TV	190,000	.....
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Saginaw-Bay City-Midland	WKNX-TV	.....	20,125
St. Louis	KSD-TV	502,000	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	140,131	.....
San Diego	KFMB-TV	179,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	586,160	.....
Schenectady-Albany-Troy	WRGB	269,400	.....
Seattle	KING-TV	263,000	.....
Sioux City	KVTV	41,284	.....
Sioux Falls	KELO-TV	29,000	.....
South Bend	WSBT-TV	43,781	36,531
Spokane	KHQ-TV, KXLY-TV	30,686	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	17,230	.....
Syracuse	WHEN, WSYR-TV	218,907	.....
Tacoma	KTNT-TV	263,000	.....
Tijuana (Mexico) San Diego	XETV	203,179	.....
Toledo	WSPD-TV	225,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	144,460	.....
Utica-Rome	WKTV	93,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	451,000	.....
Wichita Falls	KWFT-TV, KFDX-TV	22,500	.....
Wilkes-Barre	WBRE-TV	.....	58,800
Wilmington	WDEL-TV	136,897	.....
York	WSBA-TV	.....	54,676
Youngstown	WFMJ-TV, WKBN-TV	.....	31,300

Total Stations on Air 169*. Total Markets on Air 115*
*** Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico.** **Total Sets in Use 23,468,319**

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
262,586
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

ZIV ANNOUNCES 'RADIO THEATRE'

NEW transcribed radio series, *Movietown Radio Theatre,* dramatic series featuring 52 Hollywood name personalities to be supported by a widespread promotion campaign, was announced last week by Frederic W. Ziv Co.

Company officials said the new series is in line with Ziv's announced intention of seeing that 1953 brings the company's most spectacular radio programs to date, supported by strong advertising, merchandising and promotion campaigns in the belief that "radio, properly merchandised and promoted, is still the advertiser's best buy."

Promotion for *Movietown Radio Theatre,* according to Alvin E. Unger, Ziv vice president in charge of radio sales, will be highlighted by a "Name the Stars" contest, with first prize including a week's Hollywood vacation for two plus $2,500 in cash and hundreds of other prizes including local awards to insure a winner in every market where the series is broadcast. Ziv Co. will pay the costs of the contest. Sales Promotion Director Ben Philley said that, additionally, the new series will be backed by the most extensive merchandising, promotion, and advertising campaign in Ziv history.

Hollywood personalities slated to appear on one or more of the *Movietown Radio Theatre* programs, it was announced, are Pat O'Brien, Jane Russell, George Raft, Adolphe Menjou, Ann Rutherford, Nigel Bruce, Cesar Romero, Jeff Chandler, Eddie Bracken, Victor Moore and George Brent.

TRANSIT RADIO DROPPED IN D.C.

TRANSIT radio service in Washington will be discontinued May 30, Capital Transit Co. and WWDC-FM announced Saturday.

Long a subject of civic controversy and litigation, transit service has been in operation several years in the Nation's Capital. The battle for transit radio was successfully fought through the Supreme Court despite opposition of organized minorities that contended it was illegal to make a "captive audience" hear the service.

Discontinuance of transit radio will not affect broadcasting of WWDC-FM to the home audience, according to Ben Strouse, vice president and general manager of WWDC-AM-FM. He said the format of maximum music and minimum talk, developed through Transit Radio, had attracted an extensive FM home audience in the Washington area.

"WWDC-FM's home audience has grown to such proportions that we would be breaking faith with an important segment of radio listeners if we discontinued our separate FM operation while weighing the continuance of transit radio," Mr. Strouse said.

Only a limited number of trolleys and buses in the Washington area have been equipped with radio speakers, apparently because the legal battle against the service was concentrated against WWDC-FM and Capital Transit.

A Washington suburban bus line, WM&A Motor Lines, carries transit service from a subsidiary FM outlet, WBUZ (FM) Bradbury Heights, Md.



SPOT RADIO is graphically portrayed at a clinic in New York's Biltmore Hotel as T. F. Flanagan, managing director of the sponsoring Station Representatives Assn., points out the sales rise of spot radio to media men. Guests included: Standing (l to r) David O'Mara, Lever Bros.; Taylor Eldon, Branham Co.; William Wilson, John E. Pearson Co.; Joseph Daly Lever Bros.; Fred Neuberth, Avery-Knodel Inc., John Doyle, Lever Bros.; Alton Copeland, Lever Bros., and Reginald Rollinson, director of advertising relations, SRA. Seated are Stanley Pulver, Lever Bros., and Mr. Flanagan.

BAB RATE POLICY CHALLENGED

Maurice Mitchell, Associated Program vice president, stirs the local vs. national rate issue as he opposes a suggestion that new car advertising be accepted at retail rates. President Ryan answers for BAB.

THE dormant but provocative issue of national vs. local rates charged for advertising of nationally advertised products flared anew last week in an exchange of letters between Maurice B. Mitchell, vice president and general manager of Associated Program Service, and William B. Ryan, president of Broadcast Advertising Bureau.

Mr. Mitchell touched off the exchange in a letter questioning a BAB reference to the rate problem in its May 11 issue of *BAB Radio Salesman* (No. 90). He wrote Mr. Ryan he was "horrified" at "the suggestion that radio stations accept new car advertising at retail rates" and termed it "a drastic change in a policy that was carefully worked out by a group of top broadcasters over a long period."

Before joining Associated, Mr. Mitchell was the first head of BAB, having directed the operation when it was formed as part of the old NAB.

Mr. Ryan said the BAB May 11 comment referred to the "complaint of a Washington, D. C., advertising agency (as expressed in its newspaper ad) objecting to the payment of a national rate for newspaper space by local new car dealers." He added that the agency objection was based on the theory that local dealers for other nationally advertised items are not charged a national rate by newspapers.

The Mitchell letter recalled that NAB's board and the membership had agreed rates should be described as "retail" and "general" rather than "local" and "national." The letter added, "Since the advertising agency cannot exist unless it can place national advertising at national rates and derive the commissions therefrom, it was quite apparent that anything we did to weaken that well-established structure could very easily destroy our relationship with the agencies."

Also recalled were efforts of car makers to send local dealers into radio and newspaper offices with national copy as a means of getting a local rate.

Mr. Ryan replied in part: "While not a policy making organization as to station rates it is BAB's opinion that broadcasters should charge the same rates for new car advertising—when placed locally—as for the local advertising of other nationally advertised brands. However, if the station wishes to charge a national rate to dealers for the advertising of new cars or other branded products, that is their business. . . .

"When clearance through a national advertising agency is involved, such agency automatically gets its commission and, in this case, the station may wish to charge a national rate. Where no such arangement is made, a local agency may handle it or it may be placed direct by the dealer. If it comes through a local agency, certainly the station pays a commission whether the rate charged is local or national."

Mr. Ryan said BAB is substantially aiding stations in obtaining automotive advertising by telling the radio story to key Detroit executives. In addition, he said, BAB is providing its nearly 800-member stations with a number of sales tools designed to stimulate automotive advertising at the local level by local dealers. He said BAB is working with the AAAA to improve relations with agencies and at the same time increase radio billings and promote more effective use of the medium.

NARFD Area Meet May 25

SOME 20 farm directors from stations in Illinois, Indiana, Ohio, Michigan, Kentucky, Wisconsin and Tennessee and a total of 200 persons are expected to attend a regional Farm Radio Sales Clinic May 25 at Chicago's Sheraton Hotel under auspices of the National Assn. of Radio Farm Directors, with Mal Hansen, WOW Omaha, presiding. Among speakers scheduled are John McDonald, WSM Nashville; Larry Haeg, WCCO Minneapolis, and Tom Johnson, Purdue U. extension official.

LE BOEUF SUR LE TOIT,

or 4 apparently unrelated paragraphs



Scientific cattle ranching rivals the efficiency of the hog abattoirs you read about, where everything but the squeal is used. As a reporter once put it, "You drive a cow critter into one end of a special corral and it comes out dipped, drenched, branded, milked, tatooed in the ear, dehorned, tested for disease and engaged to be married."

The Amarillo Livestock Company, where non-betrothed cattle find themselves, is now the biggest in the world. Its butcher-block candidates jam the pens on auction days. The overflow goes on the roof, and that's our excuse for the headline. Translation: beef-on-the-roof.

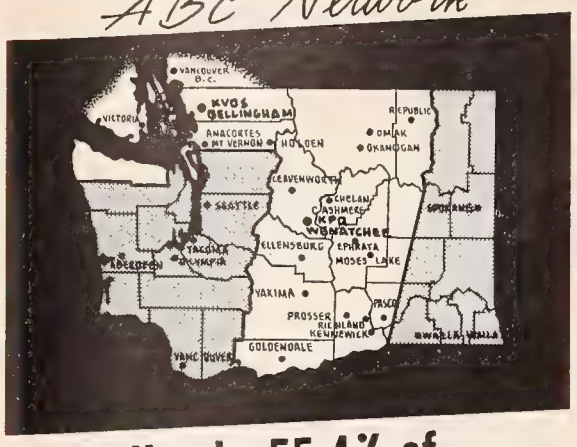
A visiting Hollywood firewoman, a bit on the scrawny side, came to town to launch a cow epic. As a local photographer posed her on a corral fence, she cautioned him not to make her look too thin. "Make me look round," she ordered. He complied; she slapped him.

The cattle industry's growth is phenomenal but not unique—for the Panhandle. Wheat, cotton, oil, helium and natural gas all play their part in building Amarillo's highest-in-the-U.S. family income. It's enough to make a time buyer look round.



Represented nationally by the O. L. Taylor Company

KVOS-TV CHANNEL 12
Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.
KVOS 1000 WATTS 790 K C
KPQ 5000 WATTS 560 K C
ABC Network



Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME
Represented by
Robert Meeker Assoc., Inc.

EVERYONE IS SOLD . . .



on
"MERRY and MR. BILL"
Pre-School games, surprises and guests *plus* Crusader Rabbit and Beanie makes the afternoon complete for the kids and Mom, 5:00-5:40 P.M., Monday through Friday.
KOLN-TV 12
CHANNEL
LINCOLN, NEBRASKA
Represented Nationally by WEED TELEVISION
DUMONT
29,600 Watts Visual
13,400 Watts Aural

PAB SETS AM-TV SELLING TALKS

COMPETITIVE problems facing radio and TV as they learn how to sell against each other as well as live with each other will be covered in a series of panel discussion and talks on the agenda of Pennsylvania Assn. of Broadcasters, meeting Wednesday - Thursday at Bedford Springs, Pa.

NARTB President Harold E. Fellows, Gov. John S. Fine of Pennsylvania and Milton Eisenhower, president of Pennsylvania State College, will be luncheon speakers. Mr. Eisenhower, brother of the President, will talk on educational TV.

Wednesday morning's program will include radio discussions dealing with news, music and overhead costs, along with a review of PAB services (see PAB story page 82). TV enters the afternoon agenda along with several talks on radio's power as a sales booster for retailers. Audience rating systems will be covered in the concluding hour of the first day.

Thursday morning will be confined to TV, with emphasis on the problems of starting and operating uhf stations. Afternoon speaker will be George Whitwell, vice president of Philadelphia Electric Co., who will discuss "Allies for Advertising."

Panel Moderators

Panel moderators for the two-day meeting will be: Joseph Cleary, WESB Bradford, sale of news; Don Ioset, WPIT Pittsburgh, selling music; Joseph T. Connolly, WCAU Philadelphia, PAB services; Herbert Scott, WPAZ Pottstown, cutting overhead; Herbert Kendrick, WHGB Harrisburg, sales problems; Lou Murray, WPAM Pottsville, programming for retailers; Charles Vanda, WCAU Philadelphia, profitable TV programming.

Among other speakers are Joseph Cavanaugh, WARD Johnstown, selling against TV; Sam Cuff, consultant, and Fred Weber, WFPG Atlantic City, N. J., department store problems; Dr. Kenneth H. Baker, Standard Audience Measurement, and A. M. Wharfield, A. C. Nielsen Co., measuring radio circulation; Edwin Lefkowith, Pennsylvania State College, study of rating systems; Humboldt Greig, WHUM-TV Reading, getting uhf stations on the air; Sam Booth, WCHA Chambersburg, cost of starting uhf stations; Otis Morse, WSBA York, uhf audiences; Roy E. Morgan, WILK Wilkes-Barre, uhf programming; Dave Baltimore, WBRE-TV Wilkes-Barre, uhf selling; A. K. Redmond, WHP-TV Harrisburg, uhf promotion.

Kansas Broadcasters Set Meet Saturday and Sunday

ANNUAL meeting of the Kansas Assn. of Radio Broadcasters will be held Saturday and Sunday at the Hotel Jayhawk, Topeka, Ben Ludy, WIBW Topeka, president, said last week.

Among Sunday speakers, according to a tentative agenda, will be Gene Dennis, account executive at R. J. Potts-Calkins & Holden, Kansas City, Mo., who speaks on "What Radio Stations Do for Me and What They Don't Do for Me."

Robert K. Richards, NARTB administrative vice president, and Ernest Theleman, FCC, will speak in addition to the advertising and sales executives. Election of officers will wind up the two-day session. Mr. Ludy said 37 stations will be represented.

'Research as Tool' Described to AMA Meet

USE OF research as a tool for both the buyer and seller of radio and television time was described Thursday at a meeting of the New York Chapter of the American Marketing Assn.

Howard Gardner, manager of ratings at NBC, outlined ways by which sellers of time could benefit by research programs, and Paul Keller, ABC supervisor of ratings and research, offered suggestions to timebuyers.

Mr. Gardner stressed that a time salesman must make a complete presentation, offering both the positive and negative aspects of his project. But he emphasized that the positive factors should predominate.

Mr. Keller made the point that a timebuyer is bound to "find the best time for an advertiser" and "the most powerful station" to deliver his particular message. He recommended the use of Standard Audit & Measurement Services and Nielsen Coverage Service to learn "how many people can and how many people do listen to a station."

SAG Drops Re-Use Clause For Ad Council TV Films

THE ADVERTISING COUNCIL announced last week that through cooperation of the Screen Actors Guild the production of public service television film spots on Council's campaigns will not be subject to re-use payment.

SAG's 1953 contract with producers specifies that an actor be paid a minimum rate for a performance plus re-use payment when the film is telecast. The Council said that the Guild policy with public service films is that scale players must be paid the minimum rate for performance but not for re-use.

Kenneth Thomson, television administrator of SAG, said in a letter to the Council that "the Guild heartily endorses the work of the Advertising Council and will cooperate in every way possible in its activities." T. S. Repplier, Council president, replied, expressing the gratitude of his organization "in behalf of the government agencies and private organizations whose campaigns we assist."

IU WANTS NETWORK SAYS IBA'S HOLM

ILLINOIS Broadcasters Assn. President William Holm, WLPO La Salle, last week charged the U. of Illinois president, Dr. George Stoddard, with attempting to "pave the way for a network of six or seven tax-supported" TV stations in the state through the institution's application for a video outlet at Urbana.

This network, IBA's Mr. Holm said, ultimately would become part of "a giant national network of . . . educational TV stations that Stoddard has stated is desired and sought by the nation's educators."

Asserting that the proposed university outlet would serve only 8% of Illinois' people, Mr. Holm said if funds are granted, other requests for tax monies will be made for stations in Chicago, Carbondale, DeKalb, Normal, Macomb and perhaps Charleston." He urged use of private funds as the "right way" to support educational TV stations.

Mr. Holm termed "ridiculous and absurd" a statement by Dr. Stoddard that commercial groups will try to get reserved noncommercial educational channels because they represent a potential source of lost income.

TAPE RECORDING TRADE GROUP SEEN

PLANS for the formation of an industry trade association will be discussed by leading manufacturers of tape recorders and tape recording equipment in Chicago Wednesday.

The meeting, which will be held in conjunction with the Electronic Parts Show at the Conrad Hilton Hotel, has been called by Joseph F. Hards, vice president of the A-V Tape Libraries Inc., New York, to explore the objective of such an association. It is expected that a public relations program on an industry-wide basis to promote public interest and acceptance of the quality and desirability of tape recording for home, school and industry use will come under discussion.

Mr. Hards reported he sent a letter to all tape recorder manufacturers asking for comments on the proposal for setting up a trade association. He said that 98% of the companies expressed interest in discussing such a project.

Heritage Foundation To Run Freedom Crusade Stations

WORK of the Crusade for Freedom, operating chains of private radio stations that carry the democratic message inside the Iron Curtain, will be taken over by the American Heritage Foundation.

Henry Ford II, new chairman of the foundation's board of trustees succeeding Winthrop W. Aldrich, said the action "is based on the foundation's conviction that no common effort has a greater or more pressing significance today than that of the Crusade for Freedom." The foundation has sponsored two register-and-vote campaigns and the Freedom Train of 1947-48.

President Eisenhower last week lauded the foundation's decision to take over the crusade, in which he was an active participant.

Thomas D'Arcy Brophy continues as president of the foundation. New vice chairmen were elected as follows: Barney Balaban, John L. McCaffrey, George Meany, Walter Reuther, Robert G. Sproul and Charles E. Wilson. Officers re-elected were Louis A. Novins, executive vice president; James G. Blaine, treasurer; Edwin L. Weisl, secretary, and P. A. Delaney, assistant treasurer.

Stations Form Association For Corn Picking Contest

ANNUAL corn picking competition has become so popular under co-sponsorship of WGN Chicago and the Bloomington-Normal Junior Chamber of Commerce that 10 Midwest radio stations have formed the National Corn Picking Contest Assn. to coordinate state and national contests.

President of NCPCA is Chuck Worcester, farm director of WMT Cedar Rapids, Iowa, with Norman Kraeft, WGN farm service director, as vice president. Mr. Worcester has announced plans for the fifth annual competition, to be held near Bloomington, Ill., Oct. 24. The Illinois contest is set for the previous day.

Other members and sponsors of state contests are WIBC Indianapolis; WKZO Kalamazoo; KSTP Minneapolis; KFEQ St. Joseph, Mo.; WOW Omaha; WRFD Worthington, Ohio; KSOO Sioux Falls, S. D., and WEKZ Monroe, Wis.

Obviously OUTSTANDING . . .



Over 50,000 WMBD Listeners Vote in "Mrs. Music of 1953" Contest!

The "Mrs. Music of 1953" contest was inaugurated March 16 as a special WMBD promotion on "Morning Call" . . . a 45 minute live talent show originating in the Carrousel Room at the Pere Marquette Hotel.

84 contestants vied for three top prizes which included a Motorola console TV set, a complete spring wardrobe, and an all expense paid week-end in Chicago, via TWA, at the Conrad-Hilton Hotel.

One winner was chosen each week by the number of mailed in votes. The total number of votes received numbered well over 50,000! On May 2, "Mrs. Music of 1953" was chosen from the six finalists who performed on the stage of the Palace theater in Peoria. The winner was Mrs. Jo Ann Holzinger.

This is another example of local "idea" programming that has made WMBD "Obviously Outstanding" in the Peoriarea . . . one of the reasons why "Morning Call" enjoys a greater share of the audience than the next two stations combined.



See Free & Peters

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Affiliate
5000 Watts

Fellows Plans Address AT KSB Banquet June 11

IN TRIBUTE to one of the oldest and most active state associations, Harold Fellows, NARTB president, has agreed to be principal speaker at the Kentucky State Broadcasters Assn. banquet June 11.

He will be presented by the new district director, F. E. Lackey, WHOP Hopkinsville.

Agenda for the meeting June 11 includes: 10:30 a.m., administrative traffic panel with Georgia Bates of WLBJ Bowling Green, chairman; luncheon, James D. Russell, KVOR-KKTV (TV) Colorado Springs, speaking on small market TV; 2 p.m., program panel with Sam Gifford, WHAS Louisville, as chairman; 3 p.m., sales panel with J. Porter Smith, WGRC Louisville, as chairman; 6 o'clock, cocktail party, and 7:30 p.m., banquet.

On June 12 there will be a 10:30 brunch and business session.

BAB, BMI To IBA Meet

BAB and BMI will conduct sessions at a two-day sales and program clinic of the Indiana Broadcasters Assn. in Indianapolis June 15-16, it was announced last week by Dee O. Coe, WWCA Gary, IBA president. Broadcasters and representatives of stations from the 50-member association are expected to attend, Mr. Coe said. Meetings will be held in the auditorium studios of WIRE Indianapolis with registration beginning there the morning of June 15.



The best view is from the mountain top

CHANNEL 4—El Paso—has mountain-top location

KROD-TV's antenna is 1783 feet above the city, yet it is right in El Paso. It transmits a perfect picture into every part of the city, and for more than a hundred miles in every direction. That's *COVERAGE*. And with superior programs, it gets best RESULTS, too.

KROD-TV
CHANNEL 4

CBS • DUMONT • ABC

Nationally Represented by
O. L. TAYLOR COMPANY

JOHNSON EXPECTS SENATE APPROVAL ON BASEBALL RADIO-TV LIMITATION

Baseball's rule 1 (d) empowering prohibition of broadcasts and telecasts within a 50-mile radius of a home game is again discussed on Capitol Hill. Hearings concluded last Tuesday.

SEN. EDWIN C. JOHNSON (D-Colo.) anticipates clear passage in the Senate for his baseball bill. His measure (S 1396) would permit baseball to reinstate its former rule 1 (d), which, before its repeal in 1951, prohibited broadcasts or telecasts of major or minor league games within a 50-mile territory around the "home" game's ball park.

Hearings ended Tuesday after Sen. Johnson's Commerce subcommittee heard additional baseball people and Gordon McLendon of Trinity Broadcasting Corp. (KLIF Dallas and KLBS Houston).



Mr. McLendon

Sen. Johnson said he expected subcommittee approval in about two weeks. The bill, if also reported by the full committee, would go to the House.

Among the highlights in last week's sessions:

• Louis Carroll, National League attorney, accused Mr. McLendon of "pirating" descriptions of big league games for broadcast. He said: "What purports to be a play-by-play is a distortion of a play received from some unauthorized source. That type of broadcast does not serve the public interest."

• Prodded by Mr. Carroll, Sen. Johnson directed the subcommittee staff to check FCC files for any complaints on Mr. McLendon's baseball recreations.

• Mr. McLendon asserted the major leagues never dropped rule 1 (d), saying its repeal was a "sham." (Mr. Carroll retorted that individual clubs may be imposing similar conditions as those contained in the rule, but that these actions would uphold the desirability of the rule's reinstatement.)

• Mr. McLendon, formerly associated with Liberty Broadcasting System which went bankrupt last year, said Liberty paid $1,000 to the majors for the 1948 season, $225,000 in 1951 and then in 1952, he said, the majors would not sell at any price.

Claims LBS' Losses

Mr. McLendon said that when the majors would not sell rights to Liberty, the network had to cancel its "game of the day" broadcasts and reportedly lost $4 million. LBS has a $12 million suit pending against 13 major league clubs. That suit only last week was postponed to Jan. 11, 1954, in Chicago's U. S. District Court. (See story page 66).

Under questioning, Mr. McLendon, testifying at his request, revealed he now is associated with Knickerbocker and Republic Networks which recreate accounts of sports activities.

Final baseball witness, Nathan R. Kobey of Denver, a former ball club owner, laced the Justice Dept. Its interest in baseball, he said, is "like the quack doctor treating a disease which does not exist." Even if there is a "disease," he said it was more of a "pimple on the financial scene."

A. B. (Happy) Chandler, former baseball commissioner, said baseball must retain the right to pick its broadcast sponsor. He testified that Justice forced rule 1 (d)'s modification under pressure.

Meanwhile, Gene Shumate, sports director, KSO Des Moines, wired a proposal to the Johnson subcommittee. He suggested that to make the "protection of minor league baseball complete," wire services be forbidden to transmit major league stories and scores to newspapers in towns where there is a minor league team; and that local newspapers be permitted to cover minor league games except on holidays, Sundays and when there are double-headers. "Who wants to see a game when they can read about it and get all the inside information?" asked Mr. Shumate. Mr. Shumate reflected, "I am the first to admit that my proposal is ridiculous, but it is no more so than were submitted [by baseball to the subcommittee] and accepted as the gospel truth."



Mr. Shumate

While the Senate group held hearings, legislation was introduced in the House—HR 5105 by Rep. A. S. Herlong Jr. (D-Fla.)—which would permit taking off the admission tax on "amateur, semi-professional or minor league baseball games."

IKE ASKS D. C. SUM FOR EDUCATION TV

APPROPRIATION of $400,000 to construct and operate an educational TV station in the District of Columbia was recommended Wednesday in a supplemental D. C. budget submitted to the House Appropriations Committee by President Eisenhower.

The request provides that all revenues from operation of the station go to the D. C. tax collector for deposit in the U. S. Treasury to the credit of the district.

District officials said this revenue clause could not be construed as an indication that the educational TV outlet would sell time. They insisted it is a routine clause which must be inserted in such budget items under the law.

The budget request specifies no more than $350,000 for construction of the plant and equipment, with another $95,000 for an operating staff of 18 during the first year.

The D. C. school board is an applicant for uhf Ch. 26, non-commercial educational TV channel. FCC has not acted, pending receipt of more information on financing and cooperation with other educational organizations.

TOBEY WARNS FCC ON CHANNELS ISSUE

Educational TV supporters get an emphatic assist from Sen. Tobey, who cautions FCC to be wary of poachers on the educational TV channels preserve. FCC, meanwhile, is prompted to clarify June 2 issue.

EDUCATIONAL TV supporters set up a cross-fire from both branches of Congress last week. Nobody was caught in the middle but the volley clearly was designed to keep opposition forces in line.

The fire was greatest from the Senate, where Sen. Charles W. Tobey (R-N.H.), who heads the Interstate & Foreign Commerce Committee there, issued a strong statement on the subject.

His statement coincided with a more general comment in the House from Rep. Louis B. Heller (D-N.Y.). Reawakening to the subject on the Hill came at the same time the FCC issued a public notice on channel reservations.

Sen. Tobey reviewed FCC's position on educational reservations and added:

"I shall keep a watchful eye on each and every one of these 242 channels for education and upon the slightest evidence that the FCC is about to weaken and to delete one of them or substitute a subsantially less valuable channel for one of them, I shall call for a full-scale investigation."

In a more subdued tone, Rep. Heller called for an arousing of public interest in educational TV. He pointed to a book, *Vision in Television,* authored by Hazel Cooley and published by Channel Press (New York).

Rep. Heller said, "The author feels that it is now or never for educational television." He made reference to the 242 channels reserved by FCC. ". . . Yet," he said, "there is little public awareness of the importance of the action taken by the FCC or of the great significance of the gift it has presented to the American people."

Inquiries before FCC "indicate a belief that the reservation of television channels for noncommercial educational use will expire on June 2," the Commission said in its public notice. "This is not the case; such reservations continue indefinitely."

The significance of the June 2 date, FCC explained, "is that the Commission will thereafter give consideration to any petitions it may receive to make changes in channel assignments in individual localities. This applies to commercial as well as educational assignments. Any such proposal will necessitate rule-making proceedings. In such cases, the Commission will afford all interested parties—including appropriate educational organizations which may be involved—an opportunity to participate and be heard."

The notice pointed out that "while the Commission stated that such a reservation should not be for an excessively long period and should be surveyed from time to time, *it placed no limit whatever on the duration of the assignment of channels reserved for noncommercial educational operation.*"

The notice explained that upon adoption of the Sixth Report, FCC included a rule which provided, with limited exceptions, that the Commission "would not consider any petition to change the table of assignments for one year following the effective date of the rules."

Radio-TV Time Donations Cited Before House Group

RADIO-TV, with time contributions estimated in 1953 at $28 million, is giving more than all other media combined to promote the U. S. Savings Bond Div.'s campaign, as revealed in testimony released May 9 by Merril L. Predmore, national director of the division, before a House Appropriations subcommittee.

For this free time, the Treasury Dept.'s bill will be only $190,000, of which $160,000 is for radio, principally transcriptions, and $60,000 for TV (films and slides).

Mr. Pedmore figures: $23 million in radio time; $5 million in TV time; $9 million in newspaper space; $12 million in magazine space, and $4 million in outdoor billboards and car cards.

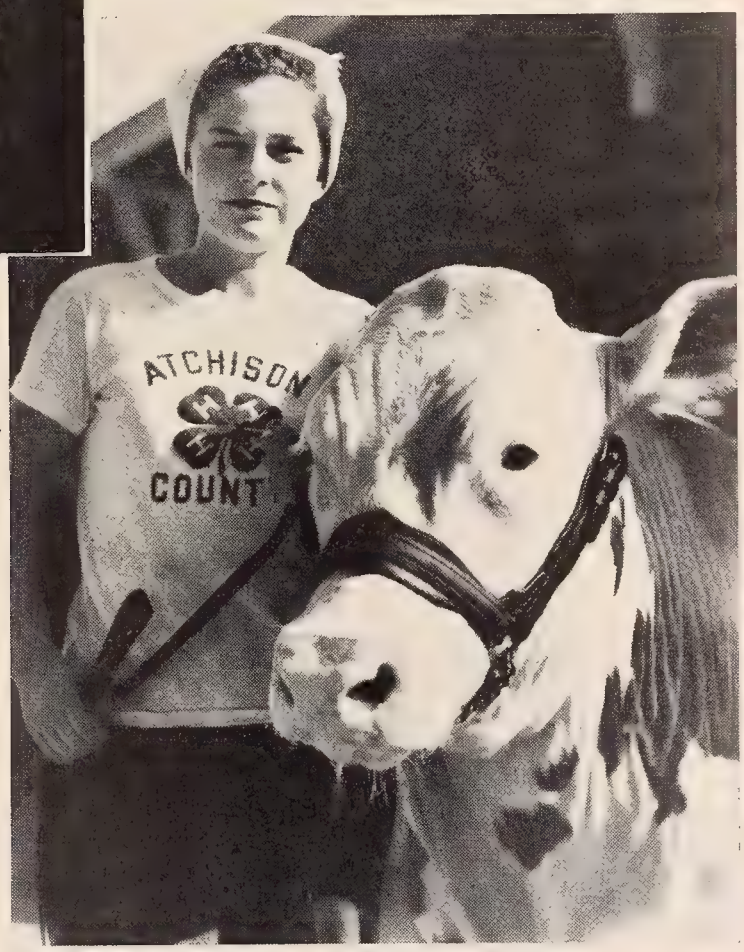
FCC MEETS WITH TOBEY GROUP TODAY

PROCESSING of television applications and the backlog of TV comparative hearings will be discussed today (Monday) by FCC Chairman Rosel H. Hyde and the Senate Interstate and Foreign Commerce Committee. The informal session was requested by the committee chairman, Sen. Charles W. Tobey (R-N.H.), several weeks ago [B•T, May 4].

FCC Chairman Hyde is expected to voice his personal views on ways to speed up application processing and the handling of TV hearings, as well as to review staff and other proposals for processing speed-up now pending before the Commission. The Chairman does

The Farmer's Daughter
1953 MODEL

SYMBOL OF MODERN FARM LIVING



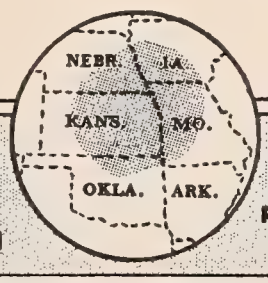
Today's farm girl is a symbol of advances in farm living that makes Kansas one of America's most desirable markets. She's equally at home at a formal dance or in a livestock judging ring. Advertised fashions, cosmetics, and LP's are as much a part of her daily life as home freezers, automatic washers and copper-clad cooking ware.

Only one thing is unchanged in the life of the modern Kansas farmer's daughter and her family, *WIBW is still their favorite radio station** . . . a 3-to-1 choice over the nearest competitor. No wonder WIBW is also the favorite of advertisers who dominate this billion dollar farm market.

* Kansas Radio Audience '52

WIBW

Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



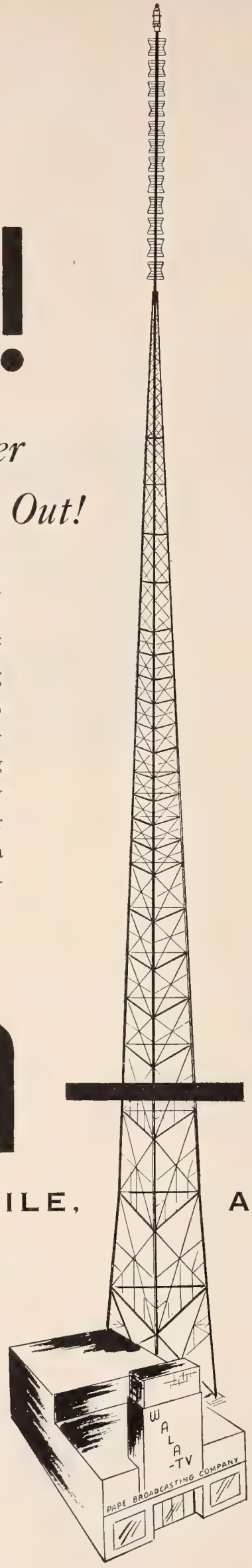
CBS RADIO
TOPEKA, KANSAS

Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

IT'S UP!

WALA-TV's 430-Ft. Tower Now Complete and Reaching Out!

WALA-TV's new tower is up! Its new 12-bay RCA antenna is now in operation. NBC, ABC and CBS programs are being telecast from it for the enjoyment of both new and familiar audiences—audiences reaching from Panama City, Fla., to beyond Bay St. Louis, Miss., and an equal distance north into Alabama and Mississippi. Many people in this new audience are seeing television consistently for the FIRST time, and the new antenna has opened new worlds of entertainment for them. From its imposing tower, WALA-TV views a future bright with the opportunity for continued entertainment and service to thousands.



WALA-TV

CHANNEL 10, VHF, MOBILE, ALABAMA

NBC

ABC

CBS

Affiliated With WALA-NBC-Radio In Mobile Since 1930
National Representative: The Headley-Reed Co.

OWNED AND OPERATED BY THE PAPE BROADCASTING COMPANY

WALA–TV

Sponsors' Choice for These Outstanding Programs

FROM NBC

Colgate: Comedy Hour
Goodyear-Philco: TV Playhouse
General Electric: I Married Joan
Crosley: What's My Name?
American Tobacco-S. C. Johnson: Robert Montgomery Presents
Texaco: Milton Berle
Buick: Circus Hour
Lorillard: Two For The Money
Lorillard: Club Embassy
Pepsi-Cola: Short Short Drama
Coca-Cola: Eddie Fisher
Amana: Kate Smith
DeSoto-Plymouth: You Bet Your Life
Liggett & Myers: Dragnet
RCA: Dennis Day
Gulf: Life Of Riley
R. J. Reynolds: Show Of Shows
Prudential: Show Of Shows
Pet Milk: Amateur Hour
American Tobacco: Hit Parade
Sunbeam Corp.: Ethel And Albert

FROM CBS

Lincoln-Mercury: Toast Of The Town Omnibus
American Tobacco: Private Secretary, Jack Benny
Alcoa: See It Now
Philip Morris: I Love Lucy
General Foods: Red Buttons
Carter-Schick: City Hospital, Crime Syndicated
R. J. Reynolds: My Friend Irma
Westinghouse: Studio One
Singer: Four Star Playhouse
Bristol-Myers, Schick, P&G, Nestles: Jackie Gleason Show
Sealtest: Big Top
Schlitz: Playhouse Of Stars
Goodrich: Burns & Allen

FROM ABC

American Chicle: Date With Judy
Lorillard: Chance Of A Lifetime
Derby Foods: Sky King

Plus Such Other Fine Attractions As:

Smith's Bakery: Cisco Kid
Delchamps: Foreign Intrigue
Sharpe-Weyland: Boston Blackie
Sure Clean: Yesterday's Newsreels
American National Bank: Liberace
Sam Joy Cleaners: NBC Weekly News Review

AND MANY OTHERS

WALA–TV

CHANNEL 10, VHF
PAPE BROADCASTING COMPANY
MOBILE, ALABAMA

Attorneys Plan Mock Conference

MOCK pre-trial conference by members of the Federal Communications Bar Assn. and FCC attorneys—as a demonstration of techniques for shortening the length of TV hearings—is under preparation for public performance within the next 30 days.



Mr. Koplovitz

Part of the efforts of the FCBA and FCC officials to squeeze as much unessential material out of hearing examinations as possible, the demonstration is a special project of FCBA. The committee is headed by William C. Koplovitz, Dempsey & Koplovitz, chairman, and includes William J. Dempsey, of the same law firm, and Henry G. Fischer, Fischer, Willis & Panzer. Cooperating are FCC attorneys Frederick W. Ford, Robert J. Rawson and Max D. Paglin, all of the Hearing Div., Broadcast Bureau. Also lending a hand are FCC Hearing Examiners J. D. Bond and Benito Gaguine.

Participants have been drawing up applications for three TV dummy corporations. Rehearsal of the pre-trial conference demonstration is scheduled in the next few weeks, after which the program date will be announced. At the demonstration, participating lawyers will act without scripts.

Demonstration will be open not only to communications attorneys, but also to private and government practitioners whose specialties are in other Government agencies.

is an open session but not a regular committee "hearing." Going with the Chairman will be the chiefs of FCC's Broadcast Bureau and TV Facilities Division, Curtis B. Plummer and Cyril M. Braum, respectively.

It is known that both Chairman Hyde and newly designated Comr. John C. Doerfer have expressed particular interest in cutting down TV hearing paper work and time-consuming requirements for such proceedings.

Comr. Hyde, long before his elevation to the Chairmanship, had been working with the Federal Communications Bar Assn. on the problem and this cooperation earlier in the year resulted in some streamlining of hearing procedures [B•T, Feb. 9].

FCC BUDGET MOVES OUT OF SENATE UNIT

THE SENATE Appropriations Committee last week approved a $7.1 million budget for FCC's operation in fiscal 1954.

This is the same figure which was passed by the House. As forecast in the May 11 issue of B•T, the committee recommended in a report that FCC receive additional money which could be used for TV processing but that the extra funds not be specified for that purpose.

Here is how the committee expressed its intent:

"For television broadcast, the amount of $718,496 would provide personal services for 17 teams, each consisting of a hearing examiner, an attorney, an engineer, an accountant, a secretary, a stenographer, and a clerk, which would be an increase of 7 teams over those for 1953.

"In this connection, the committee is of the opinion that the additional teams that may be provided should not create a large permanent staff on such work in the Commission, and accordingly directs that, so far as practicable, recruitments of additional personnel be on a temporary basis of employment.

"The committee is advised that the 17 TV teams provided under normal allocation of the $7,100,000 can process the applications as fast as the procedures of the Commission will allow the cases to be decided. It is not the intention of the committee, however, to delay the TV allocations in any manner, and if the Commission can adjust procedures or in any other way demonstrate their ability to process the applications to a decision in shorter time, the committee is agreeable to the consideration of an additional amount in a supplemental bill."

Business Census Fate Rests with Senate

Indications last week were that the Senate might restore funds for the census, which a dollar-conscious House cut out earlier in the month.

FATE of the business and manufacturing census rested in the hands of the Senate last week. There were indications that the upper branch of Congress may be inclined to favor restoration of funds knocked out of a Commerce Dept. appropriation bill by an economy-minded House [B•T, May 11; also see editorial, page 106].

Sen. Homer E. Ferguson (R-Mich.), second ranking majority member on the Senate Appropriations Committee, indicated to B•T last week that the committee was studying the question and might have an "answer" soon.

Strong protests against the House action were registered by Commerce Secretary Sinclair Weeks and a business advisory group as the Senate Appropriations group completed its hearings on the fiscal 1954 appropriations for the Commerce Dept. of which the Census Bureau is a part.

The $11 million requested by the Bureau would have permitted the taking of a new census next year, the first since 1948. Marketing and advertising researchers and statisticians among others rely on the business and manufacturing censuses for guide posts. NARTB President Harold E. Fellows has emphasized the need for the figures in surveys on broadcasting operations.

Strong resolution calling for Congressional approval was adopted May 9 by the Dept. of Commerce Business Advisory Council, comprising 100 top corporation officials. Meeting at Hot Springs, Va., the council recommended reinstatement of the appropriation.

The resolution observed that Secretary Weeks already had sliced the Truman budget request for a business-commerce census by $10 million. Postponement would destroy the continuity of statistics on which many industries rely, it was pointed out.

Secretary Weeks, in a letter last Monday to Chairman Styles Bridges (R-N.H.) of the Senate Appropriations Committee, urged restoration of the deleted census funds. The original Truman budget called for $23.4 million.

COMMISSION GRANTS 7 NEW TV OUTLETS

SEVEN new TV stations were granted by FCC last week.

Included was the third vhf channel awarded to an educational telecaster—vhf Ch. 13 to Metropolitan Pittsburgh Educational TV Station. Vhf Ch. 13 was granted to Rockford, Ill., interests that merged the week before [B•T, May 11].

Since the freeze was lifted, 360 TV grants have been made.

In granting vhf Ch. 4 at Honolulu to American Broadcasting Stations the FCC simultaneously denied petitions of Advertiser Pub. Co. (KGU) and Island Broadcasting Co. (KPOA) to withhold action. Petitioners, joint purchasers of KONA-TV (Ch. 11), had indicated they would apply for a shift of assignment—to vhf Ch. 4.

Details of new permits:

Honolulu — American Bcstg. Stations Inc. (WMT-AM-TV Cedar Rapids, Iowa), granted vhf Ch. 4; ERP 58 kw visual and 29 kw aural; antenna height above average terrain 1,760 ft.

Meridian, Idaho—Boise Valley Broadcasters (KDSH), granted vhf Ch. 2; ERP 16.5 kw visual and 8.3 kw aural; antenna 2,480 ft.

Rockford, Ill. — Greater Rockford TV Inc., granted vhf Ch. 13; ERP 195 kw visual and 98 kw aural; antenna 610 ft. Option on 10% interest given to Rockland Broadcasters Inc., former competitor.

Cincinnati—Rounsaville-Clark-TV Co., granted uhf Ch. 54; ERP 89 kw visual and 50 kw aural; antenna 340 ft.

Eugene, Ore.—Eugene TV Co., granted vhf Ch. 13; ERP 56 kw visual and 34 kw aural; antenna 1,050 ft.

Pittsburgh—Metropolitan Pittsburgh Educational TV Station, vhf Ch. 13; ERP 49 kw visual and 24.5 kw aural; antenna 620 ft.

Casper, Wyo.—Donald Lewis Hathaway, vhf Ch. 2, ERP 1.2 kw visual and 6 kw aural; antenna -10 ft.

A bid for uhf Ch. 47 McAlester, Okla., was dismissed by the Commission for lack of prosecution. According to FCC, McAlester Bcstg. Co. (KTMC) failed to comply with letters requesting that its application be corrected.

Contestants for five TV facilities were designated for comparative hearing commencing June 15 in Washington. They are:

Savannah, Ga.—Contestants for vhf Ch. 11: Savannah Bcstg. Co. (WTOC) and Martin & Minnard.

Savannah, Ga.—Contestants for vhf Ch. 3: WSAV Inc. (WSAV) and WJIV-TV Inc. (WJIV).

Knoxville, Tenn.—Contestants for vhf Ch. 10: Scripps-Howard Radio Inc. (WNOX); Radio Station WBIR (WBIR), and Tenn. TV Inc.

Knoxville, Tenn.—Contestants for vhf Ch. 6: Mountcastle Bcstg. Co. (WROL) and WKGN Inc. (WKGN).

Trenton, N. J.—Contestants for uhf Ch. 41: Morrisville Bcstg. Co. (WBUD) and Peoples Bcstg. Co. (WTTM).

Competing bid for uhf Ch. 14 at Worcester, Mass., was dismissed last Tuesday by Motions Comr. Frieda B. Hennock upon the request of WNEB there, the applicant. Comr. Hennock referred to the full Commission the question of whether the remaining application of Salisbury Broadcasting Corp. should be retained in hearing status or returned to the application processing line.

Senate Confirms Hildreth

THE SENATE last week confirmed former Maine Gov. Horace A. Hildreth as U. S. Ambassador to Pakistan. Gov. Hildreth is president and co-owner of Community Broadcasting (WABI) in Bangor, Me.

Radio Is Ike's Choice for Formal Report

PRESIDENT Eisenhower, keenly conscious of radio and TV as effective means of keeping in touch with the people, already has definite ideas about ways of using the two media and in the next fortnight he will demonstrate his electronic concepts.

Tomorrow (Tuesday) night 10:30-11 p.m. (EDT) the President will make his first air report to the nation (on all four networks) using radio alone. Two weeks later he will appear on television.

The President explained at his Thursday morning news conference that he prefers to make a formal report via radio, without the presence of TV cameras. He believes radio offers a means of presenting a detailed discussion to the people who receive the message by ear alone.

On the other hand, Mr. Eisenhower prefers an informal TV technique, at which he was adept during the 1952 campaign. At the weekend it was not known what form the telecast will take. It appeared obvious, however, that the oft-discussed plan to telecast a Presidential news conference is still far from realization.

The President gave his radio-TV ideas in answer to a question suggesting a possible video panel technique.

The Tuesday radio speech will deal with national security, the budget, taxes, spending, the national economy and ways the Administration is approaching its job, the President said. He planned to work on the document over the weekend while cruising on the yacht *Williamsburg*. Tuesday morning, he added, he will go over the speech at his weekly meeting with Congressional leaders.

In the TV talk he expects to discuss events since he assumed the Presidency, accomplishments of the Administration to date and the underlying thinking of those who are directing the country's destiny.

Main portions of the radio talk were taken aboard the *Williamsburg* when it left Washington late Thursday.

It was anticipated TV news cameramen would film excerpts of the radio talk Tuesday afternoon, for use on television after delivery on radio.

While plans for the TV talk are still nebulous, it is believed the President may speak from notes on a prompting device.

FCC ASKS WHIS ON TV INTENT

WHIS Bluefield, W. Va., has been asked by FCC to explain whether its competitive TV application for vhf Ch. 6 at Beckley, W. Va., "was filed with the actual intention of securing a grant and building a station in Beckley" [B•T, May 11]. FCC's inquiry is contained in a letter sent to WHIS May 8 and made public last week.

The Commission said there is "apparent confusion" between the Beckley application and WHIS' expressed intention to seek the reallocation of Ch. 6 to Bluefield instead of Beckley.

The Sixth Report and Order finalizing the TV reallocation plan assigned vhf Ch. 6 and uhf Ch. 21 to Beckley and uhf Ch. 41 to Bluefield. Three applications are pending before the Commission for Ch. 6 at Beckley. These are WHIS, WJLS Beckley and Southern West Virginia Television Inc. No bids pend for Ch. 21 at Beckley or Ch. 41 at Bluefield.

The Commission's letter to WHIS said in part:

In connection with the Commission's recent rule making proceedings assigning vhf Ch. 4 to Fayetteville, W. Va., you filed an opposition. In that opposition you recited the history of your request for rule making to assign Ch. 6 to Bluefield, W. Va., to be accomplished by deleting that channel from Beckley and replacing it with Ch. 4 in that community. Your request for rule making was dismissed in light of the one year rule specified by Sec. 3.609. Your opposition, however, indicated your intention to pursue this request for the assignment of Ch. 6 to Bluefield at the expiration of the one year waiting period and you noted that the assignment of Ch. 4 to Fayetteville would preclude such assignment.

Your statement indicating that you propose to resubmit your request for rule making to assign Ch. 6 to Bluefield appears to be inconsistent with your application for a new station on that channel in Beckley. Your application for a new station was filed subsequent to the Commission's dismissal of your request for rule making. The opposition in the Fayetteville rule making proceeding, however, was filed after the filing of the Beckley application.

In light of the apparent conflict between your application for a station on Ch. 6 in Beckley and your expressed intention to request rule making to assign Ch. 6 to Bluefield, you are requested to file a statement within 30 days from the date of this letter stating the circumstances which led to the filing of your application for a station in Beckley and whether your application for a Beckley station was filed with the actual intention of securing a grant and building a station in Beckley. You are also requested to advise the Commission whether you propose to prosecute your application for Ch. 6 at Beckley.

FCC Junket to Cover Booster, Color TV Tests

FCC Commissioners and key staff personnel flew Friday to Emporium, Pa., to witness experimental TV booster stations operated there by Sylvania Electric Products Corp. Tomorrow (Tuesday) they go to Princeton and New York to view RCA's color TV progress [B•T, May 11].

All made the junket Friday except Comr. George E. Sterling, who remained in Washington to attend the annual dinner meeting of the Radio Intelligence Division Assn., composed of employes of FCC's wartime RID, of which Comr. Sterling was then chief.

FCC Denies WORD Protest In S. C. Ch. 7-10 Petition

FINDING no overlap that would violate FCC rules between the Grade A contours of a new TV grant at Columbia, S. C., on vhf Ch. 10 and a proposed vhf Ch. 7 station at Spartanburg, the Commission last Thursday denied a protest on this issue tendered by WORD Spartanburg, competitor for the Ch. 7 assignment [B•T, March 9].

The protest petition of WORD was directed against the Broadcasting Co. of the South, licensee of WSPA Spartanburg where it seeks TV Ch. 7 in competition with WORD, and 80.9% owner of WIS-TV Corp., the Ch. 10 grantee at Columbia. Broadcasting Co. of the South also is licensee of WIS Columbia and WIST Charlotte, N. C., where vhf Ch. 9 is sought. WORD wanted Broadcasting Co. to "choose" among the several applications because of the alleged overlap.

One RADIO STATION HAS NEARLY

Two TIMES AS GREAT AN AUDIENCE AS ANY OTHER STATION IN REACHING

Three CITIES COMPRISING ONE OF THE RICHEST FARM MARKETS

WTAD

reaches a buy-conscious, radio-active market in . . . QUINCY, ILLINOIS
KEOKUK, IOWA
HANNIBAL, MISSOURI

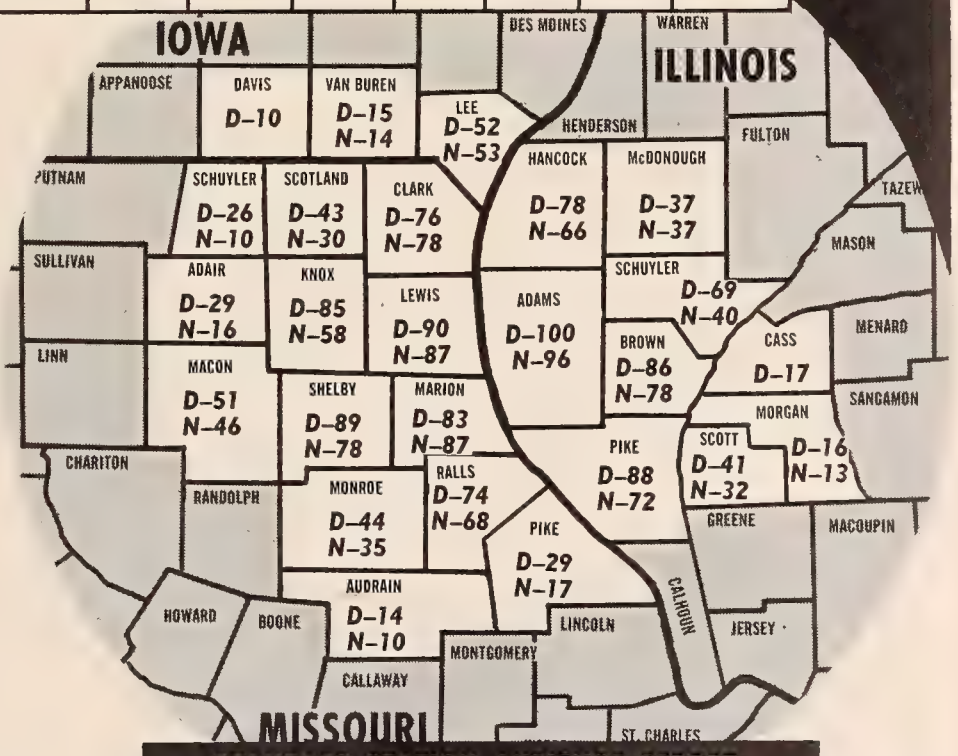
HOOPER RADIO AUDIENCE INDEX

Quincy, Illinois — CITY ZONE — Nov., 1952, thru Feb., 1953

SHARE OF RADIO AUDIENCE

TIME	Radio Sets In Use	WTAD	Station "A"	Station "B"	Station "C"	Station "D"	Station "E"	Station "F"	Station "G"	Station "H"	Station "I"	Other AM & FM
Mon. thru Fri. 8:00 AM — 12:00 Noon	22.8	**45.2**	7.3	23.2	12.9	1.1	2.8	1.1	1.1	1.8	0.9	2.7
Mon. thru Fri. 12:00 Noon — 6:00 PM	22.4	**44.5**	7.6	23.0	10.7	1.4	4.6*	1.3	1.5	2.1	1.5	2.8
Sunday 12:00 Noon — 6:00 PM	22.5	**37.5**	8.5	25.3	6.2	0.4	19.1*	1.3	1.8	0.9	1.1	4.8
Sun. thru Sat. Eve. 6:00 PM — 10:30 PM	29.8	**55.8**	9.5	14.9	8.0	1.3	—	0.3	1.4	2.2	2.3	4.3

*The above measurements are adjusted to compensate for the fact that Radio Station "E" signs off at local sunset.



HOOPER PROVES IT!
STANDARD AUDIT PROVES IT!

WTAD has an average Hooperating more than twice that of any other station reaching the Quincy, Illinois; Keokuk, Iowa; Hannibal, Missouri area. And it covers this area at lower cost and more effectively than any other medium. Write or call Walter Rothschild, National Sales Manager, for availabilities.

STANDARD STATION AUDIENCE REPORT

Total Weekly Audience	DAY Families	NIGHT Families
WTAD	**81,212**	**71,659**
Station A	20,857	17,376
Station B	56,329	37,913
Station C	12,685	10,095

Based on Standard Audit and Measurement Services, Inc., Study No. 1 made in Spring, 1952

Lee STATIONS — **WTAD, QUINCY, ILLINOIS**
930 KC . . . 5000 Watts, day . . . 1000 Watts, night, CBS
Affiliated with KGLO, Mason City, Iowa . . . *Represented by Weed & Company*

STATUS OF TV HEARINGS BEFORE FCC AS OF MAY 8

LOCATION	APPLICANT	CHANNEL NO.	DOCKET NO.	DATE DESIG-NATED	DATE HEARING SCHLD.	DATE HEARING BEGUN	ADJOURNMENTS	RECORD CLOSED	PRO. FIND. DUE.	INIT'L. DEC'N ISSUED	EXCEPTIONS DUE	ADDITIONAL DATA RE APPLICATIONS
AKRON, OHIO (Examiner Cunningham)	Matta Enterprises Allen T. Simmons	UHF 61	10468 10469	4-15-53	5-25-53							
BEAUMONT-PORT ARTHUR, TEXAS (Examiner Huntting)	Port Arthur College Smith Radio Company	VHF 4	10285 10352	7-11-52 11-26-52	12-15-52		5-6-53					
	The Enterprise Company Beaumont B/cing Corp. KTRM, Incorporated	VHF 6	10286 10287	7-11-52	11-17-52	11-17-52		3-11-53	5-18-53			
CANTON, OHIO (Examiner Litvin)	Brush-Moore Newspapers, Inc. Stark B/cing Corp.	UHF 29	10272 10273	7-11-52	10-1-52		Indefinitely					
CHATTANOOGA, TENN. (Examiner Bond)	WDOD B/cing Corp. Mountain City Television Inc.	VHF 3	10438 10439	3-18-53	4-20-53	4-20-53	5-18-53					2nd pre-hearing held 4-30-53
	Southern Television, Inc. Tri-State Telecasting Corp.	VHF 12	10471 10472	4-22-53	5-25-53							
DENVER, COLORADO (Examiner Cunningham)	Aladdin Radio & TV, Inc. Denver Television Co.	VHF 7	9041 10240	7-11-52	10-1-52	10-1-52		10-17-52	Due & Filed 11-24-52	2-2-53	Due & Filed 3-17-53	Waiting Final Dec'n.
	KMYR Broadcasting Co. Metropolitan Television	VHF 4	9043 10238	7-11-52	10-1-52	10-1-52	12-16-52	2-10-53	Filed 4-20-53			Waiting Initial Dec'n.
DULUTH, MINN. SUPERIOR, WISC. (Examiner Sharfman)	Head of the Lakes B/cing Co. Red River B/cing Co., Inc.	VHF 3	10289 10290	7-11-52	11-17-52	11-17-52	Indefinitely					Contingent pet'n to dismiss & Pet'n. to complete hrg. pending
	Ridson, Inc. Lakehead Telecasters, Inc.	VHF 6	10291 10292	7-11-52	11-17-52	11-17-52	Indefinitely.					Pet'n pending to amend to Ch.3 filed by Head-Lake
DURHAM, N. C. (Examiner not named)	T. E. Allen & Sons, Inc.	UHF 46	10452	4-6-53	See remarks							Designated under Section 309(c)
EVANSVILLE, IND. (Examiner Sharfman) (Examiner Litvin)	South Central B/cing Corp. Evansville Television, Inc. On The Air, Inc. WFBM, Inc.	VHF 7	10461 10462 10463 10464	4-15-53	5-25-53							
	Trans-American TV Corp. Premier Television, Inc. W. R. Tuley	UHF 62	10465 10466	4-15-53	5-25-53							Pre-hrg. held 5-7-53
FLINT, MICHIGAN (Examiner Gaguine)	WJR, The Goodwill Station, Inc. Trebit Corporation W.S.Butterfield Theatres, Inc.	VHF 12	10268 10269 10270	7-11-52 7-11-52 11-5-52	11-17-52	11-17-52		2-27-53	Due & Filed 3-30-53	4-30-53	6-8-53	
FORT WAYNE, INDIANA (Examiner Litvin)	Northeastern Indiana B/cing News Sentinel B/cing Co., Inc.	UHF 33	10299 10300	7-11-52	11-17-52	11-17-52		12-12-52	Due & Filed 3-12-53	4-24-53	5-14-53	
(Examiner Huntting)	Radio Ft. Wayne, Inc. Anthony Wayne B/cing	UHF 69	10424 10425	3-4-53	4-6-53	4-6-53	5-15-53					2nd conference 4-10-53
HARRISBURG, PENN. (Examiner Butts)	Kendrick B/cing Co., Inc. Rossmoyne Corporation	UHF 27	10278 10279	7-11-52	10-15-52	10-15-52		3-3-53	5-18-53			P.F. filed by FCC 4-1-53 Waiting Initial Dec'n.
HONOLULU, HAWAII (Examiner Donahue)	Royaltel Pacific Frontier B/cing Co.Ltd.	VHF 2	10474 10475	4-22-53	5-27-53							
LANCASTER, PENN. (Examiner Bond)	Peoples B/cing Company WGAL, Incorporated	VHF 8	10365 10366	12-31-52	2-2-53		5-15-53					Pre-hrg. held 5-8-53
LEBANON, PENN. (Examiner Gaguine)	Lebanon Television Corp. Steitz Newspapers, Inc.	UHF 15	10459 10460	4-15-53	5-25-53							
MOBILE, ALABAMA (Examiner Irion)	WKRG-TV, Inc. The Mobile Television Corp.	VHF 5	10457 10458	4-15-53	5-25-53							
PORTLAND, OREGON (Examiner Smith)	Pioneer Broadcasters, Inc. Mt. Hood Radio & TV B/cing	VHF 6	9136 10316	7-11-52 9-3-52	10-1-52	10-1-52	5-18-53					
	Westinghouse Radio Stations Portland Television, Inc. North Pacific Television, Inc. Cascade Television Company	VHF 8	9138 10245 10319 10324	7-11-52 7-11-52 9-17-52 9-25-52	10-1-52	10-1-52	6-10-53					
	Oregon Television, Inc. Columbia Empire Telecasters Northwest TV & B/cing Co.	VHF 12	10246 10247 10317	7-11-52 7-11-52 9-3-52	10-1-52	10-1-52	Indefinitely					
PORTLAND, OREGON VANCOUVER, WASHINGTON (Examiner Smith)	Mt. Scott Telecasters, Inc. Vancouver Radio Corp.	UHF 21	10248 10249	7-11-52	10-1-52	10-1-52		2-9-53	Due & Filed 3-23-53			Waiting Initial Decision
PORTSMOUTH, OHIO (Examiner Irion)	Woodruff, Inc.	UHF 30	10440	3-18-53	4-20-53		Indefinitely					D-10441 dismissed wop 4-14-53;10440 referred to full Comm whether to be returned to processing
ROCHESTER, NEW YORK (Examiner not named)	WHEC, Inc. Veterans B/cing Co., Inc.	VHF 10	8965 10447	4-1-53	See remarks							Designated under Section 309(c)
SACRAMENTO, CALIF. (Examiner Donahue)	Sacramento B/casters, Inc. KCRA, Inc.	VHF 3	9012 10294	10-29-52 7-11-52	11-17-52	11-17-52		4-22-53	7-1-53			
	McClatchy B/cing Co. Sacramento Telecasters, Inc.	VHF 10	9013 10298	7-11-52	11-17-52	11-17-52	H'rg.complete record left open for dep. and exhs.					Pre-hrg. held 11-12-52
	Maria Helen Alvarez Cal Tel Company	UHF 40	10340 10341	11-5-52	11-17-52	11-17-52	6-15-53					
	John Poole B/cing Co. Jack O Gross	UHF 46	10342 10343	11-5-52	11-17-52	11-17-52	Indefinitely.					Pet'n for dismissal of D 10343 & grant of Poole pending
SALINAS, CALIF (Examiner not named)	Salinas B/cing Corp. Monterey Radio-TV Co.	VHF 8	10445 10446	4-7-53	See remarks							Designated under Section 309(c)
SAN JUAN, PUERTO RICO (Examiner Gaguine)	Jose Ramon Quinones Amer.Colonial B/cing Corp.	VHF 4	10436 10437	3-18-53	4-20-53	4-20-53	6-1-53 (see remarks)					Pre-hrg.held 4-14-53: Written testimony due 6-1-53
SHREVEPORT, LA. (Examiner Cooper)	KTBS, Inc. International B/cing Corp.	VHF 3	10476 10477	4-22-53	5-29-53							
SPOKANE, WASHINGTON (Examiner Butts)	Louis Wasmer Television Spokane	VHF 2	10422 10423	3-4-53	4-6-53	4-6-53	5-18-53					Pre-hrg. held 5-4-53
ST. PETERSBURG-TAMPA FLORIDA (Examiner Cooper)	The Tribune Company Pinellas B/cing Co. The Tampa Bay Area Telecasting Co.	VHF 8	10250 10251 10252	7-11-52	10-15-52	10-15-52		1-21-53	4-15-53 See Remarks			P.F.Filed by FCC 2-26-53 P.F.by parties 4-17-53 Waiting Init'l. Dec'n.
	Tampa Times Company Orange TV B/cing Co. Tampa TV Company	VHF 13	10253 10255 10330	7-11-52 7-11-52 10-8-52	10-15-52	10-15-52	6-3-53					Pre-hrg. held 12-3-52
WICHITA, KANSAS (Examiner Hutchison)	Mid-Continent Television, Inc. KAKE B/cing Co., Inc.	VHF 10	10262 10263	10-8-52 7-11-52	10-20-52	10-20-52		5-7-53	6-15-53			D-10262 originally designated 7-11-52
	The Radio Station KFH Co. Taylor Radio & TV Corp. Wichita TV Corp., Inc.	VHF 3	10259 10260 10261	7-11-52	10-20-52	10-20-52	Hrg.complete; record open for deps.					
WORCESTER, MASS. (Examiner Butts)	Salisbury B/cing Corp. New England B/cing Co.	UHF 14	10478 10479	4-22-53	5-29-53							Pet'ns. pending to dismiss New England & complete hrg. on Salisbury

Note: Since preparing the above information the Commission designated the following applications for new TV stations for consolidated hearings in Washington on June 8, 1953:

B. Bryan Musselman, Olivia P. Musselman, Reuel H. Musselman, Albert L. Wentz and Paul I. Wentz (BPCT-958) and Queen City Television Co., Inc. (BPCT-1001), both parties seeking to operate on Channel 39 in Allentown, Pennsylvania.

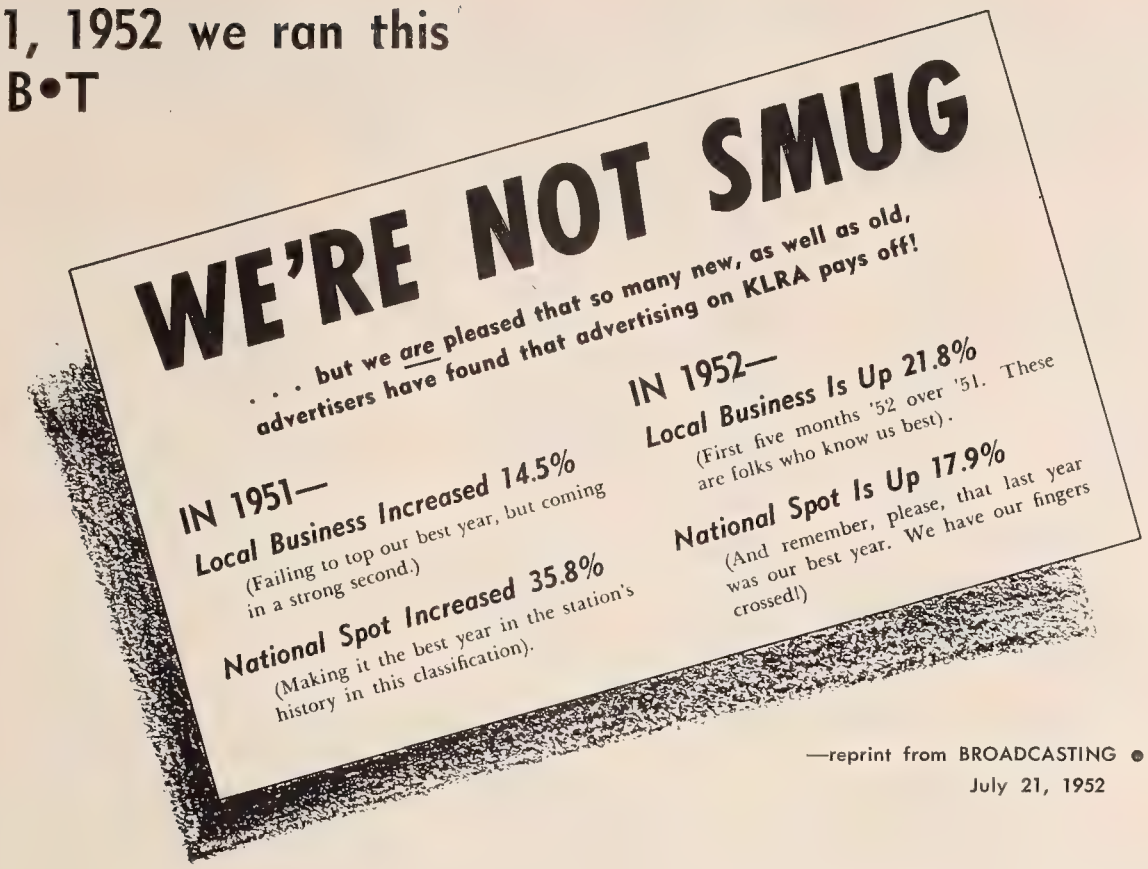
Penn-Allen Broadcasting Co. (BPCT-486) and Allentown Television Corp. (BPCT-1008), both seeking to operate on Channel 67 in Allentown, Pennsylvania

WTAG, Inc. (BPCT-1060) and Wilson Enterprises, Inc. (BPCT-1241), both seeking to operate on Channel 20 in Worcester, Massachusetts.

HERE is the boxscore as of May 8 of television hearings currently in various stages before FCC hearing examiners. It was compiled under the supervision of Fred Ford, chief of the Commission's Hearing Division, for the use of Commissioners and FCC staff.

Several new TV comparative hearings were designated by FCC last week to commence in Washington on June 15 (see story page 50).

July 21, 1952 we ran this ad in B•T



—reprint from BROADCASTING • TELECASTING, July 21, 1952

NOW look at the story—

Complete for 1952:

LOCAL BUSINESS INCREASED 45.2%

This made 1952 the TOP year for local business on KLRA!

NATIONAL SPOT INCREASED 11.6%

This set a new record for Spot business —top year for National!

First Quarter, 1953:

LOCAL BUSINESS IS UP 30.5%

Our "home folks" can check results—that's why they more and more prefer KLRA!

NATIONAL SPOT IS UP 39.1%

Again we have our fingers crossed; the greatest month in KLRA's history was March, 1953!

THERE'S A REASON—

Programmed for Arkansas with shows that folks like to listen to, plus a strong Merchandising-Promotion Department that not only plugs KLRA shows and personalities, but has racked up an enviable record of successes in merchandising KLRA advertisers' products . . . all have made KLRA "Arkansas's Listening Habit." Our Farm Service Department has Johnnie Holmes and Jim Moffett on full-time farm service work . . . our full-time News Department of Mark Weaver, Gene Goss and Randy Gover has scored innumerable "scoops" on news stories . . . our top Disc Jockeys, including Bob Hicks, Bob Hess and Al Dent, are "most-listened-to" in the area. These are all "plus-values" you get when you buy KLRA. And, coming soon, a top sports personality and a top women's service director to add to the value of your message on KLRA.

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC
"ARKANSAS'S LISTENING HABIT"

KLRA
LITTLE ROCK

YOUR O. L. TAYLOR COMPANY MAN WILL GIVE YOU COMPLETE DETAILS

GLOBAL TV PLANS CHAMPIONED

Senate Foreign Relations subcommittee hears Halstead, Unitel president, propose "mountain top" and "island chain" relay systems to beam telecasts around the world.

INTERNATIONAL TV and radio-relay services were given a boost last week in New York during a three-day hearing of a Senate subcommittee [B•T, May 11].

Their use, the Senate Foreign Relations subcommittee on International Information Services (includes Voice of America) was told, would be "the most powerful means yet devised for educating, unifying and strengthening" the world's population.

Speaker was William Halstead, president, Unitel Inc., New York, a telecommunications and planning firm. Mr. Halstead testified on developments in international broadcasting.

Among the points he raised:

● TV will "provide the most effective channel that has so far been created to reach the minds of men."

● A so-called "mountain top" technique of relay using natural vantage points throughout a country—studies were conducted, he said, in Japan, Mexico and Turkey.

● Because of "mountain top" success, consideration has been given to bridging long overwater distances with a projected relay between North America and Europe using the chain of islands — Greenland, Iceland, the Faroes and the Shetlands—as relay bases.

Senators at the hearing were B. B. Hickenlooper (R-Iowa) and Theodore Green (D-R. I.).

Mr. Halstead said that by means of this North America Relay Communications project, known as The NARCOM Plan, direct transmission of television signals between Europe and America could become a reality. He added that in radio, the system could carry all trans-Atlantic traffic presently transmitted by short-wave systems, "relatively free from the possibility of co-channel interference of intentional 'jamming'."

He estimated that this system could be put into practice in from three to five years.

Hubbell Support

Supporting Mr. Halstead's views was Richard W. Hubbell, television development office of the International Broadcasting Service, under which the Voice operates. But Mr. Hubbell warned that the U. S. may lose out to Soviet Russia in the realm of international TV if the country keeps "missing the boat" as it has in the past.

Mr. Hubbell charged that the television activities of the State Dept. have been "confined to the most limited things, given a low priority and blocked at every turn." He claimed that the department "has been paying lip service to the idea of international television while doing virtually nothing about it."

Mr. Hubbell asserted that the IBS TV branch has been operating with a staff of three and a budget of $18,000 yearly, exclusive of salaries. He proposed the expansion of television activities to service the world in eight to 10 languages at an estimated expense of $250,000 a year, exclusive of personnel costs.

Mr. Hubbell also advocated that a worldwide TV study be made at an estimated cost of $75,000 to lay the blueprint for a master plan under which the television branch could operate. He urged, too, that the branch be organized as a separate agency.

Sen. Hickenlooper said he would attempt to hold a conference in Washington with officials of the State Dept. and the International Information Administration to see whether the decision to eliminate VOA broadcasting in Latin America could be reconsidered. Programs are scheduled to end May 23 in line with a proposed $10.6 million reduction in IIA's budget for the fiscal year starting July 1.

Sen. Hickenlooper said the information services might be improved by removing them from the State Dept. and placing them in a semi-autonomous agency.

AM, FM Actions Include Ownership, Power Changes

THREE ownership changes, several power boosts and the postponement of the effective date of an April 1 power grant to KEAR San Mateo, Calif., highlighted the AM and FM decisions of the FCC last week.

Control of WBCU Union, S. C., passed to James Coggins who purchased 51% from five owners. Mr. Coggins owns WEDK Newberry, S. C. Edward Osborne, WBCU general manager, acquired 48% in the move. Total consideration $63,090.

J. E. Taylor gained control of KCRV Caruthersville, Mo., following retirement of Harry Levin from three-way partnership that included Robert L. Harrison. Mr. Harrison increased his equity to 20% and W. Y. Cleveland, new partner, purchased 25%. Mr. Levin received $31,500 for his holding.

Negative control of WSAT Salisbury, N. C., was granted to C. H. Wentz (formerly 16⅔%) in a transaction that netted several retiring stockholders $36,000. The remaining stock is divided between newcomers Elbert Sherman, WSAT chief engineer (20%), and Harry Welch, salesman (30%).

Upon protest of alleged adjacent channel interference filed by KFBK Sacramento, Calif., FCC postponed the effective date of its April 1 grant which authorized KEAR San Mateo, Calif., to increase power from 1 kw to 10 kw, operating directional fulltime on 1550 kc. KFBK is on 1530 kc with 50 kw, directional. Hearing was ordered on the KEAR power boost with KFBK made party to the proceeding.

Power changes were granted to an AM and two FM outlets:

WLET Toccoa, Ga.—Granted power boost from 1 kw to 5 kw day on 1420 kc.

KFUO-FM Clayton, Mo.—Granted ERP change on 99.1 mc from 6.7 kw to 6.1 kw and increase antenna height from 260 ft. to 520 ft.

WKPT-FM Kingsport, Tenn.—Granted ERP boost on 98.5 mc from 4.5 kw to 10 kw and change antenna height from -85 ft. to 960 ft.

Streibert to Germany

THEODORE C. STREIBERT, former MBS chairman of the board, has been sent to Germany on a State Dept. mission. At the office of Dr. Robert L. Johnson, chief of the State Dept. International Information Adm., it was stated that Mr. Streibert was one of a team of experts that is surveying government operations in Germany. Head of the group is Tracey S. Voorhees, former Undersecretary of the Army.

ZENITH CH. 2 ARGUMENT HEARD

ARGUMENT on Zenith Radio Corp.'s appeal to stay FCC's decision dismissing its application for vhf Ch. 2 in Chicago [B•T, Feb. 16 et seq.] was heard last week by three judges of the U. S. Court of Appeals for the District of Columbia.

Arguing in behalf of Zenith was Edward K. Wheeler, Wheeler & Wheeler. Opposing the stay motion were FCC Assistant General Counsel J. Roger Wollenberg, CBS attorney, Stanley M. Silverberg, Duke M. Patrick, Hogan & Hartson, representing the *Milwaukee Journal's* WTVJ-TV, and Thomas H. Wall, Dow, Lohnes & Albertson, representing WKZO-TV Kalamazoo, Mich., and WHBF-TV Rock Island, Ill.

The Commission dismissed the Zenith application, which was filed in 1948, on the grounds that the Chicago radio-TV manufacturer had waived its rights by not participating in the TV allocation proceedings. This resulted in the deletion of Ch. 4 from Chicago and the show cause order moving WBKB Chicago (now CBS-owned WBBM-TV) from Ch. 4 to Ch. 2. FCC also said Zenith should have intervened in the WBKB renewal (this was part of the Paramount case).

Zenith's position was that it had been deprived of its right to a hearing under the Ashbacker decision. This, upheld by the Supreme Court in the early 1940's, declared that the Commission must give a hearing to applicants. Zenith also argued that if WBBM-TV was permitted to move to Ch. 2 before the Court decided the basic case, it would prejudice Zenith's position.

Opposition counsel argued that Zenith waived its right to a comparative hearing when it failed to participate in the allocation proceedings. They also took the position that a stay would be against the public interest, in that it would hold up WTVJ-TV's move to Ch. 4, continue interference to WKZO-TV (Ch. 3) and WHBF-TV (Ch. 4). Zenith's case would not be prejudiced, they stated, since CBS would still be a licensee no matter what channel it was operating on in Chicago.

In answer to the Ashbacker argument—which seemed to impress the judges—the opposition attorneys insisted that it only applied in cases where there were voluntary applicants. In this case, they pointed out, CBS was moving pursuant to Commission order.

Capitol Hill Meet On NARBA Reported

INFORMAL conference was held last Thursday on Capitol Hill on the North American Regional Broadcast Agreement (NARBA), B•T has learned.

Attending were FCC Chairman Rosel H. Hyde; Robert D. L'Heureux, chief counsel, Senate Commerce Committee; Carl M. Marcy, consultant, Senate Foreign Relations Committee, and State Dept. representatives.

Purpose, it was understood, was to lay groundwork for upcoming hearing on NARBA by Sen. Charles W. Tobey's (R-N.H.) Senate Foreign Relations subcommittee. Sen. Tobey also is chairman of the Senate Commerce Committee.

Hearings may be held late this month or in early June.

NARBA treaty apportions various parts of the AM spectrum among the North American countries. It has been awaiting Senate ratification since February 1951.

KVOO Tulsa

OKLAHOMA'S GREATEST STATION

Nielsen **PROVES IT**

Pulse **PROVES IT**

Results **PROVE IT**

50,000 WATTS *NBC AFFILIATE* **1170 KC**

EDWARD PETRY & CO., INC., REPRESENTATIVE

ASSISTANCE IN TEXAS DISASTER REFLECTS RADIO'S PUBLIC SERVICE

Always a voice of hope, radio last week again assumed its role of untiring public servant. The following are the first of the station reports from the devastated area.

RADIO demonstrated again that it can disseminate information as can no other medium, in the tornado which struck last Monday in San Angelo and Waco, Tex., killing scores of persons and damaging property in the millions of dollars.

Reports were still coming in to B•T last weekend describing radio's public service in the aftermath of the tornado which struck San Angelo at 2:30 p.m. CST and hit the downtown business district of Waco two hours later, shortly after 4:30, inflicting heaviest destruction on the latter city. Stations broadcast U. S. Weather Bureau warnings of the approaching tornado, and at least two stations, WACO and KWTX Waco, canceled all commercial programs and went on emergency operations, WACO until 6 a.m. Thursday and KWTX until 6 p.m. Thursday. Here are station reports:

WACO, which listed its own damages as slight, was on the air 35 minutes after the tornado struck, broadcasting details of the damage from two remote trucks at different vantage points.

KWTX, which went off the air for two hours when the storm tore down power lines to its transmitter, afterward went on emergency operations. The KWTX public address truck was dispatched to the center of the devastated area to direct rescue operations.

WACO fed the 20-station Texas State Network 18 hours of the disaster coverage, believed by TSN to be one of the longest network public service broadcasts on record.

KTXL San Angelo General Manager Robert L. McClelland said the tornado missed the station's studios and transmitters by only about a hundred yards, but that the station received no extensive damages. The station went off the air from 2:30 p.m., when the storm struck San Angelo, to 5:30 p.m., then resumed broadcasting with a crew of six men covering the disaster completely with on-the-scene tape reporting and other general news broadcasts, including names of dead and injured. KTXL kept up coverage until 12:30 a.m.

A. D. Rust, president, said plans for opening KTXL-TV July 1 were not affected by the storm.

KGKL San Angelo, according to General Manager Lewis O. Siebert, received no damages to property, but all power and transmission lines to its transmitter were blown away and the station was off the air from 2:35 p.m. Monday until temporary power lines went back into operation at 8:30 p.m. Temporary telephone transmission lines were in operation at 10:30 the next morning.

Since then, Mr. Siebert says, KGKL has been broadcasting all kinds of emergency messages and programs of the Emergency Disaster Relief Committee. Funds, food, clothing, bedding and other needed items have been secured by special KGKL programs.

KFAB Omaha reported it made a special broadcast of a storm which struck Hebron, a county seat 150 miles southwest of Omaha, on the night of May 9, then dispatched newsman Hugh McCoy and Al Bates, technical director, to the scene in a KFAB mobile unit, from where disaster and casualty reports were broadcast.

WACO reported it sent out emergency calls after the storm for sandwiches and hot coffee for workers digging out the dead and injured from the rubble, and the food later was turned over to the Salvation Army, Boy Scouts, Red Cross and other volunteer groups for distribution. Wives of WACO personnel brought food to station personnel, who stayed on all night at telephones and microphones, answering calls.

TSN aired several on-the-spot broadcasts from WACO before midnight Monday, then Porter Randall, TSN news editor, left key station KFJZ Fort Worth to broadcast over WACO the rest of the night. His 15-minute summary was aired over TSN at 7:30 a.m. Tuesday. He was joined later by Dale Drake, TSN sales manager, Hal Thompson, KFJZ-TSN special events man, and John Riley, KFJZ-TSN engineer. By mid-morning Tuesday lines from WACO to KFJZ were installed and TSN blocked out regular commercial network service and aired disaster messages.

KCRS Midland reported it relayed messages to ham operators for shortwaving about the country. KCMC Texarkana, KNOW Austin, KABC San Antonio, KTRH Houston, and KTBB Tyler called for feeds as long as possible, and KWFT Wichita Falls and other TSN stations used the service. Non-affiliates KTRE Lufkin, KERV Kerrville and KOSA Odessa asked for feeds and others were set up.

KWTX General Manager M. N. Bostick, immediately after the storm struck, called KRLD and WFAA Dallas to give them news of the disaster and advise them to request on their facilities that Waco people stay at home.

The station's facilities were used only for emergency announcements and descriptions of rescue operations, Mr. Bostick said. All the KWTX staff and others familiar with radio operations were pressed into service.

KWTX personnel called in messages direct by telephone to the station and set up broadcasts from various points, placing remote equipment in the downtown distress area and using portable tape-recording equipment. The station's Beechcraft plane was used.

Both WACO and KWTX are back on commercial or semi-commercial operations, but these programs have been curtailed largely, partly because of follow-up news of the tornado, but mostly because advertisers on both stations have suffered heavy losses.

KUDL Kansas City on Wednesday reported it had cancelled immediately all regularly scheduled programs to air an appeal for $10,000 in contributions to send to Waco. The station reported its manager, David M. Segal, will deliver a check for the total amount of contributions by flying to Waco in his personnel plane.

WOR-TV 'DOUBLE EXPOSURE' STUDIED

Station invites sponsors to repeat "outstandingly successful" films.

BUYERS and sellers of TV time and programs, particularly film packages, were studying closely the "double exposure" plan announced last week by WOR-TV New York.

In essence, the station is inviting sponsors of "outstandingly successful" filmed programs on other New York TV stations to repeat them on WOR-TV, which for "an experimental period of 26 weeks" will accept these shows, complete with commercials, on a no-time-charge basis. Only concession asked by WOR-TV is that running time of the program be cut from 29½ minutes to 28½ minutes, giving the station an extra minute for adjacent spots, from the sale of which it expects to derive its revenue.

In announcing the "double exposure" plan, James M. Gaines, General Teleradio vice president in charge of WOR and WOR-TV, said that the station at the outset will devote the 9 to 11 p.m. period of one evening a week to this repeat programming, with like periods of other evenings to be added if necessary to accommodate advertisers. Three "major advertisers" have already indicated interest in the idea, he said, but he declined to identify them.

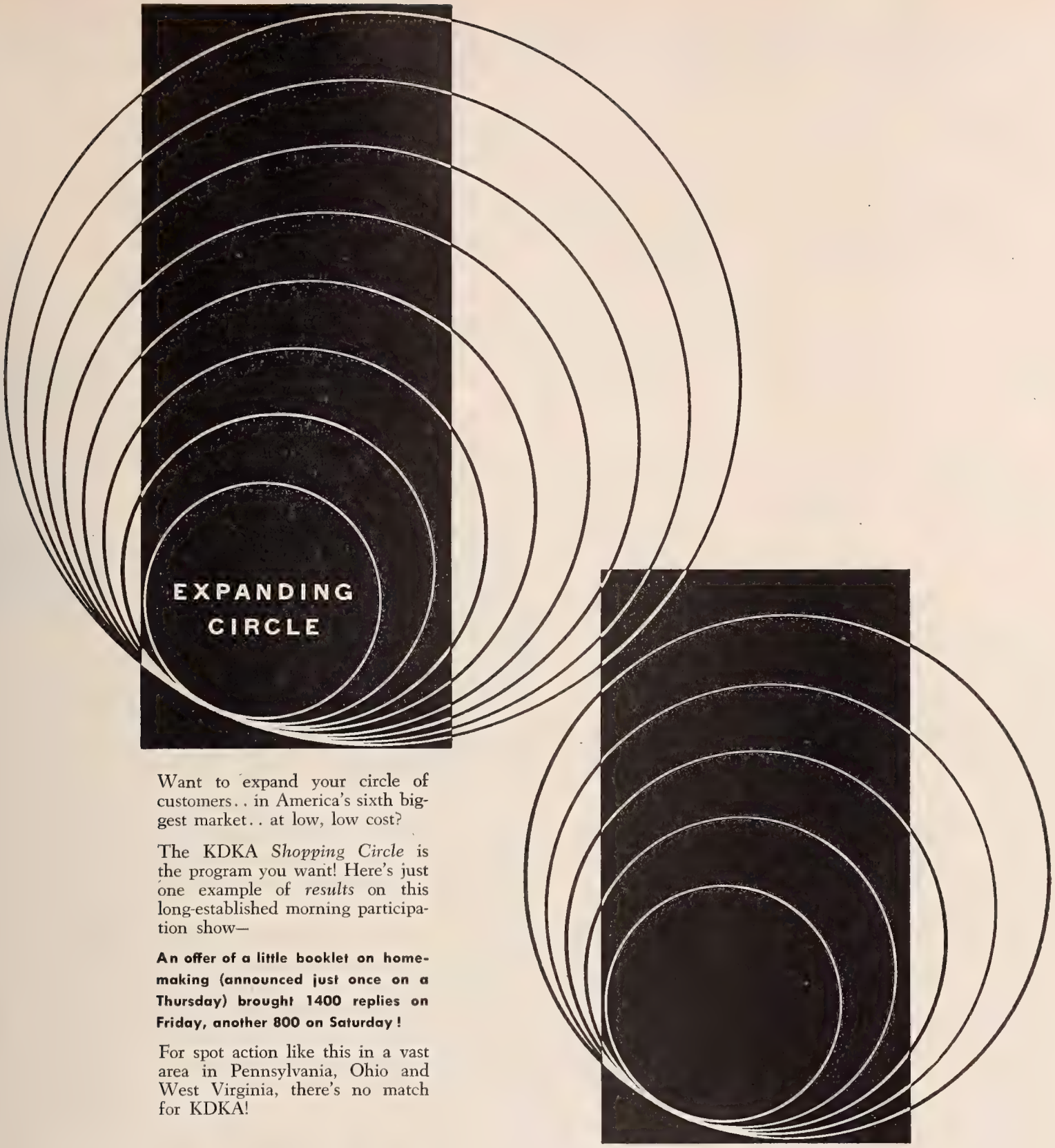
Mr. Gaines, in explaining the plan, pointed out that if a program's original telecast attracted 25% of the TV audience in the New York area, a high rating, there would still be 75% of the potential viewers who had not seen it.

Producers of package film programs declined to speak for direct quotation until they have had time to study the "double exposure" scheme in detail. But informally they pointed out that in most cases an advertiser's contract to sponsor a package film program in one or more cities covered only a single telecast of each program in each market and that he would have to make a new contract to secure "double exposure" rights.

Regarding station-client relationships, the question was raised of the legitimacy of WOR-TV's offer to give the time to "double exposure" sponsors while charging other advertisers for time on the station. Station's restriction of the plan to "outstandingly successful" programs is admittedly a consideration, but whether it is enough to satisfy other advertisers that the "double exposure" clients are not getting preferential treatment in violation of the standard AAAA contract provisions was a moot question, not resolved late last week.

That the plan was extremely displeasing to those New York TV stations now telecasting exclusively the "outstandingly successful" TV film programs for which WOR-TV is angling is no secret. If the cost to the advertiser of delivering the film to WOR-TV for a repeat showing were to amount to 25% of the cost of time-plus-program on the first station, and if WOR-TV were to deliver only half as many viewers as the first telecast had, WOR-TV would be putting the sponsor's message into TV homes at half the cost per family of the original station. Furthermore, if the viewer knew that they could see one program the next night on WOR-TV while another program, telecast at the same time as the first was not to be repeated, they might well choose to look at the second. Thus, the audience for the first telecast of the show to be repeated would be curtailed.

It also was pointed out that broadcasters have long been suspicious of offers of "free" transcriptions made by advertisers who, when the discs are auditioned, are found to have included several plugs for their products or services, oftentimes subtly introduced. Yet here one station sales representative emphasized, is a TV adaptation of this plan being proposed not by an advertiser, but by a station.



Want to expand your circle of customers.. in America's sixth biggest market.. at low, low cost?

The KDKA *Shopping Circle* is the program you want! Here's just one example of *results* on this long-established morning participation show—

An offer of a little booklet on homemaking (announced just once on a Thursday) brought 1400 replies on Friday, another 800 on Saturday!

For spot action like this in a vast area in Pennsylvania, Ohio and West Virginia, there's no match for KDKA!

KDKA
PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE
RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO
KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales.

BROCHURE TRIGGERS RADIO-TV CONFLICT

A San Francisco controversy was started when KNBC said its television competitors had bad picture reception in some areas and questioned TV's advertising value. Three area video stations answer the charges.

INTRA-INDUSTRY battle of radio and TV stations in San Francisco, started by KNBC in an anti-television brochure, will be fought to the finish, judging by present strategy of the TV group.

Under the title "Pause for Appraisal," KNBC stirred Golden Gate media circles with a slashing attack on the value of TV advertising, contending that large areas lack a good picture and that radio can do a better advertising job at less cost.

Speaking for the three San Francisco TV outlets—KRON-TV, KPIX (TV) and KGO-TV, Harold See, KRON-TV manager, told B•T:

We have begun a thorough, scientific study and intend to refute the KNBC report in its entirety. It will include engineering findings, photographed kinescopes in the so-called "impossible areas" and will be completely documented by impartial research organizations.

Consensus of the TV group was that the KNBC anti-video brochure was "ill-conceived, unscientific and superficial." They claim the KNBC charges dealing with spotty TV coverage were based on an RCA service map of metropolitan San Francisco which was originally drawn up to indicate which reception areas would require indoor, outdoor or special antennas.

Said one TV engineer: "The fact that TV reception in some areas was more difficult than in others did not mean that the proper antenna couldn't bring in a clear picture."

Agency reaction was mixed. Some felt any effect of the KNBC report would be temporary. Others contended that to show the report to TV clients would be an indirect admission the agency had been selling TV time under false pretenses.

'Results Will be Temporary'

Suggestion was heard that the study only served to pit one medium against another in a manner detrimental to all. The manager of a competitive radio station, who refused to allow his name to be used, said, "I doubt if the report will have any serious, permanent effect. Any results will be temporary. If viewing conditions are as bad as KNBC claims, I'd like to know more about it. However, I can't believe that engineers can't remedy the reception problems."

One large California milk and ice cream company with a local TV budget exceeding $100,000 a year indicated it had no thought of changing media as a result of the report.

KNBC opens its brochure with the claim that radio has been "trampled" in the rush of advertisers to the new "glamour" medium. "Even advertisers who owe their sales success in large measure to radio have of late been treating the aural medium like a poor relative," the brochure continues.

Comparisons are given of radio and TV rates and audiences. On the basis of 494,000 TV sets in the bay area, KNBC lists the viewing homes as 91,390 in the afternoon and 206,492 in the evening. This compares with 185,985 total listening homes in the area in the afternoon and 270,082 in the evening. Extra audiences for radio, such as auto listeners, are cited.

KNBC criticizes TV stations for crowding "an average of three to four station breaks between programs (not to mention hitch-hiker and cow-catcher announcements on the programs fore and aft)." Radio learned long ago not to crowd commercials, it was added.

Then KNBC poses this question: "Doesn't it make sense for you, as an advertiser, to concentrate at least a part of your efforts in radio —while your competitors are figuratively battling to the death on TV?" The brochure closes with a coverage map prepared by R. A. Isberg, electronic systems consultant. A fourth of the population has "poor" or "impossible" TV reception, it is claimed.

Surrick Takes WORZ Helm

JOHN E. SURRICK, vice president and general manager of WFBR Baltimore, has been named general manager of WORZ Orlando, Fla., Mrs. Naomi Murrell, WORZ president, announced last week.



Mr. Surrick

Before his association with WFBR, Mr. Surrick was radio and television sales director for the *Philadelphia Inquirer*'s WFIL-AM-TV, and prior to that time was an account executive with the N. W. Ayer & Son agency. He participated in the organization and was first president of the Maryland-District of Columbia Radio-TV Broadcasters Assn. He also has been active in NARTB affairs.

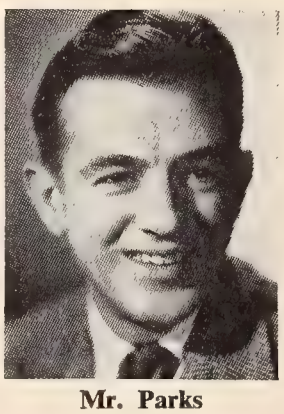
WJAR Moves to Ch. 10

WJAR Providence reports May 3 was "Ten Day" for the station, when it changed from Ch. 11 to 10 and increased effective radiated power from 30 to 225 kw. The station claims an increase from 425,000 to 1,016,600 TV sets in its primary coverage area and reports an "excellent" response to the power boost.

A new 12-bay superturnstile antenna has replaced WJAR's 6-bay antenna, increasing antenna height from 720 to 733½ ft. above sea level.

Parks Joins KNBH (TV)

JAMES PARKS, partner in the now-dissolved Searle & Parks Inc., Hollywood program packagers-distributors, has joined KNBH (TV) that city, as sales manager. Mr Parks originated the ABC radio *Quiz Kids,* and formerly was associated with WHB Kansas City, Gardner Advertising, St. Louis, and William Morris Agency, Chicago. He succeeds Doty Edouarde, who becomes manager of radio spot sales for NBC's western division.



Mr. Parks

WPIX (TV) APPOINTS THROWER MANAGER

Fred Thrower, former CBS-TV and ABC sales executive, will replace Bennett Larson, who joined Time Inc. in KDYL-AM-TV purchase.

APPOINTMENT of Fred M. Thrower, former CBS-TV and ABC executive, as general manager of WPIX (TV) New York, effective May 21, was announced last Thursday by F. M. Flynn, president of WPIX Inc.



Mr. Thrower

Mr. Thrower will succeed G. Bennett Larson, who is associated with Time Inc. in the purchase of KDYL-AM-FM-TV Salt Lake City for $2.1 million subject to FCC approval [B•T, April 6].

A radio-TV veteran, Mr. Thrower resigned as vice president in charge of network sales for CBS-TV a few months ago, and since that time has been identified with Audio-Video Products Corp., in which he holds an ownership interest.

He formerly was TV sales vice president of ABC, a post he gave up to take the CBS-TV sales vice presidency in December 1951. A native of Tampa, he joined NBC in 1929; subsequently became general sales manager of the Blue Network, forerunner of ABC; and, after wartime service in the Navy, was elected a vice president of ABC in December 1945.

Frank H. Just Dies; Owned WKRS Waukegan

FUNERAL services were held last Tuesday for Frank H. Just, 81, owner of WKRS Waukegan, Ill., and editor-publisher of the local *News-Sun,* who died May 10.

Mr. Just, associated with newspaper work for over 50 years, died following an emergency appendectomy in suburban Lake Forest Hospital. Burial was in Libertyville, Ill., where he made his residence.

Among survivors are his wife, Mary; a daughter, and two sons, including Frank Ward Just, president of WKRS and general manager of the *Sun-News.* WKRS is licensed to Sun-News Broadcasting Corp., a subsidiary of the newspaper.

WCAU's Stan Lee Broza Resigns to Join WPTZ (TV)

STAN LEE BROZA, vice president in charge of programming for WCAU Philadelphia, has resigned to become program manager of WPTZ (TV) Philadelphia, NBC-TV affiliate, it was announced Thursday.

Mr. Broza, a veteran of 30 years in radio and television, will assume direction of all program development for WPTZ (TV). His new position, it was reported, will not affect his duties as producer and m.c. of *The Children's Hour* on WCAU. He is credited with having created the show in 1927, which has been continuously sponsored since that year by the Horn & Hardart Co.

No. 1 WORKHORSE



for the ASSOCIATION OF AMERICAN RAILROADS

THREE COMMERCIAL TVs START: FIRST EDUC. OUTLET IS ON THE AIR

Total U. S. television stations number 172. KUHT (TV) Houston, although a month late, becomes the initial noncommercial outlet.

THREE new commercial television outlets began programming last week, raising the number of commercially operating TV stations to 171. The first noncommercial educational outlet in the U. S. also went on the air, almost a month after its planned April 16 target date.

There are now 63 commercial post-thaw TV stations on the air, of which 33 are vhf and 30 are uhf. The noncommercial outlet brings the total vhf stations up to 34, and the total number of stations (including pre-freeze) up to 172.

Between now and July 1, 30 more stations plan to begin programming. Last week's starters and those which contemplate programming within the next few months are (in chronological order):

On the Air

KCBD-TV Lubbock, Tex., vhf Ch. 11, represented by John E. Pearson TV Inc., affiliated with ABC-TV, started May 10 instead of May 3. Already in Lubbock: KDUB-TV on vhf Ch. 13.

KVOS-TV Bellingham, Wash., vhf Ch. 12, represented by Forjoe TV Inc., started May 15. It is the first Bellingham (Wash.)-Vancouver-Victoria (B. C.) TV station.

WTVE (TV) Elmira, N. Y., uhf Ch. 24, represented by Forjoe TV Inc., started May 15. It is the first Elmira TV station.

KELO-TV Sioux Falls, S. D., vhf Ch. 11, represented by O. L. Taylor Co., affiliated with ABC-TV and NBC-TV, started May 17 instead of May 10. It is the first Sioux Falls TV station.

WHIZ-TV Zanesville, Ohio, uhf Ch. 50, represented by John E. Pearson TV Inc., started May 17. It is the first Zanesville TV station.

KUHT (TV) Houston, Tex., noncommercial educational permittee on vhf Ch. 8, started testing last week. It is the first U. S. educational station to go on the air.

May 22

WBKZ-TV Battle Creek-Kalamazoo, Mich., uhf Ch. 64, represented by Weed Television, affiliated with ABC-TV and DuMont. Already in Kalamazoo: WKZO-TV on vhf Ch. 3. Due on the air this year: WBCK-TV on uhf Ch. 58 (Battle Creek) and WKMI-TV on uhf Ch. 36 (Kalamazoo).

WDAY-TV Fargo, N. D., vhf Ch. 6, represented by Free & Peters Inc., affiliated with NBC-TV and will carry programs of CBS-TV and DuMont. It will be the first Fargo TV station.

May 24

WSUN-TV St. Petersburg - Tampa - Clearwater, Fla., uhf Ch. 38, represented by Weed Television, affiliated with ABC-TV. It will be the first St. Petersburg-Tampa-Clearwater TV station.

May 28

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with CBS-TV. It will be the first Raleigh TV station.

May 18-June 1

WCSC-TV Charleston, S. C., vhf Ch. 5, represented by Free & Peters Inc., affiliated with all four networks. It will be the first Charleston TV station.

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont. Already in St. Louis: KSD-TV on vhf Ch. 5 (a pre-freeze station).

May-June

WGLV (TV) Easton, Pa., uhf Ch. 57, represented by Headley-Reed TV. It will be the first Easton TV station (exact on-the-air date unannounced).

June 1

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all four TV networks. It will be the first Bakersfield TV station.

KFEQ-TV St. Joseph, Mo., vhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV. It will be the first St. Joseph TV station.

KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson TV Inc. It will be the first Fort Smith TV station.

KSWS-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc. It will be the first Roswell TV station.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William Rambeau Co. It began testing May 8 and is the first Lafayette TV station.

WROM-TV Rome (Ga.)-Chattanooga (Tenn.), vhf Ch. 9, represented by Weed Television (target date has been moved up 45 days). It will be the first Rome-Chattanooga TV station. Chattanooga permittees: WTVT (TV) on uhf Ch. 43 and WOUC (TV) on uhf Ch. 49 (target dates unannounced).

WTVU (TV) Scranton, Pa., uhf Ch. 73, represented by the Bolling Co.

June 2

WFTV (TV) Duluth, Minn., uhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks. It will be the first Duluth TV station.

June 7

WGBI-TV Scranton, Pa., uhf Ch. 22, represented by Blair TV Inc., affiliated with CBS-TV.

June 1-15

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair TV Inc., affiliated with NBC-TV. It will be the first Boise TV station.

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Robert Meeker TV Inc. It will be the first Rochester TV station.

WBUF-TV Buffalo, N. Y., uhf Ch. 17, represented by H-R Television. Already in Buffalo: WBEN-TV on vhf Ch. 4 (a pre-freeze station).

June 15

KFOR-TV Lincoln, Neb., vhf Ch. 10, represented by the Paul H. Raymer Co., affiliated with ABC-TV. Already in Lincoln: KOLN-TV on vhf Ch. 12.

June 21

WKOW-TV Madison, Wis., uhf Ch. 27, represented by Headley-Reed TV.

WMTV (TV) Madison, Wis., uhf Ch. 33, represented by the Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont.

June 15-July 1

KCTY (TV) Kansas City, Mo., uhf Ch. 25, represented by Edward Petry & Co. (Television Div.). Already in Kansas City: WDAF-TV on vhf Ch. 4 (a pre-freeze station).

KMJ-TV Fresno, Calif., uhf Ch. 24, represented by the Paul H. Raymer Co. It will be the first Fresno TV station.

KTVH (TV) Hutchison-Wichita, Kan., vhf Ch. 12, represented by H-R Television Inc. It will be the first Hutchison-Wichita TV station.

WNOK-TV Columbia, S. C., uhf Ch. 67, represented by the Paul H. Raymer Co., affiliated with CBS-TV and DuMont. Already in Columbia: WCOS-TV on uhf Ch. 25.

WTPA (TV) Harrisburg, Pa., uhf Ch. 71, represented by Headley-Reed TV Inc. Already in Harrisburg: WHP-TV on uhf Ch. 55.

WTVH-TV Peoria, Ill., uhf Ch. 19, represented by Edward Petry & Co. (Television Div.). Already in Peoria: WEEK-TV on uhf Ch. 43.

July 1

KRDO-TV Colorado Springs, Colo., vhf Ch. 13, represented by Joseph Hershey McGillvra Inc. Already in Colorado Springs: KKTV (TV) on vhf Ch. 11.

WAKR-TV Akron, Ohio, uhf Ch. 49, represented by Weed Television. It will be the first Akron TV station.

July 15

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by the William G. Rambeau Co. It will be the first Waterbury TV station.

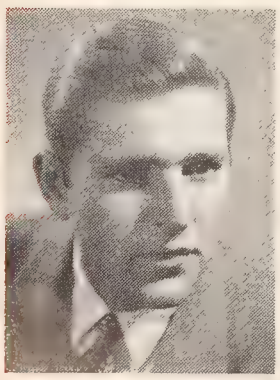
● WBKZ-TV Battle Creek-Kalamazoo, uhf Ch. 64, "will be on the air, definitely, with a full schedule of programming, at twelve o'clock noon, on May 22," John L. Booth president of Booth Radio & Television Stations Inc., WBKZ-TV permittee, advised B•T. Mr



BREAKING ground for construction of a 580-ft. antenna for WIS-TV Columbia, S. C., are (l to r): Charles A. Batson, managing director; G. Richard Shafto, president, and Leo Downs, veteran WIS staff member.

Jaspan Takes WCAN-TV Post

ELMER F. JASPAN today (Monday) begins duty as assistant general manager of WCAN-TV Milwaukee, Lou Poller, station's owner-general manager, announced last week. Mr. Jaspan had been producer-director for WPTZ (TV) Philadelphia for the past five years. In his new job he will direct overall operation of the new TV outlet, which plans an early summer starting date. He will supervise programming, promotion and public service.



Mr. Jaspan



HEAD ROOSTER*

on the nation's BIGGEST farm!

KNBH sells your product to farm-rich, industry-rich Southern California

Plant your advertising seeds in fertile ground, and they're sure to sprout profits. Los Angeles County has the highest farm income in the U. S. And KNBH gives you widest TV coverage of this great spending area. Yes, more of your potential customers watch Channel 4. Of the first 15 top-rated shows in Southern California *8 are televised by KNBH!* Retail sales in Southern California are leaping ahead — have quadrupled since 1939. Use KNBH and watch *your* sales grow, too! Consult KNBH, Hollywood, or your nearest NBC Spot Sales Office for details.



NBC HOLLYWOOD

KNBH *Channel* **4**

Booth said the program schedule after May 22 will start at 7 p.m. The station, which will be interconnected with ABC-TV as a basic affiliate and also carry DuMont programs, will operate with an effective radiated power of 100 kw visual, he reported. There are 241,703 vhf and 19,827 uhf sets in the Battle Creek-Kalamazoo area, Mr. Booth said. WBKZ-TV is represented by Weed Television.

● WTAR-TV Norfolk, Va., pre-freeze station on vhf Ch. 4, has started construction of a 1,029-ft. television antenna tower which it claims will be the highest structure in Virginia. The $500,000 tower is being built on a 34-acre site and when placed in use should add 350,000 people to WTAR-TV's audience, it was reported.

● WJAR-TV Providence, R. I., which now is operating on vhf Ch. 10 (it was on vhf Ch. 11), began transmitting with an effective radiated power of 225 kw visual and 113 kw aural May 3. WJAR-TV, a pre-freeze outlet, went on the air in 1949.

● WCOS-TV Columbia, S. C., now is scheduling 50 hours of network programming weekly, plus local live programs, the station reported. The uhf Ch. 25 outlet became South Carolina's first television station when it started programming May 1 [B•T, May 11, 4]. Opening ceremonies included congratulations from Governor James F. Byrnes, City Manager, Thomas F. Maxwell and other civic and religious leaders. On May 3, more than 1,700 visitors toured the studios, according to the station. Reports of good reception have come from towns 70 miles from Columbia, it is claimed.

Opens With Telethon

● KTYL-TV Phoenix-Mesa, Ariz., went on the air May 2 [B•T, May 11, 4] and its first program, a telethon for the Cerebral Palsy Foundation of Central Arizona, lasted all night and topped a $40,000 goal. The station, an NBC-TV affiliate on vhf Ch. 12, claims it is the first TV outlet in the country to launch its operation with an all-night telethon for Cerebral Palsy.

● WNAM - TV Neenah-Menasha-Appleton, Wis., uhf Ch. 42, has decided on September 21 as its target date. Don C. Wirth, vice president, reported that plans have been completed for a radio-television park, with a structure housing AM and TV studios, transmitters and offices. RCA equipment should arrive in late July or early August, Mr. Wirth said.

● WDAY-TV Fargo, N. D., vhf Ch. 6, got most of the space in WDAY (AM)'s *Mike Notes*, a monthly newspaper the stations publish. The paper reported that at presstime 31 national programs had been signed.

● WFTL-TV Fort Lauderdale, Fla., uhf Ch. 23, plans to begin live telecasting in early June and live network programming about July 1, Noran E. Kersta, general manager, reports. The station, which went on the air April 7, has an arena studio and a patio studio on the roof for outdoor telecasting. Mr. Kersta said WFTL-TV covers Miami thoroughly and that he has received reports of reception from as far north as the Palm Beaches and as far south as Homestead. The outlet is affiliated with NBC-TV and represented by Weed Television.

● Compania Television del Caribe S. A., Havana, Cuba, vhf Ch. 11, will begin experimental telcasting May 25 with commercial operations scheduled to start June 25. The Storer Broadcasting Co., although it does not own stock in the station, has a beneficial interest in the outlet as TV consultant. It has been reported that no U. S. representative has been appointed and that there are not yet any network commitments.



WINNERS in WOV New York's "Belle of the Borough" contest, who are under 13-week contract to appear weekly on WOV's *1280 Club*, are (l to r): first row, Dolores Laurell, representing Brooklyn, and Helen Martin, Manhattan; middle row, Gloria Strachn, Richmond, and Sally Jane Heit, Bronx; back row, WOV star Evelyn Robinson, who with WOV star Max Cole (r), were m.c.s for the contest broadcast; Pat Conway, Queens, and Dihanne Johnson, representing the suburbs.

EDUCATORS GET STORER OFFER

Conditioned on FCC approval of Storer Broadcasting Co.'s purchase of WBRC-AM-TV Birmingham, President George Storer makes liberal offer to local educators.

TELEVISION facilities for a noncommercial educational station in Birmingham were offered the city's educators last week by George B. Storer, head of the Storer Broadcasting Co. radio and TV stations.

Text of the Storer offer was made public Thursday by educators and M. D. Smith III, vice president of Birmingham Broadcasting Co., operating WBRC-AM-TV. The Storer interests have bought control of WBRC-AM-TV, subject to FCC approval [B•T, April 13].

In a letter to Dr. L. Frazier Banks, superintendent of Birmingham public schools, Mr. Storer said his company has cooperated with educators as a matter of policy. He offered the present WBRC-TV transmitter (5 kw DuMont) and antenna, along with studio and camera facilities for 1½ hours a day, five days a week, for five years.

Dr. Banks had written the Storer interests a fortnight ago, asking if the facilities would be available for a noncommercial educational station. WBRC-TV is preparing to install a 100 kw transmitter. Mr. Storer's letter was read Wednesday night at a meeting of the Jefferson County Radio & Television Council. Dr. Banks is chairman of the Jefferson County Educational TV Committee. Mrs. Rodgers Dewey is chairman of the radio-TV council. The two groups have been trying to promote use of Ch. 10 for a noncommercial educational TV outlet.

Acceptance of the offer by a responsible educational group, Mr. Storer said, "should form a basis upon which an application to the FCC for use of Ch. 10 can be initiated promptly." The Storer offer is to be held open until June 1.

In writing to Dr. Banks, Mr. Storer said the company's stations have been cooperating with educators for 25 years in production of educational programs. He mentioned a dozen colleges in such cities as San Antonio, Detroit, Atlanta and Toledo where the Storer company has TV outlets, as examples.

Text of Mr. Storer's letter to Dr. Banks follows:

● This will reply to your letter of May 5, 1953, to Lee B. Wailes in which you ask whether this company has available any WBRC-TV equipment for use by a noncommercial educational TV station on Ch. 10 in Birmingham. The letter specifically refers to a 150-ft. tower on Red Mountain and the present WBRC-TV transmitter.

● As an overall company policy Storer Broadcasting Co. is interested in assisting educational TV stations and we are informed that the Jefferson County Educational TV Committee, of which you are chairman, and the Jefferson County Radio & Television Council, of which Mrs. Rodgers Dewey is chairman, are endeavoring to promote use of Ch. 10 as a noncommercial educational TV station to serve the people of Greater Birmingham and Jefferson County.

● Our company has recently entered into a contract for purchase of WBRC and WBRC-TV, subject to approval by the FCC. Conditioned upon such approval of transfer of control of the present licensee of WBRC and WBRC-TV to our company by the FCC, we are pleased to make the following offer which we hope will be helpful in establishing Ch. 10 as a noncommercial educational station in Birmingham.

● The offer is as follows:

● 1—We offer to a nonprofit educational corporation formed by an appropriately representative group of educational institutions for use only as a noncommercial educational station the 5 kw DuMont TV transmitter presently being used by WBRC-TV.

● 2—A Ch. 10 TV antenna installed atop the 150-foot steel tower formerly used by WBRC-TV together with the coaxial cable necessary to connect the transmitter at its present location to the tower and antenna at the present location.

● 3—Use of a live or film camera chain in our studios for a period of 1½ hours daily, five days a week, for a period of time not to exceed five years or until such time as the educational TV station acquires its own studios and camera equipment, if sooner in point of time.

● 4—Acceptance of this offer by a responsible organization representing appropriate educational institutions should form a basis upon which an application to the FCC for use of Ch. 10 can be initiated promptly.

● 5—The above offer is open to acceptance on or before June 1, 1953.

● The 5 kw transmitter would become available for the use of the educational TV station upon completion of the 100 kw operating authority for WBRC-TV which now awaits delivery of equipment. Suitable arrangements for the use of the above equipment, studio and tower, acceptable to the FCC, would of course have to be entered into.

Krantz and Affe Named To WNBC-WNBT (TV) Posts

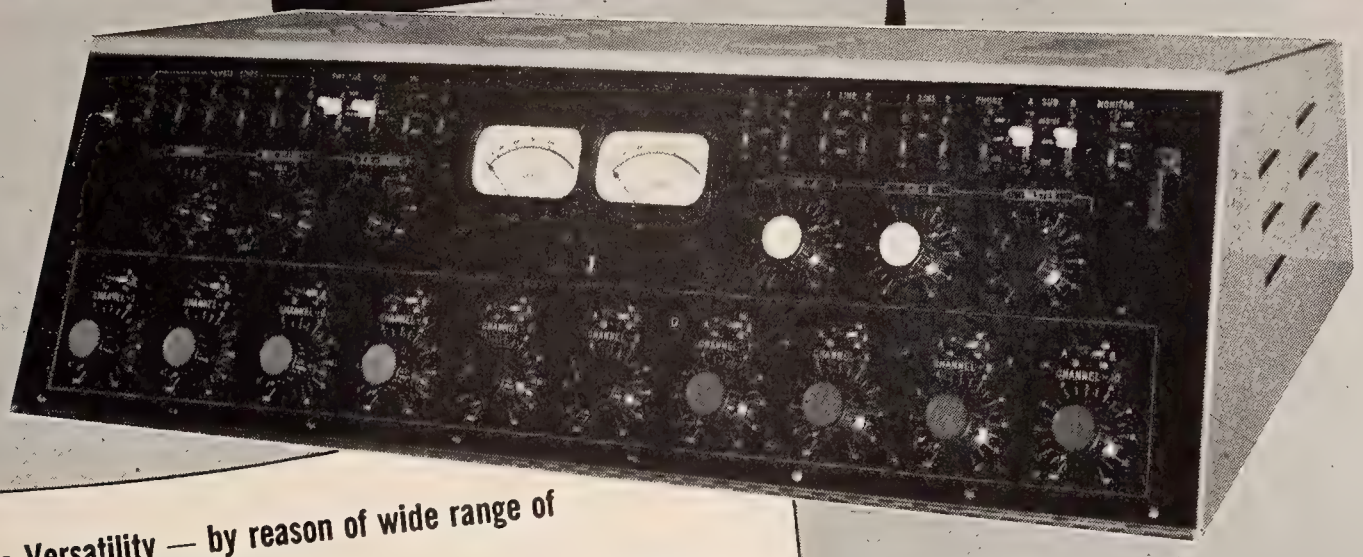
APPOINTMENTS of Stephen Krantz as program manager of WNBT (TV) New York and Peter Affe as manager of operations for WNBC-WNBT New York were announced Wednesday by Richard Pack, director of programs and operations for WNBC-WNBT and for the NBC Owned-and-Operated Stations Div.

Mr. Krantz has served WNBT for the past year and a half as writer, producer and, more recently, as manager of the station's "special feature" section.

Mr. Affe, who has been associated with NBC for the past 10 years, has been in the production end of television since its inception at WNBT. In his newly created post, he will supervise all studio operations for both radio and television.

BEST LONG-TERM INVESTMENT IN TV STUDIO SPEECH CONSOLES

the New GATES CC-1 "Program Master"



- Versatility — by reason of wide range of plug-in amplifiers
- Accommodates 14 plug-in units, 10 pre-amplifiers, 2 line amplifiers, 1 monitoring amplifier, 1 power supply
- Buy this GATES Console with the number of amplifiers needed — add later for expansion

Here is a TV speech console that can grow with your station. Meets ALL large studio demands for TV (and AM too) yet is flexible enough for any station requirement.

It features NEW GATES PLUG-IN amplifiers throughout. There's room for 14 — but you buy only what you need and add later as you need them.

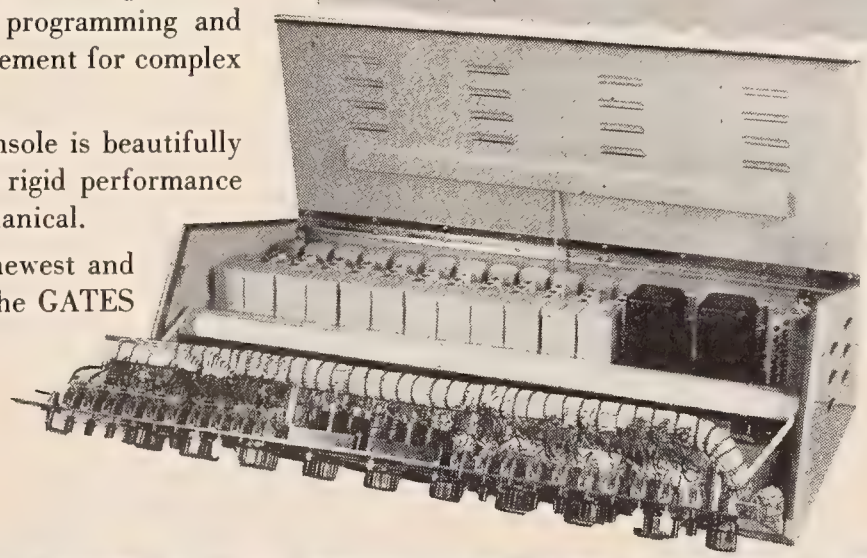
The NEW GATES CC-1 was designed following months of study covering all phases of TV programming and production. It fully meets every requirement for complex or simplified production techniques.

The NEW GATES CC-1 Speech Console is beautifully constructed, providing a new high in rigid performance standards — both electrical and mechanical.

Before you invest, investigate the newest and latest in speech input equipment — the GATES CC-1 "PROGRAM MASTER".

Outstanding Features

- Ten mixing channels
- Provision for ten or lesser number of pre-amplifiers
- Provision for single or duplicate line amplifiers
- Choice of 8 or 16 watt monitoring amplifier
- Complete remote line, cueing, over-ride and auxiliary switching facilities
- Provision for patch panel termination of all major circuits
- Duplicate VU meters
- Group control of any number of mixing positions provided by two SUB and one MASTER gain controls
- Color coded control facilities



GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.

MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

Cunningham WNBF GM, Mastin VP; Taylor to CBS N. Y.

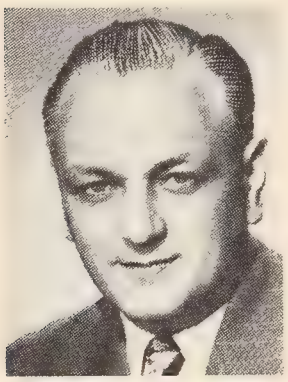
CECIL D. MASTIN, general manager of WNBF Binghamton, N. Y., for the past 21 years, has been promoted to vice president and member of the board of Clark Assoc., licensee of WNBF and WNBF-TV, which Mr. Mastin also has served as general manager since the station went on the air Dec. 1, 1949.



Mr. Mastin

He is being succeeded as general manager of WNBF-AM-TV by Guy Cunningham, manager of CBS Radio Spot Sales promotion. In the CBS post, Mr. Cunningham is being succeeded by Sherril W. Taylor, director of sales promotion, advertising and exploitation for CBS-owned KNX Hollywood and the Columbia Pacific Radio Network. The appointments become effective May 25.

Mr. Mastin has been identified with WNBF since 1929 and has been general manager since its acquisition by John C. Clark Sr. in September 1932. In addition to operation of WNBF, the planning of WNBF-TV—as well as its operation since it went on the air more than three years ago—were under his management. The stations are now nearing completion of the remodeling of a recently acquired office building, slated for occupancy by the administrative staffs in early June. Radio and TV studios will remain at the Arlington Hotel for the present.

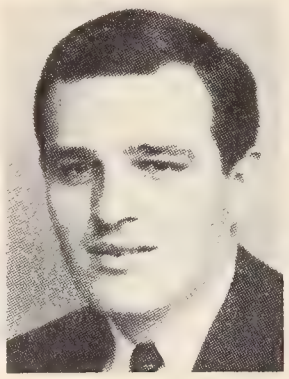


Mr. Cunningham

Mr. Cunningham became director of sales presentations for CBS Radio Spot Sales in June 1951.

Both the WNBF radio and TV stations are CBS affiliates.

Mr. Taylor has held the KNX-CPRN post since May 1951. He formerly was with KSL Salt Lake City four years, where he served at various times as publicity director and sales promotion manager. He also has had newspaper experience.



Mr. Taylor

In his new post Mr. Taylor heads a nine-man promotion department, backed by a research department of five.

Lamb Buys Building

EDWARD LAMB, broadcaster-publisher, is reported to have bought the five-story Produce Exchange Bldg. in Toledo, Ohio, for about $600,000. Mr. Lamb said he will build a penthouse atop the building, if his application for vhf Ch. 11 is approved, to house the TV outlet's studios. He said it is unlikely that he will move WTOD Toledo, of which he is owner, into the new building.

3 STATIONS FORM OHIO TV NETWORK

FORMATION of an Ohio television network in three cities was announced last week by Hulbert Taft Jr., executive vice president of Radio Cincinnati Inc., licensee of WKRC-TV Cincinnati and whose purchase of WTVN (TV) Columbus from broadcaster Edward Lamb has been approved by the FCC, and Robert Moody, general manager of WHIO-TV Dayton.

The three-city network will offer an expanded sales and program package for the three stations, the joint announcement said. Don Chapin, who has been assistant general manager of WKRC-TV, will coordinate the network from Cincinnati. WKRC-TV has been receiving the *Kenny Roberts Show* from WHIO-TV for some time, and the network will feature programs from the state capital, Columbus, the announcement said.

The two Taft family TV stations, WKRC-TV and WTVN (TV), both plan to boost their power to 316 kw, and WHIO-TV currently is planning construction of a 1,000-ft. tower, the announcement said.

New ABC-TV Fare Includes Western, Band, News

NEW ABC-TV programming announced last week includes a Western serial, a news commentary program and a dance band series.

Scheduled to make its bow last Saturday, 10:15-10:30 a.m. EDT was *Lash of the West,* a weekly Western adventure series starring Lash La Rue. It will be sponsored by Reymer & Bros. Inc., Pittsburgh, for its blend lemon drink. Ketchum, MacLoed & Grove, Pittsburgh, is the agency.

The program, a sustaining feature on WABC-TV New York, effective this Saturday, will be carried on that station on a sustaining basis from 10:45-11 a.m.

Starting May 31, ABC-TV will present Gerald Johnson, political analyst, in a news commentary on Sunday, 8:45-9 p.m. EDT. He will originate his programs in the studios of ABC's affiliate, WAAM (TV) Baltimore, where he has been seen locally for some time.

ABC-TV will launch this Saturday a series titled *Music From Meadowbrook,* presenting top name bands weekly, plus other musical acts. It will originate from Frank Dailey's Meadowbrook at Cedar Grove, N. J.

Menkin Leaves DuMont, Takes WOR-AM-TV Post

APPOINTMENT of Lawrence Menkin, manager of program planning for DuMont TV Network, as director of programs for WOR-AM-TV New York, effective June 1, was announced last week by James M. Gaines, General Teleradio vice president in charge of WOR-AM-TV.

Mr. Gaines also announced that Milton Burgh, MBS director of news, will function also as director of news for WOR-AM-TV, and that Warren Wade has been promoted from producer to executive producer for WOR-TV, effective June 1. Mr. Wade will produce *Broadway TV Theatre* and other programs.

As of June 1, feature films will replace Broadway TV Theatre, although the latter title will be retained for the summer program. A different film will be shown each night, with week-day scheduling from 7:30-9 p.m. EDT; Saturday, 7:30-9 p.m. and 9 p.m.-10:30 p.m. EDT, and Sunday, starting at 7:30, 9, and 10:30 p.m. EDT.



WELCOME is extended Robert F. Aaron (c), NBC public relations projects officer who spoke before the Radio Executives Club of New England, meeting in Boston. On hand were Rudolph Bruce (l), club president, and Herbert C. Masse, WBZ-TV Boston commercial manager. Mr. Aaron told the group that network broadcasting was a "quasi-public" operation because of its many public responsibilities.

14 NEW STATIONS SIGN WITH NBC-TV

FOURTEEN new television stations have joined NBC-TV as affiliates during recent weeks, Harry Bannister, NBC vice president in charge of station relations, announced Wednesday. Eight of the stations are on the air and the remaining six are scheduled to begin operations soon.

New NBC affiliates currently operating are:

KFDX-TV Wichita Falls, Tex., on vhf Ch. 3 and owned by Wichtex Radio & Television Co.; WLBC-TV Muncie, Ind., uhf Ch. 49, owned by Tri-City Radio Corp.; WCOV-TV Montgomery, Ala., on uhf Ch. 20, owned by Capitol Broadcasting Co.; KVTV (TV) Sioux City, Iowa, on vhf Ch. 9, owned by Cowles Broadcasting Corp.

WLOK-TV Lima, Ohio, uhf Ch. 73, owned by WLOK Inc.; KGNC-TV Amarillo, Tex., vhf Ch. 4, owned by Plains Radio Broadcasting Co.; WTVO (TV) Rockford, Ill., uhf Ch. 39, owned by Winnebago Television Corp., and WABI-TV Bangor, Me., vhf Ch. 5, owned by Community Telecasting Service.

Six stations which have affiliated with NBC-TV but are not on the air are:

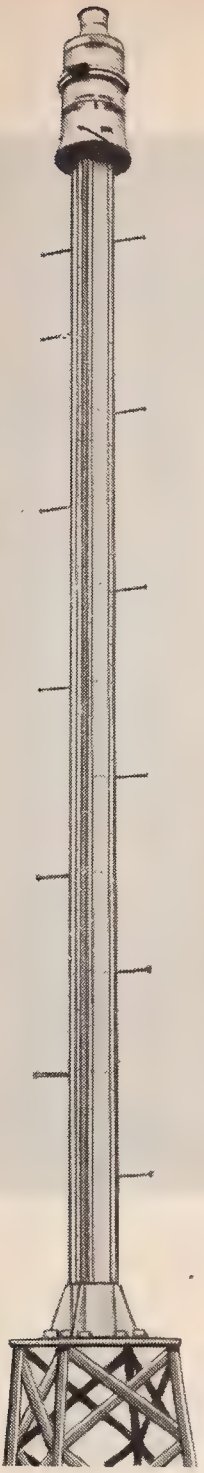
WDAY-TV Fargo, N. D., on vhf Ch. 6, owned by WDAY Inc.; WFTL-TV Fort Lauderdale, Fla., uhf Ch. 23, owned by Gore Publishing Co.; KMJ-TV Fresno, Calif., uhf Ch. 24, owned by McClatchy Broadcasting Co.

KEYT (TV) Santa Barbara, Calif., on vhf Ch. 3, owned by Santa Barbara Broadcasting & Television Corp.; WFTV (TV) Duluth, Minn., uhf Ch. 38, owned by Midcontinent Broadcasting Co., and KELO-TV Sioux Falls, S. D., vhf Ch. 11, owned by Midcontinent Broadcasting Co.

Hopkins Joins ABC-TV

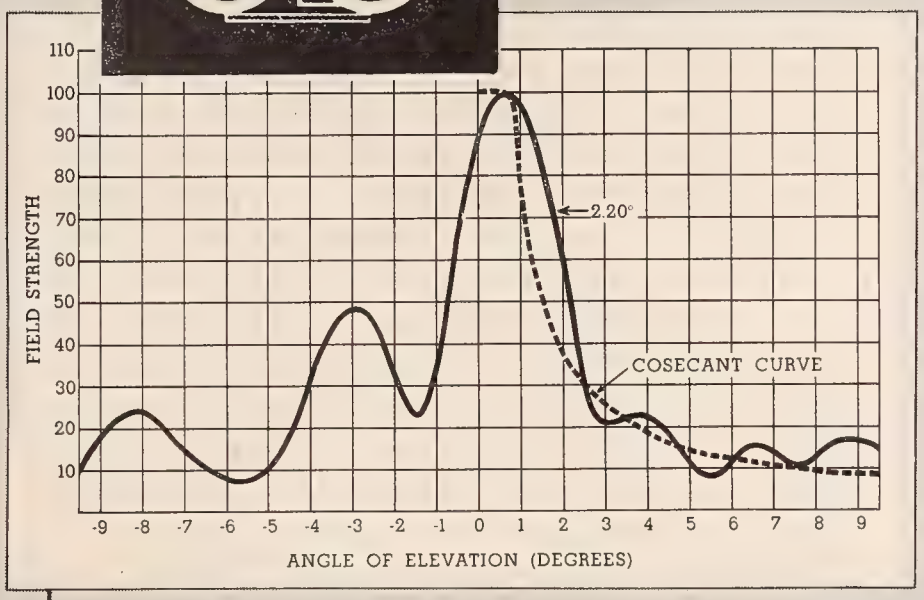
APPOINTMENT of Dick Hopkins, manager of CBS-TV design and construction department since 1949, to the newly created post of executive producer of ABC-TV was announced Wednesday by Charles Underhill, national director of the ABC-TV program department. Mr. Hopkins will be responsible for the production of certain network TV programs and the network's first eastern film production.

THE NEW WORKSHOP COSECANT UHF ANTENNA for Television





Cross-sectional view showing the four vertical tubes that form the radiating structure. These tubes are actually slots and are further subdivided into resonant sections. They are fed by a single vertical inner conductor.



Radiation pattern of Model WA-25-XX with null fill-in and beam tilt of 0.65°.

ELECTRICAL DATA

Model WA-14-XX

POWER GAIN — 14
INPUT IMPEDANCE — 50 ohms
POWER HANDLING CAPACITY — 16 kw (limited only by Transmission Line Capacity)
HORIZONTAL RADIATION PATTERN — Circular within 1 db
VERTICAL BEAMWIDTH — 4.2°
VSWR — less than 1.1

Model WA-25-XX

POWER GAIN — 25
INPUT IMPEDANCE — 50 ohms
POWER HANDLING CAPACITY — 16 kw. (limited only by Transmission Line Capacity)
HORIZONTAL RADIATION PATTERN — Circular within 1 db
VERTICAL BEAMWIDTH — 2.1°
VSWR — less than 1.1

Performance Data on WA-25-XX Null Fill-In and Beam Tilt

No Beam Tilt or Null Fill-In	Power Gain 27.2
With Null Fill-In	Power Gain 24.3
Null Fill-In and Beam Tilt	Power Gain at Beam Peak 21.5
	Power Gain on Horizon 17.5

To meet the entire range of broadcast requirements from small isolated communities to large metropolitan areas, the Gabriel Laboratories has designed a high-gain UHF television antenna for the Workshop which combines simplicity, ruggedness, and reliability.

With 25 and 14 power gain models in production, plus another with smaller gain, in development, this new antenna can be supplied to fit the special conditions of any broadcast area. Its radiation pattern is the closest approach to a cosecant curve of any antenna now available. Null fill-in, if desired, is built in electrically — not just a compromise with ground reflections. Beam tilt is also available to provide maximum coverage and field strength.

Simple mechanical design results in a relatively low-cost antenna which has no insulators except for gas seal, no de-icing problems, and no field repair problems. The plastic weatherizing windows which protect the radiating structure are dyed "international orange" so that the antenna never requires painting. Galvanized, welded steel construction assures excellent rigidity, corrosion resistance, and long life.

A GABRIEL PRODUCT

WORKSHOP ASSOCIATES DIVISION

THE GABRIEL COMPANY

Endicott Street · Norwood, Mass.

Designers and Manufacturers of a Complete Line of Microwave Antennas

LBS-Majors Case Delayed By Court to Next Jan. 11

THE $12 million suit by the defunct Liberty Broadcasting System against 13 major league ball clubs, charging restraint and monopoly on baseball broadcasts, has been set back again in U. S. District Court.

The trial date was delayed to Jan. 11, 1954, by Judge John P. Barnes, attorneys for both sides said, on the grounds neither side has completed depositions.

Orignally set last Jan. 19, the case was postponed to May 5 for the same reason. Last week's postponement had been anticipated generally and came as former LBS President Gordon McLendon testified on baseball broadcasting before a Senate Interstate & Foreign Commerce subcommittee (see story page 46).

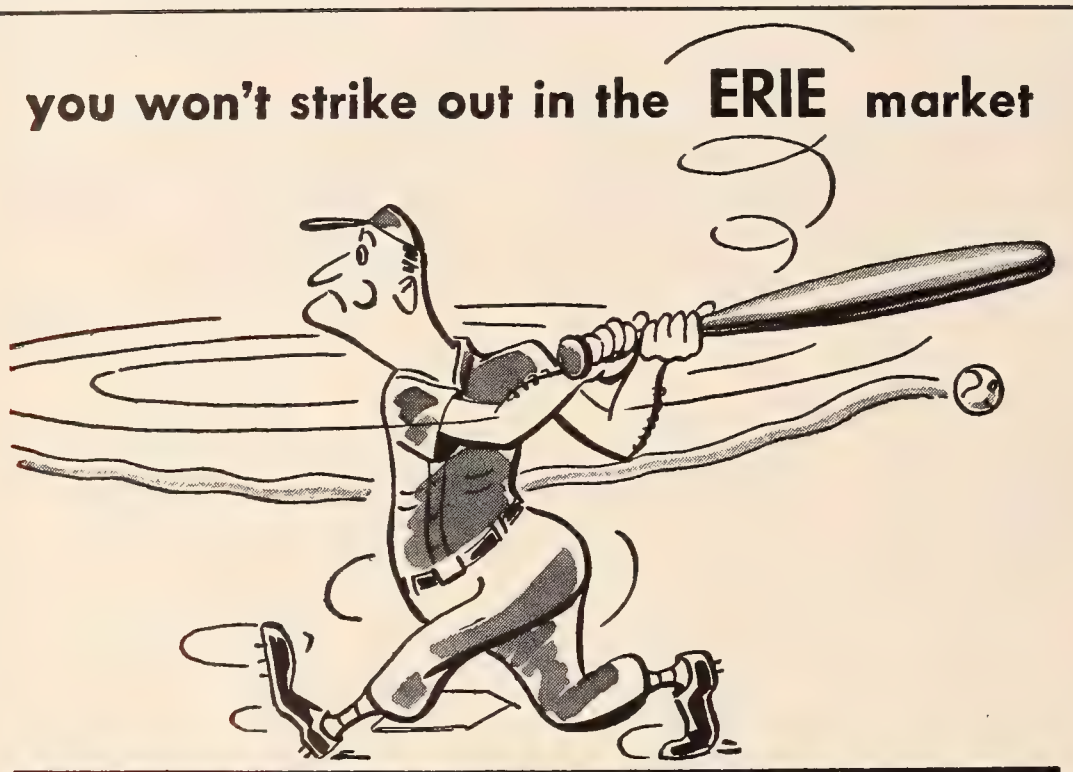
Liberty network, which subsequently went out of business, cited all clubs except the Chicago White Sox, the Cincinnati Reds and the Brooklyn Dodgers. The $12 million figure is triple the damage allegedly suffered through loss of its *Game of the Day* broadcasts. The ball clubs denied the charges last November.

NBC Signs Eddy Arnold

EDDY ARNOLD, RCA Victor recording artist, currently heard on NBC's *Eddy Arnold Show* (Sat., 10-10:30 p.m. EDT), has been signed to a five-year radio and TV contract by the network, Programs Vice President Charles C. Barry announced last week. A television program is being developed for him, Mr. Barry said.

NBC-TV News Anniversary

NBC began celebration Wednesday of the eighth anniversary of its television news operation, organized May 13, 1945, and which placed its first program, the weekly *NBC Tele-Newsreel,* on the air Aug. 5, 1945. The anniversary was mentioned on many NBC-TV news programs throughout the week. Plans for and the extent of the celebration of the anniversary on Aug. 5 will be announced later, according to William R. McAndrew, the network's manager of news and special events.



DUMONT DEDICATES INSTRUMENT PLANT

Dr. Allen B. DuMont, president of Allen B. DuMont Labs., describes the cathode-ray instrument as the "key to the electronic age" at dedication of the firm's new plant for manufacture of those instruments at Clifton, N. J.

THE cathode-ray instrument is the "key to the electronic age—the product for progress," Dr. Allen B. DuMont, president of Allen B. DuMont Labs., said Tuesday at dedication of the company's new instrument division plant at Clifton, N. J., a one-story, 118,000 square-ft. structure which he described as "the largest in the world devoted exclusively to the manufacture of cathode-ray instruments."

Shape of Things to Come

Speaking to representatives of the military, industry, government, civic affairs and the press attending the plant's formal opening, Dr. DuMont stated that "this plant and its products have a very great potential for influencing the shape of things to come. The value of its operations to progress will help to make possible a new age—the electronic age."

Rudolf Feldt, manager of the DuMont instrument div., said that the cathode-ray oscillograph is to industry and science in general what the x-ray machine is to medical science, "the electronic device which acquires and transmits to the operator and observer, quickly and accurately, the knowledge and information necessary to an adequate study of the subject matter."

Oscillography Shown

A dozen of more applications of oscillography, ranging from a spectrophotometer for detecting color variations too fine to be seen by the naked eye to a three dimensional display tube with three knobs permitting the independent rotation of each axis of a cube pictured on the tube screen, were shown visitors during the tour of the plant. Mr. Feldt said the 3-D oscillograph is in no way related to Dr. DuMont's recent statements on 3-D television [B•T, May 11].

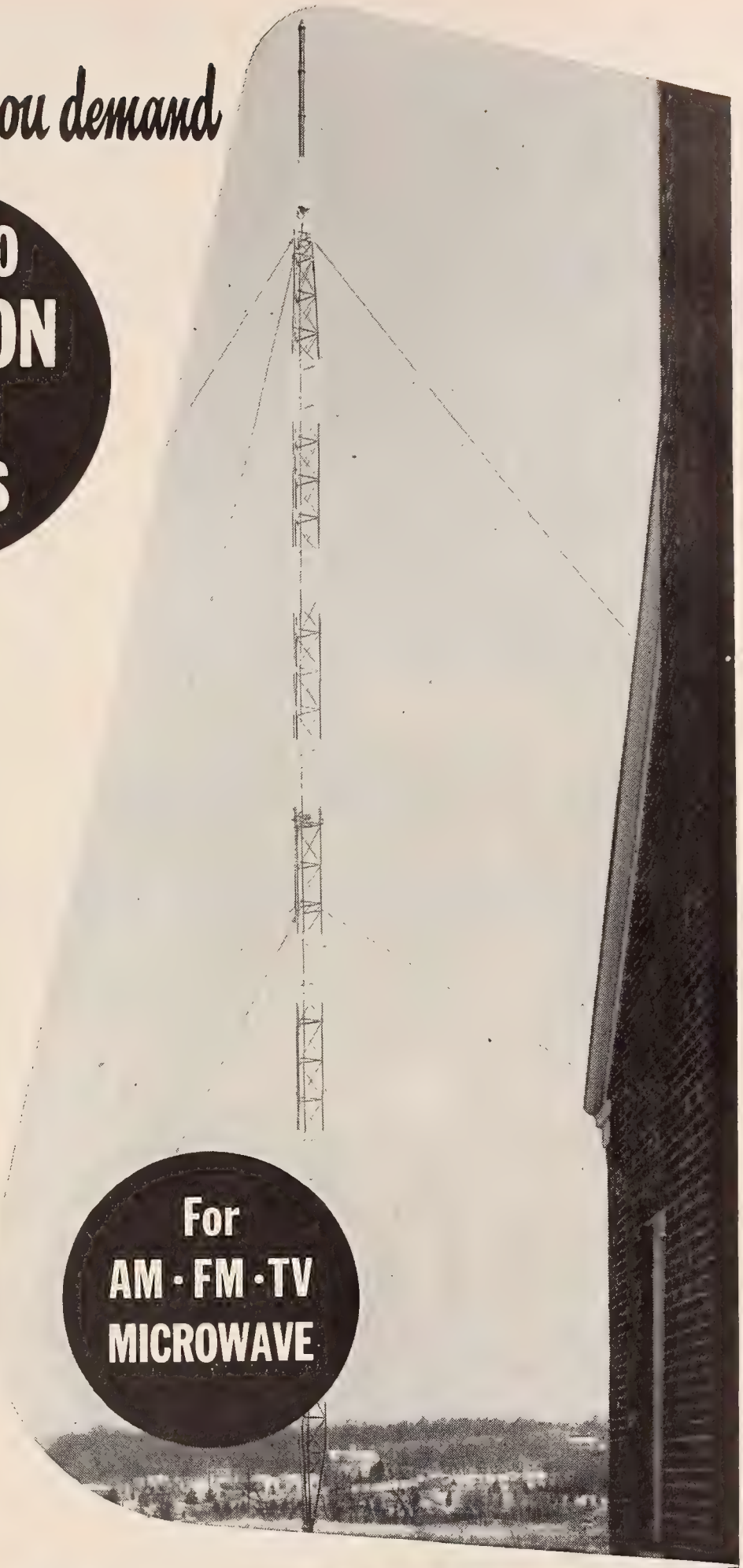
One of the most familiar applications of oscillography to TV broadcasters—the television synchronizing signal—was shown with the comment that no TV station could operate with-

RCA Portable Recorder

RCA VICTOR Div. will show a new portable tape recorder for the consumer in mid-June, W. W. Watts, vice president of the engineering products department, has announced. Mr. Watts said the machine will be available "at a price that will be competitive with other tape recorders on the market today." Details will be announced shortly, he said.

For the Performance you demand

TALK TO TRUSCON ABOUT TOWERS



Most of all you want *dependable* tower performance. The kind of performance that helps keep your signal on the air day-in day-out, year-in year-out . . . whatever the weather. That's why it pays to talk with Truscon.

Truscon's background of tower experience is unmatched. It's in the minds and hearts of men who have designed, engineered and manufactured so many hundreds of towers that now stand strong and tall in all types of topography —exposed to all extremes of wind and weather.

Truscon manufacturing facilities are modern and efficient...geared to the production of tall and small towers . . . guyed and self supporting . . . tapered or uniform in cross-section . . . for AM, FM, TV and Microwave transmission.

Benefit from this broad experience. Use this knowledge. Write or phone your nearest Truscon district office or "tower headquarters" in Youngstown to get your tower program started as soon as defense requirements allow.

TRUSCON
MARK OF MERIT PRODUCTS

TRUSCON® ...a name you can build on

Truscon Steel Division
REPUBLIC STEEL CORPORATION
1074 ALBERT ST. • YOUNGSTOWN 1, OHIO



PRODUCTION has been going on since last month in Allen B. DuMont Labs.' new instrument division plant. It was dedicated last Tuesday. The new plant's area provides 118,000 square ft. of space for development and manufacture of cathode-ray instruments.

* * *

out it, since this device enables the transmitter operator to see at all times that the synchronizing signal responsible for holding the picture steady on receiver screens is going out correctly with the picture signal.

Probably the most novel demonstration was the use of an oscillograph to show the reaction time of a driver to a traffic signal. A normal red-yellow-green traffic light faced a chair, before which were an accelerator and a brake. The subject was instructed to watch the light and when it turned red to shift his foot from accelerator as rapidly as possible. Pips on the oscillograph screen showed whether his reaction time was normal, faster or slower. Mr. Feldt said that as a test for safe driving this method was superior to the chemical tests employed by some police departments to measure the amount of alcohol in a subject's system.

The new instrument plant adjoins the DuMont cathode-ray tube plant in Clifton. It is 525 ft. long, 228 ft. wide, with 18-ft. ceilings. Of its 118,000 square ft. of floor space, 77,000 is used for production and office space and 41,000 as an assembly area which can be reclaimed by the instrument division as future needs require more room. Designed by Cordon C. Jacoby, consulting engineer, the plant has been under construction since last August and in use since April. Ample cafeteria and parking facilities are provided for the approximately 400 employes.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ TOTAL WEEKLY AUDIENCE–SAMS 1952

Day . . . 110,861 Night . . . 92,186

and 3-or-more days and nights

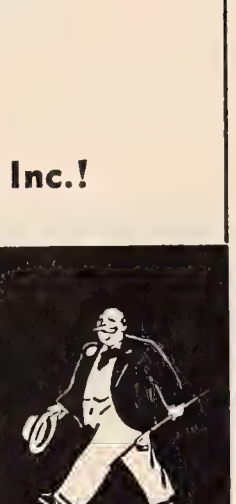
Day . . . 92,885 Night . . . 67,743

WDBJ's weekly SAMS-1952 daytime audience is 124% greater than the second stations; and for 3-or-more days, 192% greater. WDBJ's night-time audience is 94% greater, and for 3-or-more nights weekly, 125% greater.

WDBJ's rates average less than 20% more than the second stations.

Compare . . . then call . . . Free & Peters, Inc.!

WDBJ Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., National Representatives



LOUGHREN SEES COLOR TV IN YEAR

COLOR TV — commercial and sponsored — within a year. That was the guarded prediction made last week by Arthur V. Loughren, vice president in charge of research, Hazeltine Electronics Corp., in a talk to the Washington Section, Institute of Radio Engineers.

In other prophecies, Mr. Loughren, who also is vice chairman of the National Television System Committee, said that early color TV receivers would be about three times the price of present monochrome sets. But, he added, five years after the commercial start of color TV, that price differential would be so nearly equal that manufacturers would cease making black and white sets.

Mr. Loughren says the NTSC color standards produce a color TV picture "not inferior to the best of monochrome." He told of field tests with 12-15 different receivers, and said, "all worked reasonably well."

Broadcasters must make a few minor modifications in auxiliary equipment, Mr. Loughren said, and must maintain transmitters at top level. If not, he warned, they will not get any color from network signals.

Mr. Loughren was accompanied by Charles J. Hirsch, chief engineer, Research Div., Hazeltine Electronics Corp. The meeting was sponsored by the Chapter on Communications Systems of the Washington Section, IRE.

Parts Show, Opening Today, Expects Record Attendance

NEARLY 300 leading manufacturers of electronic parts, components and equipment are scheduled to display their wares to a consumer sales potential estimated at more than a $1 billion dollars when the 1953 Electronic Parts Show opens today (Monday) in Chicago where the third largest group of wage earners is in electronics.

The show, being held at the Conrad Hilton Hotel, runs through this Thursday. Equipment will be on exhibit at some 203 booths in the hotel's Exhibition Hall and in display rooms on the fifth and sixth floors. Distributors from the 48 states and 19 foreign countries will preview latest developments in radio-television-electronic devices.

Sponsors of the show are Radio-Television Mfrs.; Assn. of Electronic Parts & Equipment Mfrs.; West Coast Electronic Mfrs. Assn.; National Electronic Distributors Assn. and the Sales Managers Club (eastern group).

Samuel L. Baraf, United Transformer Corp., New York, was to greet about 10,000 people, including distributors, manufacturers, sales representatives, government personnel, and industrial buyers and engineers. He predicted it would be the "largest show of its kind" in actual attendance.

An educational program scheduled for Wednesday consists of seminars and panel sessions. Annual industry dinner will be held tonight.

Before the convention began, show officials warned against non-exhibitors who claim to have a part in the Electronic Parts Show exhibits. They called attention to regulations governing member exhibitors and guest exhibitors from the trade press.

"No complete sets designed as conventional home and auto receivers home phonographs, television receivers, [and other products] may be exhibited," it was explained.



Photographing the celebrated Columbus Boychoir and Founder-Director Huffman in action, with the Maurer "16."

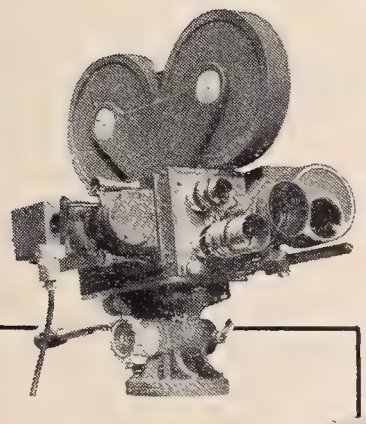
From Maine to Texas



...MUSIC STRANGELY SWEET

A glorious twentieth century American cultural accomplishment is the founding, training and development of the Columbus Boychoir. Singing to packed houses in America's finest concert halls, and in hundreds of cities and towns throughout the land, "America's Singing Boys" are bringing the joy of music to millions.

"Movies, records and radio have brought our story to the public thousands and thousands of times, "says Founder-Director Herbert Huffman, "Now we want a record of our own, so we bought the finest camera we could find, the Maurer '16'."



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

J. A. MAURER, inc.

37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

•

Cable Address: JAMAURER

16mm maurer

maurer *means finer motion pictures!*

Manufacturers' Profit Slips 10% in 1952

MANUFACTURERS during 1952 earned profits of $10.7 billion after federal taxes, 10% less than the $11.9 billion profit figure shown for 1951, according to a "Financial Report for U.S. Manufacturing Corporations, 1952," released last week by the Securities Exchange Commission and the Federal Trade Commission.

The SEC-FTC report showed profits before taxes in 1952 declined 16%—$27.4 to $22.9 billion. Total sales were $245 billion in 1951 with costs and expenses of $218.1 billion, compared to record high sales of $250.2 billion in 1952, and costs of $227.7 billion. Income and excess profits taxes were $15.6 billion in 1951 and $12.2 billion in 1952.

Manufacturers' sales in the 1952 fourth quarter reached an all-time high of $67.5 billion and net profits were up 8% over the similar 1951 period, both reflecting recoveries of the steel and auto industries after the steel strike.

Webster-Chicago to Hold Regional Sales Seminars

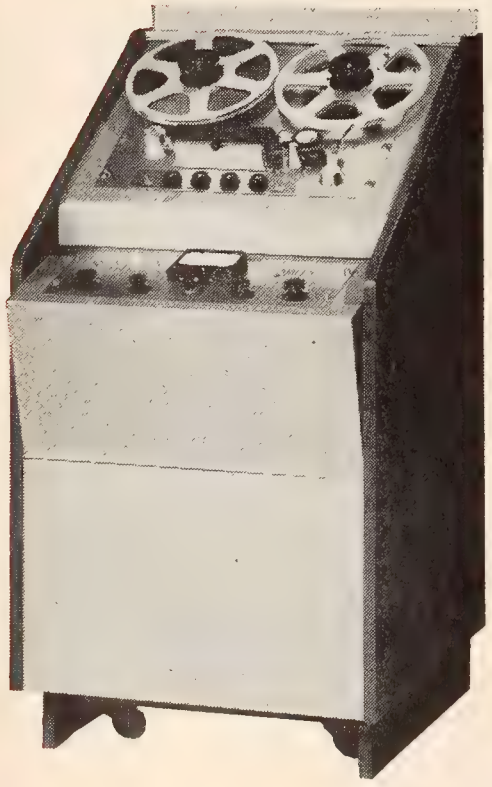
REGIONAL sales seminar program, for distributors and their sales personnel, instead of the usual national sales conference, will be conducted this month and next by Webster-Chicago Corp. The program, according to Norman C. Owen, vice president in charge of sales, will include a series of three sales seminars to be held in New York May 27-28, Chicago June 3-4 and Los Angeles June 10-11.

"With the work of distributor management and distributor sales people becoming more complex every day," Mr. Owen explained, "we believe that the . . . sales seminar will give a clearer view of the merchandising, marketing and sales picture that will provide them with the background to continue a top selling job in today's highly competitive market."

The seminar staff will consist of H. R. Letzer, sales manager; S. T. Seaman, advertising manager; E. W. Olson, sales promotion manager, and Paul Brickman, account executive. An introduction to the general merchandising sessions will be made by Dr. J. R. Hawkinson, professor of marketing, College of Commerce, Northwestern U.

ANNOUNCING

THE **AMPEX 350** TAPE RECORDER



AMPEX MODEL 350

Tape speeds—7½ & 15 in/sec. or 3¾ & 7½ in/sec.

Frequency response

15 in/sec. — ± 2 db from 30 to 15,000 cycles
7½ in/sec. — ± 2 db from 30 to 10,000 cycles
± 4 db from 30 to 15,000 cycles
3¾ in/sec. — ± 2 db from 50 to 7,500 cycles

• **A NEW MODEL** *by the leader in tape recording*

Ever since the first AMPEX (the Model 200) set a milestone in progress by making recorded sound "come to life," the broadcasting and recording industries have rightly expected new AMPEX models to set the pace.

• **A NEW SLANT** *on operating convenience*

With introduction of the AMPEX 350, a new 30° slant on the top plate puts the reels, editing knobs and all controls within easier reach of any operator—tall or short, standing or sitting. Tape editing is faster and less tedious. Servicing is simplified by pivoting of the top plate and sliding out of the internal assemblies.

• **A NEW STANDARD** *of reliability*

In precision of timing, response to controls and freedom from breakdowns and repairs, AMPEX Tape Recorders have consistently led the industry. For utmost reliability, this new Model 350 has a three motor tape transport mechanism (previously used in the AMPEX 300, but now available in this lower priced machine).

• **A NEW REASON** *to change to the best*

Ultra high fidelity recording is now priced within reach of discriminating users in every field—radio stations, home high fidelity systems, schools, industry and professional music. And because the AMPEX 350 is built to last, it will cost the least per hour, per week and per year.

If you plan for tomorrow, buy AMPEX today

For further details write today to Dept. D-1228

AMPEX
ELECTRIC CORPORATION
934 Charter Street, Redwood City, California

Four Transistor Types Put on Market by RCA

FOUR TYPES of RCA transistors are being made commercially available to equipment designers, manufacturers, scientists and others, R. T. Orth, vice president in charge of RCA Victor's Tube Dept., said last week.

The types, application possibilities and suggested user prices were quoted by RCA as follows: RCA-2N32, point-contact type for large-signal applications such as pulse or switching service, electronic computers and counters and on-off control devices—$15.40; RCA-2N33, point-contact type for use as an oscillator at frequencies up to 50 mc—$23; RCA-2N34, P-N-P junction type for low-power, audio-frequency applications—$13.40, and RCA-2N35, N-P-N junction type also designed for low-power audio-frequency applications—$18.40.

Inglis Joins RCA

ANDREW F. INGLIS, partner in McIntosh & Inglis, Washington consulting engineers, June 1 joins RCA as manager of advanced studio planning. He will work under Merrill A. Trainer, manager of broadcast planning, Engineering Products Div. Mr. Inglis joined Mr. McIntosh in 1946 following his discharge from the Navy. In 1950, Mr. Inglis became a partner. Mr. McIntosh will continue as a consulting engineer under his own name.

GIC's Sales Soar

GENERAL INSTRUMENT Corp., electronic component manufacturers, notched a 64% sales gain for 1952—$30,407,529 to 1951's $18,527,973—while earnings went to $1,274,863 from the previous year's $993,557 deficit, Abraham Blumenkrantz, board chairman, announced in the firm's annual report. Much of the increase is attributed to General Instrument's being the first to supply a combination vhf-uhf tuner, capable of receiving 82 channels, Mr. Blumenkrantz stated.

WCEMS Annual Directory

WEST COAST Electronics Mfrs. Assn. will publish its illustrated, 32-page 1953 directory of members and products in July for distribution prior to the annual Western Electronic Show & Convention to be held in San Francisco Civic Auditorium Aug. 19-21.

AT&T Opens New Cable

NEW 142-MILE coaxial cable system between Little Rock, Ark., and Memphis, Tenn., was put into service Thursday, AT&T reported. The new link will be used initially for telephone service, but can also be adapted for network television transmission. Also last week, WFBG-TV Altoona, Pa., was linked with the Bell System TV network facilities to receive network programs, now available live to 134 stations in 88 U. S. cities.



BRIG. GENERAL ALFRED H. JOHNSON, USAF, Chairman, Munitions Board Joint Petroleum Committee, briefs officers on America's 168,000 mile network of oil pipelines. Map shows major arteries. Dash lines represent facilities built since 1945 or under construction. Developed by oilmen in peacetime to keep costs low, oil pipelines are a vital defense asset, are safe from submarine attack, insure uninterrupted delivery of oil products.

OILMEN BUILD UNDERGROUND WEAPON

Oil Pipelines Put New Muscles in U. S. Defenses; Bring You Oil Products At Low Cost

A record 55,000 miles of new oil pipelines, built by U. S. companies since World War II, have greatly strengthened America's oil transportation system.

These pipelines—a peacetime development by U. S. oilmen—are safe from submarine attack—insure uninterrupted deliveries of oil products where and when they are needed.

The nation's underground network of oil pipelines, which now total 168,000 miles (enough to encircle the earth 6½ times) benefit you and your neighbors by providing low cost transportation. Pipelines can carry a gallon of crude oil a thousand miles for only a penny.

This is one important reason why the high quality gasoline you buy today costs about the same as gasoline did in 1925—only the taxes are higher.

Oil pipelines are built and operated under the free enterprise system by America's oil companies in their efforts to bring you the finest oil products at the world's lowest prices.

Oil Industry Information Committee, AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.

Manufacturing Shorts

Stromberg-Carlson, Rochester, N. Y., announces new 2½-ton magnetizing unit in operation in loudspeaker assembly line.

Magnatran Inc., Kearny, N. J., announces production of air cooled filament transformer made especially for supplying filament voltages to rectifier tubes.

Ecto Inc., Delaware, Ohio, announces development of Cub Corder, completely portable tape recorder.

Ampex Electric Corp., Redwood City, Calif., announces new location for district office in Atlanta, Ga., at 252-A North Ave. Northwest.

RCA Home Instrument Dept., Camden, N. J., announces purchase of 4,000 TV sets for installation in 14 eastern hotels of Sheraton chain, as initial order.

Continental Electronics Corp., Phila., appoints Milton R. Benjamin, N. Y., and Lawrence-Elliott Co., Cleveland, representatives.

Western Radio Sales, S. F., changes name to **Western Radio & Television Sales** with new offices at 116 New Montgomery St., that city.

Condenser Products Co., Chicago, announces all plastic tubular capacitor for commercial radio and TV filter and bypass use.

Robert Acomb Inc., Cincinnati, announces opening of new office at M-105 Masonic Bldg., Portsmouth, Ohio.

Precision Paper Tube Co., Chicago and Hartford, announces development of complete line of acetate coil bobbins for electronic and related industrial applications.

'RESIDUAL RIGHTS' UNDER IATSE STUDY

IATSE's Brewer surveys the effects SAG and SEG contracts have on unemployment through their re-use clauses, while those two unions chide IATSE for attacking a 'brother union.'

THE EXTENT of unemployment created by the re-use or residual rights clause in the Screen Actors Guild and Screen Extras Guild contracts with TV film commercial producers is being surveyed by Roy M. Brewer, IATSE international representative and Hollywood AFL Film Council chairman.

His investigation, it was said, follows complaints received from various producers and union members concerned with the cutdown in activity. Coupled with it was the accusation of Herbert Aller, business agent for IATSE International Photographers Local 659, that the SAG-SEG demands were responsible for a 90% cut in Hollywood TV film commercial production and that producers are being forced to turn to the use of cartoons rather than pay the re-run fees to talent in regular filmed commercials.

Emphasizing that he considered the situation involving the actor unions a "mutual problem," Mr. Brewer said that after gathering the facts, he planned to request a conference with SAG-SEG executives to discuss it.

"If the contract is hurting us, it is doing likewise to actors and extras too," was his contention.

John Dales Jr., executive secretary of SAG, sharply denied the charges originally made by Mr. Aller, as "completely unfounded."

"We are surprised that any responsible union official would make an attack on the collective bargaining contract of a brother union without first consulting with that union to get the facts straight," he said.

Mr. Aller, meanwhile, reportedly is contacting cameramen's locals in Chicago and New York to determine what unemployment, if any, has occurred in those cities.

Reel Resigns AFTRA Post

A. FRANK REEL last week announced his resignation as executive secretary of the New York local of the American Federation of Television & Radio Artists (AFL), effective July 1, to practice law in New York. No successor has been named. Mr. Reel, who served as national executive secretary of the American Federation of Radio Artists from Jan. 1, 1950, until it merged with Television Authority last September, will become associated with the law firm of Silverstone & Rosenthal.

TWA Petition Denied

NLRB Examiner Fred W. Davis last week turned down a petition by Television Writers of America asking for a collective bargaining election at Revue Productions, Hollywood, on the ground TWA did not represent 30% of the writers at Revue, a subsidiary of Music Corp. of America, during the past year. TWA had challenged jurisdiction of SWG and ALA.

Our Sincere Thanks . . .

SCRAPBOOK OF HILLBILLY AND WESTERN STARS

250,000
Sold in Four Months
ALL BY RADIO

We publish a new Scrapbook of Hillbilly and Western Stars each year and have plans for many other Scrapbooks, including the exciting POP SCRAPBOOK coming soon. Watch for them! You won't want to miss a one! We're looking forward to many years of continued "Scrapbook" success with you.

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KAYS KBHS KCHI
KCIL KCSJ KCLO
KCLW KCMO KCNA
KCRT KCUL KDAL
KDEC KDRS KDYL
KEXO KEYD KFAB
KFBI KFEL KFLD
KFMJ KFVD KGGF
KGKF KISD KLX
KMAC KMBL KMCM
KMMO KMON KMOX
KNBY KOGT KOOK
KPBM KPOC KPOJ
KRCL KRLD KRLW
KRUS KRVA KRVN
KSJO KSRV KSTL
KSTN KTBB KTYL
KUTA KVAN KVMA
KVOU KVSM KVVC
KWEM KXIC KXLA
KXLW KYA KYOU
KYUM WABM WABZ
WAGA WANS WASL
WATH WAVA WAYS
WBBB WBHP WBRM
WBUY WCBA WCBC
WCFV WCKY WCOP
WCOW WCPO WCRA
WDLA WDZ WEAB
WEAS WENK WENR
WERE WESC WFBC
WFCB WFMD WFPA
WFVG WFYC WGET
WGN WGKV WGLC
WGOV WGTN WHBQ
WHIL WHOO WIBC
WING WIKK WIRO
WJJD WJJJ WJJL
WJMG WJRD WKAM
WKDK WKGN WKID
WKLO WKNX WKOV
WKTM WKXV WLEX
WLOH WLOK WLOS
WLS WMGY WMIL
WMMN WMON WNAW
WNOE WNOW WNOX
WNXT WOBS WOKO
WOV WPAQ WPAW
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"TO MAKE CAMERAS WHICH WILL TAKE THE WORLD'S FINEST FILMS"

WORK on the first MITCHELL CAMERA was dedicated with these words over thirty years ago.

Today Mitchell 16mm and 35mm Cameras are used throughout the world in every field of motion picture photography.

In Television, Mitchell Cameras have pioneered new and superior techniques and standards. Mitchell, alone, brings you years-ahead professional motion picture equipment. Commercials, shorts, and features filmed with this camera are *sharper, clearer,* and *steadier* on home television screens because of the internationally famous smooth, positive operation and perfect control which the Mitchell Camera brings to each film.

The Mitchell 16mm Professional has the same proven Mitchell 35mm features which have made this camera the standard equipment of major studios in every part of the world.

Be sure of professional results—use the Mitchell Camera.



TOM KELLEY STUDIOS USES 35MM MITCHELL NC FOR DESCO-WARE COOKING UTENSILS' TV FILMS.



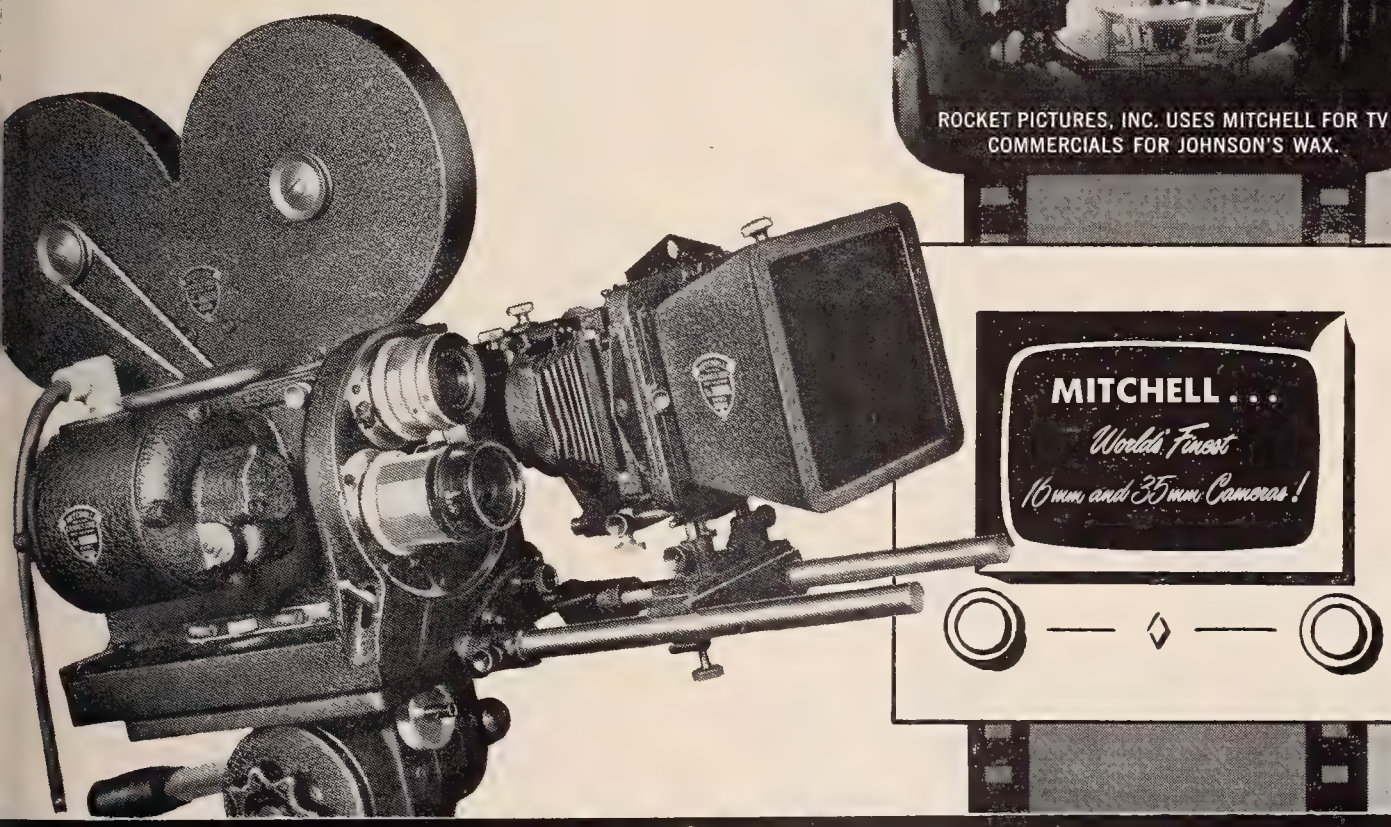
JERRY FAIRBANKS, INC. USES MULTIPLE MITCHELL 16's TO FILM "BIGELOW THEATRE."



ROCKET PICTURES, INC. USES MITCHELL FOR TV COMMERCIALS FOR JOHNSON'S WAX.

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CARAVEL FILMS
PARAMOUNT PICTURES CORP.
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WILDING PICTURES
TELESHO OF CALIFORNIA
HARTLEY PRODUCTIONS
UNIVERSAL INTERNATIONAL PICTURES
NATIONAL MARITIME UNION
ALEXANDER FILMS
SPORTSREEL PRODUCTIONS
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GEORGE COLBURN LABORATORIES
JERRY FAIRBANKS, INC.
AUDIO PRODUCTIONS
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GILLETTE PRODUCTIONS
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GULF COAST FILMS, INC.
AMERICAN FILM PRODUCERS
REPUBLIC PRODUCTIONS, INC.
ROCKET PICTURES, INC.
TOM KELLEY STUDIOS
DESI-LU PRODUCTIONS
CATHEDRAL FILMS
SNADER TELESCRIPTIONS CORP.
ROLAND REED PRODUCTIONS
MONOGRAM PICTURES, INC.
FRANK WISBAR PRODUCTIONS, INC.
COLLINS RADIO CORP.
DALLAS JONES PRODUCTIONS
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Mitchell Camera CORPORATION

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EASTERN REPRESENTATIVE: THEODORE ALTMAN • 521 FIFTH AVENUE • NEW YORK CITY 17 • MURRAY HILL 2-7038

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

95 AM, TV OUTLETS GET NSC AWARDS

National Safety Council lauds public information media for their share in accident prevention. Honors go to 79 radio and 16 TV stations.

SEVENTY-NINE radio and 16 TV stations, plus four radio networks, are among recipients of the National Safety Council's 1952 Public Interest Award for "exceptional service" by public information media.

Winners of the non-competitive awards were announced last Tuesday by the council and its president, Ned H. Dearborn, who issued the following statement:

"Publishers, broadcasters and advertisers are more and more accepting accident prevention as one of the great social problems of our time. Public information media command the channels of mass communication which make it possible to reach and teach the public."

The network awards went to ABC, CBS, MBS and NBC.

Receiving television awards were: KING-TV Seattle; KMTV (TV) Omaha; KPRC-TV Houston; WAAM (TV) and WBAL-TV Baltimore; WBTV (TV) Charlotte; WBZ-TV Boston; WCPO-TV Cincinnati; WFBM-TV Indianapolis; WNBQ (TV) Chicago; WNBW (TV) Washington, D. C.; WOI-TV Ames, Iowa; WOOD-TV Grand Rapids, Mich.; WTMJ-TV Milwaukee; WTVJ (TV) Miami, Fla., and WWJ-TV Detroit.

Among the judges for the award were Robert K. Richards, vice president and assistant to the president, NARTB; Arthur F. Harre, former general manager of WCFL Chicago, and Miss Judith Waller, public affairs and education director, NBC Chicago.

Radio stations receiving the award follow:

CBL Toronto; CHUM Toronto; CJBC Toronto; KASI Ames, Iowa; KECK Odessa, Tex.; KELO Sioux Falls, S. D.; KFAB Omaha; KFEL Denver; KFEQ St. Joseph, Mo.; KFH Wichita, Kan.; KING Seattle; KLON Long Beach, Calif.; KLRA Little Rock, Ark.; KOIL Omaha; KOIN Portland, Ore.; KOMA Oklahoma City; KOMO Seattle; KONO San Antonio, Tex.; KOOL Phoenix; KPOJ Portland, Ore.; KQV Pittsburgh; KRHD Duncan, Okla.; KRNT Des Moines, Iowa; KSTN Stockton, Calif.; KTAC Tacoma, Wash.; KTFI Twin Falls, Idaho; KTLN Denver, Colo.; KTRM Beaumont, Tex.; KUBA Yuba City, Calif.; KVI Seattle; KYA San Francisco; KYNO Fresno, Calif.; KYW Philadelphia; WAYS Charlotte, N. C.; WAZL Hazleton, Pa.; WBNY-FM Buffalo; WBUD Trenton, N. J.; WCAE Pittsburgh; WCCM Lawrence, Mass.; WCSS Amsterdam, N. Y.; WDBO Orlando, Fla.; WDEF Chattanooga, Tenn.; WEEI Boston; WEEU Reading, Pa.; WFDF Flint, Mich.; WFTM Maysville, Ky.; WGAR Cleveland; WGH Norfolk, Va.; WHIM Providence, R. I.; WHWB Rutland, Vt.; WIBA Madison, Wis.; WIBX Utica, N.Y.; WISN Milwaukee; WJAG Norfolk, Neb.; WKAP Allentown, Pa.; WKNA Charleston, W. Va.; WMAQ Chicago; WMOA Marietta, Ohio; WMRN Marion, Ohio; WORZ Orlando, Fla.; WPEP Taunton, Mass.; WPRO Providence, R. I.; WRJN Racine, Wis; WROL Knoxville, Tenn.; WRUF Gainesville, Fla.; WRUN Utica, N. Y.; WRVA Richmond, Va.; WSAV Savannah, Ga.; WSGW Saginaw, Mich.; WSMB-AM-FM New Orleans; WSTC Stamford, Conn.; WSYR Syracuse; WTIC Hartford; WTRI Memphis; WUOT Knoxville; WWDC Washington; WWJ-FM Detroit; WWL New Orleans, and WWSW Pittsburgh.



JUDGES and staff members look over some of the entries received by the National Safety Council for its 1952 Public Interest Awards. L to r: Dan Thompson, council radio-TV director; Paul Jones, NSC director of public information; Norman Damon, vice president, Automotive Safety Foundation, and Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana and coordinator of the "Stop Accidents" campaign for The Advertising Council. Among those not shown above were Hugh Curtis, editor, *Better Homes & Gardens;* Kenneth MacDonald, vice president, American Society of Newspaper Editors, and executive editor, *Des Moines Register & Tribune;* Dr. Kenneth E. Olson, dean, Medill School of Journalism, Northwestern U., and Basil L. Walters, president of ASNE and executive editor of Knight Newspapers.

* * *

Baker Wins Army Award

DR. W. R. G. BAKER, vice president and general manager of General Electric Co.'s electronics div., has won the Medal of Freedom Award for speeding up electronic application to the solution of Army research and development problems. It was presented to him by Under Secretary of the Army Earl D. Johnson at a Pentagon ceremony May 7.

Three Get Press Club Awards

OVERSEAS Press Club awards for 1952-53 were presented Tuesday to Howard K. Smith, CBS, for best radio reporting of foreign affairs from abroad; Edward R. Murrow, CBS, best television interpretation of foreign affairs, and Elmer Davis, ABC, best radio interpretation of foreign affairs.



SPEAKING OF RESPONSIVE VIEWERS . . .

One of products made by Albert Lea Manufacturing Company is a kiddie toy-house construction set. During first three weeks of December, 1952, firm spent $840.00 for participation announcements on WOC-TV, offering these sets at $3.00 each. *Result*: 1,770 ORDERS . . . $5,310.00 IN DIRECT SALES . . . ALL FROM AN $840-ADVERTISING-INVESTMENT.

Beck's Salad Dressing Company, on December 4, 1952, began 13-week schedule of one participation weekly on "Today's Cooking"—WOC-TV's popular homemakers' program. During 13-week schedule, this 35-year-old Davenport food processing firm forced distribution on all their products—INCREASED SALES BY 30% ABOVE SALES TARGET THEY HAD SET FOR PERIOD. Beck's has renewed for another 13 weeks.

Surely, you'd like further proof of WOC-TV's responsive viewers. You can get this information from interesting folder titled "THEY GET THE PICTURE." Write direct to us for "THEY GET THE PICTURE"—or ask your nearest Free & Peters representative for a copy.

FREE & PETERS, INC.

Exclusive National Representatives

WOC-TV Channel 5

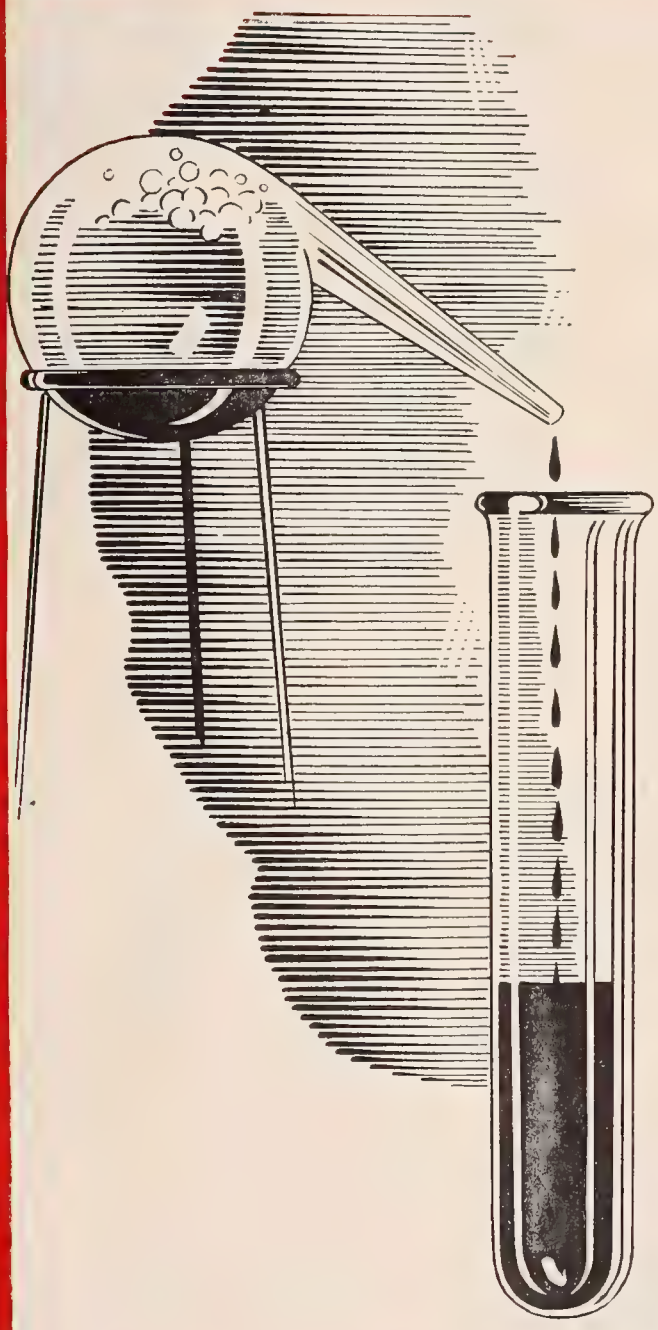
The Quint Cities

COL. B. J. PALMER, *President*

ERNEST C. SANDERS, *Resident Manager*

Davenport, Iowa

features



Proven Formula

The basis of listener enjoyment is variety in high quality programming. The foundation of profitable advertising results is a receptive audience. WREC is proud to be serving the best interests of the audience and the advertiser by providing programs of public interest to keep an alert audience always in a receptive mood. It's a *proven* formula that keeps WREC the top station, as evidenced by the latest Standard Audit & Measurement Reports and Hooper Ratings. WREC delivers the "Better Half" of both the rural and metropolitan listeners *with a single schedule* . . . and, here's the best news of all, the cost is 10% less per thousand listeners than in 1946!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

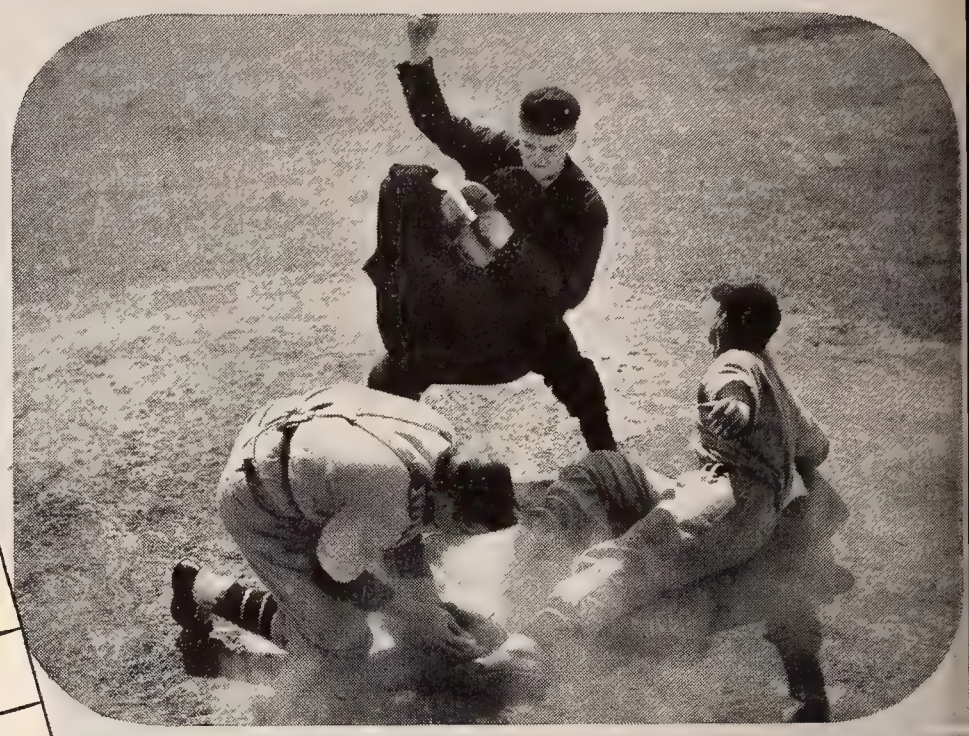
AFFILIATED WITH CBS RADIO, 600 KC – 5000 WATTS

Reprints of articles appearing in this section are available at nominal cost. Write to
BROADCASTING . TELECASTING
Readers' Service, Room 870
Press Bldg., Washington 4, D. C.

G-E STUDIO SWITCHING COMBINATIONS ANSWER ALL YOUR REQUIREMENTS!

ONE STUDIO OPERATION	
STUDIO	INPUTS
Studio Camera Channel or Portable Camera Chain	2
Film Camera Channel	1
Network Operation	1
Remote Operation	1
EXTRAS	
Studio or Film Camera	1

Up to 4 non-composites and 2 composites for any equipment combination you need!





TC-30A
Combination consisting of: TC-21-A Switching Panel; TV-19-A Video Mixer; TM-8-A Calibration Monitor and Cabinet.

General Electric offers such a wide variety of TV switching combinations you can quickly pinpoint the unit that best fits your needs today—get the most for your money! And, large and small broadcasters alike who envision their operation one or two years hence know that G-E provides that extra margin for expanding facilities when necessary.

G-E "extras" in a one-studio switching combination allow you to add a camera where it will increase profit the most. Here also is an opportunity for instant equipment changes in emergency—that extra provision has been built-in! Mixer section can be by-passed! This means minimum maintenance for you to worry about plus operational ease that's always appreciated. For complete information write today to: *General Electric Co., Section 253-18, Electronics Park, Syracuse, New York.*

Operating with this G-E switching combination's control panel you get eight *plus* features!

- Switches, fades and dissolves either manually or electronically
- Local, remote or network switching with a three-position selector switch
- Stabilizing amplifier controls
- Two sets of projector controls for remote operation
- Use for rehearsals without disturbing on-air signal with by-pass switch
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- *Automatically* laps, fades, and dissolves at any pre-set rate—slow, fast, or instantaneous!

Switching combinations for any TV station operation!
Complete television equipment for VHF or UHF

GENERAL ELECTRIC

features

- How to Televise Baseball. Page 78.
- KRON-TV's Form Simplifies Spot Art. Page 80.
- Erecting an Antenna for $1,300. Page 82.
- Pennsylvania Promotes Its Radio Month. Page 82.

DEMOCRACY WATCHED PORT ANGELES SELF-STUDY

AN EXPERIMENT in democracy that took place at the grass roots of the State of Washington has attracted national attention and is having an effect in such distant places as Western Germany. And both regionally and internationally, radio occupied a key role in the project.

The venture was a six-month Community Self-Study, conducted in Port Angeles, Wash., with assistance of the Bureau of Community Development of the U. of Washington. Hundreds of citizens of the Olympic Peninsula town gathered for weekly discussions on such topics as "The Character of Our Community," churches, social agencies, government, physical appearance, economic expansion, health, recreation and the educational system.

Radio played an important part at several levels:

KONP Port Angeles tape-recorded an hour or more of the citizen discussions each week, and broadcast the material on its *Town Crier* each Wednesday. James Frits, KONP commercial manager, acted as chairman of the whole study group.

Using raw tape supplied by KONP and edited by Jack E. Wright of the university's Bureau of Community Development, KIRO Seattle aired a weekly report, *Democracy Is You*, every Friday. The 26-week KIRO series was directed by Carroll Foster, KIRO director of public affairs.

Blueprint For All

Mr. Foster described the radio reports as "setting a pattern that all radio can do anywhere in the country."

As part of the U. S. State Dept.'s international exchange program, eight citizens of Rossenheim, Germany, lived in Port Angeles several months, observing and taking part in the community self-study. The German visitors were so impressed with the experiment that they transcribed 12 talks on their own reactions to the project.

The Voice of America has expressed interest in beaming the Germans' comments to Western Europe, but the visitors felt their transcriptions would have more impact in Germany if aired on local stations, so they took the platters home with them.

In a recent letter to Saul Haas, KIRO president, Richard W. Poston, director of the university's Bureau of Community Development, wrote:

"During a recent trip to New York and Washington I had occasion to play some of the tapes from this program to a national committee of the Ford Foundation headed by Dr. Milton S. Eisenhower, and to a number of department heads having to do with the exchange of persons program of the State Department. All of them were exceptionally pleased at what they heard and expressed considerable amazement over the idea that we have in the Northwest a radio station the size of KIRO that is so public-minded and willing to donate so much time to public service."



DISCUSSING the book, *Democracy Is You*, and the 26-week series of the same name on KIRO Seattle as part of the six-month Port Angeles, Wash., Community Self-Study, are (l to r): Carroll Foster, KIRO public affairs director, who directed the series; Jack E. Wright of the U. of Washington's Bureau of Community Development, who edited tapes of and supplied narration for the citizens' weekly discussions about their community, and Kenneth Yeend, KIRO program director. Book's author, Richard W. Poston (not shown), heads the university bureau, which assisted the Port Angeles project.



JACK MURPHY, sports editor of *New York News* station WPIX, supervises one of the heaviest sports schedules in television. From the middle of October to the latter part of March he oversees more than 100 sports events in Madison Square Garden.

With the advent of spring he goes directly to Yankee Stadium and the Polo Grounds where he is in charge of telecasting all home games of the Yankees and the Giants.

Mr. Murphy went to WPIX in 1948, when the station was inaugurated. Before that he was at DuMont's WABD (TV) New York, where he rose from studio assistant to manager of remote operations in five years.

Born at Trenton, N. J., March 31, 1914, he attended St. Joseph's Prep School, Philadelphia; Trenton High School and Fordham U. He married the former Maude McCormick. They have three sons, Jack, Jim and Nick. Their home is at Clifton, N. J.

Assisting Jack in his strenuous sports schedule are Mike Meltzer, Arthur Susskind Jr. and Jack Felice, all of whom have been with him for many years. Supervising the remote staff is Charles Voso. The technical director is Stanley Palasek.

"First requirement for telecasting baseball is a well-developed and highly technical knowledge of the game," says Jack Murphy. "Without the combination of skill and know-how, the result will fall far short of satisfying the average arm-chair viewer." Here Mr. Murphy tells how WPIX goes about satisfying the discriminating New York baseball audience.

HOW TO

WPIX (TV) is about to begin its sixth year of baseball telecasting.

This independent station, which telecasts more sports than any other station in the country, has aired more than 500 baseball games, and an equal number of hockey, basketball and football games, fights, wrestling matches, roller derbies and just about all other types of sports.

Obviously, we should have learned a lot during that time. We have.

Over the course of this five-year period, television coverage of baseball has improved tremendously. This is due to more experienced personnel, better facilities, new techniques developed along the way and, above all, a better understanding of just what the public wants to see in ball games.

Experienced Crew Valuable

As for myself, I can only repeat that any director is only as good as his operating crew. WPIX is fortunate in that it has the most experienced camera crews available anywhere. Why? Because of our long experience in telecasting New York Giants and the New York Yankees games.

What does the average baseball fan expect from a televised game? As an avid fan myself, I think I can tell you that he expects a box seat right in his living room. Too, anything less than a box seat starts a chain of protesting letters that floods the mailroom.

We continually try to improve our coverage.

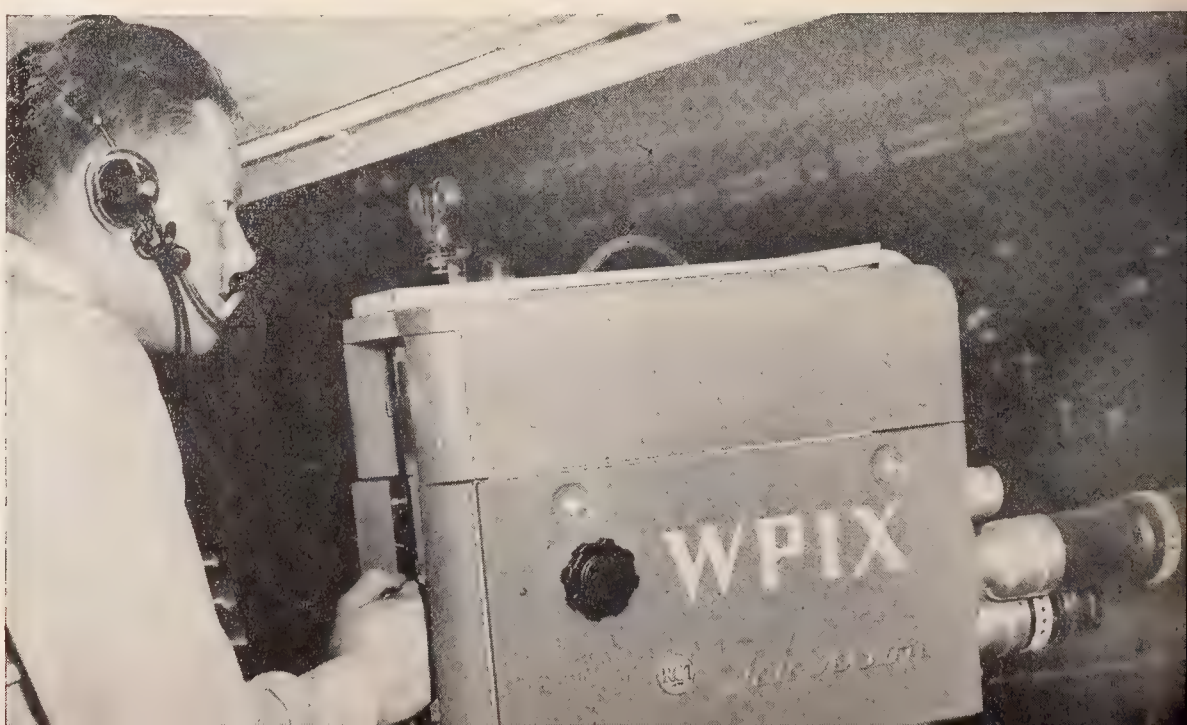
Last year, in order to enable viewers to identify players more clearly, we began to superimpose the name of each player on the screen as he came to bat. Offhand, to the average viewer, this might seem unimportant inasmuch as the announcer is on the job. But we did this for the benefit of those people who might not have heard the name and more important as the result of many letters received from persons who are deaf.

Viewer Response Favorable

After it was tried, we received such a wonderful mail response that we intend doing it for every ball game during the 1953 season at Yankee Stadium.

Noteworthy among those improvements which have helped the armchair viewer is the use of the Zoomar lens, which can be elevated by hand, and enable the cameraman to keep on the ball until it is caught. We also use the split-screen method, which enables the viewer to watch two places on the ball field at the same time. For example,

View of WPIX's No. 3 camera at the Polo Grounds, New York. This camera is located in the television announcer's booth.



By Jack Murphy

TELEVISE BASEBALL

there can be a pitcher-batter shot and, at the same time, the runner leading off first base.

Some ball clubs permit cameras on the field, which means better closeups. Our cameras are in the stands, two above and in line with the batter and pitcher, and another along the first base line. We use still another camera in a room beneath the stands, where the commercials are done.

One of the greatest aids to the director is the announcer, who should be expert in working in coordination with the camera. He should always be aware of the picture the viewer is watching, and is thus able to fit his description to the picture on his monitor.

Mel Allen of the Yankees, and Russ Hodges and Ernie Harwell, of the Giants, are particularly expert in this type of delivery.

Our job is to give complete coverage, crowd noises, the crack of the bat on the rawhide, the play at home plate, and most certainly any hassles between the umpire and players and/or managers.

Little mannerisms of the players are important in identifying them with the game such as Jackie Robinson's habit of patting his hips while at the plate, Leo Durocher's habit of scuffing out the white line at the third base coaching spot, and Gil Hodges continual tugging at the peak of his cap.

Other Color Coverage

All these shots serve to humanize the players and add to our coverage. Some time ago WPIX inaugurated pre and post-game television shows, in which leading personalities in the game are brought before the microphone. They are interviewed on off-stage color such as hobbies, their families and some comment of what has happened on the field.

Our interviewers have included such stars as Joe DiMaggio, Laraine Day, Joe E. Brown, and Frank Frisch, all of whom are identified with the game.

This type of show also enables the telecaster to make the fan more acquainted with the entire club and the park personnel, even the newspapermen who cover the games.

Of course, all this is economically possible in a city the size of New York, and for such



The Polo Grounds as seen from WPIX's No. 2 camera position. The photograph was taken through a television ring sight attached to a standard photographic camera.



In the control room at New York's Polo Grounds are: (l to r) John Urban, Jack Costello and Jack Murphy.

an operation as WPIX, which uses five or six cameras, and a total of 16 or 17 working personnel.

In limited baseball coverage, let's say three-camera operation, which should be minimum to assure proper coverage, the problem lies in the strategic location of cameras, i.e., getting the utmost coverage out of the working minimum.

The most important camera should be located directly behind and above home plate, an umpire-batter-pitcher line, and it should be equipped with a Zoomar lens. This takes in the standard, or "cover" shot, and, with the use of the Zoomar can follow the ball to any part of the field in closeup or wide angle. It can zoom to the outfield and take a closeup of an outfielder catching the ball. It follows any play to its logical conclusion.

I would station the second camera right immediately alongside camera No. 1, to be used as a "spare" if necessary, but which

should supplement camera No. 1. This would enable you to use the long lens in covering outfield catches, give closeups of the pitcher, catch some dugout shots, all on a wide angle if necessary.

The third camera should be placed on the first base line, elevated, between home and first base, on a line with the pitcher's mound. With this one you are assured of excellent coverage of routine infield plays, close plays at either base, including home plate, closeups of right-hand batters, the pitching box, and at the same time slightly different perspective for a change of view.

Cameras No. 2 and No. 3 should be equipped with four different lens to insure a wide variety of shots.

In addition to these positions, it is vitally necessary to use parabolic microphones for crowd noises, the crack of the bat, etc.

It is important that all elements of this operation be in constant communication. The director should be in communication with all cameramen, in addition to the technical director, particularly to set up shots in anticipation of plays. WPIX employs an associate director seated immediately next to the announcer upstairs. This associate director acts as a liaison man between the announcer and the director.

In addition to this liaison, the announcer has an off-the-air monitor in front of him so that he can see all pictures taken by the director, who also uses a like receiver to hear what the announcer is saying. This assures perfect coordination of effort.

To add to the color mentioned a while ago, we sometimes put the announcer on camera so that listeners can become acquainted with him.

As far as pre and post-games pickups are concerned, and particularly for the integration of commercials, the ideal solution is a fourth camera in an available room somewhere in the ball park, preferably underneath the stands. However, if the room is not available, pre and post-game interviews can be conducted on cameras No. 1 and No. 2, or camera No. 3, depending upon where the press box is located.

As an alternative, one of the three cameras in fixed position can be swung around to commercial cards to allow for superimposed types of commercials. The announcer can, if necessary, do a live commercial in his booth, with some minor lighting and a backdrop.

Obviously, it is not necessary to insert commercials during the game itself. There is plenty of time between innings to insert them, when they will not antagonize.

One of those technical "musts" in any operation should be a stand-by sync-generator. This is a locking device, which keeps the picture in the home receiver locked on the picture in camera, and any trouble with this generator would result in a loss of all video. We use such a generator for the same reason we use a standby camera.

All of these details are the responsibility of the technical director, who supervises the entire technical end of the telecast, thereby freeing the director to concentrate entirely upon the program material. The technical director punches all buttons, and is responsible for all switching from camera to camera, field to film, or any dissolving, or superimposing on cue from the director.

Any director should be a fan. Without being a fan, he cannot correctly judge the type of picture he is putting on the screen, how it is going to appeal to the viewer.

He should try to put on the screen the particular impression he thinks most important at the time, a crowd reaction during the change of teams, or perhaps a celebrity in the box seats. It all adds up to complete coverage.

I get a lot of tips from neighbors, members of my own family, and write-in suggestions from fans.

It is my own personal opinion that a majority of the clubs today are becoming increasingly aware of the importance of television in educating the public to sports, and particularly to baseball.

KRON-TV'S FORM SIMPLIFIES SPOT ART

EVER SINCE KRON-TV San Francisco went on the air in 1949, Harold P. See, the station manager, spent what he considered was far too much time filling out forms and answering questionnaires about art specifications for the station identification spots.

This chore was later passed on to the promotion department, but Mr. See suggested that the station's art, engineering and promotion people get together and devise some kind of handy aid for advertisers who were preparing space-sharing station identification spots. The above artwork is the result of several trials and errors, and now is being sent to agencies requesting a copy.

The artwork forms the basis for the commercial message's video portion, and clearly shows the upper right-hand corner bearing KRON-TV's Ch. 4 insignia. Not only is the space available for the commercial artwork plainly indicated, but also guide lines are provided to show the advertiser the margin he should leave to allow for viewers who have TV sets with rounded corners which might cut off some of the picture.

On the reverse side of the artwork KRON-TV has included complete specifications for slides, title cards and commercial films, and has provided answers to the most frequently asked questions about the outlet's facilities.

Now that the station identification aid is completed, Mr. See declares KRON-TV's next effort will be to convince the industry that feature films should be edited at the source and that all contracts in the film industry should be standardized.



Photograph this reproduction for insertion of commercial material on shared space station identification announcements. The upper right quadrant is wholly reserved for station call letters.

The scanned area, a rectangle 9″ x 12″, represents the area transmitted by the station. Centered within is the essential area, which is 6¾″ x 9¾″. To compensate for the fact that many home receivers have rounded corners, it is suggested the essential area should also have round corners of a two inch radius. All commercial art and copy must lie within the essential area while art background or bleed must continue to the borders of the scanning area.

STUDIO CARDS. Eliminate station identification and the above areas are the correct size for studio cards. However, it must be centered on a 14″ x 17″ average weight illustration board.

PROJECTALL CARDS. Reduce the scanned area to 3″ x 4″ (the essential area then becomes 2½″x 3¼″) and center on a 3½″ x 4½″ card.

2″ x 2″ SLIDES. Reduce scanning area to 27/32″x 1⅛″ (the essential area then becomes ⅝″x 29/32″).

Art specifications subject to change.



To sell dog food to inland Californians

(AND WESTERN NEVADANS)

Be on the Beeline



Dog food or whatever you're selling—take this pointer to boost your sales in *inland* California. Be on the BEELINE! That's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.*
(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market — inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative

Pennsylvania broadcasters, convening this week at Bedford Springs are proud of their record in their March radio drive.

Everywhere You Went . . . There Was Radio

IT'S ALMOST certain that there will be a great deal of back-patting going on next Wednesday when the Pennsylvania Assn. of Broadcasters opens its annual convention at Bedford Springs.

The self-praise which the Keystone State broadcasters will lavish upon themselves is not without justification, however. These broadcasters are justifiably proud of the job they did last March when it was Radio Month in Pennsylvania. They went all out to make sure that everybody knew all about Radio Month—at least, about radio.

Radio Month was not brought about because of television or the competition of any medium. It was designed as a positive campaign, not an "anti-" anything campaign.

The Pennsylvania radiomen believed that a unified promotion by all the stations would help to bind the radio stations to a common cause: The promotion of radio as an advertising and public service medium. The promotion would awaken the listeners to the services offered by radio and the values attained. Through planned promotion, it was believed that many stations which ordinarily do little promoting of themselves or of radio would get into the act. That is what happened, too—93% of the state's radio outlets participated in Radio Month.

Recorded Testimonials

More than 8,000 testimonials, recorded by the governor, Senators, mayors and university presidents, were broadcast during March.

The stations broadcast more than 18,000 short announcements pointing up Radio Month, such as "Remember, wherever you go, there's radio. This is Radio Month in Pennsylvania," and, "Do you like the program you just heard? Tell us what you thought," and simply, "March is Radio Month in Pennsylvania."

Pennsylvania stations posted blown-up reprints of B•T cartoons in stores and shops. PAB supplied the cartoons, which were captioned, "Help spread the enjoyment of radio. Today, tell just one friend about your favorite local program . . ."

Many stations used newspaper and car card advertising, others held open house, and some invited a local civic group to operate the station for one day. Displays were erected by the stations in building lobbies and other prominent places, and WCMB Harrisburg built a large display at the Central Pennsylvania Builders Show. The display showed mannequins engaged in various activities—while listening to the radio. A large clock in the display had program titles instead of numerals.

Plans for Radio Month were discussed late last year at the PAB board of director's meeting. PAB President Roger Clipp, general manager of WFIL Philadelphia, called the meeting at which Joseph T. Connolly, vice president and program director of WCAU Philadelphia, was appointed Radio Month chairman. Thomas B. Price, vice president and commercial manager of WBVP Beaver Falls, was named co-chairman. Because PAB has no paid secretary, the brunt of the month-long campaign fell on the shoulders of Messrs. Clipp and Connolly.

Cost of transcriptions and cartoons used during Radio Month—nearly $1,000—was borne by PAB. Membership dues in PAB amount to only $10 annually.

ERECTING AN ANTENNA FOR $1,300

FEW television permittees have kept an unfurrowed brow as they contemplated the construction costs that faced them.

Therefore, the ability to improvise, without detracting from the efficiency and value of any of the proposed installations, has paid dividends to many operators. For example, the way WABI-TV Bangor, Me., cut its tower costs.

With an 800-foot hill and a few feet of 10-inch steel pipe, it erected a television antenna tower just as good as the "store bought" kind.

And the vhf Ch. 5 outlet which began operation last winter put up a whole antenna supporting structure at a cost of less than $1,300.

Here's how WABI-TV did it, according to General Manager Murray Carpenter:

The station chose, as its antenna site, the top of Copeland Hill. This is such a good location that it was decided no more than a stubby supporting structure was needed for the antenna.

"We decided on the simplest structural solution—a cylinder," Mr. Carpenter said. "We bought four 20-foot sections of 10-inch steel pipe, welded them together into a single 80-foot length, and attached to the top an especially designed rig to adapt the RCA superturnstile to the steel structure."

Next, Mr. Carpenter recalls, "we examined the whole rig on the ground—antenna and supporting structure, including guys." The antenna was tested while the unit still was on the ground.

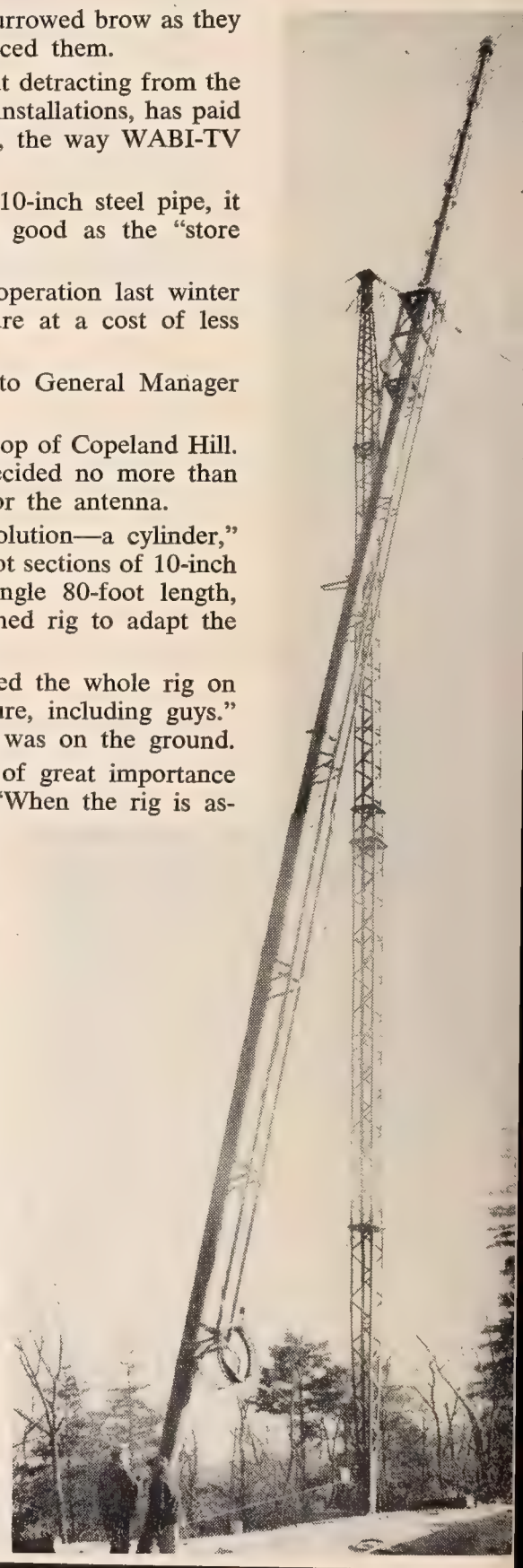
Testing the assembly on the ground was of great importance as a time saver, Mr. Carpenter declared. "When the rig is assembled on the ground you can have numerous men working on it at the same time—this is difficult when the antenna is 100 feet in the air—particularly in the middle of a Maine winter." The antenna was erected last January.

Matter of Hours

While the antenna was being checked on the ground, the contractor erected a gin pole which was used to hoist the antenna structure into the air and guy it in its location. "The entire erection job took only a couple hours," Mr. Carpenter recalled.

The materials for the supporting structure cost less than $300, he revealed, and the designed work and erection cost about $1,000. "People who are poor," opined Telecaster Carpenter, "have to use ingenuity in place of money."

* * *



WABI-TV's antenna is hoisted into position. ➤

GPL NOW... 20 Output Lines in Packaged DISTRIBUTION AMPLIFIER



GPL introduces a new design concept in distribution amplifiers with this compact package of 5 interchangeable units. In less than 12 inches of rack space, 20 outputs are provided... in one-fifth previous area.

Each amplifier has 4 outputs, which may be modified for 5 different combinations of video and sync distribution. Any amplifier may be removed while the others are in operation.

For TV studios or laboratories where video, sync and blanking signals require multiple distribution, this GPL design provides flexibility in multiple output combinations. Feed levels are 1.4 volts for video; 4 volts for sync distribution.

DESIGN FEATURES

- 20 outputs in rack area 10½ x 17½ inches.
- Extreme flexibility of output voltage and impedance combinations.
- All test points easily available.
- Frequency response flat within 2 db to 10 mc.
- Gain variable from 0.6 to 2.0.

GPL SYNC GENERATORS



CIRCUIT RELIABILITY... IN LESS SPACE

New GPL unit now available has 2 synchronizing generators with change-over panel mounted in one space-saving rack. Maximum circuit reliability without operator adjustment. Binary counters and delay lines, stable master oscillator. Built-in power supply. Ask for specifications.

FOR COMPLETE SPECIFICATIONS WRITE, WIRE OR PHONE

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Export Department:
13 East 40th St., New York City
Cable address: Arlab

Cable address: Prelab

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

•

CORDIALLY INVITED

TO ANNOUNCE the Sunday morning premiere of *Christy Fox,* society news program, KNX Hollywood sent double-envelope, invitation-type announcements to some 5,000 society leaders in Southern California. Miss Fox is a society columnist on the *Los Angeles Times.*

DON'T BUY FROM US

IT ISN'T often that a firm buys radio time and tells listeners to do their shopping elsewhere. But it did happen in Philadelphia when MacDonald & Campbell Men's Store scheduled announcements on KYW's early morning *Musical Clock* on May 9, telling listeners to forget about their own needs and not to stop at the store. Instead, the commercials urged folks to remember Mother's Day by putting their "thoughts and dollars into buying that wonderful and lovely lady the finest gift possible."

THE REAL THING

A 32-PAGE newspaper special supplement with a full-page three color ad in the *Battle Creek Enquirer and News,* and a 24-page newspaper special supplement with a full-page three color ad in the *Kalamazoo Gazette* on Sunday, May 17th, announces that "The Real Thing Is Here!" The "Real Thing" referred to WBKZ-TV Kalamazoo—Battle Creek area's first uhf television station, an official basic outlet of ABC. The test pattern went on the air May 15.

'THE UNSEASONED TRAVELER'

A NEW series, *The Unseasoned Traveler,* recorded by Joseph L. Brechner, general manager of WGAY Silver Spring, Md., is being made aboard the *Ile De France.* Mr. Brechner is recording seven programs in the series at various stops during his tour of the continent. The first program, heard on May 10, at 5 p.m. over WGAY, was recorded in a Cadillac located in the hold of the ship. Mr. Brechner chatted informally with the owners of the car, discussing life aboard ship and the simplicity and cost of taking a car overseas.

AFFINITY FOR PLANE CRASHES

KMO Tacoma, Wash., reports that it has an affinity for plane crashes and for getting outstanding news on them. When a Miami Airlines plane crashed in the Cascade Mountains, Gene Wagner of the KMO special events staff was the only radio reporter to reach the scene, the station reports. Mr. Wagner, with a Minitape Recorder, interviewed the 19 survivors. A few days later, a plane out of Boeing Field, Seattle, developed motor trouble. Five minutes before it happened, KMO aired the story that a plane was about to crash. Ten days after the Miami Airlines story, another plane went down in the Cascade Mountains. Again Mr. Wagner recorded interviews with the survivors.

TO THE RESCUE

WHEN two tornadoes spun through five Georgia counties on April 30, WMAZ Macon gave listeners full and continuous coverage of the storm news and played a leading role in mobilization, rescue and relief, the station reports. One bulletin requesting blood donors sent 150 donors to the Macon Hospital within an hour. The hospital asked WMAZ not to repeat the request; they had all the blood they could handle. Through announcements from the station, off-duty personnel at Robins Air Force Base were mobilized, because troops had been ordered to keep tuned to WMAZ for official instructions, according to the station. Also reported was the collection of two thousand brand new flashlights from Macon merchants within an hour by WMAZ staff members.

PURINA CONTEST WINNER

KDET Center, Tex., won first prize in the lowest-cost-per-return phase of Ralston Purina's "Name the Puppy Contest." KDET received 2,128 entries from a five-minute daily program for two weeks, and the cost-per-return was $.0282. The station received a check for $500. Seventy radio stations and seven TV stations competed in the nation-wide contest.

SAFETY POEMS

"IT'S A Lorene Babcock original!" That's the description of the unique traffic safety feature Miss Babcock originated for her 4:00-4:15 p.m. newscast on WJR Detroit. For each program Miss Babcock has composed a poem depicting the dangerous practices of a fictitious traffic safety problem child, Joseph Charles Nicholas, age three. Here is one of the six stanzas composing her first poem:

"Now Joey, age three, had no fear of the cars;
He already knew about space ships from Mars.
So out in the street ran Joe like a flash
Right in front of a car, just avoiding a crash."

TRIP TO THE ZOO

BILLY JOHNSON, star of the *Billy Johnson Cartoon Club,* WTOP-TV Washington, invited juvenile fans for a little get-together at the zoo. There, an estimated 3,500 small fry and mammas heard talks about nature, received pictures of Mr. Johnson and milled around in a confusion that reportedly drove Park Police frantic. Movies were taken at the occasion, so that young fans will be able to see themselves on TV as a part of Mr. Johnson's program. Mr. Johnson has the distinction of being the most-viewed local TV personality on any Washington station after just three weeks on the air, according to WTOP.

'WONDERFUL CITY'

MUTUAL will introduce a new daily program on June 1, titled *Wonderful City,* 10:35-11 a.m., EDT, which will present persons from all corners of the globe who are in New York to fulfill a special ambition. Harry Wismer, sportscaster, will be host and Nat Brandwynne's orchestra will provide musical background.

BRIBERY CASE DISCUSSION

A SPECIAL hour simulcast over WDSU-AM-TV New Orleans was devoted to a panel discussion of the Richter Case, concerning Jack Richter, an underworld character who gathered information on vice in New Orleans for the State Revenue Dept., in return for $1,000. All persons involved in the case were invited to appear before the panel, composed of newsmen, and an open line telephone connected directly to the panel enabled home viewers to phone in questions directly to anyone they desired to question. A special statement from Jack Richter and his wife was filmed from the prison where both are being held on charges of police bribery.

STUDY OF TEEN-AGERS

A STUDY of the minds, morals and morale of the teen-age generation, titled *Class of '53,* will be broadcast over CBS Radio on May 29, 9-10 p.m. EDT, with U. S. Supreme Court Justice William O. Douglas as narrator. To obtain the story of youngsters in their own words, six CBS Radio reporters and representatives of a dozen network affiliates rode in "hot rods," went to dances and parties, attended junior achievement meetings and interviewed potential Phi Beta Kappa members.

NEW CHILDREN'S PROGRAM

AN ARRAY of landscapes, animals, people and objects highlights a new program, *Adventure in Art,* which premiered on WGN-TV Chicago May 9. Margaret Wolff, Chicago artist and teacher, conducts the program for children, working with finger paints, crayons, poster paints and water colors. Children are urged to work along with her. Paper sculpture and modeling clay also will be included in the series. The program is sponsored by Milton Bradley Co., which specializes in child entertainment and education.

'BACKYARD ZOO'

CATS, canines and critters of all descriptions are appearing on WBAL-TV Baltimore's new program, *Backyard Zoo,* Sunday, 3:30-4 p.m. EDT. This pet parade is intended to bring about a "better understanding between people and their pets" and offer viewers who do not have pets of their own an opportunity to enjoy animal antics. Aside from a "pet of the week" interview, well-known Maryland veterinarians demonstrate the proper care and handling of animals. A weekly puppy presentation gives young viewers a chance to win a pup of their own. The program went on the air May 10.

Quill to Feature Facts About TV News

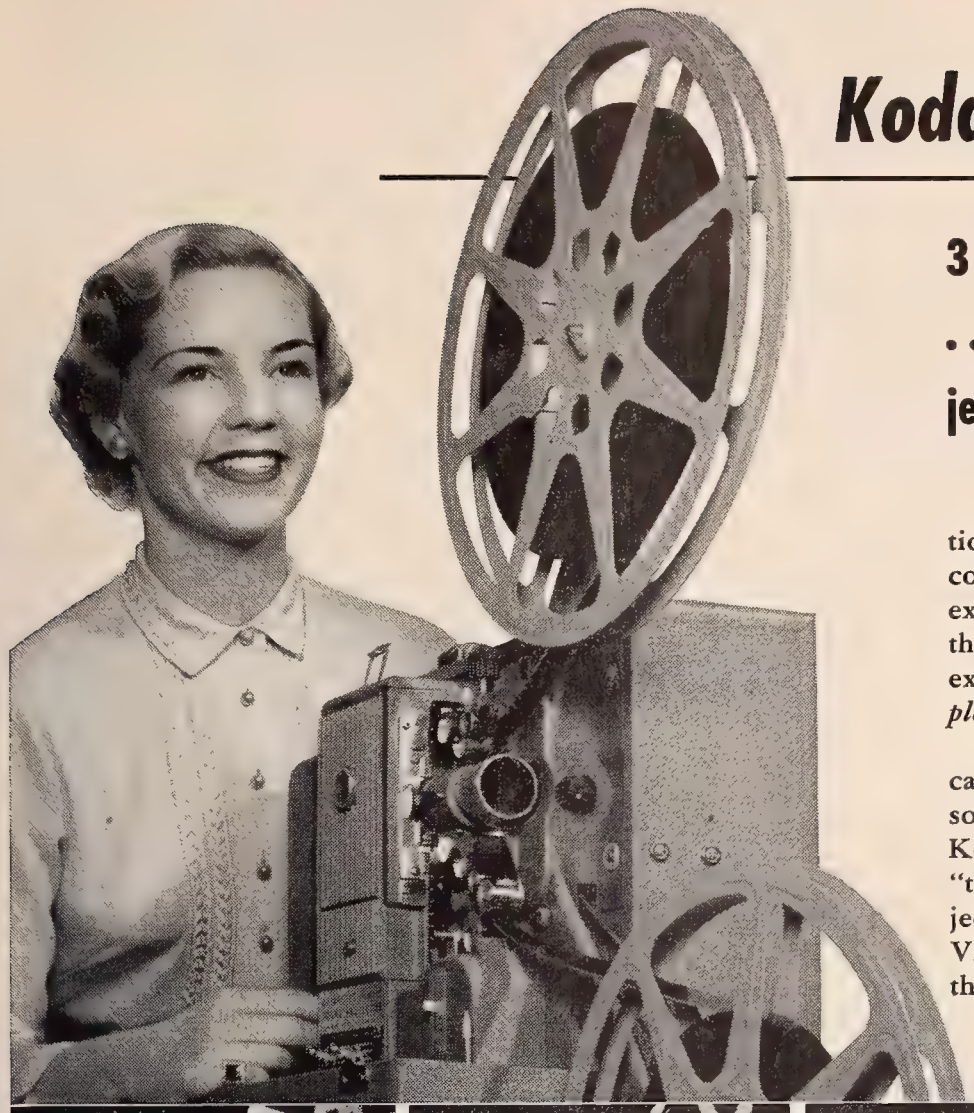
Special articles about television news—How to Set Up a TV News Program; How to Make TV News Rights of TV Newscasters Pay; Covering the News About TV; Educational Aspects of TV News; TV News and the Law—are scheduled in the July Quill.

By-liners will include such television pointers as John Cameron Swayze, Camel Caravan newscaster; Jack Gould, radio-TV editor, New York Times; Walter Annenberg, publisher TV Guide; Richard B. Hull, director WOI-TV; William Ray, NBC central division news manager; Richard Oberlin, WHAS-TV Louisville; James Byron, WBAP-TV Fort Worth; and others.

Salient aspects of the First National Television News seminar, co-sponsored by the Radio and Television News Directors association and Northwestern University's Medill School of Journalism, will be covered.

For a round-up of what you want to know about television news, you'll want to read the July Quill.

Get your subscription order in now. One year, $3. Sent to: The QUILL, 35 East Wacker Drive, Chicago 1, Illinois

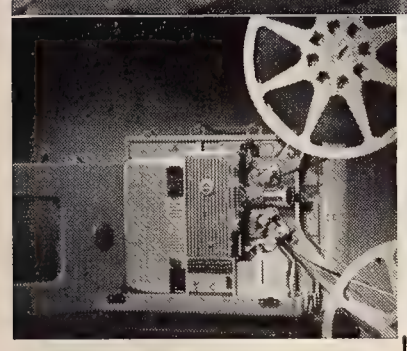


Kodak announces . . .

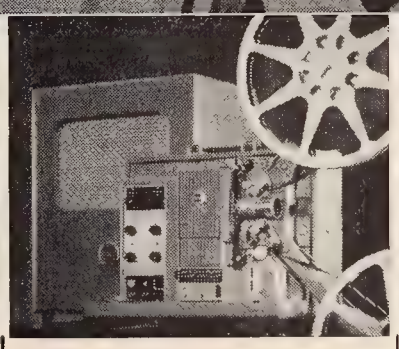
3 brilliant new Pageant models . . . and a heavy-duty silent projector for critical movie analysis

The Pageant is the projector that has revolutionized 16mm. sound projection . . . the first compact projector with the optical and tonal excellence of full-scale 16mm. equipment . . . the first to offer permanent prelubrication—an exclusive 16mm. feature that eliminates *completely* the chief causes of projector breakdowns!

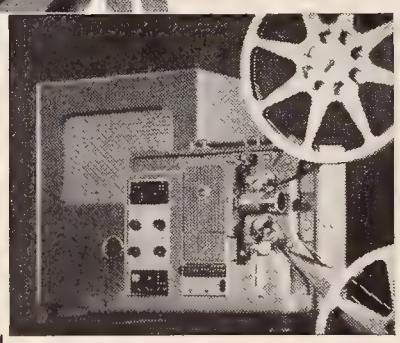
At just $400, the Pageant is still the economical top-choice projector for average 16mm. sound-and-silent projection. But now from Kodak have come four more projectors—each "tailor-made" to meet a particular 16mm. projection requirement. See your Kodak Audio-Visual Dealer about a demonstration—or use the check slip below for further information.



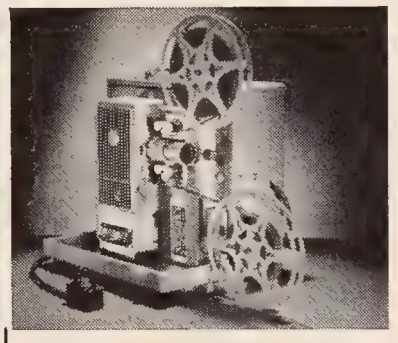
NEW Kodascope Pageant Sound Projector, Model AV-071, with Plus-40 Shutter A super-brilliant version of the standard Pageant, it incorporates an extremely efficient two-bladed shutter which provides vastly increased illumination—more than 40% greater than the sound-and-silent projector. Ideal for projection under difficult conditions . . . in hard-to-darken rooms, in halls or auditoriums . . . *wherever* extra image brilliance, long screen "throws," or unusually large picture areas are required. $400. *Sound projection only.*



NEW Kodascope Pageant Sound Projector, Model AV-151, with 15-watt amplifier Features an extremely high-fidelity amplifier, the extra capacity of the 12-inch Kodak De Luxe Speaker, and provision for the finest sound fidelity obtainable with a 16mm. portable projector. Ample power output and speaker capacity for auditorium projection . . . plus separate bass, treble, and fidelity controls for unmatched sound quality in cramped quarters as well as in spacious auditoriums. $530. *Sound-and-silent projection.*



NEW Kodascope Pageant Sound Projector, Model AV-151E, with Plus-40 Shutter and 15-watt amplifier Combines increased light output produced by Kodak's Plus-40 Shutter with the precise tone and volume features of the Model AV-151. No other portable projector gives you such brilliant screening—even on long throws—plus such excellent tonal quality at all volume levels. The Pageant, Model AV-151E, is capable of meeting *every* 16mm. requirement short of a theater-type installation. $530. *Sound projection only.*



NEW Kodascope Analyst Projector Heavy-duty silent projector designed to meet the critical requirements of 16mm. motion-picture analysis . . . ideal for such fields as time-and-motion study and sports analysis. Features a heavy-duty reversing mechanism operated from a remote-control switch on a 5-foot cord. Separate motor drives blower at constant speed, permitting *repeated, instantaneous* reversals without film or projector damage. With Daylight Projection Viewer, for desk-top movie study, $295. *Silent projection only.*

Prices subject to change without notice

For top sound coverage in acoustically difficult locations, you can step up volume without distortion with the inexpensive Kodak Multi-Speaker Unit . . . 3 additional speakers in matching case. Simply plug into any Pageant.

MOTION-PICTURE PROJECTORS
for every audio-visual need

82

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer. Complete information on equipment checked: ☐ ***Standard Pageant*** ☐ ***Pageant Model AV-071*** ☐ ***Pageant Model AV-151*** ☐ ***Pageant Model AV-151E*** ☐ ***Kodascope Analyst*** ☐ ***Kodak Multi-Speaker Unit***

NAME_____ POSITION_____

COMPANY_____

STREET_____

CITY_____ STATE_____
(Zone)

Kodak
TRADE-MARK

IN THE 75th MARKET
— TEXAS' 5th
EL PASO

KEPO is El Paso's most powerful station . . . backed by a famous merchandising and promotion organization. Yes, for vigor, for know-how, for experience, look to KEPO in the Great El Paso Southwest, the Nation's Largest Trade Territory.
People in this lucrative area spent well over $534,000,000 in Retail Sales last year. This is a "spending" area. Let KEPO work for your product with tremendous creative assault . . . doing everything towards jet-rocketing your sales charts.
You can't possibly afford to overlook this great opportunity to plus your advertising dollar many fold. Always include KEPO with its 10,000 watts of far-reaching listening power.
Figures from Sales Management, May 10, 1952
Ask Avery-Knodel for complete details.

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW
Economical and efficient medium for covering the mass market.

KGW
on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

PEOPLE

Advertisers

James H. Cobb, director of public relations and advertising for Delta Air Lines, Atlanta, advanced to vice president of Delta-Chicago and Southern Air Lines, in charge of public relations and advertising.

Merrill A. Heagy, manager, and **Wayne H. Fisher,** assistant to regional director, Owl-Rexall Drug Co., L. A., elected vice presidents in charge of merchandising and comptroller, respectively.

Lawrence E. Effinger, acting advertising manager, Mountain States Telephone & Telegraph Co., Denver, named advertising manager.

G. E. Arnold, publicity director, and **Mert Reade,** publicity department, Valley National Bank, Phoenix, promoted to director of public relations and advertising director, respectively.

John C. Tarvin appointed field sales manager for industrial products for Johnson's Wax.

Agencies

Milton H. Schwartz, vice president of Foote, Cone & Belding, Chicago, elected director of that agency.

Charles H. McDougall, president, Dancer-Fitzgerald-McDougall, S. F., has sold interest in firm to Dancer-Fitzgerald-Sample, N. Y., and opened **Charles H. McDougall Adv. Counsel** at 155 Montgomery St., S. F. Telephone is Yukon 6-6590. Former firm becomes Dancer-Fitzgerald-Sample, with **William B. Dugan** continuing as vice-president and general manager; **Charles L. Hotchkiss** is executive vice-president; **Dexter Blunz** is vice-president in charge of creative work; **Donald McGee** is vice-president.

Glenn D. Addington and **Albert E. Krutilek** announce formation of **Addington-Krutilek,** 3722 Bowser Ave., Dallas.

William R. Hillenbrand elected vice president of Sherman & Marquette, N. Y.

Irvin Siteman, vice-president, Glasser-Gailey Inc., L. A., and **Charles Mottl,** head of his own L. A. advertising agency, form **Mottl & Siteman Adv. Agency,** that city, with offices at 6399 Wilshire Blvd. Telephone is Webster 8-6288.

Alfred M. Pettler, treasurer, Conley, Baltzer, Pettler & Steward, S. F., has sold interest in firm and established **Alfred M. Pettler Adv. Agency** at 821 Market St., that city. Telephone is Garfield 1-7923.

Ida Raisbeck, copy supervisor, Sullivan, Stauffer, Colwell & Bayles, N.Y., appointed vice president.

Roger H. Dawson, *Napa Journal,* Napa, Calif., opens **Dawson Adv.** at 1150 Evans Ave., that city.

Thomas H. Axelsen re-elected president, Axelsen, Bennett & Clark, Salt Lake City. **Lester C. Bennett,** elected executive vice president and general manager. **William R. Rytting,** account executive, KALL that city, joins agency as vice president. He succeeds **Cory D. Clark, Jr.,** who becomes assistant advertising manager, Carnation Co., L. A.

Dick Smith, owner, Dick Smith Corp., Hollywood, and **Charles Ganz,** secretary-treasurer, Walter McCreery Inc., Beverly Hills, form **Smith & Ganz,** Hollywood, with offices at 6642 Sunset Blvd. Telephone is Hempstead 5671.

Harry Apeler, eastern regional sales manager, Lever Brothers, N. Y., to Calkins & Holden, Carlock, McClinton & Smith, N. Y., as director of merchandising.

Jean Campbell, media director, Allen & Marshall Adv. Agency, L. A., to W. H. Hunt & Assoc., that city, as director of publicity.

Craig Ramsey, KFEL-TV Denver, to Ball & Davidson Inc., that city, as TV director.

John F. La Farge, copy chief, Robert W. Orr & Assoc., N.Y., to Grey Adv., N.Y., as copy group head.

Norine Freeman, media director, Caples Co., L. A., to Yambert-Prochnow Inc., Beverly Hills, in similar capacity with added duties as radio-TV director and production manager.

Mary Weaver to Richard N. Meltzer Adv., S. F., as copy chief.

H. Don Carlos, account executive of W. D. Lyon Co., Cedar Rapids, Iowa, appointed manager of company's new Sioux City office.

Philip D. Archer named chief timebuyer for broadcast media, Gardner Adv. Co., St. Louis.

G. Mackie Cornwall, account executive, Cole & Weber, Portland, to Universal Adv. Agency Inc., Hollywood, in same capacity.

R. F. Parkinson, Pacific Coast advertising representative, Westinghouse Corp., S. F., and **W. H. Ryan,** advertising manager, *Santa Barbara Star,* join Foote, Cone & Belding, Portland, Ore., and S. F., respectively, as account executives.

Gene Clark, program-sales coordinator and assistant to operations director, Don Lee Bcstg System, Hollywood, to Western Adv. Agency Inc., L. A., as chief timebuyer and assistant radio-TV director.

Dan Charny and **Charles Loizeaux,** account executives with G. M. Basford Co. Adv., N.Y. and Cleveland, promoted to account managers.

John Whitehead, advertising manager of Shirriff's Ltd., to Willis Adv. Ltd., Toronto, as account executive.

Daphne June King, copywriter, Sidney Garfield & Assoc., S.F., promoted to copy chief. **Ken Shupe,** agency general assistant, promoted to production manager; **Donna Williams,** receptionist, named media assistant. **Earl Moss** joins agency as copywriter.

C. Warden La Roe, copy supervisor, Owen Chappell, N.Y., to Doherty, Clifford, Steer

52 SHOWS READY FOR YOU
The Sportsman's Club
15 minutes hunting, fishing and outdoors with Dave Newell. Panel type show. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

t Shenfield, N.Y., on copy staff. **John P. Kennedy,** Ruthrauff & Ryan, N. Y., and **Charles Plume,** Paul Klemtner & Co., Newark, N.J., lso to company as assistant account executive nd assistant art director, respectively.

Fay Evens, Cecil & Presbrey, N. Y., and **Frances Raftery,** Ellington & Co., N. Y., to Kenyon & Eckhardt, N. Y., as assistant copy upervisors.

idney Meyer, copy department, Aldine Printng Co., L.A., to Beckman-Hamilton & Assoc., hat city, to service industrial accounts.

David W. Wedeck, Doherty, Clifford, Steers t Shenfield, N.Y., to Grey Adv., N.Y., as pace buyer.

Thomas Hopkins, Beaumont & Hohman Inc., . F., to Richard Jorgensen Adv., San Jose, Calif.

Alexander Benn, Merrill, Lynch, Pierce, Fenier & Beane, and **Harold L. Geisse,** Liveright ub. Corp., to staff of Doremus & Co., N. Y., dvertising and public relations firm, on copy nd public relations staffs, respectively.

ames D. Deasy, assistant advertising manager, Angelo California National Bank, S. F., to Merchandising Factors Inc., that city, as copyvriter.

William E. Johnson, Delaware Valley News, o N. W. Ayer & Son, N.Y., public relations epartment.

Barbara Snader, assistant story editor, Revue Productions, North Hollywood, to Milton Weinberg Adv. Co., L. A., as TV copywriter.

David W. Wedeck, Doherty, Clifford, Steers & Shenfield, N. Y., to Grey Adv., N. Y., as pace buyer.

Marc Statler, Biow Co., N. Y., to Compton dv., N. Y., as production supervisor in comnercial production dept.

Margaret Leak, formerly with Ruthrauff & Ryan, to Campbell-Mithun, Chicago, as radio nd TV writer.

Terry McFadden, copywriter, Kelso Norman dv., S. F., to Calkins & Holden, Carlock, McClinton & Smith Inc., L. A., in same capacty.

. H. Biscardi, Cunningham & Walsh Inc., N.Y., to creative and promotion staff of Doyle Dane Bernbach Inc., N.Y.

Stations

Brooke Taylor, creative program director at WTAM and WNBK (TV) Cleveland, promoted to general manager.



Mr. Taylor

Gerald S. Cohen, WISN Milwaukee, to KVWO Cheyenne, as assistant general manager.

Stan Lee Broza named program manager of WPTZ (TV) Philadelphia.

Warren W. Schmidt, WPAT Paterson, N.J., to WINS New York as sales account executive.

George Faber appointed night supervisor; **George Friedman**



magnecorder

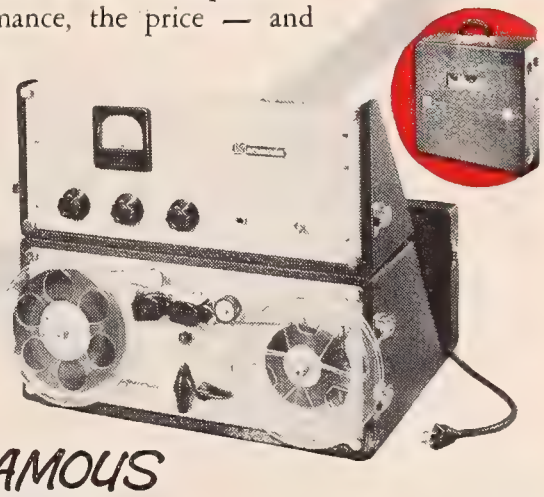
THE PROFESSIONAL TAPE RECORDER

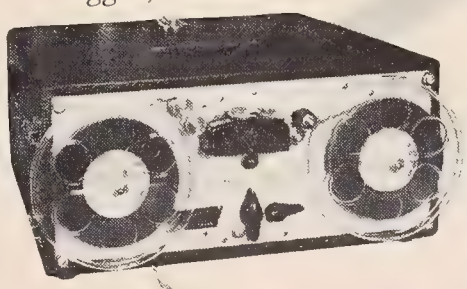
Precision engineered for unexcelled realistic brilliance and high fidelity, Magnecorders are preferred by radio engineers 3-to-1. Frequency response flat from 50-15,000 cps, ± 2 db. Compare the Magnecorder — the product, the performance, the price — and you'll see why it's the world-wide choice.

the NEW magnecord Voyager

one-case Portable Tape Recorder

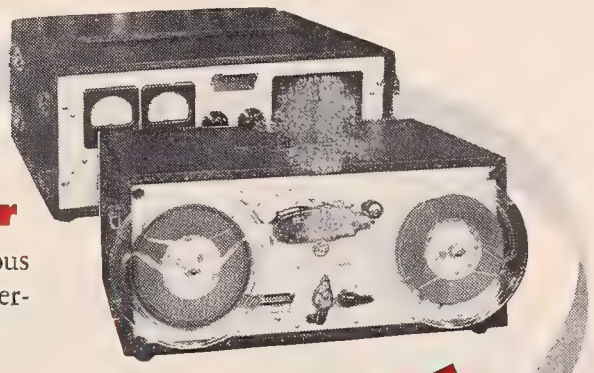
Lightens all remote work. A portable recorder and amplifier in a single case! Lightweight, rugged, reliable.





the FAMOUS PT 63 magnecorder

— long accepted as the standard professional tape recorder; 3 heads for simultaneous record and playback



3rd dimensional sound Binaural magnecorder

Unbelievable realism! Two simultaneous recordings on one tape give sound a perspective and a "third dimension."



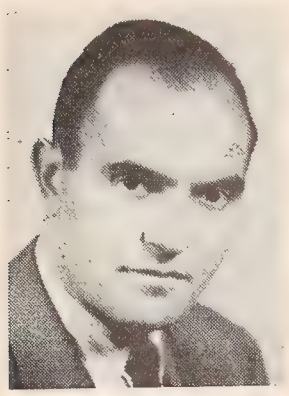
For demonstration, see your Classified Telephone Directory under "Recorders" or write

Magnecord, INC.

Dept. B-5A, 225 West Ohio Street • Chicago 10, Ill.

overnight supervisor and **Lu Bartlow** administrative assistant in WBBM-AM-TV Chicago newsroom.

Eugene H. King, chief of radio branch of Office of U. S. Special Representatives in Europe, appointed program director of WEEI Boston, effective July 6.



Mr. King

John J. Dunn, TV co-ordinating producer of CBLT Toronto, becomes chief producer of CBOT (TV) Ottawa.

Harry Lockhart, director of records and transcriptions at WAVE - AM - TV Louisville, Ky., becomes director of music, succeeding **Earle Keller,** who has resigned.

John M. Piper, sales staff of KIRO Seattle, promoted to national sales manager.

Hank Stohl, WDTV (TV) Pittsburgh, appointed production manager of WSAZ Huntington, W. Va., succeeding **Tom Bordenkircher. W. R. Murray** appointed regional manager in Charleston, W. Va.

Larry Carr, staff announcer at WPTF Raleigh, N. C., to WNCT-TV Greenville, N. C., as program manager.

Stanford Levy promoted from sales service director to program director at WHUM-TV Reading, Pa.

Walter H. Averill, account executive with KWK St. Louis, to WTVI (TV) St. Louis, as national sales manager.

Ellis E. Erdman, assistant general manager at WCNR Bloomsburg, Pa., to WENY Elmira, N. Y., as sales manager.

John Buzby, Zimmer-Keller Inc., Detroit, to KMA Shenandoah, Iowa, as regional sales representative.

William P. Kusack appointed chief engineer at WBKB (TV) Chicago.

William P. Perry to sales staff of KATY San Luis Obispo, Calif. **Barbara Brydia,** KWSH Wewoka, Okla., appointed continuity director of KATY.

Jim Lucas, WTIX New Orleans, **Walter M. Crosley,** WKBN Youngstown, Ohio, **Robert Jones** and **Audrey Kosak** to sales staff of WSRS Cleveland.

Norman Poson, manager of Wohlmuth Clothing Co., Baltimore, Washington and Norfolk, to WOL Washington, as sales representative.

Alene McKinney, director of music, KFAB Omaha, to KBIG Avalon, Hollywood headquarters, in similar capacity. She succeeds **Suzanne Stark,** who joins advertising staff of Bullock's, L.A. dept. store chain.

George B. Sutherland to staff of WGIL Galesburg, Ill.

John Csensich, engineering staff of WGAR Cleveland, appointed assistant transmitter supervisor. **John W. Martin** to transmitter staff and **Al Kisselbach** to studio staff of WGAR.

Dick Watkins, KRIS Corpus Christi, has resigned.

Lee Salberg, promotion manager for WBKB (TV) Chicago (now WBBM-TV), to WBKB (TV) that city, as chief of station's continuity operations.

Charles E. Burge, assistant sales manager at KXOK St. Louis, to sales staff of KWK St. Louis.

George F. Sprague, WIOD Miami, to WSB-TV Atlanta, as TV transmitter engineer.

Grady Edney, program director at KCBQ San Diego, to productions staff of KYW Philadelphia.

Steve Shepard, sports director at KWIK Pocatello, Idaho, to KOIL Omaha, Neb., in similar capacity.

Myles R. Foland, assistant program director and disc jockey at WIRL Peoria, Ill., to staff of WCOL Columbus, Ohio, as disc jockey and m.c.

Les Lye, disc jockey, CFRA Ottawa, to similar post at CKEY Toronto.

Joseph Diehl, formerly sportswriter at WMCA New York, to staff of WBBM Chicago as editorial assistant to John Harrington, station sportscaster and sports chief.

Jay Boivin, disc jockey at WHAV Haverhill, Mass., to WCCM Lawrence, Mass.

Networks

Richard W. Jencks, CBS-TV legal dept., N.Y., appointed resident attorney of West Coast legal dept. of CBS Inc.

Charles C. Woodward Jr., member of CBS Hollywood legal staff, assumes operating charge of CBS-TV legal dept., N.Y.

Fred Dietrich, manager, West Coast Bureau, Tele-News, to CBS-TV Hollywood, as chief cameraman for newsfilm department.

Gordon Winter, chief publicist for British Bcstg. Corp. in Europe, posted to Canada as BBC representative there, with headquarters at Toronto. He replaces **Tom Sloan,** who has been recalled to London.

Ray Linton, head of Ray Linton & Co., radio-TV program packager, named account executive at ABC Radio Central Div.'s sales department.

Sidney Miller, writer for **Donald O'Connor** on NBC-TV *Colgate Comedy Hour,* signed as head director-writer on NBC-TV *Saturday Night Revue* starring **Hoagy Carmichael.**

Roland Winters, featured actor on CBS-TV *Time to Smile—Alan Young Show,* assigned role of Mr. Boone Sr. on CBS-TV *Meet Millie.*

Jack Kilpatrick to ABC Central Div.'s advertising and sales promotion dept., replacing **Gene DaDan,** who resigned.

Adrian Murphy, CBS president, honored with Veterans of Foreign Wars' Award of Merit for "outstanding achievement in amusement and public service programs."

John K. West, vice-president in charge, NBC Western Division, and NBC cited for "improving living conditions for minority groups through interracial cooperation and action" by L. A. Urban League.

Ben Grauer, NBC special events reporter, received citation from executive director of Latin American Chamber of Commerce, for being the American broadcaster who has done most during the year to cement good relations with Latin America.

Robert Montgomery, executive producer and host on *Robert Montgomery Presents,* (NBC-TV, Mon., 9:30-10:30 p.m. EDT), received Gold Medal of Merit for " . . . meritorious radio programs warning of the Communist menace . . ." from Veterans of Foreign Wars.

Hamilton Shea, general manager of NBC Cleveland, received special Cancer Society citation of merit in recognition of help given to make northern Ohio fund drive successful.

Don Bishop, manager of program publicity at NBC, is author of a chapter in anthology titled *The Enigma of Thomas Wolfe,* published last Mon. by Harvard U. Press.

Ozzie and **Harriet Nelson,** stars of ABC-AM-TV *Adventures of Ozzie and Harriet,* awarded certificate for outstanding family-situation radio

It's Happening in NEW HAVEN

ON WNHC

28,040 Radio Programs Ago
The PERELMUTTER CO. started to sell clothing over
W N H C
They're still doing it SUCCESSFULLY now
in their eighth Consecutive Year!
The cash registers ring when New
Haven Merchants put their advertising
investment on WNHC.

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

puts other tape recorders in the



SHADE...the PRESTO RC-11

PRESTO introduces a precision-engineered tape recorder with a radical new type of construction!

Featuring a self-contained capstan drive unit, the PRESTO RC-11 provides durability, flexibility and rapid maintenance heretofore unheard of in tape equipment. Motor, fly wheel, capstan shaft, pressure pulley and solenoid are all pre-mounted on a cast aluminum sub-assembly . . . a complete working unit quickly removable for service or replacement.

A heavy, ribbed, cast aluminum panel designed for rack or case mounting supports all other components. Overall durable construction gives additional reinforcement and protection during shipping and adds years to the life of the machine.

In terms of performance and operational ease, the RC-11 also steps out front. This new recorder, with complete push button operation, automatic microswitch in case of tape breakage and a reel capacity of 10½ inches, is an engineer's delight.

The combination of advanced design and engineering in the RC-11 puts ordinary tape recorders in the shade . . . makes this instrument an *investment,* not an expenditure. Ask your PRESTO distributor for full information on this important development in tape recorder design . . . the *all new* RC-11.

The "unitized" construction of the Presto RC-11

. . . allows a complete flexibility in the manufacture of various types of instruments. By the simple rearrangement of components the RC-11 becomes a high fidelity recorder, a dual track, bi-directional recorder or reproducer or a long-playing reproducer with automatic tape reversal.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

show of nation for second successive year by National Assn. for Better Radio and Television.

Raymond Diaz, ABC national program director, received Award of Merit from Veterans of Foreign Wars for radio series *Mr. President.*

Betty Ross, assistant director of public affairs and education at NBC Chicago, elected director-at-large of American Women in Radio and TV.

George Jessel, ABC personality and producer, received 1953 Gold Medal Humanitarian Award of Williamsburg Settlement Society, N.Y.

Martha Tilton, singing co-star on CBS Radio *Curt Massey Time,* and Jim Brooks, North American Aviation test pilot, were married May 3.

Ernest S. Pagano, 53, Hollywood radio-TV and motion picture writer, died April 29.

Manufacturers

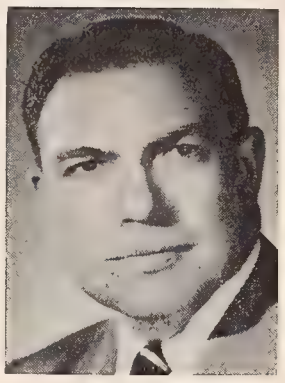
Dr. Carl Becker, formerly president of Stereophone Ltd., Bavaria, Ger., heads new research division of Ampex Electric Corp., Redwood, Calif.

John Holzman, RCA Estate Appliance Corp. sales executive, named vice president and director of sales for RCA Victor Distributing Corp., Camden, N. J.

Leo G. Sands, president of Bogue Railway Equipment Div., appointed sales manager for Langevin Mfg. Corp., N. Y.

Irving Rosen, president of Keystone Electronics, N.Y., announces formation of Visulite Co. to handle all Keystone Electronics products to service jobbers and distributors nationally.

Grady L. Roark, manager of equipment tube sales for General Electric Tube Dept., Syracuse, N. Y., appointed manager of marketing.



Mr. Roark

Stan Cutler, vice president and chief engineer, Pacific Mercury Television Mfg. Corp., Van Nuys, Calif., named director of engineering and new special products division. **Bernard Diener** becomes chief engineer of radio-television division.

Eugene F. Peterson, manager of marketing for General Electric Tube Dept., Schenectady, N. Y., promoted to manager of marketing fo G. E. Radio and TV Dept., Syracuse, N. Y.

Theodore F. Leibfried Jr. and **Rolland V Robinson** appointed sales service engineers fo Sylvania Electric Products Inc., with head quarters in N. Y. and Cincinnati, respectively.

Howard Young, mechanical and design enginee of Gates Radio Co., promoted to plant manager **William Brady** to Gates staff.



Mr. Young



Mr. Brady

Ross D. Siragusa, president of Admiral Corp. Chicago, radio-TV manufacturer, appointed section chairman in large firms division fo 1953 Community Fund campaign.

J. R. Dick Hughes, formerly with Admira Corp., Chicago, to Capehart-Farnsworth Corp as manager of Fort Wayne div.

Terrell C. Drinkwater, president, Western Air Lines; **C. E. Adams,** Adams, Duque & Hazeltine (legal firm), and **Howard C. Briggs,** general manager, Hoffman Laboratories Inc., all L. A., elected to board of directors of Hoffman Radio Corp., L. A.

Representatives

Kenneth E. Palmer forms new regional radio-TV stations representative firm, **Kenneth E. Palmer & Co.,** Denver, with offices at 1735 Stout St.

Program Services

David Rawlinson, Technicolor Corp., Hollywood, to Helen Ainsworth Corp., Beverly Hills, as head of TV department.

Lewis C. Teegarden, general manager, Standard Radio Transcription Services, Hollywood, to Penny-Owsley Music Co., L. A. (retail music store), as general sales manager.



Mr. Teegarden

Jack Stewart, head of own writers' agency, Hollywood, to Nat Goldstone Agency, that city, as TV director in charge of writers and packages.

Services

John M. Borghese to Ethos Organization, N. Y. public relations and promotion firm.

Vincent A. Kleinfeld, chief counsel to committee of House of Representatives to investigate chemicals in food and cosmetics, to law firm of Sher, Oppenheimer & Harris, Washington.



CBC TO HEAR EIGHT NEW VIDEO BIDS

Applications coming before Canadian Broadcasting Corp.'s board are mainly for western Canada. Five AM requests also will be heard.

CANADA

EIGHT APPLICANTS FOR TV stations will be heard by the board of governors of the Canadian Broadcasting Corp. in Ottawa May 28. The board also will hear applications for five new AM stations, and a number of power increases and share transfers.

Most of the TV applications are for Western Canada.

Calgary: A license is requested by Calgary Television Ltd., for vhf Ch. 2 with 10.9 kw video and 5.45 kw audio.

Edmonton: Three applications are being made for vhf Ch. 3—by Edmonton Television Ltd. (affiliated with CJCA Edmonton), for 32.8 kw video and 19.7 kw audio; by Wm. Rea Jr., CKNW New Westminster, for 4.53 kw video and 2.26 kw audio, and by CFRN Edmonton, for 23.9 kw video and 14.3 kw audio.

Saskatoon: The *Saskatoon Star-Phoenix* Ltd., (daily newspaper) has applied for vhf Ch. 8 with 14.6 kw video and 7.9 kw audio.

Regina: CKCK has applied for vhf Ch. 2 with 20 kw video and 10.8 kw audio.

Kitchener, Ont.: Central Ontario Television Ltd., has applied for vhf Ch. 6 with 55.4 kw video and 33.2 kw audio.

Rimouski, Que.: Lower St. Lawrence Radio Inc., has applied for vhf Ch. 3 with 32.5 kw video and 19.5 kw audio.

New AM stations are being asked by J. O. Masse, Chicoutimi, Que., 250 watts on 1450 kc; by Radio Lac St. Jean Ltd., at St. Joseph d'Alma, Que., for 1 kw on 1270 kc; by G. Demers, Chicoutimi, Que., for 5 kw on 1060 kc; by L. Lagace, Chicoutimi, Que., for 5 kw on 1060 kc; by L. Lagace, Chicoutimi, for 1 kw on 630 kc, and by La Bonne Chanson Inc., for 5 kw on 1280 kc at Montreal.

Power increases are being asked by CKRD Red Deer from 250 watts on 1230 kc to 1 kw on 850 kc; by CHRL Roberval, from 250 watts on 1230 kc to 1 kw on 910 kc; by CHVC Niagara Falls from 1 kw to 5 kw on 1600 kc, and by CKOM Saskatoon, from 250 watts on 1340 kc to 5 kw on 680 kc.

Two Department of National Defence stations are applying for AM frequency changes, CHAK Aklavik, from 1230 to 1490 kc, and CFHR Hay River, from 1490 to 1230 kc.

Share transfers are being requested by CJAT Trail, CKWX Vancouver, CKSB St. Boniface, CKX Brandon, CKBB Barrie, CKEY Toronto, CHNC New Carlisle, and CHAB Moose Jaw.

Agency Bills $17 Million

CANADA

COCKFIELD, BROWN & Co., Toronto, reputed to be Canada's largest advertising agency, last year had total billings of $17 million. It anticipates $20 million this year, its 40th. President G. W. Brown, in his annual report, pointed out that all 93 shareholders are agency employes, and that 28 members of the staff have been with the agency over 25 years.

Advertisement



From where I sit
by Joe Marsh

An Honest Night's Sleep

Slim Johnson, just back from a business trip, tells about a hotel he stayed at one night.

"I hit town late at night and went right to the hotel. There was no clerk at the desk, but, instead, there was a sign that said: 'Gone to bed. Rooms $3. Take a key. Pay when you leave. Sleep Well.'

"Upstairs, the room was real clean, the bed comfortable, and I slept like a log. Came down in the morning—still no clerk. So I left three dollars at the desk and went on. Can you imagine folks that trustful?"

From where I sit, running a hotel on the honor system shows a real trust in people. And people always appreciate being trusted. Letting your neighbor follow his personal preference is a kind of trust too—trusting in his good judgment. I like a temperate glass of beer occasionally, you may prefer buttermilk, but let's hope neither of us ever wants to "register" a complaint against the other.

Joe Marsh

Copyright, 1953, United States Brewers Foundation

U. S. EXECUTIVES BRIEF ACA ON IMPACT OF TV IN CANADA

Scalpone of McCann-Erickson and Clough of 'Tide' tell Assn. of Canadian Advertisers that TV's impact is greater than that of any other medium, and that Canada will have 35 video outlets by the end of 1954.

EXPECTED IMPACT OF TV in Canada and how to use TV for selling featured the May 8 session of the Assn. of Canadian Advertisers' 38th annual meeting at the Royal York Hotel, Toronto. Canadian advertisers, agency executives, and a number of potential TV station operators heard Alfred J. Scalpone, McCann-Erickson Inc., New York, and Reg Clough, *Tide*, New York, discuss experience in TV in the United States.

CANADA

Mr. Scalpone told the Canadian audience that TV's impact was greater than that of any other medium, and that advertisers, by using TV, could now do many of the things they had hoped to be able to do with advertising. He detailed the qualifications of the agency experts who would be needed to develop TV commercials, discussing the roles of the TV commercial writer, artist and producer. He stressed three fundamentals learned by American advertisers and agencies about TV selling: (1) Demonstrate to sell, (2) keep commercial message simple, and (3) people are the best salesmen. Mr. Scalpone pointed out that TV selling is costly, and that advertisers should put enough money aside for the commercial, and gave examples of advertisers who had found that TV advertising was the least expensive in audience reached and increased sales.

Mr. Clough forecast that Canada would have 35 stations on the air by the end of 1954 with some 2,500,000 TV receivers in use, covering about 75% of the Canadian population. He expected to see Canadian advertisers spend more on TV advertising in 1955 than they had spent in all other media in pre-World War II years. Mr. Clough pointed out that experience in the U. S. had shown that money for TV advertising was largely new advertising money, and had not been diverted from advertising budgets of other media. He told the session that ways must be found to bring more small and medium advertising to TV, as TV is a medium for selling fast turnover consumer products.

John O. Pitt, advertising manager of Canadian Fairbanks-Morse Co., Montreal, was elected president of ACA for 1953-54, with Robert E. Day, Bulova Watch Co., Toronto, as executive vice president; R. E. Sewell, Coca-Cola Ltd., Toronto, as vice president and treasurer, and R. R. McIntosh, General Foods Ltd., Toronto, M. M. Schneckenburger, House of Seagram, Montreal, and John M. Meldram, National Carbon Ltd., Toronto, as vice presidents. Athol McQuarrie was re-appointed general manager of ACA with offices at Toronto.

J. E. McConnell Sr., chairman of McConnell Eastman & Co., London, Ont., advertising agency, was given a silver medal for his outstanding contribution to Canadian advertising.

New Medium—Loudspeakers Capture Brazilian Audience

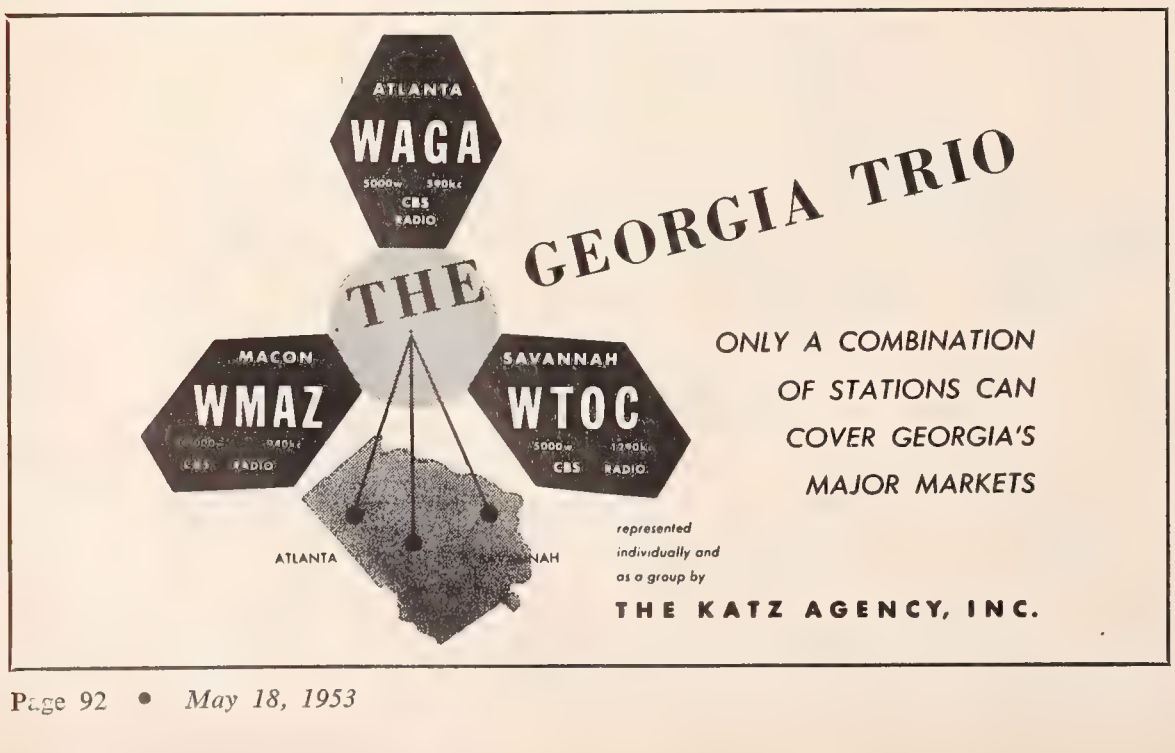
BRAZIL is going through a jingle craze like that which swept the U.S. a while ago, according to Jose Kfuri of J. Walter Thompson Co.'s Sao Paulo office. Brazilian advertisers use them, he said, not only in radio and TV advertising but also in a new medium—loudspeakers set up in city squares of small cities, which disseminate announcements and recorded music to señors and señoritas during their customary evening strolls through the squares.

BRAZIL

"On location in the square," Mr. Kfuri said, "is the loudspeaker, catching strollers' attention with relaxing music, interspersed with 20- and 30-second spots. Thus advertising is to a captive, receptive audience.

"Unlike other media, the loudspeaker is free to listeners. Because the cost of living in Brazil is extremely high at present, the buying power is rather reduced. For those who do not wish to invest in other media, the loudspeaker provides free listening pleasure."

Rates for loudspeaker advertising are very low, 300 straight commercials or jingles—ten an evening for a month—will cost on the average 500 cruzerios (under $15). Commercials are usually recorded although the program is announced "live."



LOWELL PLANS BOSTON OUTLET

NONCOMMERCIAL educational television station for Boston, to be operated by a private organization, now is being planned. State Senator Christopher H. Phillips, chairman of the special Massachusetts legislative commission studying noncommercial television, has announced that the Lowell Institute Cooperative Broadcasting Council, through WGBH (FM), will apply for reserved vhf Ch. 2 before June 2.

Responsibility for raising funds for operating expenses, it is understood, will be assumed by the Lowell Institute Council. Earlier, five private foundations had offered $500,000 for constructing a station, contingent upon private operation. The council is made up of Harvard U., Massachusetts Institute of Technology, Boston College, Boston U., Tufts College, Northeastern U., Museum of Fine Arts, New England Conservatory of Music, Boston Symphony Orchestra and the Lowell Institute.

It was at first believed that public money, either by grant or annual appropriation, would be required to establish and operate the educational station, but the special commission has obtained financial support from private sources. The legal snag which held up public and private money from working together was a ruling in the state constitution that no state money can be given to a project that is not state controlled.

Philadelphia Educ. TV Offered $150,000 Grant

FORD FOUNDATION's Fund for Adult Education has agreed to contribute $150,000 toward the establishment of an educational television station in Philadelphia. W. Laurence LePage, board chairman, and Walter Biddle Saul, president of the Delaware Valley Educational Television Corp., have announced.

Mr. LePage quoted C. Scott Fletcher, president of the fund, as saying the grant was approved "after intensive study of the relative potential of Ch. 35 in the total developing national picture." Uhf Ch. 35 has been allocated to Philadelphia by the FCC.

The Foundation will make $100,000 available when the newly-formed corporation obtains $200,000 from other sources. In addition, the fund will provide a maximum of $50,000 on the basis of a contribution of $1 for each $2 obtained by the corporation from private sources, over and above the original $200,000.

New York State Dept. Plans TV Educ. Series

PLANS for a new weekly series of educational programs to be presented by WCBS-TV New York in conjunction with the State Dept. of the State of New York were announced last Monday by Clarence Worden, WCBS-TV director of public service and educational programs.

The series, which is titled *Camera Three*, began last Saturday, 2-2:45 p.m. EDT. It will cover all areas of education in New York State including colleges, schools, libraries and museums. James Macandrew, director of broadcasting for the Board of Education of the City of New York, will serve as moderator for the series, and Jon Fogel of the WCBS-TV staff will direct.

Barnard College-NBC AM-TV Institute Set

THIRD annual Barnard College-NBC Institute of Radio and Television will be held in New York June 29-August 7 with six courses scheduled, including two on educational TV.

Two educational TV courses are "Films for Television," to be taught by William Hodapp, executive director of Teleprograms Inc. and producer of NBC-TV's *American Inventory*, and "Directing, Writing and Producing for Educational Television," to be conducted by Robert Wald, associate producer of *American Inventory*.

Other courses include an introduction to radio and television by Michael Dann, manager of planning for NBC radio and television; radio and television writing, by Ross Donaldson, NBC supervisor of literary rights and story; announcing by Patrick J. Kelly, supervisor of announcers at NBC, and television production and staging operations by Robert Garthwaite, senior TV production supervisor at NBC.

Application for admission should be made by June 1 on forms which may be obtained from Miss Norma Preston, Room 401, Barnard Hall, Barnard College, New York, 27, N. Y. Enrollment will be limited to students.

Texas Tech. TV Series

TEXAS Technological College, Lubbock, presented a one-hour series, *A Look at College*, over KDUB-TV that city. Some 300 persons at the college and in Lubbock participated in the series, produced and directed by W. Ferron Halvorson, assistant professor of speech in charge of radio and television. The series was for the benefit of high school students planning to enter college.

THE SCOPE OF THIS LIST ➤

B•T's New Grantees' Commencement Target Dates table includes call letters, target dates, networks and representatives on all grants issued since the closing of the TELECASTING YEARBOOK forms on Feb. 10, 1953. Construction permits issued prior to that time are included in that volume.

Where there have been *changes* in call letters, target dates, networks or representatives from the information in the YEARBOOK the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the YEARBOOK. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.

Lick Your Collection Problems

COLLECTION STICKERS

500 ASSORTED COLLECTION STICKERS ONLY..... $3.95 POST PAID

FULLY GUARANTEED TO COLLECT 5 TIMES THEIR COST!

- Cleverly illustrated in full color
- Boxed in attractive plastic case
- Ten different messages

Send 3.95 Check or Money Order

The REX WILLETTE Corp.

45 MANOR ROAD PATERSON 6, N. J.

FOR THE RECORD

New Grantees' Commencement Target Dates

* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KRBC-TV Abilene, Tex. (9)	4/16/53 8/1/53	..... Pearson
WROW-TV Albany N. Y. (41)	4/16/53 Oct. '53	....
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
KSPJ (TV) Alexandria, La. (62)	4/2/53 Unknown	....
KMMT (TV) Austin, Minn. (6)	3/26/53 8/1/53	..... Pearson TV
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHBF-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	..... Blair TV
Rudman TV Co., Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
WBLN (TV) Bloomington, Ill. (15)	3/4/53 10/1/53	..... Hollingbery
E. Anthony & Son, Boston, Mass. (50)	3/26/53	....
KXLF-TV Butte, Mont. (6)	2/26/53 Unknown	....
Sparton Bcstg. Co., Cadillac, Mich. (13)	4/8/53 Nov. '53	....
WTAO-TV Cambridge, Mass. (56)	3/11/53 Sept. '53	....
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/27/53	CBS Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	..... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 Summer 1953	....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	..... Grant
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
WDAT (TV) Columbus, Ga. (28)	3/11/53 Unknown	....
WOSU-TV Columbus, Ohio (34)	4/22/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
Rib Mountain Radio Inc., Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....
KOMU-TV Columbia, Mo. (8)	1/15/53 9/15/53	....
WGLV (TV) Easton, Pa. (57)	12/18/52 Unannounced	..... Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	..... Hollingbery
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	..... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 8/1/53	..... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	..... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/15/53	..... Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	....
KJEO (TV) Fresno, Calif. (47)	4/9/53 Unknown	....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	..... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 5/1/54	..... Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	....

CANCEL CANCEL CANCEL

"Due to increased volume through your advertising, we are unable to get out the extra work. Please cancel my advertising as soon as possible."

So wrote Stanley Parker, plumbing, heating, electrical contractor of Cicero, N. Y. Mr. Parker explained that he had received over 20 phone calls per day directly traceable to his radio program and was filled up on work orders for four months.

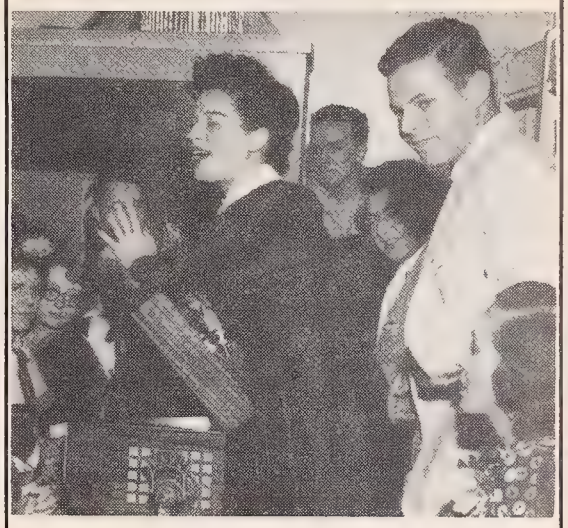
A good sales story to a good audience—that's what produces the sales. And WSYR gives you the audience—up to 239% more daytime audience families than other local stations according to SAMS and Nielsen.

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE 570 KC

NBC Affiliate In Central New York

JONI JAMES loves JOE SMITH and his sponsors do, too!



Popular M-G-M Recording Artist is shown during recent appearance with JOE SMITH on his daily RECORD RACK SHOW 4:00-5:45 P.M.

The Personality Station in Western Pennsylvania's 2nd Largest Market . . . *Johnstown.*

WARD

CBS RADIO NETWORK

WEED & CO., Representative

WLW-C

Columbus' dynamic TV station

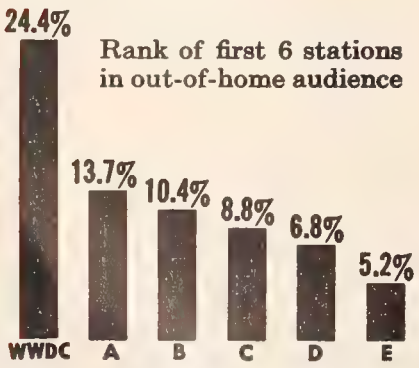
. . . with central Ohio's only Client Service Department to "plus" your advertising

WWDC

1ST

in out-of-home

Latest Pulse survey shows WWDC by far the leading Washington station in out-of-home audience. WWDC had 24.4% of this audience—6 A. M. to 12 midnight for the entire week. Second place station had only 13.7%. So get this big PLUS from WWDC when you advertise in the rich Washington market.



Rank of first 6 stations in out-of-home audience

In Washington, D. C.—it's

WWDC

Represented Nationally by John Blair & Co.

FOR THE RECORD

Location & Channel	Date Granted & Target for Start	Network Representative
WNCT (TV) Greenville N. C. (9)	3/11/53	.....
	9/1/53	Pearson
WGVL (TV) Greenville, S. C. (23)	1/23/53	ABC
	8/1/53	H-R TV Inc.
WCRS-TV Greenwood, S. C. (21)	4/8/53	.....
	.....	.....
WGCM-TV Gulfport, Miss. (56)	2/11/53	.....
	Unknown	.....
KHQA-TV Hannibal, Mo. (7)	2/18/53	.....
	Unknown	.....
WSIL-TV Harrisburg, Ill. (22)	3/11/53	.....
	Nov. '53	.....
WSVA-TV Harrisonburg, Va. (3)	3/11/53	NBC
	Sept. 1	Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53	.....
	Midsummer '53	.....
KID-TV Idaho Falls, Idaho (3)	2/26/53	.....
	Unknown	.....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53	ABC
	April '54	.....
WNES (TV) Indianapolis, Ind. (67)	3/26/53	.....
	Oct. '53	.....
WJRE (TV) Indianapolis, Ind. (26)	3/26/53	.....
	.....	.....
WKNE-TV Keene, N. H. (45)	4/22/53	.....
	Unknown	.....
Television Services of Knoxville, Knoxville, Tenn. (26)	3/26/53	.....
	.....	.....
Harold C. Burke, Lancaster, Pa. (21)	5/7/53	.....
	Fall '53	.....
Las Vegas TV, Las Vegas, Nev. (8)	3/19/53	.....
	July '53	Weed TV
WMRF-TV Lewiston, Pa. (38)	4/2/53	.....
	Unknown	.....
KTVE (TV) Longview, Tex. (32)	2/5/53	.....
	7/20/53	Forjoe
KFYO-TV Lubbock, Tex. (5)	5/7/53	.....
	Fall '53	Taylor
KTRE-TV Lufkin, Tex. (9)	3/11/53	.....
	1954	Taylor
WETV (TV) Macon, Ga. (47)	2/12/53	NBC
	8/1/53	Headley-Reed
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53	CBS, DuM
	9/27/53	Katz
WMRI-TV Marion, Ind. (29)	3/11/53	.....
	Unknown	.....
WMEV-TV Marion, Va. (50)	4/2/53	.....
	Unknown	Donald Cooke
KRIO-TV McAllen, Tex. (20)	2/18/53	.....
	September	.....
KBES-TV Medford, Ore. (5)	3/4/53	.....
	Unknown	.....
Miami TV Co., Miami, Okla. (58)	4/22/53	.....
	Unknown	.....
KMID-TV Midland, Tex. (2)	2/11/53	.....
	Unknown	.....
Rudman TV Co., Minot, N. D. (10)	2/11/53	.....
	Late Summer-Early Fall, '53	
WTCN-TV Minneapolis, Minn. (11)	4/16/53	.....
(ST-WMIN-TV)	9/15/53	.....
KGVO-TV Missoula, Mont. (13)	3/11/53	.....
	Spring 1954	Gill-Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53	.....
	Unknown	.....
WCOV-TV Montgomery, Ala. (20)	9/18/52	CBS
	4/6/53	Taylor
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53	.....
	Fall 1953	.....
WLBC-TV Muncie, Ind. (49)	10/30/52	ABC, CBS,
	4/15/53	NBC, DuM Walker-N.Y.; Halman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53	.....
	Unknown	.....
Home News Pub. Co., New Brunswick, N. J. (47)	4/2/53	.....
	Unknown	.....
WKST-TV New Castle, Pa. (45)	9/4/52	.....
	3/20/53	Meeker
WJMR-TV New Orleans, La. (61)	2/18/53	.....
	Sept. '53	Bolling
CKG Co., New Orleans, La. (26)	4/2/53	.....
	Fall 1953	Gill-Perna
Community TV Corp., New Orleans, La. (32)	4/2/53	.....
	Unknown	.....
New Orleans TV Co., New Orleans, La. (20)	2/26/53	.....
	Unknown	.....
WACH (TV) Newport News, Va. (33)	2/5/53	.....
	June	.....
WMGT (TV) North Adams, Mass. (74)	2/18/53	.....
	10/15/53	Walker
KLPR-TV Oklahoma City, Okla. (19)	2/11/53	.....
	Unknown	.....
KTVQ (TV) Oklahoma City, Okla. (25)	2/11/53	.....
	9/1/53	.....
WJDM (TV) Panama City, Fla. (7)	3/11/53	.....
	Unknown	.....
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53	.....
	Unknown	.....
WTVH-TV Peoria, Ill. (19)	12/18/52	.....
	6/1/53	Petry
KOAM-TV Pittsburg, Kan. (7)	2/26/53	.....
	8/1/53	.....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53	.....
	August	Headley-Reed
KJRL-TV Pocatello, Idaho (6)	2/26/53	CBS
	Unknown	.....
KWIK-TV Pocatello, Idaho (10)	3/26/53	.....
	Spring 1954	Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53	ABC, CBS,
	9/1/53	DuM, NBC Everett-McKinney-N.Y. Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53	.....
	Unknown	.....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	.....
	.....	.....
WNOA-TV Raleigh, N. C. (28)	10/16/52	CBS
	5/28/53	Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52	NBC
	4/15/53	Headley-Reed
Blue Grass TV Co., Richmond, Ky. (60)	4/29/53	.....
	Unknown	.....
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53	.....
	Unknown	.....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53	.....
	Unknown	.....
WRNY-TV Rochester, N. Y. (27)	4/2/53	.....
	Unknown	.....
WROM-TV Rome, Ga. (9)	2/11/53	.....
	6/1/53	Weed TV
WKNX-TV Saginaw, Mich. (57)	10/2/52	.....
	4/1/53	Gill-Perna
KUTV (TV) Salt Lake City, Utah (2)	3/26/53	ABC
	Fall '53	Hollingbery
Alamo Television Co., San Antonio, Tex. (35)	3/26/53	.....
	.....	.....
WJON-TV St. Cloud, Minn. (7)	1/23/53	.....
	Late Oct. '53	Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52	CBS
	July '53	Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53	.....
	Late 1953	.....
St. Louis (Mo.) Educ. TV Comm. (9)	5/7/53	.....
	Unknown	.....
WCOW-TV St. Paul, Minn. (17)	3/11/53	.....
	11/15/53	
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	4/16/53	.....
	9/15/53	.....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53	.....
	Unknown	.....
WBOC-TV Salisbury, Md. (16)	3/11/53	.....
	10/1/53	.....
KFSD-TV San Diego, Calif. (10)	3/19/53	.....
	Unknown	.....
L. A. Harvey, San Francisco (20)	3/11/53	.....
	Unknown	.....
KSAN-TV San Francisco (32)	4/29/53	.....
	Unknown	.....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53	.....
	Unknown	.....
WARM-TV Scranton, Pa. (16)	2/26/53	.....
	Early Fall '53	Hollingbery
WGBI-TV Scranton, Pa. (22)	8/14/52	CBS
	6/7/53	Blair TV
KDRO-TV Sedalia, Mo. (6)	2/26/53	.....
	Early '54	.....
Sherman TV Co., Sherman, Tex. (46)	3/4/53	.....
	Late Summer, '53	.....
WICS (TV) Springfield, Ill. (46)	2/26/53	.....
	Unknown	.....
KCMC-TV Texarkana, Tex. (6)	2/5/53	.....
	July 1953	Taylor
KCOK-TV Tulare, Calif. (27)	4/2/53	.....
	Unknown	.....
KCEB (TV) Tulsa, Okla. (23)	2/26/53	.....
	Unknown	.....
KLIX-TV Twin Falls, Ida. (11)	3/19/53	.....
	Unknown	.....
WGOV-TV Valdosta, Ga. (37)	2/26/53	.....
	Nov. '53	Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	.....
	.....	.....
Tri-State TV Inc., Waterloo, Iowa (15)	4/16/53	.....
	10/1/53	.....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53	.....
	October	.....
Tri-City Bcstg. Co., Wheeling, W. Va. (7)	4/22/53	.....
	Late Fall '53	.....
KEDD (TV) Wichita, Kan. (16)	2/18/53	.....
	5/15/53	.....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52	ABC-DuM
	8/1/53	Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53	NBC, DuM
	July-August	.....
KIMA-TV Yakima, Wash. (29)	12/4/52	.....
	7/1/53	Weed TV
WNOW-TV York, Pa. (49)	7/11/52	DuM
	Mid-Summer '53	Hollingbery
KAGR-TV Yuba City, Calif. (52)	3/11/53	.....
	Unknown	.....

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KFRO

"Voice of Longview" — **TEXAS**

ACTIONS OF THE FCC

May 7 through May 13

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers are given in parentheses.)

FCC Broadcast Stations Authorizations as of April 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,418	567	101
CPs on air	12	33	†78
Total on air	2,430	600	†179
CPs not on air	135	21	264
Total authorized	2,565	621	443
Applications in hearing	164	5	95
New station requests	249	9	612
Facilities change requests	182	43	21
Total applications pending	865	131	726
Licenses deleted in April	1	8	0
CPs deleted in April	1	4	1

***Does not include noncommercial educational FM and TV stations.**

†Authorized to operate commercially.

* * *

AM and FM Summary through May 13

	On Air	Licensed	CPs	Appls. Pend. ing	In Hear- ing
AM	2,433	2,415	159	251	164
FM	605	567	54	11	5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	116[1]	221	337[1]
Educational	3	13	16

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	141	30	171
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	772	337	615	494	1,109[2]
Educational	25		9	16	25
Total	797	337	624	510	1,134[3]

[1] Two CPs have been returned.
[2] One applicant did not specify channel.
[3] Includes 350 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Decisions

St. Louis, Mo.—St. Louis Educational Television Commission. Granted vhf Ch. 9 (186-192 mc); ERP 53.6 kw visual, 26.8 kw aural; antenna height above average terrain 640 ft., above ground 625 ft. Estimated construction cost $303,950, first year operating cost $200,000, no revenue. Post office address % Martin, Peper & Martin, 407 North Eighth St., St. Louis 1, Mo. Studio location on Washington U. campus. Transmitter location 3621 Olive St. Geographic coordinates 38° 38′ 18″ N. Lat., 90° 14′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Martin, Peper & Martin, St. Louis. Consulting engineer Fred O. Grimwood & Co., St. Louis. Principals include Chairman **Arthur H. Compton**, chancellor of Washington U.; Vice Chairman **Raymond H. Wittcoff**, Caradine Hat Co. (hat mfr.), St. Louis; Secretary-Treasurer **Malcolm W. Martin**, attorney with Martin, Peper & Martin, St. Louis, and 25% owner of Zeno Investment Co. (real estate holding), St. Louis; **Philip J. Hickey**, superintendent of instruction, St. Louis Public Schools, and **Very Rev. Paul C. Reinert, S. J.**, president of St. Louis U., WEW (AM) and St. Louis Telecast. Arthur B. Baer, president of Stix, Baer & Fuller, local department store, has contracted to present the station $125,000 and make a non-interest bearing loan of $75,000. Ford Foundation promises $150,000. Granted May 6.

Lancaster, Pa.—Harold C. Burke. Granted uhf Ch. 21 (512-518 mc); ERP 18 kw visual, 10 kw aural; antenna height above average terrain 610 ft., above ground 505 ft. Estimated construction cost $189,669, first year operating cost $190,000, revenue $235,000. Post office address 306 Southway, Baltimore. Studio-transmitter location on public highway 3.6 mi. N. 284° E from NW corner Lancaster city limits. Geographic coordinates 40° 03′ 41″ N. Lat., 76° 23′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Mr. Burke, until 1952 vice president of WBAL-AM-TV Baltimore, now is television consultant and phonograph record manufacturer and distributor. City priority status: Gr. B-2, No. 150. Granted May 6.

Lubbock, Tex.—Plains Radio Bcstg. Co. (KFYO). Granted vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,110 ft., above ground 1,167 ft. Estimated construction cost $750,000, first year operating cost $330,000, revenue $350,000. Post office address: 914 Avenue J, Lubbock, Tex. Studio location 8th St. and Avenue J, Dallas. Transmitter location South College Avenue at 74th Street, Lubbock. Geographic coordinates 33° 31′ 29″ N. Lat., 101° 52′ 21″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **B. E. Walker**, Secretary-Treasurer **Tom Kritser**, Vice President **Parker F. Prouty**, Globe News Publishing Co. (stockholder 81%), Globe News Employees Pool (stock 19%). City priority status: A-2, No. 50. Granted May 6.

Call Letters Assigned

KJEO (TV) Fresno, Calif.—J. E. O'Neill, uhf Ch. 47.

KSAN-TV San Francisco—W. H. Patterson, uhf Ch. 32.

WDAT (TV) Columbus, Ga.—TV Columbus, uhf Ch. 28.

KSPJ (TV) Alexandria, La.—Barnet Brezner, uhf Ch. 62.

WKNE (TV) Keene, N. H.—WKNE Corp., uhf Ch. 45.

WGVT (TV) Rochester, N. Y.—Genesee Valley TV Corp., uhf Ch. 27.

WOSU-TV Columbus, Ohio—Ohio State U., noncommercial educational, uhf Ch. 34.

KNAL-TV Victoria, Tex., KNAL-TV Co., uhf Ch. 19.

Applications

Springfield, Ill.—Capitol City TV Co., vhf Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 558 ft., above ground 601 ft. Estimated construction cost $444,625, first year operating cost $498,540, revenue $532,682. Post office address c/o Ralph Scheu, 621 Melrose St., Chicago. Studio location to be determined. Transmitter location 0.3 mi. W. of U. S. Hwy. 66, 1 mi. SE of 18th and Cornell Ave., Springfield. Geographic coordinates 39° 46′ 16″ N. Lat., 89° 36′ 48″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Scharfield, Jones & Baron, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Ralph J. Scheu** (60%), investor and former Nash dealer, and 10 local minority stockholders. City priority status: Gr. A-2, No. 41. Filed May 12.

Elkhart, Ind.—Truth Pub. Co. (WTRC), uhf Ch. 52 (698-704 mc); ERP 216 kw visual, 116 kw aural; antenna height above average terrain 408.5 ft. above ground 445 ft. Estimated construction cost $245,262, first year operating cost $200,000, revenue $200,000. Post office address 416 S. 2d St., Elkhart. Studio location 116 S. 2d St., Elkhart. Transmitter location Mishawaka and Oakland Rds., Elkhart. Geographic coordinates 41° 38′ 40″ N. Lat., 85° 58′ 16″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **John Dille Jr.** (35.5%), executive of news-

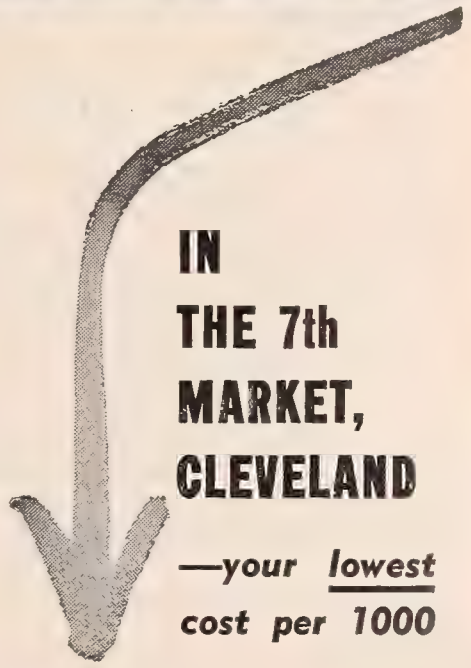
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paper syndicate and sales organizations; Vice President **Carl Greenleaf**, band instrument manufacturer; **Walter R. Beardsley** and **First National Bank of Elkhart**, co-trustees for A. H. Beardsley Trust No. 3 (49.5%). Mr. Beardsley is president of Miles Laboratories, heavy radio-TV advertisers for Alka-Seltzer and other proprietaries. City priority status: Gr. A-2, No. 126. Filed May 6.

Lawrence, Mass.—General Bcstg. Co., uhf Ch. 72 (818-824 mc); ERP 23 kw visual, 12 kw aural; antenna height above average terrain 642 ft., above ground 433 ft. Estimated construction cost $255,335, first year operating cost $200,000, revenue $200,000. Post office address 11 Pemberton Sq., Boston. Studio location to be determined. Transmitter location Wood Hill, 2.3 mi SW of Lawrence city limits. Georgraphic coordinates 42° 39′ 16″ N. Lat., 71° 13′ 15″ W. Long. Transmitter RCA, antenna Workshop. Legal counsel Cohn & Marks; Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **A. Alfred Franks** (50%), retail clothier; **Rudolph Wyner** (25%) and **Justin Wyner** (25%), testile manufacturers. City priority Status: Gr. B-1, No. 78. Filed May 8.

La Crosse, Wis.—Belle Co., uhf Ch. 38 (614-620 mc); ERP 14.7 kw visual, 7.88 kw aural: antenna height above average terrain 317 ft., above ground 461 ft. Estimated construction cost $178,249, first year operating cost $180.000, revenue $180,000. Post Office address 2625 W. Wisconsin Ave., Milwaukee. Studio and transmitter location Lang Dr., La Crosse. Geographic coordinates 43° 47′ 45″ N. Lat., 91° 14′ 56″ W. Long. Transmitter and antenna GE. No legal counsel. Consulting engineer D. W. Gellerup, Milwaukee. Principals include President **Jerome Sill** (50%), general manager WMIL Milwaukee. president with option on 25% interest in WREX Duluth, recently merged with Ridson Inc. in vhf Ch. 6 bid; **Gene Posner**, lawyer, majority stockholder, WMIL and other interests, and **Ruth Posner** (1%). Applicant former licensee of WRAC Racine. City priority status: Gr. A-2, No. 85. Filed May 11.

Applications Amended

Lorain, Ohio—Lorain Journal Co. Amends bid for uhf Ch. 31 to change ERP from 94 kw visual and 47 kw aural to 90 kw visual and 45 kw aural and decrease antenna height above averge terrain from 410 ft. to 390 ft. Filed May 13.

Harlingen, Tex. — Magic Triangle TV Inc. Amends application for vhf Ch. 4 to decrease ERP from 100 kw visual and 50 kw aural to 12.8 kw visual and 6.9 kw aural: change antenna height above average terrain from 600 ft. to 410 ft. and relocate transmitter at 2 mi. SE of Harlingen. Filed May 12.

Applications Dismissed

Rockford, Ill.—Rockford Broadcasters. Dismissed bid for vhf Ch. 13 at request of attorney. Rockford Broadcasters acquires option on 10% interest in Greater Rockford TV Inc., other bidder for Ch. 13. Dismissed May 6.

Evansville, Ind.—Trans-American TV Corp. [WTVT (TV) Flint, Mich.]. Dismissed application for uhf Ch. 62, by letter May 8.

Harlingen, Tex.—Roy Hofheinz—(KSOX) Requests dismissal of bid for vhf Ch. 4. Leaves Magic Triangle TV Inc. application unopposed. Filed May 12.

Existing TV Stations . . .

Decisions

KGO-TV San Francisco — American Bcstg.-Paramount Theatres. Granted ERP boost on vhf Ch. 5 from 25.4 kw visual and 12.6 kw aural to 316 kw visual and 160 kw aural. Granted May 5.

WMAZ-TV Warner Robbins, Ga.—Southeastern Bcstg. Co. Granted ERP drop on vhf Ch. 13 from 300 kw visual and 150 kw aural to 250 kw visual and 125 kw aural; relocate studio with transmitter. Granted May 5.

WNBQ (TV) Chicago—NBC. Granted ERP change on vhf Ch. 5 from 21.8 kw visual and 11.8 kw aural to 100 kw visual and 50 kw aural. Granted May 4.

WTAO-TV Cambridge, Mass.—Middlesex Bcstg. Corp. Granted visual ERP change on uhf Ch. 56 from 20 kw to 21.5 kw. Granted May 5.

WBKZ-TV Battle Creek, Mich.—Booth Radio & TV Stations Inc. Granted STA to commence commercial operation on uhf Ch. 64, effective May 15-Nov. 15. Granted May 6.

KGGM-TV Albuquerque—New Mexico Bcstg. Co. Granted relocation of transmitter at Sandia Crest, Bernalillo County, and studio at 14th St. and Coal Ave., SW. Geographic coordinates 35° 12′ 40″ N. Lat., 106° 26′ 57″ W. Long. Assigned uhf Ch. 13. Granted May 6.

WRGB (TV) Schenectady—General Electric Co. Granted ERP change on vhf Ch. 6 from 98 kw visual and 49 kw aural to 93 kw visual and 47 kw aural. Granted May 8.

WTVQ (TV) Pittsburgh—Golden Triangle TV Corp. Granted studio-transmitter relocation to Shloh St. bounded by Grandview and Wyoming Aves. and Sycamore St. Geographic coordinates 40° 25′ 52″ N. Lat., 80° 0′ 25″ W. Long. Assigned vhf Ch. 6. Granted May 6.

WNOW-TV York, Pa.—Helm Coal Co. Granted ERP change on vhf Ch. 8 from 96 kw visual and 54 kw aural to 93 kw visual and 50 kw aural. Granted May 5.

KVOS-TV Bellingham, Wash. — KVOS Inc. Granted STA to commence commercial operation on vhf Ch. 12, effective May 4-Aug. 5. Granted May 4.

Station Deleted

Midland, Tex.—Parmian Basin TV Co. Vhf Ch. 2 grantee returned permit citing unpromising economic and programming prospects. By letter May 6.

Applications

KIVA (TV) Yuma, Ariz. — Valley Tcstg. Co. Requests ERP change on vhf Ch. 11 from 29.5 kw visual and 14.8 kw aural to 27.6 kw visual and 15.8 kw aural. Filed May 8.

KTVI (TV) Boise, Idaho—Idaho Bcstg. & TV Co. Ch. 9 grantee requests relocation of transmitter to SW side of Deer Point Peak. Geographic coordinates 43° 45′ 15″ N. Lat., 116° 6′ 8″ W. Long. Antenna height above average terrain 2,347 ft. Filed May 5.

WCIA (TV) Champaign, Ill.—Midwest TV Inc. Requests transmitter relocation at 0.35 mi. N. of State Hwy. 47 at White Heath, 14 mi. W. of Champaign. Assigned vhf Ch. 3. Filed May 7.

KOAM-TV Pittsburg, Kan.—Pittsburg Bcstg. Co. Requests studio relocation from 4th and B'way, Pittsburg, to U. S. Hwy. 69 at Lawton Rd., 4 mi. W. of Lawton. Filed May 1.

WCOC-TV Meridian, Miss.—Miss. Bcstg. Co. Requests ERP increase on uhf Ch. 30 from 210 kw visual and 110 kw aural to 252 kw visual and 134 kw aural and make equipment changes. Filed April 30.

KLAS-TV Las Vegas—Las Vegas TV Inc. Vhf Ch. 8 grantee applies to amend geographic coordinates to 36° 7′ 51″ N. Lat., 115° 9′ 46″ W. Long. Filed May 7.

WMAC (TV) Massillon, Ohio—Midwest TV Co. Seeks to specify studio location at 5½ mi. NW of city. Assigned uhf Ch. 23. Filed May 5.

WICU (TV)Erie, Pa.—Dispatch Inc. Requests ERP boost on vhf Ch. 12 from 2 kw visual and 1.5 kw aural to 248 kw visual and 148.5 kw aural; relocate studio-transmitter from 3516 State St., Erie. to Donation Rd., 5.6 mi. SE of Erie. Geographical coordinates 42° 3′ 53″ N. Lat., 80° 0′ 18″ W. Long. Antenna height above average terrain 794 ft. Filed May 5.

WKST-TV New Castle, Pa.—WKST Inc. Requests ERP change on uhf Ch. 45 from 20.5 kw visual and 10.5 kw aural to 17.7 kw visual and 10.6 kw aural. Filed May 4.

WGVL (TV) Greeneville, S. C.—Greeneville TV Co. Seeks ERP change on uhf Ch. 23 from 22 kw visual and 11 kw aural to 16.9 kw visual and 8.5 kw aural; revision of geographic coordinates to 34° 56′ 26″ N. Lat., 82° 24′ 34″ W. Long. Filed May 7.

WFAA-TV Dallas, Tex.—A. H. Belo Corp. Requests ERP boost on vhf Ch. 8 from 27 kw visual and 13.5 kw aural to 316 kw visual and 158 kw aural; relocate transmitter from 3000 Harry Hines Blvd., Dallas, to Arlington Rt. 3, 1.8 mi. NE of Webb-Tarrant County; and change transmitters to RCA. Antenna height above average terrain 1,714 ft. Filed May 7.

WKOW-TV Madison, Wis.—Monona Co. Seeks to specify studio location at 4.5 mi. SW of city on Gilbert Rd. Assigned Ch. 27. Filed May 7.

Applications Dismissed

WTVH-TV Peoria, Ill.—Hilltop Bcstg. Co. Dismissed without prejudice application for transmitter location at Creve Couer, Ill. Assigned uhf Ch. 19. Dismissed May 7.

New AM Stations . . .

Decisions

Ville Platte, La.—Ville Platte Bcstg. Co. Granted 1050 kc, 250 w daytime. Estimated construction cost $18,888, first year operating cost $20,000, first year revenues $30,000. Post office address Box 405, Ville Platte. Principals Vincent Riehl (15%), Joseph Riehl (15%), Roland Fink (15%) are interested in KEUN Eunice, La. Thomas and Paul De Clouet (20% each) separately own 25% interest in both KEUN and KLFY Lafayette, La. Granted May 6.

Pontiac, Mich.—James Gerity Jr. Granted 1460 kc, 500 w unlimited. (See Hearing Cases . . . Decisions). Granted May 11.

Columbus, Miss.—J. W. Furr. Granted 1580 kc, 10 kw daytime. Estimated construction cost $42,756, first year operating cost $25,000, first year revenue $48,000. Post office address 123 N. 5th St., Columbus. Mr. Furr owns an auto supply store. Granted May 6.

Call Letters Assigned

KCAL Redlands, Calif.—Southwest Bcstg. Co., 1410 kc, 1 kw day.

WILO Frankfort, Ind.—Radio Frankfort, 1570 kc, 250 w day.

WPET Greensboro, N. C.—Wayne M. Nelson, 950 kc, 500 w day.

WJEL Springfield, Ohio—Champion City Bcstg. Co., 1600 kc, 1 kw day, changed back from WSPO.

WIEK Scranton, Pa.—Scranton Radio Corp., 1400 kc, 250 w unlimited.

KLUK Evanston, Wyo. — Advertising Enterprises Ltd., 1240 kc, 250 w unlimited.

Applications

Vero Beach, Fla. — Central Fla. Bcstg. Co. (WORZ Orlando), 1370 kc, 1 kw daytime. Transmitter on hand. Estimated construction cost $5,500; first year operating cost $23,750; first year revenue $25,000. Post office address Box 1353, Orlando. Filed May 4.

Winchester, Ky.—Winchester Bcstg. Co., 1380 kc, 1 kw daytime. Estimated construction cost $18,630, first year operating cost $45,000, first year revenues $52,000. Post office address S. Main and B'way Sts., Winchester. Principals include Secretary-Treasurer Claude Sullivan (55%), sports director WVLK Lexington, Ky., and President N. B. Ratliff (40%), banker and farmer. Filed May 8.

Hettinger, N. D.—Hettinger Bcstg. Co., 1490 kc, 250 w unlimited. Estimated construction cost $15,050, first year operating cost $18,000, first year revenues $18,000. Post office address Hettinger. Principals are 15 local business people with varied interests. Filed May 8.

Existing AM Stations . . .

Decisions

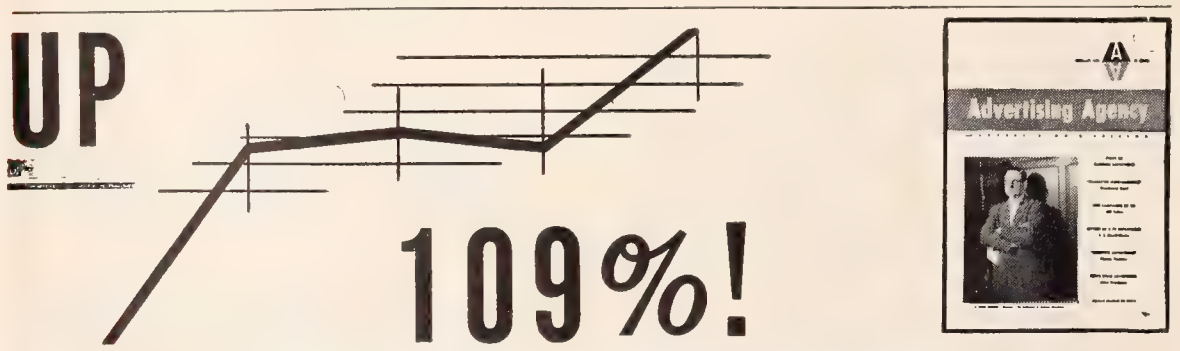
KXOC Chico, Calif. — KXOC Inc. Granted change in facilities from 1150 kc, 5 kw unlimited to 1060 kc, 5 kw night, 10 kw day. Granted May 6.

KTIL Tillamook, Ore.—Tillamook Bcstg. Co. Granted request for cancellation of CP (BP-8655) to change facilities from 1590 kc to 1240 kc. Granted May 8.

KMBL Junction, Tex.—Kimble County Bcstg. Co. Granted power increase from 100 w to 250 w on 1450 kc unlimited. Granted May 6.

Application

KOWL Santa Monica, Calif.—KOWL Bcstg. Co. Requests power boost from 5 kw to 10 kw daytime on 1580 kc. Filed May 8.



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New FM Stations . . .

Call Letters Assigned

KCBH (FM) Los Angeles—A. A. Crawford, 98.7 mc, ERP 50 kw.

KVCR (FM) San Bernardino, Calif.—San Bernardino Valley Union Jr. College District, noncommercial educational, 91.9 mc, ERP 1 kw.

WORG-FM Orangeburg, S. C.—WTND Inc., 102.7 mc, 15.5 kw, formerly WTND-FM.

KACC (FM) Abilene, Tex.—Abilene Christian College, noncommercial educational, 91.9 mc, ERP 160 w.

Application

Harriman, Tenn.—Harriman Bcstg. Co. (WHBT), Ch. 237 (95.3 mc), ERP 777 w. Estimated construction cost $10,000, first year operating cost $1,500, first year revenues $3,000. Post office address Devonia and Crescent Sts. Sole owner F. L. Crowder owns a billiard parlor. Filed May 8.

Existing FM Stations . . .

Decisions

WAGA-FM Atlanta—Storer Bcstg. Co. Granted ERP change on 103.3 mc from 44 kw to 43 kw. Granted May 4.

WNEX-FM Macon—Macon Bcstg. Co. Granted ERP drop on 96.9 mc from 41 kw to 4.1 kw. Granted May 6.

WEBC-FM Duluth—Head of the Lakes Bcstg. Co. Granted ERP boost on 92.3 mc from 64 kw to 74 kw. Granted May 4.

WOR-FM New York—General Teleradio Inc. Granted ERP change on 98.7 mc from 3.4 kw to 1.7 kw. Granted May 6.

WLWB (FM) Dayton, Ohio — Crosley Bcstg. Corp. Granted ERP drop on 97.5 mc from 18 kw to 10 kw. Granted May 6.

WTMA-FM Charleston, S. C.—Atlantic Coast Bcstg. Co. Granted ERP reduction on 95.1 mc from 49 kw to 15 kw. Granted May 6.

Station Deleted

WOAP-FM Owosso, Mich.—Owosso Bcstg. Co. Granted cancellation of license and deletion of station, 103.1 mc, ERP 1 kw. Granted May 4.

Ownership Changes . . .

Decisions

WELI, WBIB (FM) New Haven—Conn. Radio Foundation. Granted transfer of positive control from Harry C. Wilder (47%) et al. to Richard W. Davis (formerly 17%, now 22%), general manager of stations, and other station personnel. Consideration $132,630. Granted May 6.

WTNT Tallahassee, Fla.—Tallahassee Appliance Corp. Granted acquisition of negative control by Emanuel Joanos (13.4%) through purchase of 36.6% from Frank W. Pepper. Consideration $30,066. Negative control maintained by Frank Hazelton. Granted May 8.

WSB-AM-FM-TV Atlanta—Atlanta Newspapers Inc. Granted relinquishment of control (51.7% to 41.8%) by James M. Cox Jr., trustee of certain voting stock for mother and two sisters, as result of conversion of preferred stock to common and issuance of new stock. No consideration. Corporate reorganization in accordance with 1950 merger agreement of *Atlanta Journal* and *Constitution*. Granted May 6.

WJDX-AM-FM Jackson, Miss.—Lamar Life Insurance Co. Granted transfer of control to Murchison Bros., Dallas, by assignment of 234 shares from Wiley Harris. Consideration $24,570. Interest of Murchison moves from 49.83% to 50.66%. Granted May 6.

WVCN (FM) De Ruyter, WVCV (FM) Cherry Valley, WVBT (FM) Bristol Center, WFNF (FM) Wethersfield and WHVA (FM) Poughkeepsie, all **New York—Rural Radio Network.** Granted assignment of licenses to Northeast Radio Corp. Consideration $225,475. Northeast is principal creditor of insolvent network. Granted May 6.

WKVA Lewistown, Pa.—Central Pa. Bcstg. Co. Granted voluntary acquisition of control by Robert Wilson (from 30% to 60%) through purchase of 40% from W. Randall Leopold and H. A. Robinson (from 30% to 10% each). Remaining 10% transfered to licensee. Total consideration $15,000. Granted May 8.

WTVU (TV) Scranton, Pa.—Appalachian Co. Granted assignment of CP for uhf Ch. 73 to Frank and Jane Collins for $22,314 paid to former partners Dahl Mack and Henry Geist. Granted May 6.

WPRP Ponce, Puerto Rico—Voice of Porto Rico Inc. Granted transfer of control from original four stockholders to Antonio Susoni (20%), Arturo Valldejuly (15%), Luis Ferre (10%), Celso Garcia (5%), Radio Americas Corp. (WORA) (20%), F. M. Susoni Jr. (20%), and Julio Conesa (10%). Last two among original stockholders. Consideration not stated. Granted May 6.

KIVY Crockett, Tex. — Pioneer Bcstg. Co. Granted assignment of license to James H. Gibbs (formerly 50%) through purchase of interest held by estate of Hamilton Callen, deceased, former partner. Consideration $24,000. Granted May 6.

WKYR Keyser, W. Va.—Glacus Merrill. Granted voluntary assignment of license to Potomac State Bcstg. Co. Mr. Merrill has 95%, his wife 5%. Granted May 7.

WDSM Superior, Wis.—Ridson Inc. Granted assignment of license to Lake Superior Bcstg. Co. (WREX Duluth), paving way for merger application for Ch. 6 Duluth-Superior. Consideration $88,186. Conditional on sale of WREX. Granted May 6.

Applications

WSGN-AM-FM Birmingham, Ala.—Birmingham News Co. Requests voluntary assignment of license to Jemison Bcstg. Co. Consideration $375,000. Assignor, which recently purchased WAPI, WAFM (FM) and WAFM-TV, shortly will file to transfer uhf Ch. 42 permit to same group. Jemison principals are John S. Jemison Jr., investment banker, 74.99%, Carl D. Hulsey, realtor and investor, 25%, and Bascom Hopson (WJBY-AM-FM Gadsden, and majority stockholder in WHBB Selma), .01%. Filed May 8.

KPAS Banning, Calif.—Pass Bcstg. Co. Requests assignment of license to Henry Darwin d/b as Darwin Bcstg. Co. Mr. Darwin, half owner of KCLF Clifton, Ariz., pays $6,100. Filed May 8.

KGMS Sacramento, Calif.—Capitol Radio Enterprises. Requests voluntary assignment of license from old partnership to Irving Schwartz, William George and John Matranga d/b as Capitol Radio Enterprises. Samuel Melnicoe sells his ¼ interest divided equally so as to give each partner ⅓ interest. Consideration $25,000. Filed May 7.

WRGA-AM-FM Rome, Ga.—Rome Bcstg. Co. Requests voluntary relinquishment of control by Charles Smithgall (formerly 59%, now 39%), who transfers 20% to Southland Pub. Co., which he controls. for $10,811. Mr. Smithgall owns WGGA Gainesville, Ga. Filed May 7.

KCIL Houma, La.—Radio Station KCIL. Seeks assignment of license to KCIL Inc. Consideration $25,000, to sole owner Charles W. Lamar Jr., joint permittee of KTAG (TV) Lake Charles, La., and WPFA (TV) Pensacola and interested in WAFB-AM-FM-TV Baton Rouge. Denver T. Brannen, one-third owner of WACL Waycross, Ga., holds 98% of KCIL Inc. Filed May 11.

WLAW-AM-FM Boston—Hildreth & Rogers Co. Seeks voluntary transfer of control and subsequent assignment of license to General Teleradio Inc. (WOR-AM-FM-TV, Yankee and Don Lee networks and principal owner Mutual Bcstg. System). Consideration $475,000. Assignee to sell controlling interest in WNAC Boston to Vic Diehm Associates (see below). Filed May 6.

WNAC Boston—General Teleradio Inc. (WOR-AM-FM-TV New York). Seeks voluntary assignment of license to Vic Diehm Associates (WAZL-AM-FM-TV Hazelton, Pa., WIDE Biddeford, Me., and control of WHOL Altoona, Pa.). Consideration $120,000. General Teleradio has filed for purchase of WLAW Boston (see above). Filed May 6 .

WSHB Stillwater, Minn.—St. Croix Bcstg. Co. Requests voluntary transfer of control from William F. Johns Jr. to William F. Johns Sr. Involves cancellation of earlier transfer of 70% interest from Mr. Johns to his son. Filed May 6.

KRGI Grand Island, Neb.—Grand Island Bcstg. Co. Seeks assignment of CP to Grand Island Bcstg. Co. Inc. Samuel Wolbach to retire and sell his 20% interest in equal halves to Robert Lester and Wilber Bachman (10% each before transfer). Total consideration $10,000. Filed May 8.

WGNR New Rochelle, N. Y.—New Rochelle Bcstg. Service Inc. Involuntary assignment of license to Irving J. Roth, trustee in bankruptcy. Filed May 6.

WHUM-AM-TV Reading, Pa.—Eastern Radio Corp. Requests voluntary relinquishment of control by Humboldt Greig who gives up voting rights to 1,200 shares owned by his wife. No consideration. Mr. Greig retains 1,850 shares. Filed May 5.

Opinions and Orders . . .

Skywave recording rules—FCC adopted notice of proposed rule making to amend Secs. 1 and 2, Standards of Good Engineering Practice Concerning Standard Broadcast Stations, to delete provisions in licensing procedures for computing intensity of skywave broadcast signals on the basis of individual measurements. The proposal would not preclude a person from submitting such skywave recordings to determine whether revision of existing rules and standards is necessary or advisable. Comments will be received through May 29. Adopted May 6; reported May 7.

KPLN Camden, Ark.—Lee Howard. FCC denied April 24 protest of KAMD Camden, Ark., against grant of assignment of CP to KPLN to D. R. James (BAP-178). Commr. Hennock dissented. Decision May 8; reported May 11.

TV Allocation—Proposed rule making to assign uhf Ch. 70 to Bowling Green, Ohio, for noncommercial educational use, on petition of Bowling Green State U. Decision May 7; announced May 8.

TV Allocation—FCC proposed to change table of TV assignments to provide uhf Ch. 55 for Porterville, Calif., presently without channel allocation. Comments may be filed until May 29. Decision May 7; announced May 8.

TV Allocation—By memorandum opinion and order denied joint petition of WMIN Montgomery and WTIP Charleston, W. Va., to assign vhf Ch. 2 to Montgomery-Handley, W. Va. Decision May 6; announced May 7.

TV Allocations—By memorandum, opinion and order denied petition of Music Bcstg. Co. (WGRD Grand Rapids) to amend Sec. 3.607 of TV rules to preclude TV applications proposing stations that would provide to city other than one intended for service signal of greater intensity than would be received by city of primary service, except upon showing that optimum coverage would be given thereby to primary city. Decision May 6; announced May 7.

Hearing Cases . . .

Decisions

Allentown, Pa. New TV, uhf Ch. 39. B. Bryan, Olivia and Reuel Musselman and Albert and Paul Wentz (BPCT-958) and Queen City TV Co. (BPCT-1001)—Designated for hearing June 8.

Allentown, Pa. New TV, uhf Ch. 67. Penn-Allen Bcstg. Co. (BPCT-486) and Allentown TV Corp. (BPCT-1008) — Designated for hearing June 8.

Worcester, Mass. New TV, uhf Ch. 20. WTAG Inc. (WTAG) (BPCT-1060) and Wilson Enterprises (BPCT-1241) — Designated for hearing June 8.

Proposed agreement with Canada regarding assignment of Class II AM stations to clear channels (Docket 10453)—FCC extended deadline for comments to May 29.

Worcester, Mass. New TV, uhf Ch. 14. Salisbury Bcstg. Corp. (Docket 10478) and New England Bcstg. Co. (WNEB) (Docket 10479)—Commissioner Hennock granted WNEB petition for dismissal and referred to full commission determination whether Salisbury bid should revert to processing line. Action May 12; reported May 13.

Evansville, Ind. New TV, uhf Ch. 62. Trans-American TV Corp. (Docket 10465); Premier TV Corp. (Docket 10466), and W. R. Tuley (Docket 10467)—Examiner Fanney Litvin scheduled conference May 25.

Akron, Ohio. New TV, uhf Ch. 61. Matta Enterprises (Docket 10468) and Allen T. Simmons (Docket 10469) — Examiner James Cunningham

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scheduled conference May 25.

WALT Tampa. CP to amend facilities from 1110 kc, 1 kw day to 920 kc, 5 kw day, 1 kw night (Docket 9341)—FCC denied WALT petition to include in hearing issues nature and characteristics of Tampa-St. Petersburg. Decision May 8; reported May 11.

Pontiac, Mich. New AM, 1460 kc, 500 w unlimited. James Gerity Jr. (Docket 10346)—FCC removed from hearing docket and granted bid. Reported May 11.

Proposed rulemaking to assign uhf Ch. 82 to Amherst, Mass., and uhf Ch. 80 to North Adams, Mass., for noncommercial educational use (Docket 10434)—FCC finalized rule, making total educational TV reserve channels 244. Decision May 7; reported May 8.

Durham, N. C. New TV, uhf Ch. 46. T. E. Allen & Sons (permittee) (Docket 10452)—Following protest of Public Information Corp. (WSSB) FCC designated bid for oral argument May 22. Decision May 7; announced May 8.

WDZ Decatur, Ill. Amendment of facilities from 1050 kc daytime to 610 kc unlimited, 1 kw. (Docket 9548), and Hopkins Park, Ill. New AM, 610 kc, 1 kw unlimited. Afro-American Bcstg. Corp. (Docket 9194)—FCC denied both. Decision May 8; announced May 13.

Port Arthur, Tex. New TV, vhf Ch. 4. Port Arthur College (KPAC (Docket 10285) and Smith Radio Co. (Docket 10352)—Commission denied request of Jefferson Amusement Co., Beaumont, for stay of hearing. Decision May 6; reported May 7.

Proposal to institute two processing lines for AM applications (Docket 10186)—FCC ordered withdrawal of April 17, 1952, rule making proposal because of decrease in number of pending AM applications. Ordered May 6; reported May 7.

Proposal to increase minimum FM operating hours (Docket 9501)—FCC canceled its rule making proposal of Nov. 16, 1949, setting minimum operating hours for FM stations and requiring FMs in conjunction with AM stations to operate at least as long as the standard outlet. Ordered May 6; reported May 7.

New Petitions . . .

May 6

Denver ,Colo. New TV, vhf Ch. 4. KMYR Bcstg. Co. (KMYR) (Docket 9043) and Metropolitan TV Co. (KOA) (Docket 10238)—KOA replied to proposed finding of facts of FCC Broadcast Bureau and KMYR, asserting its immediate independence from NBC in event of grant and claiming superior integration of ownership and management. NBC filed memorandum requesting rejection of FCC Broadcast Bureau findings with respect to NBC-KOA relationship. KMYR submitted supplemental proposed findings and conclusions pressing NBC-KOA connection. KMYR filed petitions May 12: (1) to strike certain portions of KOA reply to proposed finding of fact as evidentiary and inadmissable since record is closed; and (2) to strike and disassociate NBC memorandum because NBC is not party in hearing and never petitioned to intervene.

San Juan, Puerto Rico. New TV, vhf Ch. 4. Jose Ramon Quinones (WAPA) (Docket 10436) and American Colonial Bcstg. Co. (WKVM) (Docket 10437)—WKVM petitioned for review of FCC's upholding of Examiner's denial of permission to relocate transmitter. American May 7 withdrew petition to enlarge hearing issues. On May 12 Mr. Quinones filed opposition to petition to review and requested affirmation of FCC's memorandum opinion and order.

Muskegon, Mich. New TV, uhf Ch. 35. Versluis Radio & TV Inc. (permittee) (Docket 10442)—Versluis filed oposition to request to enlarge hearing issues made by WGRD Grand Rapids, protestant. Chief of FCC Broadcast Bureau also opposed WGRD petition. WGRD filed reply May 11 to Versluis opposition.

Darlington, S. C. New AM, 590 kc, 500 w daytime. Darlington Bcstg. Co. (Docket 10403)—WAYS Charlotte, respondent on question of interference from proposed station, petitioned for acceptance of late appearance.

Chattanooga. New TV, vhf Ch. 12. Southern TV Inc. (Docket 10471); Tri-State Tcstg. Corp. (Docket 10472), and WDEF Bcstg. Co. (WDEF) (Docket 10473)—Southern TV petitioned for leave to amend application to remove J. H. Hardy, accounting counsel, from post of secretary-treasurer.

Fayetteville, W.Va. Amendment of TV allocation table to assign Ch. 4 to Fayetteville (Docket 10381)—Robert R. Thomas Jr., applicant for Ch. 4, filed original and supplemental reply seeking dismissal of request for reconsideration and stay of WHIS Bluefield, W.Va. On May 8 Mr. Thomas filed opposition to similar petition of WCAE Pittsburgh.

May 7

Durham, N. C. New TV, uhf Ch. 46. T. E. Allen & Sons Inc. (BPCT-1532)—N. C. Public Information Corp. (WSSB) petitioned that applications of Allen, Winston-Salem Bcstg. Co. (WTOB) (BPCT-1491) and its own be designated for consolidated hearing.

Evansville, Ind. New TV, uhf Ch. 62. Trans-American TV Corp. (Docket 10465); Premier TV Inc. (Docket 10466), and W. R. Tuley (Docket 10467) — Trans-American requested dismissal without prejudice.

Superior, Wis.-Duluth, Minn. New TV, vhf Ch. 6. Ridson Inc. (WDSM Superior) (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292)—Head of the Lakes Bcstg. Co. WEBC Duluth) filed opposition to Chief of FCC Broadcast Bureau's support of Ridson's request that its application be retained in hearing status following Ridson-Lakeland merger. WEBC has amended Ch. 3 application for Ch. 6 and requested consolidation with Ridson's for hearing.

KOB Albuquerque. Extension of special service authorization, 770 kc, 50 kw day, 25 kw night (Docket 10336)—Chief of FCC Broadcast Bureau filed exceptions to initial decision of Examiner James Cunningham looking toward grant. KOB filed petition May 8 supporting initial decision and making corrections. AB-PT filed exceptions and brief looking toward KOB's return to 1030 kc.

Portland, Ore. New TV, vhf Ch. 8. Westinghouse Radio Stations (KEX) (Docket 9138); Portland TV Inc. (Docket 10245); N. Pacific TV Inc. (Docket 10319), and Cascade TV Co. (Docket 10324)—KEX and Portland TV filed opposition to Cascade's petition to review Examiner's order denying its request for leave to amend its application. N. Pacific requested 10-day extension of deadline for filing opposition. On May 11 Cascade submitted opposition to N. Pacific request.

Duluth, Minn.-Superior, Wis. New TV, vhf Ch. 3. Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290)—Chief of FCC Broadcast Bureau answered petition of WEBC for continuance of proceedings for 30 days, supporting it in view of WEBC's amendment to revise bid to specify Ch. 6 and be consolidated for hearing with Ridson Inc. (Docket 10291).

May 8

Spartanburg, S. C. New TV, uhf Ch. 17. Sterling Tcstg. Co. (BPCT-1579) and Piedmont Radio Co. (BPCT-1640)—Piedmont petitioned for dismissal of Sterling's request to strike its bid as sham and further asked for consolidation of applications for hearing.

Honolulu. New TV, vhf Ch. 4. American Bcstg Stations Inc. (BPCT-1671)—American opposed joint petition of Advertiser Pub. Co. and Island Bcstg. Co., applicants for transfer to themselves of KONA (TV) control, for withholding action on its application.

Mobile, Ala. New TV, vhf Ch. 5. WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458)—Mobile moved to strike as hearing issue whether it is authorized to operate a TV outlet in Mobile and further moved that order be amended to find it legally qualified. Mobile petitioned May 11 that WKRG-TV's legal qualifications, with respect to multiple ownership of stations, be added as hearing issue.

Evansville, Ind. New TV, vhf Ch. 7. South Central Bcstg. Corp (WIKY) (Docket 10461); Evansville TV Inc. (Docket 10462); On the Air Inc. (WGBF) (Docket 10463), and WFBM Inc (WEOA) (Docket 10464)—Chief of FCC Broadcast Bureau petitioned to enlarge issues to include whether WFBM proposal would constitute hazard to air transportation.

WMTV (TV) Madison, Wis. (BMPCT-1054)—American Bcstg. Stations Inc. (WMT-AM-TV Cedar Rapids, Iowa) petitioned for cancellation of call letters on ground that service areas overlap and confusion would result.

WAPI Birmingham, Ala. Application increase daytime power from 10 kw to 50 kw, non directional, on 1070 kc (BP-8679)—WAPI opposed request of WIBC Indianapolis to designate application for hearing with WIBC as respondent and argued that contentions of interference raise no substantial legal questions.

Spokane, Wash.—New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (Docket 10423)—TV Spokane answered Mr. Wasmer's opposition to its motion to delete from hearing issues questions of its financial qualifications.

May 11

Milwaukee. New TV, vhf Ch. 10. Hearst Radio Inc. (Docket 8955)—Joint Committee on Educational TV petitioned to strike Hearst request for rehearing of FCC memorandum opinion and order of April 1 dismissing Hearst bid for rehearing.

KVOL Lafayette, La. Power boost daytime

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Managerial

Immediate opening for aggressive, experienced successful manager, strong on sales, 1000 watt Michigan daytime independent. $450 monthly plus 10% net profit. Great opportunity for top man. Box 630W, B•T.

Commercial engineers—television transmitter (1) broadcast transmitter and audio (1) equipment for foreign markets. Assistant to manager N. Y. office. State design and operating experience, languages and salary in reply. Box 668W, B•T.

Manager wanted: Man with seven years minimum experience. Good small market, good station. Salary open. Good living conditions for young family. Prefer midwest man for midwest station. Tell all first letter, photo. Address inquiries to WITZ, Box 167, Jasper, Indiana.

Assistant manager-program director. Must have thorough knowledge of programming and managerial experience. Mature, sober, real producer desiring permanent location. Salary open. Full particulars with references first letter. WLSI, Pikeville, Kentucky.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Salesman—very good draw against commission for real salesman who is a plugger, can close contracts and service well. New England area. Box 589W, B•T.

Excellent opportunity earnings and advancement for conscientious worker wishing to get established in large, growing community. Commissions figured on active accounts to service and new business. Salary guaranteed and 15% on all over, West Virginia station. Full details first letter. Box 665W, B•T.

Salesman—Opening for salesman capable of becoming sales manager; progressive kilowatt southern West Virginia. Good guaranteed salary, 15 per cent commission. Need livewire who might be acceptable limited time announcer. Box 692W, B•T.

Salesman. Experienced. Write W. C. Porsow, WNAM, Neenah, Wisconsin.

Salesman wanted for highly successful independent WXOK Baton Rouge, Louisiana, one of 10 fastest growing markets in America. We will pay good base guarantee, car allowance, 15% on sales over guarantee, and yearly bonus. You start with good nucleus of active billing and you will be supervised by experienced sales manager. Station programs to mass market and is highly saleable. You will become member of organization now operating three radio stations with TV now being built. Write giving complete details including employment record, billing and snapshot. Write "The OK Group," 505 Baronne Street, New Orleans 12, Louisiana.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B•T.

Staff announcer for kilowatt independent. Small, friendly southern city. Good working conditions with a future for conscientious worker. Forward audition and resume to Box 577W, B•T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B•T.

Immediate opening staff duties. Send audition, expected starting salary, vital statistics. Will accept good man, freshman school. Box 660W, B•T.

Help Wanted—(Cont'd.)

Announcer - first phone. Experienced, with heavy, clear delivery to handle busy commercial schedule on midwest music, news, sports 1000 watter. $350.00 a month to start—44 hours. Play-by-play experience helpful. Send background and tape to Box 683W, B•T

Announcer-copywriter with some experience. $50 to $60 depending on ability. Immediate opening. Small eastern city. Box 697W, B•T.

Capable announcer to assume responsibilities, good opportunity. State present salary. Contact Program Director, KMAN, Manhattan, Kansas.

Combo man with emphasis on announcing. NBC affiliate, located close to Yellowstone Park in the heart of ideal hunting and fishing country. Send all details and audition first letter. KXLQ, Bozeman, Montana.

Announcer. Some knowledge of board. Excellent opportunity for advancement. Write or call Sam Phillips, WARK, Hagerstown, Maryland.

Announcer with control board experience. No prima-donnas, drunks or tickets, just good personality and willingness. All in first letter or phone. Prefer single man. Permanency up to you. WBBB, Burlington, N. C.

Announcer with good voice. Must have first class license or restricted ticket. Position now open for a livewire and opportunity to work with top network station. Salary will be in line with experience and ability. If you can qualify send full details first letter to Lester L. Gould, WJNC, Jacksonville, N. C.

Announcer-salesman. Good pay, pleasant staff, new studios. Daytime independent. Experience necessary. Your chance with growing organization. Send informal, selling tape, data sheet. WLBS, Birmingham, Alabama.

"Most Powerful Advertising Influence in the Southwest" has opening for experienced announcer with good background. Forty-hour week, starting at $86.40 with regular raises over 2-year period. Positively no talent fees of any kind paid. Address qualifications and tape or disc to Perry Dickey, Program Manager, WOAI, San Antonio, Texas.

Eastern Pennsylvania network station has permanent position for announcer. Combo operation but first class ticket not required. 40 hour week, excellent working conditions. Rush disc-tape, full particulars to Manager, WPAM, Pottsville, Pennsylvania.

Experienced announcer. Must be versatile. $70. up. Interview necessary. WVSC, Somerset, Pa.

Technical

First class operator-announcer. Small midwest market. Box 141W, B•T.

1st class engineer with car for Ohio 1 kw. Box 383W, B•T.

Engineer, small station experience, with or without first class ticket, near Chicago. Box 518W, B•T.

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

1st class engineer for transmitter and control room duty. Potential TV station. Midwest location. Box 657W, B•T.

Engineer, 1st phone. Nebraska. Ideal working conditions. Prefer midwest man. 5000 watts—CBS Network. Box 667W, B•T.

Help Wanted—(Cont'd.)

5 year-experienced combination men, need two permanent, Colorado kilowatt. Box 695W, B•T.

First class engineer with both AM and FM experience—plus orderly maintenance. Announcing helpful. $70 to $80 for 45 hour week depending on ability. Prefer married man. WEPM Martinsburg, West Va.

First class operator for WFNC, Fayetteville N. C. 5 kw AM, 14 kw FM. Television application. Excellent working conditions and hours. Apply by letter only. Include references and telephone numbers.

First class engineer with car. Experience not necessary. Contact Chief Engineer, WHLM Bloomsburg, Pennsylvania.

Transmitter engineer, car necessary, permanent for right man. 1000 watt newspaper affiliated ABC network station. Contact George Egli WKTY, La Crosse, Wisconsin.

1st class engineer for radio and television transmitter and control room duty. Write Chief Engineer, WNAM-TV, Neenah, Wisconsin.

Wanted 1st class operator. $50 for 40 hours. Time and one-half for all over forty hours. Permanent position. Contact Radio Station WVOT, Wilson, N. C.

Production, Programming, Others

PD for rural Penna. market. Must be versatile announcer with small station experience. Tell all and send audition first reply. Confidential. Box 369W, B•T.

Reporter-rewrite for radio-TV news room. Ohio Valley area. Must be competent reporter and colorful writer desiring start in this medium. Some newspaper or radio experience desirable but not essential. Box 583W, B•T.

Regional southern NBC station in thriving market desires topflight program director. Good salary with opportunity for advancement to right man. Box 661W, B•T.

Continuity writer with enough experience to really knock out selling copy. This is a good permanent position. Male or female. Box 663W B•T.

Immediate opening for experienced copywriter who can handle volume of business. Some television. Fine Rocky Mountain climate. Send full particulars, copy samples, photo and salary requirements. Box 664W, B•T.

Want to grow, need topflight program director announcer for kilowatt southern West Virginia Morning air shift plus complete control of programming. Salary-incentive plan. Box 693W B•T.

Young woman to write copy. Should have radio background. Immediate opening. Contact Manager, WCOJ, Coatesville, Penna.

Television

Announcers

Announcers—Basic network TV affiliate in best southern market needs experienced, mature men. Salary open. Send good recent photograph and tape or disc with first application. Box 644W B•T.

Technical

TV technician experienced maintenance RCA studio equipment. First class license desirable not essential. Write full details to WCOS-TV Columbia, S. C.

Production-Programming, Others

Expanding midwestern TV station has opening for commercial copywriter. Experience preferred. Write Barbara Howard, WTTV, Bloomington, Indiana.

Situations Wanted

Managerial

Profits for problem stations! I've the knowhow—have you the station in mid or north Atlantic state? Family man, presently employed, need greater challenge. Minimum salary plus percentage. Box 521W, B•T.

General, assistant or commercial manager. Proven sales record as commercial manager of highly successful midwest independent. Best recommendations. Box 675W, B•T.

Is there anyone who will give an ambitious young man an opportunity to prove he can produce? 13 years experience in management, sales and programming yet under 35. Married, family. Willing to locate anywhere for right opportunity. Box 689W, B•T.

Situations Wanted—(Cont'd.)

Commercial manager: Aggressive, selling account executive with excellent management background, is now ready for executive position with going, growing organization. This sales producer will relocate. For further information write Box 702W, B•T.

Radio station manager for small market with future TV possibilities. Will take salary consistent with community and option to purchase all or any part of stock. Fifteen years management experience in major markets. Box 705W, B•T.

Salesmen

Salesman with guts, brains, looks, experience, results! Agency contacts. Best references. Employed. Desires change. N. Y. area preferred. Box 669W, B•T.

Announcers

Announcer, pianist, novelty DJ. 3 years' experience. Top television material. Married, congenial, reliable, excellent references. Box 413W, B•T.

Announcer-DJ at 50 kilowatt N. Y. C. independent, just married, wants more responsibility in smaller operation. Bonuses: wife's guitar and folk songs; my first phone ticket and six years technical background. Box 528W, B•T.

Sports announcer—play-by-play baseball, football, basketball. One of best. Box 590W, B•T.

Announcer 5 years experience all type programs. Excellent resonant voice. B.A. Degree. Board expert. Presently employed midwest. Desire permanent position with well-managed west, southwest station. Veteran, 27, single. Box 594W, B•T.

Tops: Sports, news, DJ, staff. Three years experience. Limited TV. Available June 15th. Box 597W, B•T.

Announcer, D.J., news, special events, Bachelor's Degree in Radio, five years experience, commercial and educational, desires permanent position with progressive Florida station. Box 601W, B•T.

Announcer, control board operator, music, news, sports, etc. Veteran, recent grad of broadcasting school. Tape or disc available. Box 606W, B•T.

Announcer would prefer to specialize in news but will consider any good offer. Data on request. Box 646W, B•T.

Experienced announcer, DJ personality, desires employment New Jersey or vicinity. Dependable, trustworthy, now employed southern station. Box 662W, B•T.

Over two years experience. Well rounded in staff, DJ, news, special events—all phases of announcing. Presently employed with 5 kw CBS affiliate. Desires metropolitan locality with another good affiliate. Married. Highest references. Will send tape, picture and resume to any locality. Box 666W, B•T.

Announcer experienced all phases. SRT graduate. Operate board. New York state or New England. Box 670W, B•T.

Announcer. Extensive experience with kilowatt independent. Versatile, dependable. News, commercials, personality show, board. College graduate, degree in music. Single, draft exempt. Box 671W, B•T.

Top DJ in southern metropolitan market of 700,000 at 5 kw station. Proven ability. Four years experience. Complete board experience. Currently running top DJ show plus live remote. Interested primarily in east. Box 674W, B•T.

Announcer—Seven years metropolitan market. Strong sports. Wish better sports opportunity. Play-by-play sportscasting. Family man. Box 676W, B•T.

Staff announcer, DJ. Three years experience. Now eastern metropolitan market. Family, permanent. Available immediately. Box 678W, B•T.

Single man wants summer job. Combo background. All offers considered. Box 682W, B•T.

Summer position sought by experienced announcer. Mature, versatile, hard-working, technically trained. Audition disc on request. Box 684W, B•T.

Want a single, draft exempt combo man who has DJ and news experience? Then contact Box 686W, B•T.

Announcer, control board operator, experience light, voice fair. Desires position, any capacity or summer replacement. Box 691W, B•T.

Sports-minded stations, California, Arizona, New Mexico, Nevada and Colorado. Ace sportscaster now in management, small midwestern community, wants change. Metropolitan area only. All inquiries answered. Box 696W, B•T.

Situations Wanted—(Cont'd.)

Announcer—6 years experience all phases. Sports—including play-by-play and staff work. Hold first phone license. Box 698W, B•T.

SRT graduate. Married, wishes work with station. Prepared to relocate. Box 699W, B•T.

Young college man, experienced writer, announcer, all sports play-by-play, news, would like summer replacement, can send tape or records before interview. Box 704W, B•T.

Announcer, 2½ years experience, single draft exempt, 28 years of age. Write or call Eugene L. Books, 1808 Summit Street, Eau Claire, Wisconsin.

Versatile announcer, control board knowledge, can write copy. Write J. Christian, 158 West 8th Street, Bayonne, N. J.

Voice deep—experience light—potential heavy. Kenneth Fried, 73 Hegeman Avenue, Brooklyn, N. Y.

Announcing—college grad—speech major—vet—disc available. Write Mr. Stenson, 7210 S. Park, Chicago, Illinois.

Technical

Technician—5 years experience console, transmitter, remotes, recordings. Box 625W, B•T.

Transmitter operator wants 1 kw job in Florida. 3½ years experience in 250 watt station. Box 672W, B•T.

1st class engineer. 2 years experience, good education and references. Ulster 7-0358, Brooklyn, New York. Box 687W, B•T.

1st ticket. 14 months experience with tape, disc recording, DJ, no announcing. Box 688W, B•T.

First class ticket, one year experience. Straight engineering. Single, have car. Available now. Box 700W, B•T.

Commercial photographer, first phone, college, thorough radio training, desires connection with station with TV application. Good voice. West coast. Box 701W, B•T.

1st phone, steady, dependable, grad. RCA Institute. Good voice and appearance. Married vet. Milton Deutsch, 248 Ocean View Avenue, Brooklyn 35, N. Y. Nightingale 8-8124.

First phone desires position. Experienced radio broadcasting, some TV. Available. Write Engineer, 3844 Miller Ave., Jackson, Miss.

First phone; eight years experience. Engineer, 834 Wescott Street, Syracuse 10, N. Y.

First phone. Want permanent position. (No combo work.) Radio schooling. Age 27, single, don't drink or smoke. Car, can travel. Class A amateur. Best references, personal, financial. Some experience. Prefer Missouri or Arkansas. Call 34 or 65 Marble Hill, Missouri, Hez Estes, Box 168. Available now.

Summer replacement engineer with first phone, available immediately, no experience; Frank Greenwald, 108 Oregon, Greensburg, Pa., 8288 R-1.

Production-Programming, Others

Desire change. What have you? Presently PD 12 years experience. Box 396W, B•T.

Program director—17 years experience; director, editor, DJ. Dependable. Family. Seeks Arizona, southern California. Write Box 656W, B•T.

Situations Wanted—(Cont'd.)

Too much unsold time on your station? A mature, sales-minded program director and writer-announcer has the solution. Interview possible if between New York and Washington. Box 673W, B•T.

Need summer replacement? PD., newsman-announcer. 12 years broadcast experience. Excellent voice, versatile, energetic. Now free lancing. Desire summer position that might offer fulltime station opportunity. AM or TV. Splendid production background. Fine references. Box 679W, B•T.

Newsman, 32, 6 years experience writer, editor, special events, tapes. Specialist in news analysis—all at metropolitan newsdesk. BA, MS Degrees. Excellent references. Box 685W, B•T.

TV bound, radio writer with 10 years experience—emphasis on commercials—desires job in radio-TV station or advertising agency. Box 690W, B•T.

Television

Salesmen

Sales manager-program director. Early thirties, married, now earning over $7000 in radio. Want to sell TV. Box 677W, B•T.

Announcers

TV personality. Adept news and sports presentation. Wide experience at two TV outlets. Eight years in radio-television. Personable, photogenic. Available two weeks. Box 703W, B•T.

Technical

Rocky Mountain or west coast area. 4 years TV—accent transmitters, maintenance. Desire responsible position new TV. Family. Interview available June. Box 681W, B•T.

Production, Programming, Others

TV executive. Thoroughly experienced in film procurement, programming, operations. Now with top company. Box 460W, B•T.

For Sale

Stations

Progressive southwest 250 watt clear channel daytime station in one of nation's richest small markets. Bargain priced for quick sale. Reasonable price and terms. Box 578W, B•T.

Profitable exclusive 500 watt midwest daytime independent. Ill health. Cash only. Box 639W, B•T.

West coast. Ideal town to live in. Exclusive. 250 watt indie. Only $55,000 with $16,500 down. Box 655W, B•T.

Equipment, etc.

RCA BTF-3B transmitter in excellent condition. Many long years of life left due to careful maintenance. Used two years for functional music type operation. New England. $2,900. FOB. Box 591W, B•T.

Three C-49-MT Minitape magnetic recorders (portable). Excellent condition. Two years old. Additional information forwarded upon request. Box 680W, B•T.

Rek-O-Cut challenger disc recorder used only few times with low impedance microphone, stand, 100' cable and 20 12" discs—$300.00 Also Presto K-8 recorder in excellent condition—$125.00. Bell tape recorder in excellent condition—$60.00. Doug Kahle, KCSJ, Pueblo, Colorado.

(Continued on next page)

WIRED MUSIC
BROADCASTING STATION

Chance to step into the broadcasting field. Established ten years. Business serves subscribers with music on broadcasting station principles. Enviable reputation. High grade clients. Profitable operation. Expansion wide open. Principals only. $250,000. Cash. For details write

RADIO BROADCASTING COMPANY
INQUIRER BUILDING PHILADELPHIA 30, PA.

For Sale—(Cont'd.)

RCA M1-4875-G vertical-lateral pickup, complete with filter. Excellent condition, $90. WDBL, Springfield, Tenn.

250 watt GE FM transmitter, low hours, excellent condition, available June 1st. WERS, Emerson College, Boston, Mass.

1 Western Electric type 54 FM antenna—41 feet tall—92.9 megacycles; approximately 500 feet 1⅝ inch 72 ohm copper coaxial transmission line in 20 feet sections; 1 Doolittle FM frequency and modulation monitor FD-11. Best reasonable offer takes it. Call collect Don Zuehlke, WOSH, Oshkosh, Wisconsin.

230 self-supporting insulated tower, two-bay RCA Batwing FM antenna, 230' 1⅝" Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

New #10 bare copper wire and copper strapping for ground systems. J. L. Clark Metals Company, 2108 S. Ashland Avenue, Chicago 8, Illinois. Phone Haymarket 1-4533.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Television scenery used. Single flats, books, threefolds, drops. Write for price list: The Packit Players, Inc., Ringwood Rd., Ithaca, N. Y.

Wanted to Buy

Stations

Station wanted in Boston area by a bonafide buyer. Box 588W, B•T.

Kilowatt daytime or 250 watt station in southeast. Prefer combination set-up. Must be reasonable. Box 595W, B•T.

Buyer for middlewest 250 to 1000 watt independent or affiliate station. Full details kept confidential. Box 602W, B•T.

Equipment, etc.

Fifty kilowatt amplitude transmitter to be operated at one thousand kilocycles, must meet FCC specifications. Air cooled preferred. Box 615W, B•T.

Used TV equipment: iconoscopes, image orthicon cameras, microwave links, sync generators and any type of used TV equipment. State make, model number, age, price, availability. John S. Booth, WCHA, Chambersburg, Pa.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, California.

Television

Help Wanted

ARE YOU **QUALIFIED**
TO **CHIEF ENGINEER**
TELEVISION
CONTACT:
M. N. BOSTICK
K W T X
WACO, TEXAS

Situations Wanted

TELEVISION

Announcers

ATTENTION TV STATIONS U. S. A.

Ambitious TV staff and personality announcer looking for advancement. Currently at top 100,000 watt TV operation. Five years network affiliate radio, starting second solid year in TV. All phases of camera performing. Clean cut family man, 29, finest references, films, tapes, pic on request. $90. Box 658W, B•T.

For Sale—(Cont'd.)

Equipment, etc.

COMPLETE TV TRANSMITTING EQUIPMENT FOR SALE

RCA TT5A Transmitter, Channels 2 to 6

RCA TF5A Superturnstile antenna and diplexer, Channels 4 to 6

5 KW RF Load and Watt Meter

Truscon F-30, 498 foot self supporting tower, will support 6 bay low band antenna

960 feet 3⅛ inch steatite coax line

Complete Package: $67,500

Individual items quoted on request

Write or telephone
Wilbur E. Hudson, Chief Engineer
WAVE, Inc., 334 East Broadway
Louisville 2, Kentucky (Tel.: Wabash 2201)

FOR SALE:
Western Electric cloverleaf FM antenna with power gain of 2.45
WHOS Decatur, Alabama

Wanted to Buy

Equipment, etc.

WANTED
5 kw transmitter in good working condition. Western Electric or RCA Victor preferably. Write stating price to Jesus Gonzalez, P. O. Box 628, Monterrey, Mexico.

Miscellaneous

For the best in Complete Erection of
Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N.W., Washington, D. C.

from 1 kw to 5 kw on 1330 kc. Evangeline Bcstg. Co. (Docket 9739)—KXYZ Houston and KOLE Port Arthur, Tex., opposed KVOL petition for reconsideration of denial and grant of bid.

Rochester, N. Y. New TV ,vhf Ch. 10. WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447)—Chief of FCC Broadcast Bureau recommended denial of WHEC-WVET petition for reconsideration of postponement of effective date of share-time grant and responded to their reply to WSAY Rochester motion for modification of order and/or consolidation of application in hearing.

KBIG Avalon, Calif. John Poole Bcstg. Application for license on 740 kc, 10 kw daytime (BL-4897)—KBIG filed supplemental response opposing CBS request that it show cause why its

directional array not be altered and that hearin be held.

Proposed U. S.-Canada agreement on assignin Class II AM stations to clear channels (Docke 10453)—Comments requesting modification file by KECC Pittsburgh, Calif.

May 12

Beverly Hills, Calif. Amendment of table TV channel allocations—Lawrence A. Harve petitioned that uhf Ch. 58 be assigned to Beverl Hills.

Steubenville, Ohio. New TV, vhf Ch. 9. WST Inc. (WSTV) (BPCT-1049) and John R. Osborn (BPCT-1680)—Mr. Osborne replied to WSTV an swer to his petition to strike or oppose petitio to dismiss his bid.

Hearing Calendar . . .

Hearings in Progress

Portland, Ore.—New TV, vhf Ch. 6. Furthe hearing. Examiner Elizabeth C. Smith. Co testants: Mt. Hood Radio & TV Bcstg. Cor (KOIN) (Docket 10316) and Pioneer Bcstrs. In (KGW) (Docket 9136). Respondent: KPOJ.

Lancaster, Pa.—New TV, vhf Ch. 8. Pre-hea ing conference. Examiner J. D. Bond. Peopl Bcstg. Co. (Docket 10365) and WGAL In (WGAL-TV) (Docket 10366).

Spokane, Wash.—New TV, vhf Ch. 2. Hearin to begin. Examiner William Butts. Contestant Louis Wasmer (KREM) (Docket 10422) and T Spokane Inc. (KNEW) (Docket 10423).

Chattanooga, Tenn.—New TV, vhf Ch. WDOD Bcstg. Corp. (Docket 10438) and Mour tain City Television Inc. (Docket 10439). Furthe hearing. Examiner J. D. Bond.

Portland, Ore.—New TV, vhf Ch. 12. Examine Elizabeth C. Smith. Contestants: Oregon T Inc. (Docket 10246), Columbia Empire Telecas ers Inc. (KPOJ is 40% owner) (Docket 10247) an Northwest TV and Bcstg. Co. (Docket 10317).

May 22

Fort Wayne, Ind.—New TV, uhf Ch. 69 Furthe hearing. Examiner Annie Neal Huntting. Co testants: Radio Fort Wayne Inc. (WANE) (Docke 10425) and Anthony Wayne Bcstg. (Docket 10424

Durham, N. C.—New TV, uhf Ch. 46. Or argument. T. E. Allen & Sons Inc. (grantee (Docket 10452). Parties respondent: Public In formation Corp. (WSSB).

May 25

Lebanon, Pa.—New TV, uhf Ch. 15. Contestant Lebanon TV Corp. (Docket 10459) and Stei Newspapers Inc. (Docket 10460). Examiner Be nito Gaguine.

Evansville, Ind.—New TV, vhf Ch. 7. Co testants: South Central Bcstg. Corp. (WIKY (Docket 10461), Evansville TV Inc. (Docke 10462), on the Air Inc. (WGBF) (Docket 1046 and WFBM Inc. (WEOA) (Docket 10464). Ex aminer Herbert Sharfman.

Evansville, Ind.—New TV, uhf Ch. 62. Co testants: Trans-American TV Corp. (Docke 10465), Premier TV Inc. (Docket 10466) and W. Tuley (Docked 10467). Examiner Fanney Litvi

Akron, Ohio—New TV, uhf Ch. 61. Contestant Matta Enterprises (Docket 10468) and Allen Simmons (WADC) (Docket 10469). Examine James D. Cunningham.

Mobile, Ala.—New TV, vhf Ch. 5. Contestants WKRG-TV Inc. (Docket 10457) and Mobile T Corp. (Docket 10458). Examiner H. Gifford Irio

Chattanooga, Tenn.—New TV, vhf Ch. 12. Co testants: Southern TV Inc. (Docket 10472), Tri State Telecasting Corp. (Docket 10471) an WDEF Bcstg. Co. (WDEF) (Docket 10473). Ex aminer J. D. Bond.

May 27

Honolulu, Hawaii—New TV, vhf Ch. 2. Co testants: Royaltel (Docket 10474) and Pacifi Frontier Bcstg. Co. (KULA) (Docket 10474). Ex aminer Thomas Donahue.

May 29

Shreveport, La.—New TV, vhf Ch. 3. Co testants: KTBS Inc. (KTBS) (Docket 10476 and International Bcstg. Corp. (KWKH) (Docke 10477). Examiner Basil Cooper.

June 1

San Juan, P. R.—New TV, vhf Ch. 4. Furthe hearing. Contestants: American Colonial Bcst Corp. (WKVM) (Docket 10437) and Jose Ramo Quinones (WAPA) (Docket 10436). Examine Benito Gaguine.

June 3

Tampa-St. Petersburg, Fla.—New TV, vhf Ch 13. Further hearing. Examiner Basil P. Cooper Contestants: Tampa Times Co. (WDAE Tampa (Docket 10253), Orange TV Bcstg. Co. (Docke 10255) and Tampa TV Co. (20% owned by Walte Tison, operator of WALT Tampa) (Docket 10330

June 8

Allentown, Pa.—New TV, uhf Ch. 39. Contestants: B. Bryan, Olivia and Reuel Musselman and Albert Paul Wentz (BPCT-958) and Queen City TV Co. (BPCT-1001).

Allentown, Pa.—New TV, uhf Ch. 67. Contestants: Penn-Allen Bcstg. Co. (BPCT-468) and Allentown TV Corp. (BPCT-1008).

Worcester, Mass.—New TV, uhf Ch. 20. Contestants. WTAG Inc. (WTAG) (BPCT-1060) and Wilson Enterprises (BPCT-1241).

June 15

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd, d/b as Cal Tel Co. (Docket 10341) and Maria Helen Alvarez (Docket 10340).

August 13

KDIA Auburn, Calif.—License renewal. Hearing set for Auburn. Examiner not designated. (Docket 10405).

Hearings Without Date

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) (Docket 9013) and Sacramento Telecasters Inc. (Docket 10298).

Sacramento, Calif.—New TV, uhf Ch. 36. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Salinas-Monterey, Calif.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 8 to Salinas Bcstg. Corp. (KSBW Salinas) (Docket 10445) and Monterey Radio-TV Co. (KMBY Monterey) (Docket 10446). Protestant is KICU (TV) there.

Wichita, Kan.—New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH) (Docket 10259), Taylor Radio & TV Corp. (KANS) (Docket 10260) and Wichita TV Corp. (Docket 10261).

KVOL Lafayette, La.—Modification of permit to change daytime power from 1 kw to 5 kw, operating on 1330 kc full time, directional night (Docket 9739; BMP-5098). Applicant has petitioned for grant without hearing.

Muskegon, Mich.—New TV, uhf Ch. 35. Further Hearing. Sec. 309(c) protest proceeding. Versluis Radio & TV Inc., permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co., operator WGRD Grand Rapids. Examiner Gifford Irion. (Docket 10442).

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 6. Further hearing. Examiner Herbert Scharfman. Contestants: Ridson Inc. (WDSM) Superior) (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292). Merger has been proposed and Lakehead seeks dismissal. [B•T, March 30]. Head of the Lakes Bcstg. Co., Duluth Ch. 3 applicant, seeks amendment to Ch. 6.

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Scarfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC) Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

Rochester, N. Y.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 10 to WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447). Protestant is WSAY there.

Durham, N. C.—Sec. 309(c) protest hearing on grant of uhf Ch. 46 to T. E. Allen & Son (Docket 10452. Protestant is WSSB there.

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) (Docket 10272) and Stark Telecasting Corp. (WCMW) (Docket 10273). Additional uhf channel to be sought after June 2.

Portsmouth, Ohio—New TV, uhf Ch. 30. Woodruff Inc. (Docket 10440). FCC to decide whether to retain application in hearing status after Brush-Moore Newspaper dismissal.

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw. operating daytime on 740 kc. Examiner Gifford Irion (Docket 10089). Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Anne Neal Huntting. Contestants: Port Arthur College (KPAC Port Arthur) (Docket 10285) and Smith Radio Co., Port Arthur (Docket 10352).

Port Arthur, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC) (Docket 10285) and Smith Radio Co. (Docket 10352).

Theatre Television—Allocation of frequencies for exclusive theatre TV circuits. Before Commission en banc. (Docket 9552).

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

Canada

Change List No. 75, April 17

560 kc

CFRA Ottawa, Ont., 5 kw unlimited, III, to commence April 17, 1954.

900 kc

CHNO Sudbury, Ont., 1 kw unlimited, II, to commence Dec. 1.

1140 kc

Chicoutimi, Que., 1 kw unlimited, II, delete assignment.

1230 kc

New Glasgow, Nova Scotia, 250 w unlimited, IV, to commence April 17, 1954.

Mexico

560 kc

XEPL Ciudad Cuahtemoc, Chihuahua, 500 w unlimited, III-B, to commence Oct. 17.

620 kc

XEEF Santiago Ixcuintla, Hayarit, 500 w day, 250 w night, IV, to commence Oct. 17.

760 kc

XEIP Mexico City, 10 kw unlimited, II, new call letters.

790 kc

XESU Mexicali, Baja Calif., 1 kw day, III, to commence Oct. 17.

810 kc

XERU Ciudad Reynosa, Tamaulipas, 250 w day, II, to commence Oct. 17.

980 kc

XEPA San Andres Tuxtla, Veracruz, 250 w unlimited, IV, to commence Oct. 17.

990 kc

XEER Ciudad Cuauhtemoc, 500 w day, II, to commence Oct. 17.

1100 kc

XERL Colima, 1 kw unlimited, II, to commence July 10.

1270 kc

XEEC Mazatlan, Sinaloa, 250 w unlimited, IV, to commence Oct. 17.

1280 kc

XEUT Colima, 250 w unlimited, IV, new call letters.

1300 kc

XELE Tampico, 1 kw day, 150 kw night, IV, to commence Oct. 17.

1320 kc

XEUI Teapa, Tabasco, 500 w unlimited, III-B, to commence Oct. 17, thereafter delete 1410 kc assignment.

1370 kc

XENU Nuevo Laredo, Tamaulipas, 250 w day, IV, to commence Oct. 17.

1430 kc

XENP Salamanca, Guanauato, 250 w unlimited, IV, new call letters.

1480 kc

XECA Ciudad Ixtepec, Oaxaca, 5 kw day, 250 w night, III-B, to commence Oct. 17.

1510 kc

XELN San Andres Tuxtla, Vera Cruz, 500 w unlimited, II, to commence Oct. 17.

Routine Roundup . . .

May 7 Decisions

BY COMMISSION EN BANC

Application Dismissed

WTVH-TV Peoria, Ill., Hilltop Broadcasting Co.—By Order, dismissed without prejudice application for mod. CP to specify trans. site at Creve Coeur, Ill., and mount TV ant. on center tower of AM directional array there (BPCT-1023); also denied request for special temporary authority for same purpose. (Failure to comply with minimum separation requirements.)

Denied Petition

WBKZ-TV Battle Creek, Mich., Booth Radio & Television Stations Inc.—Denied petition of Michigan Broadcasting Co. (WBCK-TV), Battle Creek, requesting revocation of assignment of WBKZ-TV call letters to Booth because of possibility of "confusion."

License Renewals

Granted renewal of licenses of following stations on regular basis:

WWSW Pittsburgh, Pa.; WEAV Plattsburg, N. Y.; KPHO Phoenix, Ariz.; KADA Ada, Okla.; KAKE Wichita, Kan.; KCRB Chanute, Kan.; KHBG Okmulgee, Okla.; KJSK Columbus, Neb.; KMMJ Grand Island, Neb.; KOAM Pittsburg, Kan.; KODY N. Platte, Neb.; KOME Tulsa, Okla.; KOWH Omaha, Neb.; KRMG Tulsa, Okla.; KSCB Liberal, Kan.; KSOK Arkansas City, Kan.; KSPI Stillwater, Okla.; KWGB Goodland, Kan.; KWHK Hutchinson, Kan.; KWHP Cushing, Okla.; KWSH Wewoka, Okla.; KXXX Colby, Kan.; WBBZ Ponca City, Okla.; WIBW Topeka, Kan.; WNAD Norman, Okla.; KFH-FM Wichita, Kan.; KSPI (FM) Stillwater, Okla.; KVOE-FM Santa Ana, Calif.; WAJR-FM Morgantown, W. Va.; WBET-FM Brockton, Mass.; WCTC-FM New Brunswick, N. J.; WFRO-FM Fremont, Ohio; WHAI-FM Greenfield, Mass.; WHLI-FM Hempstead, N. Y.; WSTC-FM Stamford, Conn.; WTNC-FM Thomasville, N. C.; KDPS Des Moines, Iowa; KSDS San Diego, Calif.; KWAR Waverly, Iowa; WBEH New Orleans, La.; WBGU Bowling Green, Ohio; WFPL Louisville, Ky.; WGPS Greensboro, N. C.; WHHS Havertown, Pa.; WNUR Evanston, Ill.; WOSU-FM Columbus, Ohio; WSOU South Orange, N. J.

WMGM, WMGM-FM New York, N. Y., Marcus Loew Booking Agency—Granted renewal of licenses of stations on regular basis. Commissioner Hennock dissenting.

WABD(TV) New York, N. Y., Allen B. DuMont Lab., Inc.—Granted renewal of licenses for TV and auxiliary stations (in New York City and Oxford, Conn.) on regular basis.

WPRP Ponce, P. R., Voice of Porto Rico, Inc.—Granted renewal of license (BR-882).

Granted renewal of licenses of following stations on regular basis:

KASA Elk City, Okla.; KBIX Muskogee, Okla.; KCNI Broken Bow, Neb.; KFH Wichita, Kan.; KFOR Lincoln, Neb.; KGGF Coffeyville, Kan.; KHAS Hastings, Neb.; KIND Independence, Kan.; KMAN Manhattan, Kan.; KNED McAlester, Okla.; KOLS Pryor, Okla.; KOLT Scottsbluff, Neb.; KSAC Manhattan, Kan.; KSIW Woodward, Okla.; KWBB Wichita, Kan.; WJAG Norfolk, Neb.; WJHP WJHP-FM Jacksonville, Fla.; WTMC Ocala, Fla.; WNDB WNDB-FM Daytona Beach, Fla.

WDLP Panama City, Fla., Panama City Bcstg. Co.—Granted renewal of license on regular basis (BR-1053). Commissioner Webster issued concurring opinion.

Granted renewal of licenses of following TV stations on regular basis:

WHAM-TV Rochester, N. Y., Stromberg-Carlson Co., subject to final determination of matters raised in Dockets Nos. 8736, et al., with respect to show cause order which requires WHAM-TV to change frequency from Ch. 6 to Ch. 5; **WSYR-TV Syracuse, N. Y.**, Central New York Bcstg. Corp., subject to final determination of matters raised in Dockets Nos. 8736, et al., with respect to show cause order which requires WSYR-TV to change frequency from Ch. 5 to Ch. 3; **KMTV (TV) Omaha, Neb.**, May Bcstg. Co.; **WBEN-TV Buffalo, N. Y.**, WBEN Inc.; **WCBS-TV New York**, Columbia Bcstg. System Inc.; **WKTV (TV) Utica, N. Y.**, Copper City Bcstg. Corp; **WKY-TV Oklahoma City, Okla.**; WKY Radiophone Co.; **WNBT (TV) New York**, National Bcstg. Co. Inc.; **WOW-TV Omaha, Neb.**, Meredith WOW Inc.; **WPIX (TV) New York**, WPIX Inc.; **WDSU-TV New Orleans, La.**, WDSU Bcstg. Corp.; **WNBF-TV Binghamton, N. Y.**, Clark Associates Inc.; **WOR-TV New York**, General Teleradio Inc.; Meredith Syracuse Television Corp., Syracuse, N. Y.

WRGB Schenectady, N. Y., General Electric Co.—Granted renewal of licenses on regular basis, subject to final determination of matters raised in Dockets Nos. 8736, et al., with respect to show cause order which requires WRGB to change frequency from Ch. 4 to Ch. 6. Commissioner Hennock dissenting.

Advised of Application Status

KCRA Sacramento, Calif., KCRA Inc.—Is being advised that action on application to increase power on 1320 kc from 1 kw, 5 kw-LS, DA-2, U, to 5 kw, DA-2, U (BP-8335) is being withheld because of indicated interference to XESR Santa Rosalia, Mex.

Advised of Hearing

WAPI Birmingham, Ala., The Television Corp., Lookout Bcstrs., Lookout Mountain, Tenn.—Are being advised that applications indicate necessity of consolidated hearing. WAPI seeks to change facilities on 1070 kc from 5 kw, 10 kw-LS, DA-N, U, to 5 kw, 50 kw-LS, DA-N, U (BP-8579). Lookout Broadcasters seek new station on same frequency, 5 kw-D (BP-8816).

WSTR Sturgis, Mich., WSTR Inc.—Is being advised that application (BML-1489) to change facilities from 1460 kc, 500 w, D, to 1230 kc, 250 w, U, indicates necessity of hearing because of interference considerations.

May 7 Applications

ACCEPTED FOR FILING

License for CP

WILD Birmingham, Ala., Pilot Bcstg. Corp.—License for CP (BP-5332), as mod., which authorized change in frequency, increase power, install new trans. and DA-N and change trans. and studio locations (BL-4988).

WOZK Ozark, Ala., Ozark Bcstg. Corp.—License for CP (BP-8236) as mod., which authorized new AM (BL-4990).

WIRK West Palm Beach, Fla., Ken-Sell Inc.—

License for CP (BP-8129) which authorized D power increase, change from DA-DN to DA-N and install new trans. (BL-4989).

KJEF Jennings, La., Jennings Bcstg. Co.—License for CP (BMP-5313) as mod., which authorized change in hours of operation and installation of DA-N (BL-4991).

WOW Omaha, Neb., Meredith WOW Inc.—License for CP (BP-8619), which authorized installation of new trans. as auxiliary trans. at 56th & Kansas Ave. (present location of main trans.) to be operated on 590 kc, 1 kw for auxiliary purposes only (BL-4987).

WHKC Columbus, Ohio, United Bcstg. Co.—License for CP (BP-8560), as mod., which authorized installation of new trans. as auxiliary trans. at Obetz Rd. between Parsons Ave. and Lockbourne Rd., Columbus (present location of main trans.) to be operated on 610 kc, 1 kw for auxiliary purposes only (BL-4986).

WJFR Caguas, Puerto Rico, Jorama-Fer Radio Corp.—License for CP (BP-5174), as mod., which authorized new AM (BL-4984).

WSSC Sumter, S. C., Radio Sumter—License for CP (BP-7617), as mod., which authorized new AM (BL-4985).

KDNT Denton, Tex., Harwell V. Shepard—License for CP (BP-8120), as mod., which authorized change in frequency, increase power, installation of new trans., and DA-N (BL-4992).

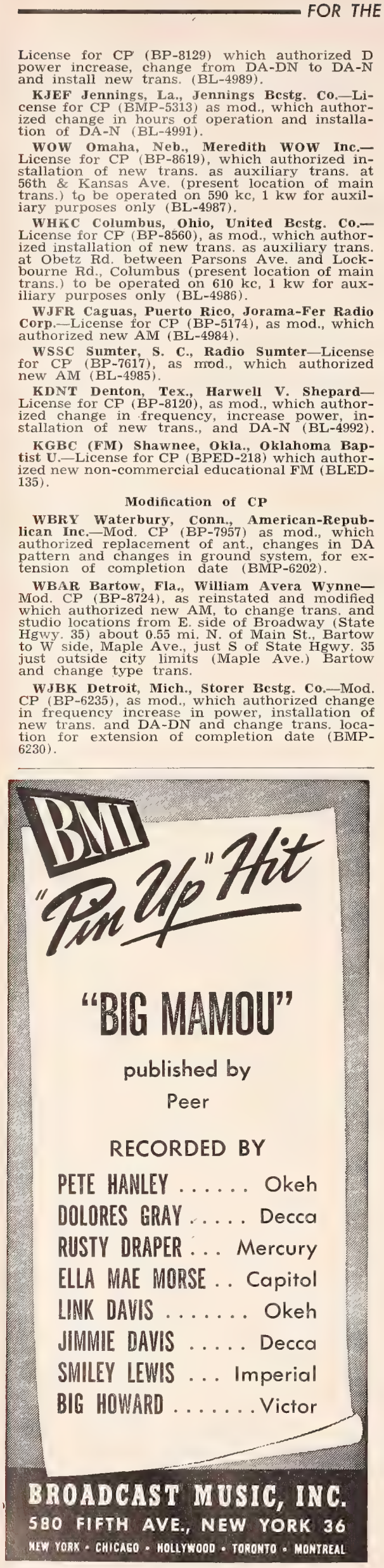
KGBC (FM) Shawnee, Okla., Oklahoma Baptist U.—License for CP (BPED-218) which authorized new non-commercial educational FM (BLED-135).

Modification of CP

WBRY Waterbury, Conn., American-Republican Inc.—Mod. CP (BP-7957) as mod., which authorized replacement of ant., changes in DA pattern and changes in ground system, for extension of completion date (BMP-6202).

WBAR Bartow, Fla., William Avera Wynne—Mod. CP (BP-8724), as reinstated and modified which authorized new AM, to change trans. and studio locations from E. side of Broadway (State Hgwy. 35) about 0.55 mi. N. of Main St., Bartow to W side, Maple Ave., just S of State Hgwy. 35 just outside city limits (Maple Ave.) Bartow and change type trans.

WJBK Detroit, Mich., Storer Bcstg. Co.—Mod. CP (BP-6235), as mod., which authorized change in frequency increase in power, installation of new trans. and DA-DN and change trans. location for extension of completion date (BMP-6230).



WSAY Rochester, N. Y., The Federal Bcstg. System.—Mod. CP (BP-5900), as mod., which authorized increase in power, installation of new trans. and change from DA-DN to DA-N for extension of completion date (BMP-6199).

KDNT Denton, Tex., Harwell V. Shepard—Mod. CP (BP-8120), as mod., which authorized change in frequency, increase power, installation of new trans. and DA-N to change type trans. (BMP-6200).

WROV-FM Roanoak, Va., Radio Roanoak Inc.—Mod. CP (BPH-1729), as mod., to make change in existing FM, for extension of completion date (BMPH-4824).

Renewal of License

Following stations request renewal of license:

KTNM Tucumcari, N. M., Quay County Bcstg. Co. (BR-1153); **WRR Dallas, Tex.,** City of Dallas (BR-396); **KLDS Provo, Utah,** Central Utah Bcstg. Co. (BR-1184).

Following stations request renewal of license:

WSTC Stamford, Conn., The Western Connecticut Bcstg. Co. (BR-1150); **WMGA Moultrie, Ga.,** John F. Pidcock (BR-1031); **WLLH Lowell, Mass.,** Merrimac Bcstg. Co. (BR-201); **KCHS Truth or Consequences, N. M.,** Sierra Bcstg. Co. (BR-1308); **WRAK Williamsport, Pa.,** WRAK Inc. (BR-319); **KREL Baytown, Tex.,** Tri-Cities Bcstg. Co. (BR-2042); **KXYZ Houston, Tex.,** Shamrock Bcstg. Co. (BR-410); **WEEX (FM) Easton, Pa.,** Easton Pub. Co. (BRH-137); **KREL-FM Baytown, Tex.,** Tri-Cities Bcstg. Co. (BRH-638); **KTRH-FM Houston, Tex.,** KTRH Bcstg. Co. (BRH-563).

CP for New AM

Midwestern Bcstg. Co., Sheboygan, Mich.—CP for new AM on 1240 kc, 250 w unl. Amended to change type trans. (BP-8795 Amended).

Request CP

WAWZ Zarephath, N. J., Pillar of Fire—CP to mount FM ant. on center tower of AM array (Contingent on grant of FM applications) (BP-8858).

Remote Control Operation

Following have filed for 301-A; application to operate by remote control:

WFAN (FM) Washington, D. C., United Bcstg. Co. (BRCH-22); **WPJB-FM Providence, R. I.** (BRCH-21).

Following request remote control operation:

WFMH Cullman, Ala., The Voice of Cullman (BRC-42); **WZIP Covington, Ky.,** WZIP Inc. (BRC-47); **WHOB Gardner, Mass.,** The Gardner Bcstg. Co. (BRC-48); **KOWH Omaha, Neb.,** Mid-Continent Bcstg. Co. (BRC-44); **WESC Greenville, S. C.,** Greenville Bcstg. Co. (BRC-45); **WAGC Chattanooga, Tenn.,** Tennessee Valley Bcstg. Co. (BRC-43); **KBKH Pullman, Wash.,** Bayton & Hicks (BRC-46).

APPLICATIONS RETURNED

License Renewal

WGTN Georgetown, S. C., Georgetown Bcstg. Co.—Returned application for renewal of license (BR-2342).

Transfer of Control

KDAS Malvern, Ark., Malvern Bcstg. Co.—Voluntary transfer of control of licensee corporation from David M. Segal, Edward M. Guss, Leslie Eugene Abrahamson and Ernest W. Hackworth to Thomas F. Alford.

May 8 Decision

BY COMMISSION EN BANC

Daily Telegraph Printing Co., Bluefield, W. Va.—Is being requested to advise Commission within 30 days whether it proposes to prosecute pending application for new TV on Ch. 6 in Beckley, W. Va. (BPCT-1515), and to file statement regarding apparent conflict between application and applicant's expressed intention to request rule-making to assign Ch. 6 to Bluefield.

May 8 Applications

ACCEPTED FOR FILING

Modification of CP

WEKY Richmond, Ky., Richmond Bcstg. Co.—Mod. CP (BP-8505) which authorized new AM, for approval of ant., trans. and studio locations as on State Highway 52 0.5 mi. S of Richmond (BMP-6204).

WCOV-TV Montgomery, Ala., Capitol Bcstg. Co.—Mod. CP (BPCT-822), as mod., which authorized new TV, for extension of completion date (BMPCT-1091).

License for CP

WBAC Cleveland, Tenn., Robert W. Rounsaville—License for CP (BP-8557) which authorized change in trans. location and changes in ant. system (BL-4995).

KVOU Uvalde, Tex., Uvalde Bcstrs.—License for CP (BP-8529) which authorized change in frequency (BL-4994).

Remote Control Operation

Following have filed for remote control operation of trans.:

WCRT Birmingham, Ala., Chapman Radio & Television Co. (BRC-51); **WBTA Batavia, N. Y.,** Batavia Bcstg. Corp., (BRC-50); **WKEY Covington, Va.,** Earl M. Key (BRC-49).

License Renewals

Following stations request renewal of license:

WMSL Decatur, Ala., Tennessee Valley Bcstg Co. (BR-857); **WELM Elmira, N. Y.,** Elmir Corning Bcstg. Corp. (BR-1533); **WJZM Clarksville, Tenn.,** Campbell & Sheftall (BR-1152) **KFDM Beaumont, Tex.,** Beaumont Bcstg. Corp (BR-392); **KNEL Brady, Tex.,** G. L. Burns (BR 871); **KPET Lamesa, Tex.,** Lamesa Bcstg. C (BR-1685); **KEXX San Antonio, Tex.,** Manuel D Leal (BR-2750); **KSST Sulphur Springs, Tex** Hopkins County Bcstg. Co. (BR-1492).

APPLICATION RETURNED

License Renewal

KIUN Pecos, Tex., Jack W. Hawkins & Barne H. Hubbs—Returned application for renewal c license (BR-863).

May 11 Applications

ACCEPTED FOR FILING

License for CP

WNLA Indianola, Miss., Central Delta Bcstg Co.—License for CP (BP-8458), as mod., whic authorized new AM (BL-4996).

WGSW Greenwood, S. C., Radio Greenwoo Inc.—License for CP (BP-8266), as mod., whic authorized new AM (BL-4993 Resubmitted).

License Renewals

Following stations request renewal of license:

KYMA Yuma, Ariz., Koy Bcstg. Co. (BR-2573 **KTTS Springfield, Mo.,** Independent Bcstg. C (BR-1180); **WJAC Johnstown, Pa.,** WJAC In (BR-345); **KTBC Austin, Tex.,** Texas Bcstg. Cor (BR-1007); **KIBL Beeville, Tex.,** Bee Bcstg. C (BR-2358); **KBST Big Spring, Tex.,** Big Sprin Bcstg. Co. (BR-908); **KROD El Paso, Tex.,** Roc erick Bcstg. Corp. (BR-1064); **KXOL Ft. Worth Tex.,** Ft. Worth Bcstg. Co. (BR-1576).

Remote Control Operation

KLX-FM Oakland, Calif., Tribune Bldg. Co. 301-A application for remote control operatio (BRCH-23).

APPLICATION RETURNED

Replace Expired CP

WEKY Richmond, Ky., Richmond Bcstg. Co. CP to replace expired CP (BP-8505) which au thorized new AM on 1340 kc, 250 w unl.

May 12 Decisions

BY BROADCAST BUREAU

Granted License

KTRB Modesto, Calif., KTRB Bcstg. Co. Granted license covering increase in powe change from DA-N to DA-DN; change typ trans. and change trans. location (coordinat only); 860 kc, 1kw-10kw-LS, Unl., DA-2 (BL 4913).

KTRB Modesto, Calif., KTRB Bcstg. Co. Granted license covering installation of old tran as auxiliary trans., at present location of ma trans., to be operated on 860 kc, 1 kw (BL-4947

KLX Oakland, Calif., Tribune Bldg. Co.—Gran ed license covering increase in power, installa tion of new trans. and DA-DN, change tran and studio locations and make changes in tran equipment and ground system; 910 kc, 5 k Unl., DA-1 (BL-4958).

WMOD Moundsville, W. Va., Robert W. Mur—Granted license covering change in frequenc 1370 kc, 1 kw-D (BL-4884).

KPPC Pasadena, Calif., Pasadena Presbyteria Church—Granted license covering installatio of new trans. (BL-4976).

KLIX Twin Falls, Idaho, Southern Idaho Bcst & Television Co.—Granted license covering i stallation of old trans. as auxiliary trans. (BL 4975).

KWOC-FM Poplar Bluff, Mo., Poplar Blu Bcstg. Co.—Granted license covering changes FM station; Ch. 233; 14 kw; ant. 215 ft. (BLF 886).

WPRK Winter Park, Fla., Rollins College Granted license for educational station (FM

At the crossroads of U.S. 93 and 10 to Glacier and Yellowstone National Parks, Sun Valley, Flathead Lake, Blackfoot Dude Ranches.

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The Art Mosby Stations

CBS KGVO • KANA

Know

Missoula 5kw Day & Nite

Anaconda Butte 250 Watts

MONTANA

THE TREASURE STATE OF THE 48

Reps: GILL-PERNA

N.Y., CHI., La. & S.F.

Ch. 218; 6.6 w; 116 ft. ant. (BLED-134).

Modification of CP

WHIZ Zanesville, Ohio, Southeastern Ohio Bcstg. System Inc.—Granted mod. CP for extension of completion date to 11-5-53 (BMP-6195).

WSBA-TV York, Pa., Susquehanna Bcstg. Co.—Granted mod. CP for extension of completion date to 11-22-53 (BMPCT-1096).

WKYR Keyser, W. Va., Glacus G. Merrill — Granted mod. CP for approval of ant., trans. and studio location (same city); condition (BMP-6183).

WKST-TV New Castle, Pa., WKST Inc.—Granted mod. CP for extension of completion date to 7-4-53 (BMPCT-1100).

WMAC-TV Massillon, Ohio, Midwest TV Co.—Granted mod. CP for extension of completion date to 8-4-53 (BMPCT-1098).

Granted License

WFMH-FM Cullman, Ala., The Voice of Cullman—Granted license covering changes in FM station; Ch. 266; 5.3 kw ant. 165 ft. (BLH-885).

Granted Authority

WPJB-FM Providence, R. I., Providence Journal Co.—Granted authority to operate trans. by remote control (BRCH-21).

Granted CP

WICA Ashtabula, Ohio, WICA Inc.—Granted CP to mount TV ant. on northernmost tower of directional array; condition (BP-8607).

KPHO Phoenix, Ariz., Meredith Engineering Co.—Granted CP to install new trans. (BP-8838).

KAUS Austin, Minn., Cedar Valley Bcstg. Co.—Granted CP to mount TV ant. on east tower (conditions) (BP-8412).

WPID Piedmont, Ala., Piedmont Radio Station—Granted CP to install new trans. (BP-8823).

May 12 Applications

ACCEPTED FOR FILING

Install New Transmitter

KDB Santa Barbara, Calif., Lincoln Dellar—CP to install new trans. (BP-8842).

License for CP

WPIN St. Petersburg, Fla., Florida West Coast Bcstrs. Inc.—License for CP (BML-1486), as mod., which authorized change in station location and change in trans. site (BL-4998).

KUDL Kansas City, Mo., David M. Segal—License for CP (BP-8394), as mod., which authorized new AM (BL-4999).

KWRN Reno, Nev., KWRN Inc.—License for CP (BP-8249) which authorized change in frequency (BL-4997).

Modification of CP

WOOW New Bern, N. C., Craven Bcstg. Co.—Mod. CP (BP-8142), as mod., which authorized new AM for extension of completion date (BMP-6205).

License Renewals

Following stations request renewal of license:

KVVC Ventura, Calif., KVVC The Voice of Ventura County (Amended to change name to KVVC, The Voice of Ventura County as Debtor in Possession) (BR-2088 Amended); **KBYE Oklahoma City, Okla.**, State Bcstg. Co. (BR-1558); **WGAL-TV Lancaster, Pa.**, WGAL Inc. (BRCT-50); **WCAU-TV Philadelphia**, WCAU Inc. (BRCT-10).

May 13 Decisions

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

KOLE Port Arthur, Tex., Port Arthur Bcstg. Co.; KXYZ Houston, Tex., Shamrock Bcstg. Co.—Granted joint petition for extension of time from May 6 to May 11, 1953, to file opposition to "Petition for Reconsideration and Grant" filed by Evangeline Bcstg. Co. (KVOL), Lafayette, La., on April 6, 1953 (Docket 9739; BMP-5098). Action May 12.

Pioneer Broadcasters Inc., Portland, Ore. — Granted petition for continuance of hearing from May 11 to May 18, 1953, in proceeding re application and that of Mount Hood Radio & Television Bcstg. Corp., for new TV stations in Portland, Ore. (Docket 9136; BPCT-431) (Docket 10316; BPCT-1029). Action May 8.

Premier Television Inc., Evansville, Ind. — Granted petition to amend application for CP for new TV (Docket 10466; BPCT-1014) to show responses to Question 1, Sec. 1 and Question 9 (b), Sec. V-C of Form 301. Action May 12.

By Examiner Thomas H. Donahue

Maria Helen Alvarez, Sacramento, Calif.—Granted petitions to amend application for CP for new TV (Docket 10340; BPCT-1041) filed April 13 to change trans. site, technical data, etc.; filed April 14 to change ant. height, cost of construction, etc., and April 15, 1953, to change height of proposed ant. radiation center above mean sea level and proposed minimum field strength over City of Sacramento, and to add street address of proposed studio location.

Cal Tel Co., Sacramento, Calif.—Granted petition to amend application for CP for new TV (Docket 10341; BPCT-1330) to make changes in business and financial interests of Frank E. Hurd, to correct information concerning employment of Ashley L. Robison, to delete reference to application recently dismissed, etc.

By Examiner Annie Neal Huntting

KTRM Inc., Beaumont, Tex.—Granted petition for corrections in various respects to transcript of hearing in proceeding re application and that of Beaumont Bcstg. Corp., and The Enterprise Co., applicants for new TV stations at Beaumont, Tex. (Docket 10286; BPCT-743 et al).

Radio Fort Wayne Inc., Anthony Wayne Bcstg., Fort Wayne, Ind.—Granted petition of Radio Fort Wayne Inc. to amend TV application (Docket 10424; BPCT-1040) by substituting new Sec. V-C of Form 301 to conform application to prevailing manufacturer's specifications; granted petition of Anthony Wayne Bcstg. (Docket 10425; BPCT-1400) to amend TV application to show accurate geographic coordinates.

By Hearing Examiner Herbert Sharfman

Head of the Lakes Bcstg. Co., Superior, Wis.—Granted motion for continuance of hearing, now scheduled for May 18, 1953, re application and that of Red River Bcstg. Co., applicants for CP for new TV station on Ch. 3 at Superior, Wis., and Duluth, Minn.; hearing continued without date, subject to being rescheduled upon 10 days' notice after action by Commission on Head of the Lakes' petition to amend to request Ch. 6 in lieu of Ch. 3 (Docket 10289; BPCT-521) (Docket 10290; BPCT-903). Action May 8.

By Hearing Examiner Basil P. Cooper

KTBS Inc., Shreveport, La.—Granted petition to amend application for CP for new TV (Docket 10476; BPCT-464) to show disposal of Charles W. Wray's interest in Ford's Auto Salvage Inc., to substitute revised program schedule and amend program plans and policies. Action May 7.

By Hearing Examiner Benito Gaguine

Jose Ramon Quinones, American Colonial Bcstg. Corp., San Juan, P. R.—By memorandum opinion and order recited procedures agreed upon at hearing conferences April 20 and May 1, 1953, which shall control subsequent course of hearing in this proceeding (Docket 10436; BPCT-904), (Docket 10437; BPCT-1036). Action May 6.

By Hearing Examiner J. D. Bond

Tri-State Telecasting Corp., Chattanooga, Tenn.—Granted petition to amend application (Docket 10472; BPCT-983) to submit changes in stock ownership, directors of corporation, estimated cost of operation, revenue and programming plans. Action May 12.

Upcoming Events

May 18: Management meeting, New Jersey Broadcasters Assn., Ritz-Carlton Hotel, Atlantic City.

May 18: FCC meets with Senate Commerce Committee to discuss TV processing, Capitol, Washington.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 20-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

May 21: Awards dinner, Chicago Federated Advertising Club, Chicago.

May 21: Conference on Human Rights, co-sponsored by KYW Philadelphia and Philadelphia Fellowship Commission.

May 22: Annual convention, Nebraska Broadcasters Assn., Clarke Hotel, Hastings.

May 25: Sigma Delta Chi awards, Conrad Hilton Hotel, Chicago.

May 26: Alfred Sloan Foundation Highway Safety Awards, Hotel Plaza, New York.

May 28: Canadian Broadcasting Corp. Board of Governors, meeting, Railway Committee Room, House of Commons, Ottawa.

May 27-28: Virginia Bcstrs. Assn., meets in Williamsburg.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting, Rice Hotel, Houston.

June 8: National Community Television Assn., convention, Park Sheraton Hotel, New York.

June 9-10: All-Advertising-Trades exposition sponsored by Advertising Trades Institute, Hotel Biltmore, New York.

June 17-18: Maryland Bcstrs. Assn., meets in Ocean City.



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Deaf, Kind of Dumb, and Blind

HEARINGS closed last week on a remarkable piece of legislation to exempt the baseball industry (sic) from the requirements of the anti-trust laws. It is a bill that would strike baseball deaf and blind, since broadcasts and telecasts would be precluded at the will of the entrepreneurs. And we think it's kind of dumb business.

Things seem to be pretty well set on the subcommittee, what with Sen. Edwin C. (Big Ed) Johnson, as its chairman. He also presides over the Western League, one of the minor league complainants, so Mr. Johnson hardly epitomizes objectivity.

Baseball, these same entrepreneurs attest, is the "National Pastime." But, they argued it is threatened by major league broadcasts into minor league territory. So they want to do things that the anti-trust laws appear to say they can't, legally.

As an industry, they doubtlessly have a perfect right to sell their product as they see fit. It is their private property (which seems to be at war with their "National Pastime" concept).

The law says something about free, competitive enterprise. As we read the Johnson bill, the baseballers wouldn't have to worry about that. Anyway, the question of monopoly, and of the constitutionality of the Johnson bill is something for the courts to decide.

The fact is, the so-called Rule 1-(d), when it was on the books, was observed in the breach. The 50-mile rule meant little. Stations outside the 50-mile area got the audiences anyway. It's so too with television, where antennas reach up for the pictures. Where's the protection for the minor league clubs against major league competition?

Let Congress enact the Johnson bill. Let them ban the broadcasts altogether. What happens then?

Baseball needs publicity. Radio and television have stimulated interest where none before existed. They have made new fans, women fans, children who become the "gate" of tomorrow. They have prevented old fans from turning to other diversions.

No one wilts faster than an unpublicized performer. If play-by-play goes, the public will turn to other broadcast fare. One thing is certain: they won't desert their radio or television sets.

And once the air-time is otherwise occupied, it may be difficult to get back—except maybe at regular commercial rates.

Collier's True Confession

SO *Collier's* goes bi-weekly. *Quick* folds. Curtis Publishing Co.'s earnings for the first quarter are down 50%. *Park East* quits. *Cosmopolitan* drops expensive subscription sales in favor of newsstands. Others put on tremendous direct-mail drives.

It took *Collier's* to cite the unvarnished facts. It couldn't stand the gaff of television competition as a weekly: People can't read and look at TV at the same time (a fact that the afternoon newspapers have found disconcerting too).

It wasn't long ago that the magazines were gloating over TV's inroads into radio. They revelled in the internecine strife.

It took time for the truth to evolve. Radio circulation is at an all-time high. Saturation is the only word for it. Personalized listening is the vogue, with multiple sets in homes and with perhaps four-fifths of all new cars radio-equipped. There are more "around the clock" stations, because there's a 24-hour audience.

Television precipitated the revolution. Radio found the answer by changing its pattern and tapping new revenue. It is, and is destined always to be, the only all-inclusive medium.

Magazines and newspapers too will have to find their own answers. *Collier's* feels it has it in a bigger paper published half as many times a year. Many afternoon newspapers in TV markets have found it necessary to shove up their deadlines so that the paper is delivered *before* evening TV gets underway. With daytime television schedules building, the morning newspapers also soon may be faced with a vexing problem.

With *Collier's* true confession, and the other forebodings in magazinedom, we surmise the Magazine Advertising Bureau will quit hurling rocks at radio. It's their turn to take on television, and it's going to entail more than catch-phrases to do it.

From where we sit radio and TV will be the No. 1 and 2 mediums. When one is second, the other will be first, and vice versa.



Drawn for BROADCASTING • TELECASTING by Dick Wang

"Right near the corner, under the upper lid. . ."

'Statisticide'

IN THIS era of statistics and logistics, it comes as a shock to find the economy-minded House killing funds for a new census of business and manufacturing. There's still hope that the Senate, with a greater awareness of needs, will heed the warning and authorize the national business inventory—first since 1948.

All marketing and advertising hinge on these basic bench-marks, which show where business is done, how much there is of it, where there is room for expansion, and why. Since 1948, with shifts in population and in manufacturing occasioned by defense production, there have been sharp changes.

All business is affected. Involved are 2½ million retail stores, 350,000 wholesale establishments, 300,000 factories and 500,000 service establishments located in some 20,000 communities. Surely the GOP, whose platform pledges to support private business and free competition, will not delete a trifling expenditure of $11 million, which is all that is needed to avert national "statisticide."

Tobey: One-Man FCC

BOTH THE FCC and nimble-witted Chairman Tobey of the Senate Commerce Committee last week unburdened themselves on the violently agitated subject of educational television reservations. Both stressed that nothing happens automatically on June 2 to disturb the educational *status quo*.

Thus, for the nth time, an effort is made to end the confusion. The pro educators (using Ford Foundation Funds) have spread the hoax about the reservations "expiring" on June 2.

But the vigorous Mr. Tobey (whose statement certainly wasn't spontaneous) wound up with a pronunciamento that makes the FCC an administrative eunuch, and puts it squarely in the middle between two members of the Senate. On the other side is Wisconsin's free-swinging McCarthy, who has told the FCC to lay off certain educational assignments in his state. Said Mr. Tobey:

> I shall keep a watchful eye on each and every one of these 242 channels for education and upon the slightest evidence that the FCC is about to weaken and to delete one of them or substitute a substantially less valuable channel for one of them, I shall call for a full scale investigation.

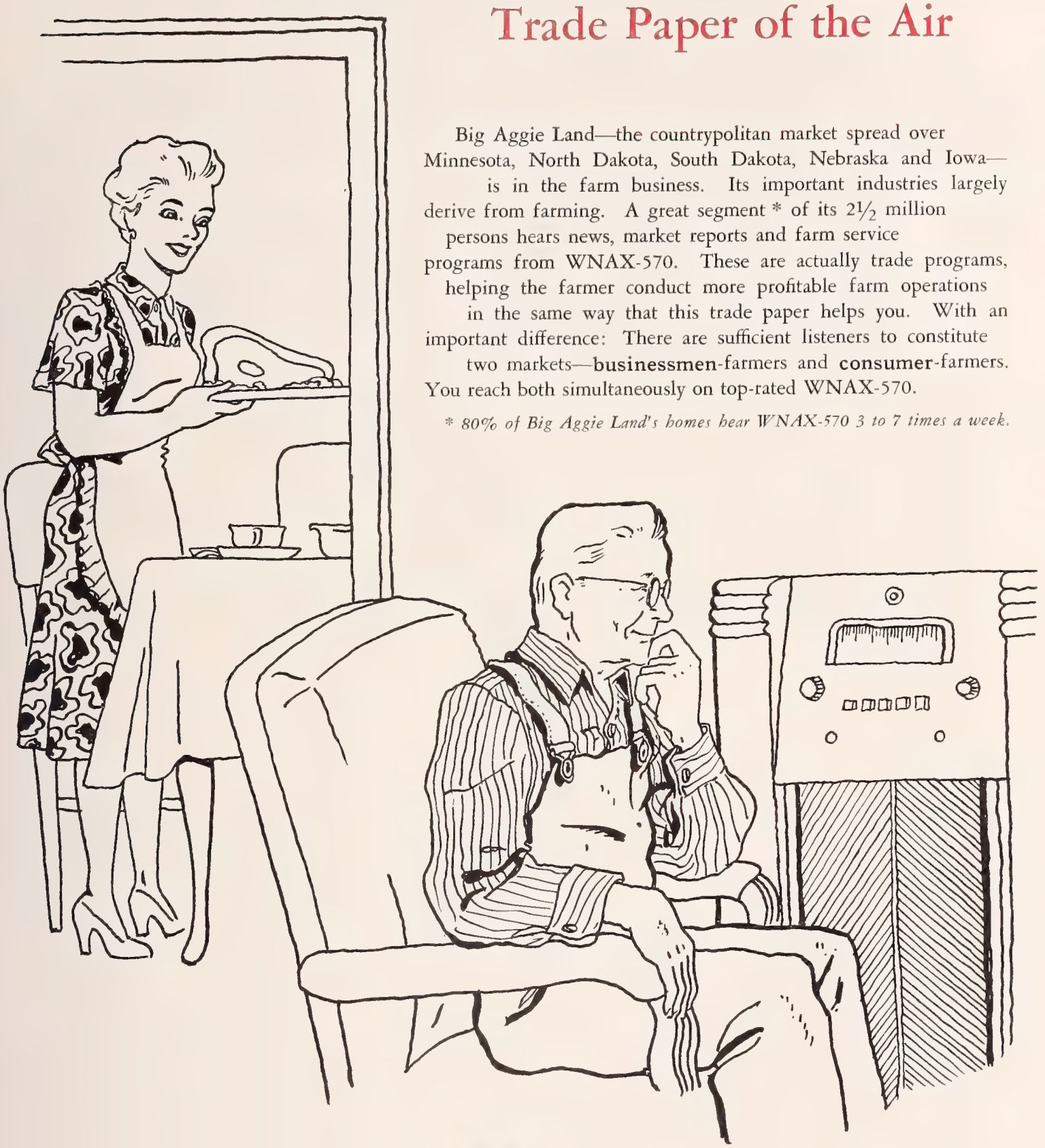
Why have an FCC, costing the taxpayers $7.1 million a year, if the Senate is going to do the allocating? Congress created the FCC because it didn't have the time, the inclination or the know-how to regulate communications. That was a job for experts.

Sens. Tobey and McCarthy should lay off the FCC's administrative duties. They can investigate the agency until doomsday, in our Government of checks and balances. They can foster abolition if they aren't satisfied. But they shouldn't usurp its functions.

Trade Paper of the Air

Big Aggie Land—the countrypolitan market spread over Minnesota, North Dakota, South Dakota, Nebraska and Iowa—is in the farm business. Its important industries largely derive from farming. A great segment * of its 2½ million persons hears news, market reports and farm service programs from WNAX-570. These are actually trade programs, helping the farmer conduct more profitable farm operations in the same way that this trade paper helps you. With an important difference: There are sufficient listeners to constitute two markets—**businessmen**-farmers and **consumer**-farmers. You reach both simultaneously on top-rated WNAX-570.

** 80% of Big Aggie Land's homes hear WNAX-570 3 to 7 times a week.*





WNAX-570

Yankton-Sioux City

A Cowles Station

Represented by The Katz Agency

CBS Radio



In Detroit, America's 5th Market, this is the proved "success formula":

Take the overwhelming popularity and community acceptance of radio station WWJ. . . . plus the prestige and network programming of its NBC affiliation. Add the ¾-million Auto Radios, and the 1½-million Home Radios in the primary listening area.

A multitude of successful advertisers, during the past 32 years, have followed this formula for doing BIG business in a market with the largest income per family of any major market in the U.S.A.

Through WWJ, you reach more of those families in the middle income group and above, than other Detroit stations do . . . for *less* than the average cost-per-thousand-listeners for radio time in Detroit.

The time to sell Detroit is now . . .
the time to buy is . . .

WWJ AM-FM

Associate Television Station WWJ-TV

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION. *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEORGE P. HOLLINGBERY CO.

MAY 25, 1953

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

Crisis Meeting of NBC Affiliates
Page 27

Dean or Gillett to FCC?
Page 54

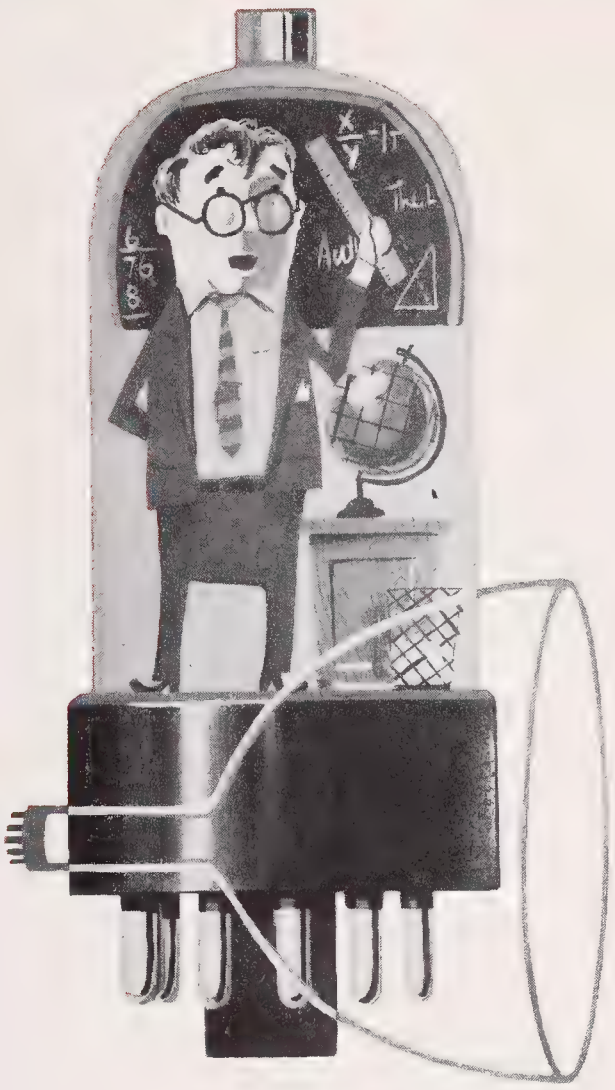
CBS Radio Studies Daytime Boost
Page 71

Goldensen Reports B-PT Earnings Gain
Page 72

FEATURE SECTION
Begins on Page 75

22ND year

THE NEWSWEEKLY OF RADIO AND TV



Educational programs are the keystone of Storer Stations' public service programming. For instance:

WMMN, Fairmont In West Virginia, children of 88 schools daily "attend" this "School of the Air." Many rural schools were electrified specifically to receive this program.

WSPD-TV, Toledo This station telecasts adult education courses daily in association with the University of Toledo. Students actually acquire credits via TV. Spring courses obtained responses from 55 Ohio communities and six Michigan communities.

WAGA-TV, Atlanta Six times a week, professors from the University of Georgia conduct TV classes in languages, science, history, speech, art and music.

THE "PUBLIC" IN PUBLIC SERVICE

These are but three examples of the way the four television and seven radio stations of the Storer Broadcasting Company serve their communities.

STORER BROADCASTING COMPANY

WSPD-TV — Toledo, Ohio · WJBK-TV — Detroit, Mich. · WAGA-TV — Atlanta, Ga. · KEYL-TV — San Antonio, Texas

WMMN — Fairmont, W. Va. · WSPD — Toledo, Ohio · WJBK — Detroit, Mich. · WAGA — Atlanta, Ga. · WWVA — Wheeling, W. Va. · WGBS — Miami, Fla. · WSAI — Cincinnati, Ohio

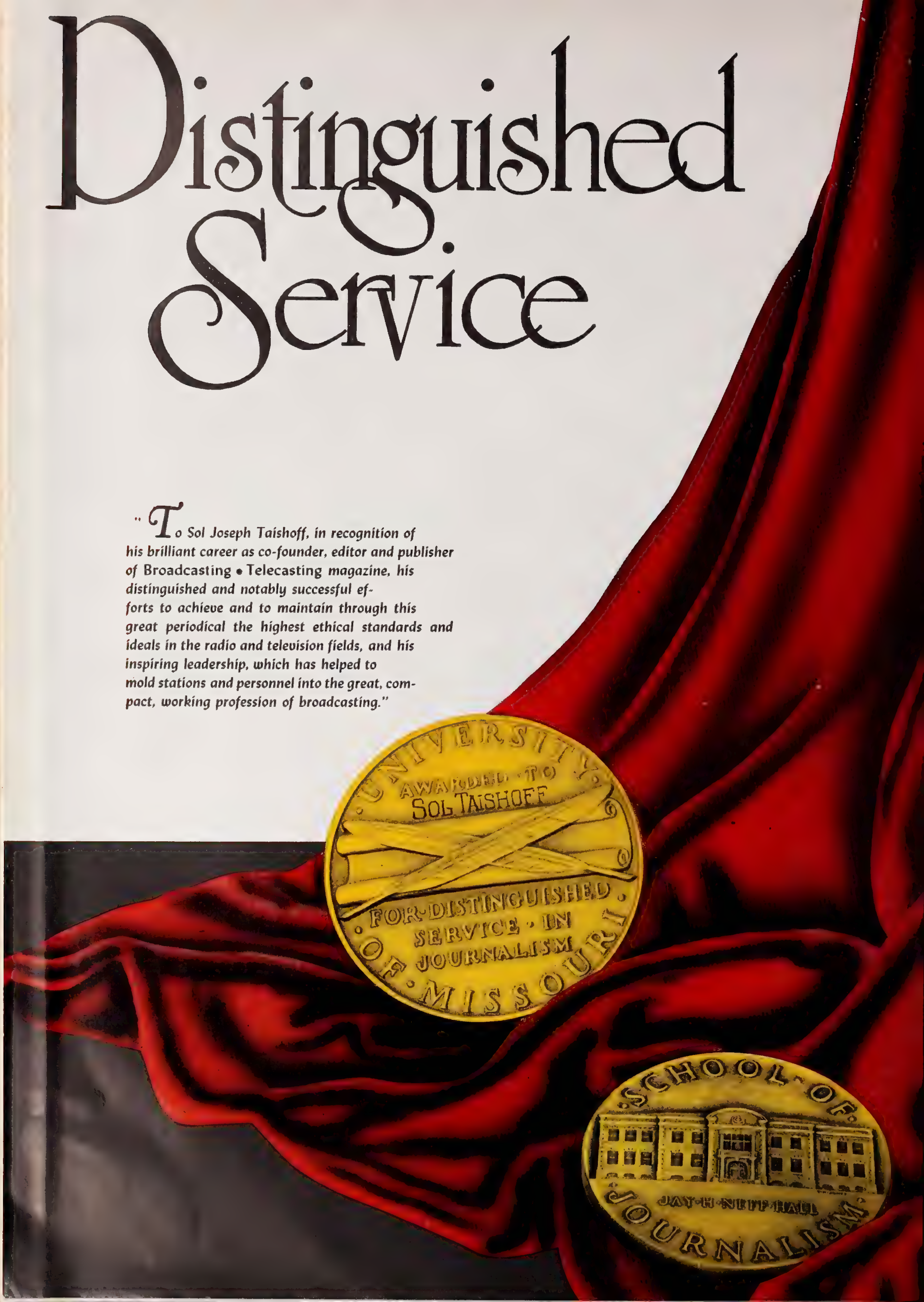
NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director · BOB WOOD, Midwest National Sales Mgr.

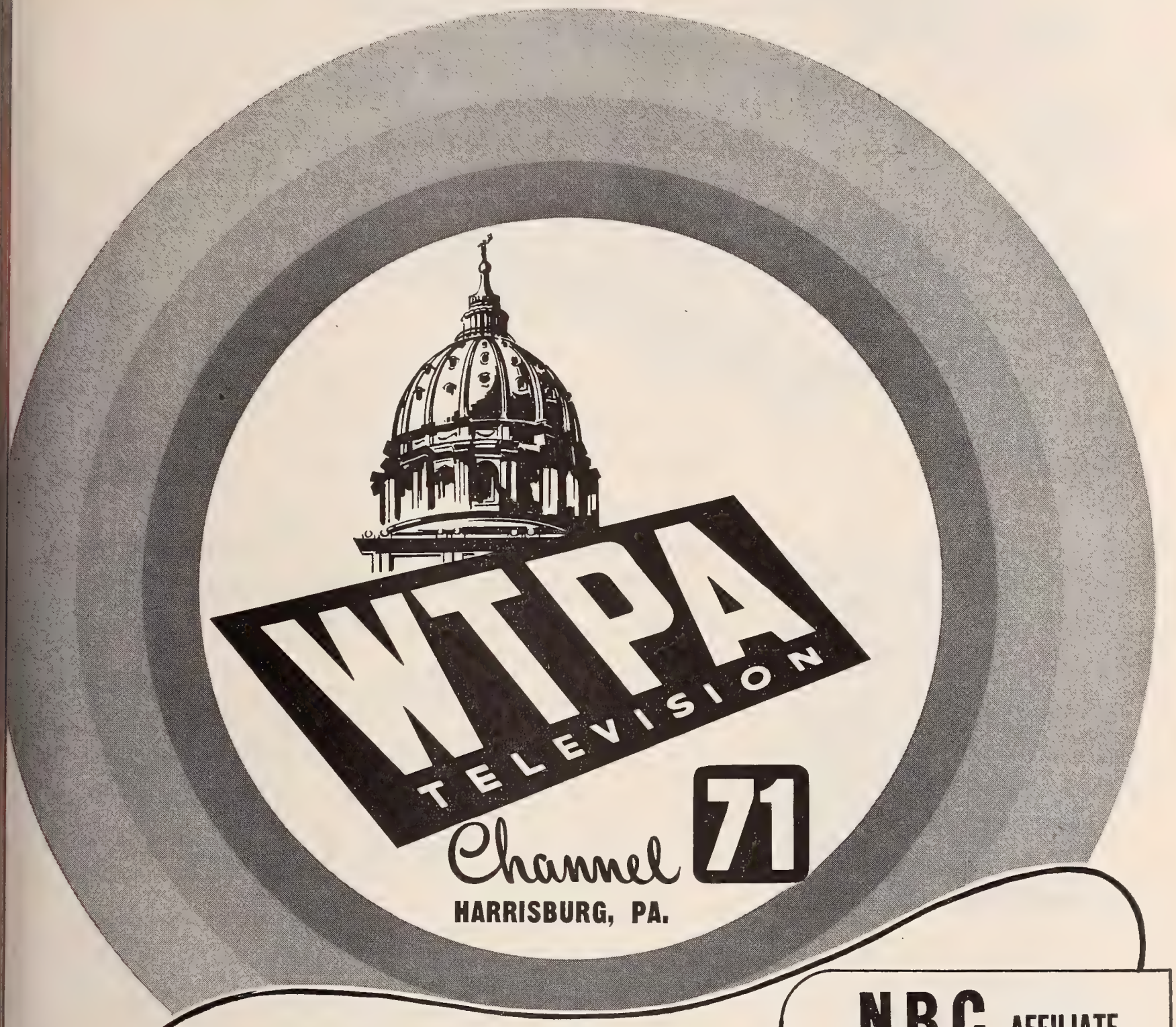
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

Distinguished Service

"To Sol Joseph Taishoff, in recognition of his brilliant career as co-founder, editor and publisher of Broadcasting • Telecasting *magazine, his distinguished and notably successful efforts to achieve and to maintain through this great periodical the highest ethical standards and ideals in the radio and television fields, and his inspiring leadership, which has helped to mold stations and personnel into the great, compact, working profession of broadcasting."*



TARGET: HARRISBURG, PA.



NBC AFFILIATE

WTPA, Harrisburg's new television station, goes on the air June 22, with a complete schedule of programming. Equipment is installed and tested; personnel and program plans are completed; promotion is underway.

A great many claims have been made about television in Central Pennsylvania. We make only one:

WTPA was designed, equipped and staffed to do just one thing—to provide a superior television service to the greater Harrisburg market, 61st in the United States.

174 KILOWATTS ERP
ANTENNA HEIGHT 987 FT.

Represented by HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco, Hollywood, New Orleans, and Philadelphia

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

MAXIMUM POWER FOR KRLD-TV

100,000
Watts-Video

50,000
Watts-Audio

A recent survey of Television Sales and Service dealers in North-Central Texas, before MAXIMUM POWER, showed KRLD-TV with 2 to 1 more firsts than the second station, and over 8 to 1 more firsts than the third television station.

NOW WITH MAXIMUM POWER . . . A CLEAR AND DEPENDABLE PICTURE . . .

Is bringing hundreds of new TV viewers into KRLD-TV's effective coverage area.

90% of viewers in Greenville, Texas

Thriving City of 15,000 depend on

KRLD-TV



MR. TILFORD COLLINS,

Collins Furniture Company,
TV Sales and Service Dealers,
Greenville, Texas—58 miles
north and east of Dallas.

Says Mr. Tilford Collins:

"I have checked with the personnel in our Television department and it is their unanimous opinion, that close to 90% of the viewers in this area use your station because of the superior picture received."

Respectfully,
T. Collins

John W. Runyon,
Chairman of the Board

Clyde W. Rembert,
President

KRLD-TV
Channel 4, Dallas

EXCLUSIVE
CBS TELEVISION
OUTLET FOR
DALLAS-FT. WORTH
AREAS

The BRANHAM CO.
Exclusive Representatives

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

closed circuit®

RCA will seek FCC approval of its compatible color TV on or before July 1. Production of color TV sets can begin 9-12 months after FCC approval. Sets initially will sell at about $800-1,000. Color tubes initially will cost $175-200. These flat comments were made at closed sessions last Thursday by Brig. Gen. David Sarnoff, RCA board chairman, to some 200 manufacturer-licensees attending demonstration at Princeton. RCA's new color tube plant should have capacity of about 2,000 units per month at start, 4,000 in 12 months.

★ ★ ★

AS AFTERMATH of FCC's inspection of latest developments in compatible color, as demonstrated by RCA at Princeton and New York last week, it's expected RCA shortly will seek experimental authority from Commission to transmit color on network to get public reaction to color picture as seen on black-and-white screens. This is designed to prove practicability of compatible aspect.

★ ★ ★

DEMOCRATIC National Committee intends to end its recent radio TV "silence" in about 30 days, ask networks for time to answer "political" speeches made by President and GOP bigwigs in recent months. First major topic probably will be Defense Dept. budget cuts.

★ ★ ★

RUMP sessions preparatory to NBC-TV general meeting were held all over New York during weekend, but there were no signs of further defections prior to joint NBC-affiliates meetings beginning today (Monday). Joint meeting at which David Sarnoff, as NBC chairman, will preside is drawing more NBC station ownership brass than any previous session. (See lead story page 27.)

★ ★ ★

IF CONGRESS sustains President Eisenhower's proposal for extension of excess profits tax to year's end, advertising media generally are expected to benefit. Plans to curtail some budgets, with scheduled demise of EPT June 30, it was thought, probably will be jettisoned since advertisers get what amounts to free ride in spending profits that would otherwise be taxed. One informed source said June 30 cuts might have amounted to 25% of overall budgets.

★ ★ ★

WHO WILL BE new vice-chairman of FCC, now that former Vice-Chmn. Rosel H. Hyde has moved into top slot? Expectation is that Commission's only Independent, Commodore E. M. Webster, will move up on seniority basis when Commission acquires its new Republican majority next June 30. Comr. Webster assumed office in 1947—one year after Mr. Hyde was elevated from general counsel to Commission.

★ ★ ★

SHORTLY TO be announced will be sale of WSAP Portsmouth-Norfolk, Va., by Tom E. Gilman Sr., Dr. L. A. McAlpin, controlling stockholders, and associates, to group headed by Charles Duke of Williamsburg, Va., for gross of $145,000. Station, operating on 1350 kc with 5,000 w, is affiliated with Mutual, was established in 1943. Mr. Duke, architectural firm executive, will have associated with him dozen stockholders of Tidewater area. Transaction handled through Blackburn-Hamilton, subject to FCC approval, involves payment of $97,300 for 100% of stock plus about $50,000 in liabilities.

★ ★ ★

AT LEAST three advertisers, it's understood, are contemplating NBC-TV's Mon., 9-9:30 p.m., time for summer sponsorship. Show is opposite highly rated *I Love Lucy* on CBS-TV, but with summer replacement, Racket Squad, it is figured that competition would not be so keen.

★ ★ ★

AMONG THOSE actively under consideration for Voice of America director, to succeed Albert H. Morton, now consultant, is Charles (Bud) Barry, NBC programming vice president.

★ ★ ★

ADMINISTRATION is busy overhauling electronics branches of defense agencies. All 17 persons in Electronics Production Coordinating Div. (military, non-military needs) of Office of Defense Mobilization have been given walking papers; lay-offs effective June 10. Electronics Div. of National Production Authority (materials allocations) has reduced from 92 to 18 in past year. Reevaluation of Munitions Board's electronics division (mobilization base studies etc.) also underway.

★ ★ ★

ACCEPTANCE of Vitapix plan to expand into national, station-owned film distributing syndicate [B•T, May 11] encouraging to principals, who are preparing for June 3 board meeting at Chicago's Hotel Drake. In addition to 13 stations in as many cities to which invitations to become stockholders were sent two weeks ago, stations in following additional cities have been invited into the fold: Providence, Baltimore, Dallas, Houston, San Antonio, Wichita Falls, Amarillo, Lubbock, Charlotte and Rock Island.

★ ★ ★

ALTHOUGH STORER Broadcasting Co. has no present plans for TV in Miami (it has withdrawn its Ch. 10 application because of five station limit) it has petitioned Dade County Zoning Commission for approval of transmitter site. Lee B. Wailes, Storer executive vice president, avers Storer is still "interested in TV in Miami" where it operates WGBS and presumably is following through on site as protective measure.

★ ★ ★

NO SPECIAL frequencies for theatre TV, but if motion picture interests want to apply for specialized common carrier license, let 'em. That's gist of FCC staff recommendation to Commission on theatre TV case, which saw large-screen, closed circuit proponents ask for "limited" common carrier rights if no exclusive frequencies were made available [B•T, March 2]. Commission should consider staff recommendations in fortnight.

IN THIS ISSUE

LEAD STORY

As more evidence indicates a shakeup in NBC television programming and perhaps NBC management, top RCA-NBC policyman Gen. Sarnoff prepares to answer questions at the NBC-TV Affiliates Committee meeting this week in New York. Hanging over expected talks on programming, management, "free hours" and rate-making is WTAR-AM-FM-TV Norfolk's switch last week to a strengthened CBS. *Page 27.*

ADVERTISERS & AGENCIES

Week's radio-TV timebuying burst sees Hazel Bishop Inc. lead the cosmetics field in TV with $4.5 million in network purchases. *Page 29.*

FILM

In a move to film its *Tom Corbett, Space Cadet* for syndication to television, Rockhill Productions plans to offer 149,000 shares of common stock for sale at $2 per share to finance the deal. *Page 32.*

TRADE ASSNS.

During the next seven weeks some 50 traveling speakers and 79 others will address a series of 43 two-day sales conferences held jointly by Broadcast Music Inc. and Broadcast Advertising Bureau in strategic centers throughout the U. S. Subjects will follow suggestions laid down by broadcasters themselves. *Page 48.*

GOVERNMENT

Among new names being bruited for FCC Commissionership to be vacated by Democrat Paul Walker June 30 are those of Republicans Robert J. Dean, KOTA Rapid City, S. D., president, and consulting engineer Glenn D. Gillett of Virginia, who plans to retire from his Washington practice July 1. *Page 54.*

NETWORKS

Affiliates committee hears assurances from CBS Radio President Adrian Murphy that a boost in daytime rates is being considered, while at the same time the network proposes no lowering of night rates, during a Thursday session in New York. The affiliates go away happy after taking steps to finalize formation of an independent affiliates' organization. *Page 71.*

FEATURES

WOR New York's way with a woman exploits all her five senses in its Consumer Testing Panel held three times yearly in which some 70 advertisers, after facing the supreme test, have found some new and rediscovered some old slants on selling their products. *Page 78.*

UPCOMING

May 25: Sigma Delta Chi Awards, Conrad Hilton Hotel, Chicago.
May 26: Alfred Sloan Foundation Highway Safety Awards, Hotel Plaza, New York.
June 6: New England Chapter, American Women in Radio-TV, Hotel Statler, Boston.
June 7-10: National Assn. of Radio Farm Directors Spring Meeting, Rice Hotel, Houston.

(For other Upcomings, see page 94.)









TWO YEARS ACHIEVING OUR AIM.... PUBLIC SERVICE AND

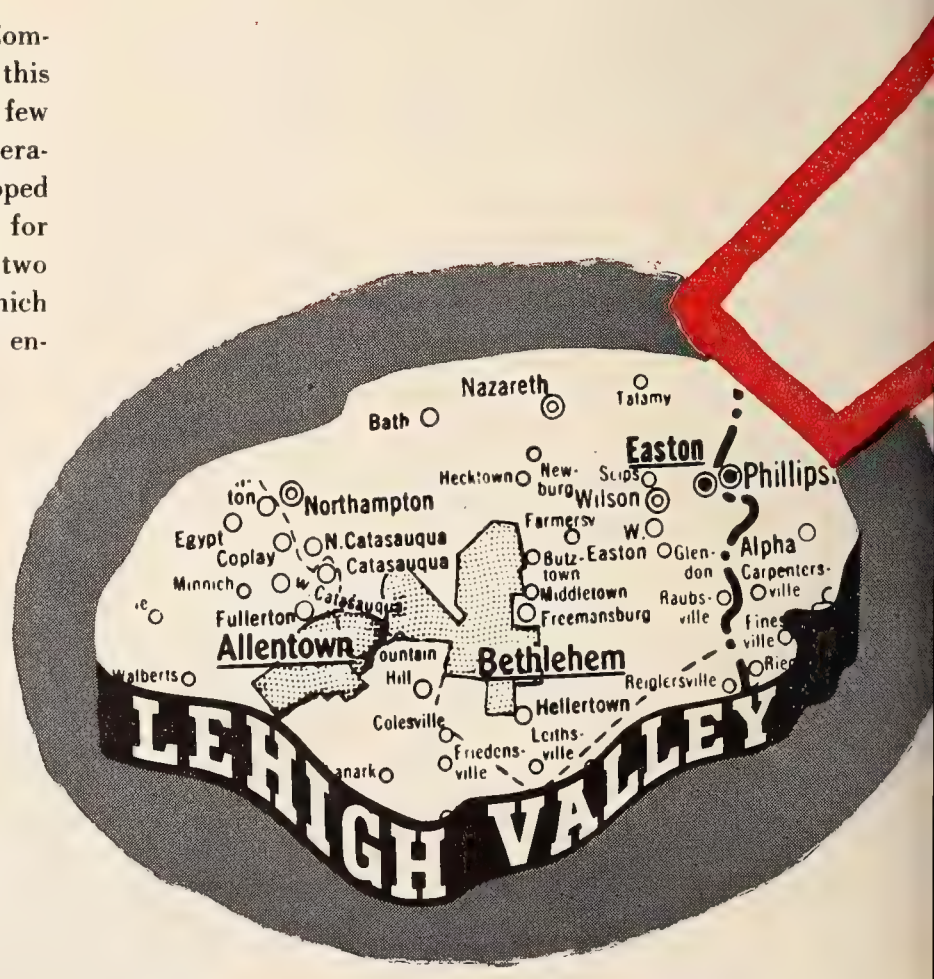






K G 2 X A Z

Authorized by the Federal Communications Commission, this station, one of the very few experimental television operations in the country, developed important coverage data for WLEV-TV during the past two years plus information which has proven valuable to the entire television industry.



NBC

TV AFFILIATE





WLEV-TV

Bethlehem • Allentown
Easton

Two years ago, WLEV-TV knew what it wanted, set out to get it. It wanted to serve the people of Pennsylvania's rich Lehigh Valley and give advertisers one medium for reaching all of its people. Two years of experimental television testing have established WLEV-TV's signal and assured coverage to reach the homes—the people—in this large market—a big sales prospect for you. WLEV-TV offers a steady profit potential for your product. To reach all the people in this rich market—that spend annually $1,037,542,000 in retail sales—buy WLEV-TV. Write for information today.

A Steinman Station

Represented by

MEEKER TV, *Incorporated*

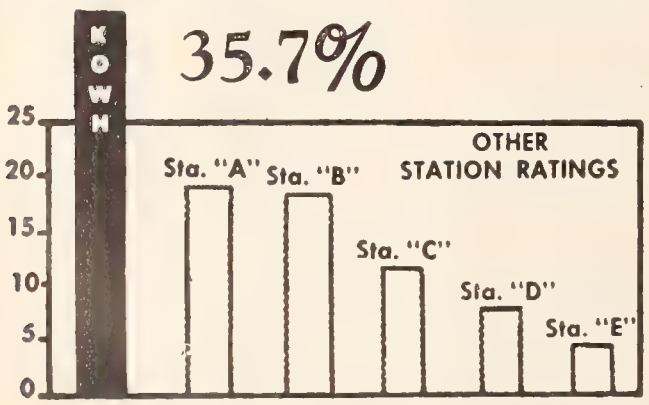
New York • Chicago • Los Angeles • San Francisco

All It Took was the Right Language...



. . . To get Wolfe's forces past the French outposts at Quebec. Slipping downstream under cover at night, the British were challenged by several sentries. Each challenge was answered by a blistering string of cusswords and a, "Hush . . . you fools! The English will hear you!" delivered in faultless French. The ruse worked, and the following day Quebec fell to General Wolfe.

KOWH too, talks the right language . . . the kind midwestern folks understand. And they show their appreciation by giving KOWH the shopping big HOOPER averaged below for the *18 month period* from Oct. 1951, to April, 1953. Use our know-how to infiltrate the Omaha, Council Bluffs area!



• *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru April, 1953.)

• *Largest share of audience*, in any individual time period, of any independent station in all America! (April, 1953.)

Kowh
OMAHA

AIMS Association of Independent Metropolitan Stations

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

FCC APPROVES SPEEDIER TV GRANT PLAN

CLIMAXING week of efforts to expedite TV grants, FCC late Friday announced amendment "clarifying" TV processing rules and putting on notice all applicants and prospective applicants that Commission henceforth will consider promptly applications which become free for action upon merger with competitor or through withdrawal of competitor for same channel. Change applies to "passed over" bids not formally designated for hearing and includes those sent McFarland letters.

Chairman Rosel H. Hyde on Monday announced revised policy on handling of sole survivors (or merger applicants) which are in hearing status when he testified before Senate Interstate & Foreign Commerce Committee on TV processing problem. He said Commission will proceed to act on such comparative hearing survivors and will no longer return them to processing line which made them vulnerable to new competitive attack (story page 56).

Friday's rule amendment, to which Comr. Frieda B. Hennock dissented in lengthy opinion charging "it represents surrender to haste," becomes effective immediately upon publication in *Federal Register*. Footnote 10 of Sec. 1.371 of rules is amended by following new subparagraph (M):

Where an application upon which processing has been temporarily suspended because of mutually exclusive applications becomes unopposed or where a new application is filed in place of the several competing applications and the applicant formed by such a merger is composed of substantially the same parties as the parties to the original application or applications, the remaining application may be available for consideration on its merits by the Commission at a succeeding regular meeting as promptly as processing and review by the Commission can be completed.

Miss Hennock charged TV merger could be effected on Tuesday afternoon and receive grant at Wednesday FCC meeting before anyone received due public notice. She alleged handling of amendment was unwise, if not illegal, and called for immediate revision of entire TV hearing procedures. She would require notices in local papers when applicants' conflicts are resolved, 30 days' waiting period before action by FCC.

ABC CHEERS GODFREY

WONDERS never cease. Gimbel's recently told Macy's: "You're wonderful." And ABC reported Friday that starting today (Monday), many of its network radio and TV programs this week will carry following message directed to CBS' ailing Arthur Godfrey: "Arthur, ABC loves you. We all miss you, Arthur. Hurry up and get well and back on the job." Idea for tribute was said to have originated with Robert M. Weitman, ABC vice president in charge of talent and programming.

AFTRA Strike Forces WDAF-AM-TV Off Air

WDAF-AM-TV Kansas City shut down beginning at 6 a.m. Friday when 26 announcers struck for special wage demands and engineers refused to cross picket lines. AFTRA-affiliated announcers offered to take $2 cut if stations would pay talent fees for commercials during regular working shifts.

Station management said it refused formula. Fees now are paid only when announcers work off-shift. Station offered $4 weekly raise. Announcers' scale now runs $102 to $108 weekly, with weekly average $119, and some as high as $170, station management said. Management claimed fee system would saddle advertisers with thousands of dollars in extra costs.

AFTRA negotiators claimed fee payments now regular part of network and major eastern and Hollywood contracts. AFTRA New York headquarters said strike started after negotiations broke down because "management wants to tear out of contract certain important conditions that have been in all our contracts with them in past."

All of Kansas City stations in middle of negotiations with IBEW. Management and engineer negotiators believed not far apart late Friday. Only WDAF stations were shut down by AFTRA strike.

Printers Strike in Washington

LAST MONDAY, the Columbia Typographical Union 101, AFL, went on strike at all of Washington's commercial printing plants. The dispute with the members of the Graphic Arts Assn. concerns wages and vacations.

BROADCASTING • TELECASTING is printed by the National Publishing Co., one of the association's members, and work at this plant stopped on Monday. Arrangements had been made, however, to print B•T in Baltimore, 40 miles from Washington.

Every effort has been made to meet regular deadlines and ensure regular delivery of this week's issues. The Postoffice Dept. and the National Publishing Co. have cooperated wholeheartedly with our staff in the effort to publish on schedule.

A special printer-circuit was set up in Baltimore for direct communication with both the Washington headquarters and the New York Bureau of B•T to expedite newshandling. Part of B•T's editorial, advertising and production staffs were assigned to Baltimore.

For the duration of the strike, we will seek to publish B•T in unabridged form. We express our appreciation to our subscribers, advertisers, staff, the Postoffice Dept. and the cooperating trades.

• BUSINESS BRIEFLY

LIPTON'S TEA SPOTS • Lipton's Ice Tea, N. Y., preparing television spot announcement campaign in 25 markets in addition to its radio spot schedule, which will be running in about 200 markets. Television starts June 1 in South and June 15 in North, while radio starts June 1. Both radio and television contracts are for six weeks and placed by Young & Rubicam, New York.

SUMMER SUBSTITUTE • Summer replacement for *Phil Harris-Alice Faye Show,* sponsored by RCA, Sun., 8-8:30 p.m. on NBC radio, will be Tony Martin in show not yet titled, effective July 5.

WATCHBANDS ON MBS • Jacques Kreisler Mfg. Co., North Bergen, N. J. (watchbands), signs to participate in sponsorship of *Crime Files of Flamond,* Wednesday, 8-8:30 p.m.; *Official Detective*, Thursday, 8-8:30 p.m., and *Take a Number,* Fri., 8-8:30 p.m., all EDT, on MBS under network's "Multi-Message" plan, for 12 weeks, starting July 1. Agency: Foote, Cone & Belding, N. Y.

KOOL LIST PROPOSED • Brown & Williamson, Louisville, considering 10-second radio announcement schedule for possible summer campaign to promote Kool cigarettes. Agency: Ted Bates Inc., N. Y.

JACK BENNY RENEWED • American Tobacco Co. renews Jack Benny program on CBS Radio for ninth year, Sun. 7-7:30 p.m. EDT, starting Sept. 13. Show goes off air for summer after June 7 broadcast. Agency: BBDO, N. Y.

WEBSTER ON CBS RADIO • Webster-Chicago Corp. (record players), Chicago, to sponsor *Robert Q's Waxworks* on CBS Radio, Sun., effective June 7. Agency: Fuller & Smith & Ross, Chicago.

HOWDY DOODY SELLOUT • Howdy Doody show on NBC-TV (Mon.-Fri., 5:30-6 p.m. EDT) will be completely sold out next fall as result of signing last week of Standard Brands (Blue Bonnet margarine), through Ted Bates, New York, for first half of Monday segment, starting in September.

Skelton Moving to CBS

RED SKELTON will be on CBS-TV next season under exclusive long-term contract, if legal problems are worked out. Negotiations for move to CBS-TV completed over weekend. Radio not included, since he will not use aural medium for "physical reasons." Spread of taxes clause included in contract, it's understood. Under plan, Freeman Keyes, head of Russel M. Seeds Co., with whom comedian has seven-year personal contract, reportedly will receive around $3,000 weekly over undisclosed period with network having absolute control over production of show.

NEWEST SUCCESS STORY:

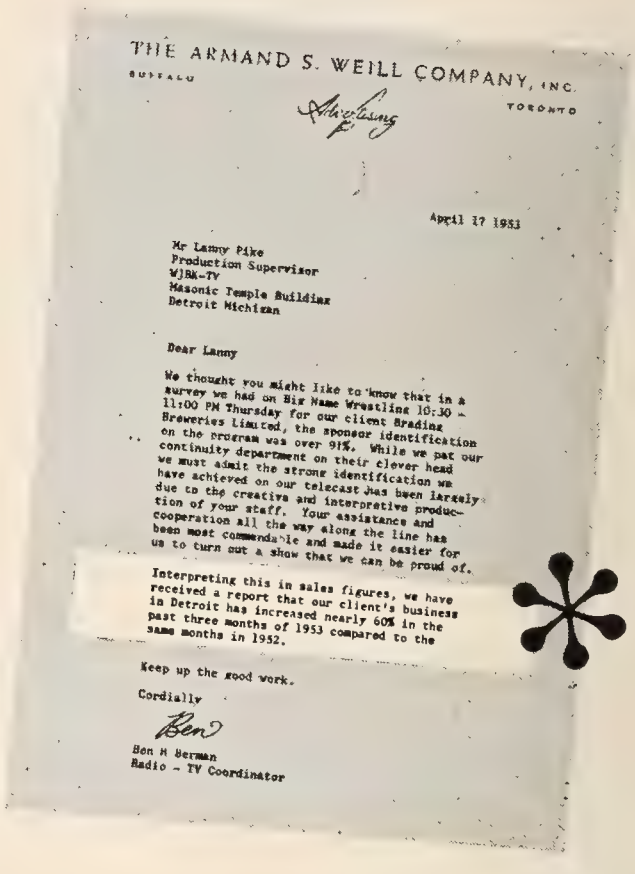
One Weekly WJBK-TV Program

INCREASED SALES 60%

For This Advertiser!

* Only WJBK–TV . . . no other media . . . was used for this Detroit campaign for Brading's Cincinnati Cream Ale and Lager. And here's what the agency reports:

"OUR CLIENT'S BUSINESS IN DETROIT HAS INCREASED NEARLY 60% IN THE PAST 3 MONTHS OF 1953 COMPARED WITH THE SAME MONTHS OF 1952"



THE ARMAND S. WEILL COMPANY, INC.
BUFFALO TORONTO

April 17 1953

Mr Lanny Pike
Production Supervisor
WJBK-TV
Masonic Temple Building
Detroit Michigan

Dear Lanny

We thought you might like to know that in a survey we had on Big Name Wrestling 10:30 - 11:00 PM Thursday for our client Brading Breweries Limited, the sponsor identification on the program was over 91%. While we put our continuity department on their clever head we must admit the strong identification we have achieved on our telecast has been largely due to the creative and interpretive production of your staff. Your assistance and cooperation all the way along the line has been most commendable and made it easier for us to turn out a show that we can be proud of.

Interpreting this in sales figures, we have received a report that our client's business in Detroit has increased nearly 60% in the past three months of 1953 compared to the same months in 1952.

Keep up the good work.

Cordially

Ben

Ben H Berman
Radio - TV Coordinator

Further Proof that

CHANNEL 2 IS THE SPOT FOR YOU!

WJBK-TV Detroit

A STORER STATION

Represented Nationally by
THE KATZ AGENCY

TOP CBS and DUMONT TELEVISION PROGRAMS

STORER BROADCASTING COMPANY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

First Post-Thaw TV Hearing Decision Issued

FIRST post-thaw authorization to stem from comparative hearing announced by FCC Friday in order making final Examiner Fanney Litvin's initial decision to grant uhf Ch. 33 at Fort Wayne, Ind., to WKJG there and to deny competitive bid of WGL [B•T, April 27]. No exceptions were filed by either party and FCC acted on WKGJ's plea for prompt final ruling.

Examiner had cited greater ownership-management integration, more diversified business interests of controlling parties and their lack of connection with either local newspaper as grounds for preferring WKJG. Examiner held WGL principals "controlled" both papers.

FCC reinstated grant to KLCN Blytheville, Ark., for change from 1 kw daytime on 900 kc to 5 kw daytime on 910 kc, set aside last fall upon protest of alleged interference by WCOC Meridian, Miss. FCC said it erred in setting KLCN's bid for hearing because WCOC charge was vague, hence defective, and since then has not prosecuted its claim.

Honolulu Hearing Postponed

Comparative hearing set Wednesday on vhf Ch. 2 at Honolulu between Royaltel and KULA there indefinitely postponed, FCC reported Friday, in view of KULA's purchase by American Bcstg. Stations (WMT Cedar Rapids) and KJBS San Francisco [B•T, May 11]. American is new grantee for vhf Ch. 4 at Honolulu.

WSSB Protest Heard

Oral hearing was held Friday before FCC *en banc* on protest of WSSB Durham, N. C., against uhf Ch. 46 grant there to T. E. Allen & Sons (merger of original Allen bid and competitor WTOB Durham), WSSB claiming argument was not "full and fair" hearing under terms of Sec. 309(c) protest rule of Communications Act.

FCC overruled claim and WSSB next argued "due process" entitles its Ch. 46 bid to comparative hearing with that of Allen, since unexpected merger of latter did not get reasonable public notice before "quick" grant by Commission. Serious questions about merger should have been called to FCC's attention by Broadcast Bureau, WSSB claimed.

Allen and Broadcast Bureau both denied WSSB's allegations, pointing out WSSB bid should have been on file day before, not day of, grant to receive rights to comparative consideration under FCC rules. Allen noted Durham was passed on priority processing list last October and no bid was on file for Ch. 46. Allen argued WSSB could have filed in November and gotten prompt grant, but took risk of waiting too long and lost out.

Dismissals and Applications

Martin & Minard asked for dismissal of Ch. 11 Savannah bid Friday, one week after designation with WTOC application for June 15 hearing. M&M cited inability to arrange substitute and additional financing to maintain both proposed TV and recently granted Florida AM outlet. On heels of Trans-American TV Corp. dismissal for vhf Ch. 62 Evansville, Ind. (granted Friday), W. R. Tuley requested dismissal from hearing with sole remaining applicant, Premier TV Inc. Consideration out of pocket expenses only.

Two more educational TV bids—making six for week—filed Friday. U. of Florida applied for reserved vhf Ch. 5 in Gainesville, proposing ERP of 5.28 kw visual with antenna of 356 feet. WGGG there indicated last month it would tender commercial application for same facility after June 2 deadline. Denver School District filed for reserved vhf Ch. 6 with ERP 19.85 kw visual and antenna 947 feet.

Two TV bids filed for Alaska by Keith Kiggins, former ABC vice president, and Richard R. Rollins, realtor at La Jolla, Calif. They seek vhf Ch. 2 at both Fairbanks and Anchorage. Application for Ch. 11 at Anchorage filed earlier in week by Northern TV Inc., including KENI stockholders. Mr. Kiggins' applications specify ERP of 16 kw visual. Filed too late to check details was application of J. Patrick Beacom & Assoc. bid for uhf Ch. 22 Clarksburg, W. Va. Mr. Beacom controls Fairmont Broadcasting Co. (WVVW), applicant for uhf Ch. 35 Fairmont.

WFAA Power Increase

WFAA-TV Dallas—Granted power boost on vhf Ch. 8 from 27 kw visual and 13.5 kw aural to 316 kw visual and 160 kw aural.

$14 MILLION ON NBC-TV

NBC-TV announced Friday that during past 10 days it had signed more than $14 million in gross annual billings for fall season, and said other sales for 1953-54 would be announced this week. Presumably latter announcements will be made during meeting of NBC officials with TV affiliates (see story page 27). Past 10 days' signings, NBC noted, included Colgate-Palmolive-Peet for resumption of *Colgate Comedy Hour* (Sun, 8-9 p.m.) on Oct. 4; General Motors for NCAA collegiate football schedule [B•T, May 18]; Gulf Oil for resumption of *Life of Riley* (Fri., 8:30-9 p.m.) on Oct. 25 and Procter & Gamble for *Letter to Loretta* (Sun., 10-10:30 p.m.) starting Aug. 30 [B•T, May 11].

Augusta, Ga., Asks Change In FCC TV Priority Plan

STRONG BID, on national defense grounds, for revision of FCC's TV priority system was made Friday by city of Augusta, Ga. Site of Atomic Energy Commission's Savannah River Project, Army's Camp Gordon, and of President's golf vacation trips. Augusta is No. 51, Group A-2, on processing list, has three applicants for each of two allocated vhf channels, claims 210,000 population.

Recommended revision is this: Top priority group, to include only cities over 50,000 population, beginning with No. 19 in Group A-2 (Baton Rouge, La.) through No. 79 in Group A-2 (Lima, Ohio). Second group of A-2 cities proposed for those with less than 50,000 population.

PEOPLE

WALKER GRAHAM, Geyer Adv. vice president and co-manager of Detroit office to McCann-Erickson, N. Y., named account executive on Chrysler Div. of Chrysler Corp. account.

ROBERT A. BURKE, Benton & Bowles, N. Y., to Grey Adv., that city, as assistant timebuyer.

BEN E. WILBUR, former manager of WOL Washington, appointed director of radio for Broadcasting & Film Commission, National Council of Churches of Christ in the U. S. A., it was announced Friday by Dr. Ronald E. Bridges, Commission director. Mr. Wilbur's appointment will permit Albert Crews to serve fulltime as director of television.

MARK FOSTER named by Bozell & Jacobs to Washington office as account executive in charge of advertising.

48 NBC-TV Affiliates Plan Attendance at NBC Meet

SOME 65 broadcasters from 48 NBC-TV affiliates had signified by Friday that they intended to attend Monday-Through-Wednesday meetings with NBC officials in New York (see story page 27), according to advance registration list released by network. List:

Walter Damm, affiliates committee chairman, and Russ Winnie, WTMJ-TV Milwaukee; Harold P. See, KRON-TV San Francisco; Aldo de Dominicis and Edward Obrist, WNHC-TV New Haven; J. Gorman Walsh, WDEL-TV Wilmington, Del.; John M. Outler Jr., WSB-TV Atlanta; Sarkes Tarzian and Robert Lemon, WTTV (TV) Bloomington; Ralph Evans, William D. Wagner, and Ernest Sanders, WOC-TV Davenport; George W. Norton Jr. and Nate Lord, WAVE-TV Louisville; Edgar B. Stern and Robert Swezey, WDSU-TV New Orleans; D. L. Provost and Leslie H. Peard Jr., WBAL-TV Baltimore; Joseph Baudino and W. C. Swartley, WBZ-TV Boston.

Ed Wheeler, WWJ-TV Detroit; Willard Schroeder, WOOD-TV Grand Rapids; Willard Walbridge, WJIM-TV Lansing; Stanley E. Hubbard, KSTP-TV St. Paul-Minneapolis Dean Fitzer, WDAF-TV Kansas City; George Burbach, KSD-TV St. Louis; Lyle DeMoss, WOW-TV Omaha; Fred Weber, WFPG-TV Atlantic City; C. Robert Thompson, WBEN-TV Buffalo; Bill Fay, WHAM-TV Rochester; R. B. Hanna Jr., WRGB (TV) Schenectady; E. R. Vadeboncoeur, WSYR-TV Syracuse; William MacNeilly and Michael Fuscon, WKTV (TV) Utica; R. E. Dunville, John Murphy, James Leonard, and H. P. Lasker from Crosley's WLWT (TV) Cincinnati, WLWC (TV) Columbus, and WLWD (TV) Dayton.

Lee Wailes and Allen L. Haid, WSPD-TV Toledo; Len Nasmann, WFMJ-TV Youngstown; P. A. Sugg and Hoyt Andres, WKY-TV Oklahoma City; Alvin Schrott, WJAC-TV Johnstown; Clair McCollough, Harold Miller, and J. Robert Gulick, WGAL-TV Lancaster; Rolland V. Tooke, WPTZ (TV) Philadelphia; David Baltimore, WBRE-TV Wilkes Barre; Norman Gittleson, WJAR-TV Providence; H. W. Slavick and Enoch Brown, WMCT (TV) Memphis; Irving Waugh, WSM-TV Nashville.

Ralph Nimmons, WFAA-TV Dallas; Harold Hough, WBAP-TV Fort Worth; Jack Harris, KPRC-TV Houston; Hugh Halff and Arden X. Pangborn, WOAI-TV San Antonio; Del Leeson, KDYL-TV Salt Lake City; James H. Moore, WSLS-TV Roanoke; Richard Dunning, KHQ-TV Spokane; Lawrence H. Rogers, WSAZ-TV Huntington; R. O. Runnerstrom, WLOK-TV Lima, Ohio; Tom Kritser, KGNC-TV Amarillo; Tom J. Nunan, WLEV-TV Allentown, Pa.

Craig Resigns from B&B

RESIGNATION of Walter Craig, for past 10 years vice president in charge of radio and television for Benton & Bowles, New York, announced Friday by Board Chairman William R. Baker. No reason given, but move was understood to result from "differences of opinion." Announcement said Tom McDermott, agency's TV director, and Paul Roberts, radio director, will continue to head those departments, reporting directly to Board Chairman Baker.



TOPS

in Out-Of-Home Listening!

You get a big, important bonus in Out-of-Home listeners when you use KMPC. Survey after survey reveals that KMPC is tops with Southern California's *mobile millions!* We'll be happy to show you the facts and figures. For regular results PLUS the big out-of-home bonus audience . . . give your product the selling power of Southern California's *"One-station network."* Represented nationally by H-R Representatives Inc.

KMPC

LOS ANGELES

50,000 watts days. 10,000 watts nights.
Gene Autry, *president*
Robert O. Reynolds, *vice pres. & general mgr.*

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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg, U.S. Patent Office

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The ONLY professional turntable *tailored* specifically for "fine groove" 33⅓ or 45

- **New, smaller size** . . . only 28" high, 20" wide, 16½" deep
- **Faster starts.** Full speed in less than ¼ turn
- **Easier cuing** . . . through faster starts and disengaging of driver idlers
- **Goodbye operating errors.** Center hole diameter changes automatically with speed changes
- **No record slippage.** The center of the platter is recessed to handle the inside shoulder of 45's. Easy to handle
- **Wow and flutter** as low as RCA 70 series turntables

SMALLER than any Professional Broadcast turntable . . . yet capable of delivering the same high-quality output as RCA's famous 70 series . . . Type BQ-1A is your answer for a simple-design turntable matched and styled to meet the trend in transcription requirements. It enables you to take full advantage of the vast library of 45's and 33⅓'s now available. It takes up less space in your control room. It enables you to take advantage of the important space-saving features offered by "fine-groove." AND NOTE THIS FACT: *The price is right!*

Type BQ-1A is ready for immediate delivery, complete—or mechanism only. For details, call your RCA Broadcast Sales Representative.

RCA Type BQ-1A Fine-Groove Transcription Turntable. There is ample room for a booster amplifier—and plenty of shelf space for program records

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.



IN REVIEW

THE LAUGH MAKER

On *Studio One*, CBS-TV, Mon., May 18, 10-11 p.m. EDT
Original Script: A. J. Russell
Producer: Fletcher Markle
Director: Paul Nickell
Special Music written by Jackie Gleason
Cast: Jackie Gleason, Art Carney, Marian Seldes, Rita Morley, Sally Gracie and Carl Frank.
Set Designer: Rouben Ter-Arutunian
Editorial Supervisor: Vincent McConnor
Production Cost (Excludes Time): $24,000
Sponsor: Westinghouse
Agency: McCann-Erickson

ALL the cliches generally associated with show business were worked into a one-hour opus inappropriately titled "The Laugh Maker" for Jackie Gleason's debut as a straight (if you'll pardon the expression) actor on CBS-TV's *Studio One* last Monday night. Since the performer, an established TV comedian with his own weekly show, and the series on which he launched his dramatic career are both favorites of the television audience, "The Laugh Maker" merited some attention. One all-around letdown was the reward.

"The Laugh Maker" was a long involved tale of one Jerry Giles, a top banana who almost



Rita Morley and Jackie Gleason
. . . an acting debut on Studio One

slipped on his own skin. Naturally, he came up the hard way with the night club circuit and at last hit the big time—television of course! Here was the clown, the braggart, the full comic-tragic hero who contrary to all behavior was a miserable, lonely man. You would never have guessed it so every now and then there was a scene with his sister who kept telling you so. But that's another story.

Everybody adored Jerry but no one in particular loved him. The "no one in particular" turned out to be the assistant director on his TV show. And why was Jerry so attracted? You guessed it. She didn't think he was funny! Quite a blow to a top comedian who was a sensitive boy at heart. Along came a newspaper man to do a story on the fabulous Mr. Giles. He, it developed, was once in love with the assistant director, and she with him. They were still much taken with each other but she was determined to have that career. The triangle took shape but as fate would have it plots and sub-plots finally blended in a happy ending. Assistant director and newspaper man got together. Jerry and a vocalist friend discovered each other. And Jerry's sister pre-

sumably went on being his greatest admirer and severest critic.

The play was bad—certainly not up to most scripts used on *Studio One*. There was a lot of talk but little action, a prerequisite for any kind of worthwhile dramatic undertaking. It was tailored for Mr. Gleason right down to the theme music used on his own show. In so doing he was given little opportunity to try his hand at acting. He had no role really, no dramatic situations to encounter that he doesn't meet weekly on *The Jackie Gleason Show*. He seemed aware that the script wasn't giving him much of a chance. The flaws were all the more apparent because of a sloppy production. Granted the director and supporting players didn't have much to work with but the over-all production looked as though everyone had given up early last week.

LIVING IN AN ATOMIC AGE

Presented by the Public Affairs Dept., ABC, in cooperation with the British Broadcasting Corp.
Guest Lecturer: Bertrand Russell.
Origination: ABC New York.

A NEW transcribed lecture series titled, *Living in an Atomic Age,* had its first broadcast on May 17, in cooperation with the British Broadcasting Corp. Before the microphone on the initial program was Bertrand Russell, the English philosopher, sociologist, author and mathematician, regarded as one of the 20th Century's greatest thinkers. For the next six weeks, Mr. Russell will deliver a quarter-hour talk once a week on the various complexities of contemporary life, their affect on man and man's reaction to them.

It cannot be disputed that this scholarly gentleman has something to say. But doubt has arisen that he knows how to say it so that all may understand.

No thoughtful person can claim disinterest in a subject as timely as the atom. It is intrinsically bound up with survival and that's a topic in which everyone shares an interest, background differences withstanding. Because of this limitless appeal, Mr. Russell's subject matter is excellent radio material if it is presented in a manner intelligible to a varied group that is the American radio audience.

On the basis of his first broadcast, it is not likely that Mr. Russell will be remembered for his ability to communicate his opinions and ideas to any audience other than a highly specialized one.

It is one thing for a brilliant man to inspire a group of, perhaps, philosophy graduate students; it is quite another problem for him to capture a radio listener's attention with the same material.

Mr. Russell's first lecture—"Present Perplexities"—was an intended outline of intellectual and ethical problems in today's world which keep man in a never-ending state of confusion and anxiety. It was heavy material but the much sought-after common denominator could have been found had Mr. Russell been more adept at drawing analogies. Relate an abstract concept to something concrete and familiar to your audience and the idea will come across. But analogies were not drawn. Ideas were lost in complex sentences, technical vocabulary and terms that were never defined.

Production on the broadcast was all but nonexistent. There was an announcer who introduced Mr. Russell with proper credit lines. Prior to the introduction and again when the lecture was over someone blows a bugle three or four times. What purpose the musical touch was supposed to serve is still a mystery.



1 KW UHF

...DU MONT TV TRANSMITTER



for channels 14-83

with these outstanding plus features

The Du Mont Series 13000 UHF Acorn Transmitter boasts the same performance, dependability, and ability to grow in power as the famous Du Mont VHF Acorn. Du Mont field engineering assures you of a successful start in UHF – from camera to antenna – top efficiency. Moreover, the outstanding Du Mont design results in lower initial and operating costs.

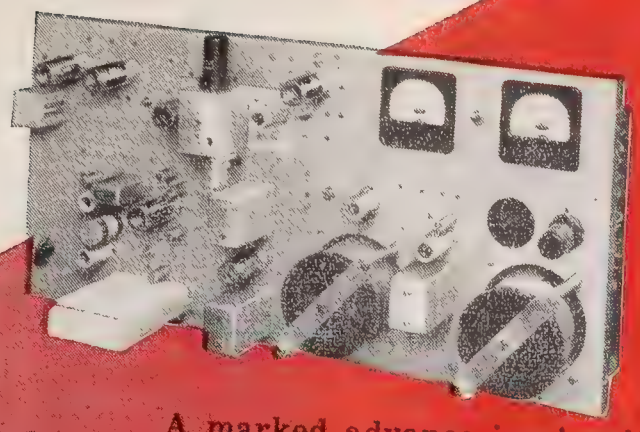
COMPARE THESE PLUS FEATURES . . .

COMPLETELY AIR-COOLED . . . . . no expensive or troublesome plumbing.

SIMPLIFIED CIRCUITRY . . . . . combined visual and aural exciter–employing fewer tubes–assuring easy maintenance.

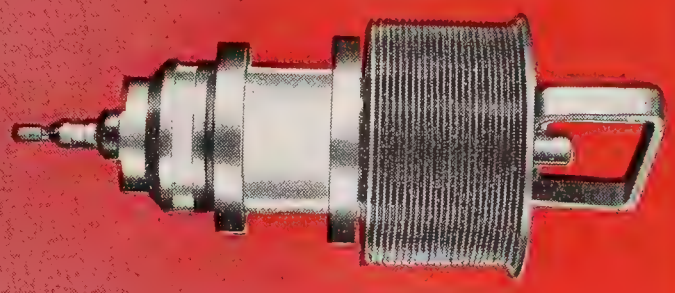
FULL 1 KW OUTPUT . . . . . air-cooled tetrode as the final tube.

COMPACT . . . . . two completely accessible cabinets house entire transmitter.



plus...

A marked advance in circuit simplification. Fewer tubes, less cabinet space, and better performance result from the use of common circuitry for both visual and aural exciters.



plus...

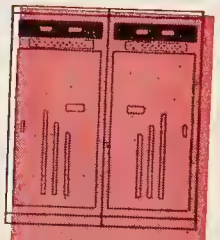
Air-cooled tetrode as final output. Tube operates as Class B and has an output of a level of 1 KW peak. Extra-heavy, well constructed cavity minimizing warpage. Results in greater cavity stability.



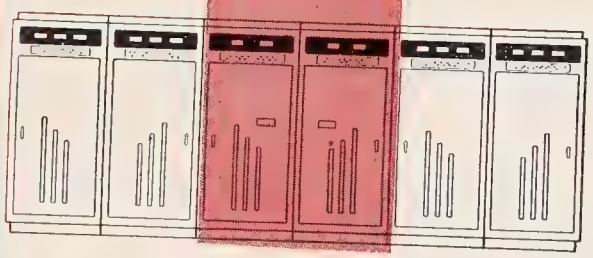
plus...

The Du Mont UHF Antenna has a power gain of 14 to 25. Vertical beam approaches within 6 db of the ideal cosecant curve for uniform coverage. Will handle up to limit of transmission line power capacity. Rugged, simple, reliable power. 2 bay, 24 wavelength sections.

pre-planned for future power growth



In addition to the immediate operational advantages of the Du Mont 1 KW UHF transmitter, provision is made for future power expansion. The original driver may be utilized to drive a klystron amplifier for a power output of 100 KW, ERP.



The 1 KW amplifier may be used in turn to drive even higher units up to 1000 KW, ERP. Thus in UHF, as in VHF, the broadcaster can grow from Acorn to Oak power—with Du Mont.

DU MONT®

TELEVISION TRANSMITTER DIVISION

ALLEN B. DU MONT LABORATORIES, INC.
CLIFTON, N. J.

They're all saying . . .

VARIETY

Wednesday, May 6, 1953

BANDSTAND MATINEE
With Sherman Butler, emcee
Producers: Bill Wells, Martin Pinsker
Director: Ed Scherer
30 Mins.; Mon.-thru-Fri., 4:30 p.m.
Sustaining
WMAL-ABC, Washington

Those twin Pied Pipers of the modern juve world, jive and giveaways, have the town's teenagers beating a daily track to WMAL's studio-theatre. In one week's time, this televised bobby sox jam session built from a studio audience of 35 to over 200, with dozens more clamoring to get in.

Patterned after a similar show at WFIL, Philadelphia, show is taking the place of the corner drugstore for town's teen-age crowd, who trek from all parts of the city, and nearby Maryland and Virginia, to ogle Sherm Butler, popular d.j., who emcees show; to huddle in noisy groups; to danee; and, lastly, to cheer their friends in the various contests which are part of show's side gimmicks.

At show caught, crowd was so big that much of the human interest side of the session was lost to TV audience. Hereafter, attendance is to be controlled via Sherm Butler Fan Clubs, so the spontaneous group shots will emerge in a less jampacked room. As it is, the camera,. mounted on town's only Santer crane, uses typical Hollywood technique, complete with dolly and boom, to circulate in the crowd and pick up effective shots.

Format, at present, is a little jumbled, due largely to lack of time for so much material. This is, by nature, at least an hour's show, and plans are afoot to expand it to that, or more. Butler does a hep job of controlling the stimulated youngsters, and impression is that it is a well behaved, albeit ear-splitting, mob. The 14 to 18 years olds, go through their paces with utter lack of self consciousness and complete abandon.

Show features a terp special each day. At show caught, the "Hokey-Pokey" was dance-of-the-day, and a fine choice for home consumption because of its group aspects. There's generally a guest, in this case, the Aristocrats, a five-piece combo recruited from a local nitery. Then there's "roll call," with spotting of participants; giveaways in the form of candy bars tossed into crowd and disk gifts; a beauty contest; and a jitterbug contest. Home audience votes on the beauty title aspirants, but rest is all studio participation.

All in all, this makes for an unusually lively afternoon show, with possibilities of a public service angle—keeping the juves off the streets—tossed in. Direction is able, and camerawork fine. As show shakes itself down into a smoother, more relaxed formula, it should evolve as fun for home consumption, to match the fun the studio participants are obviously having. This is a natural for any sponsor with a product that has juve, or for that matter, general family appeal.

Flor.

"wonderful things are happening at WMAL-TV in Washington!"

Here's how Variety said "wonderful things" about WMAL-TV's "Bandstand Matinee", a local afternoon TV show with real grown-up appeal. The show has pulled 2,000 letters each week and has attracted over 4,000 fan club members since it debuted last month!

Ask Katz.



Represented by The Katz Agency, Inc.

ABC in Washington, D. C.

WMAL am fm tv



Henry Gaither Fownes

on all accounts

HENRY GAITHER FOWNES, vigorous young (31) director of the radio and television department at MacManus, John & Adams, is a glimmering example of what can happen to a young man if he is brilliant, energetic, and goes to Yale: He can get a job in practically any advertising agency in town as a mail boy.

Mr. Fownes began this modestly "swift completion of his appointed round" in the mailroom at Benton & Bowles directly from a career in the Air Corps, which he entered as a private and departed as an officer after two years in the European Theatre. That was three years after he left the playing fields of New Haven, where, it is said, advertising battles are really won.

Mr. Fownes rose more rapidly than mail rates in those days, and in a short time became assistant account executive on the Tide account.

He left the agency to join Fenton Productions as a television and radio producer, servicing, among others, the Pontiac and Cadillac accounts. The automotive firms were primarily the clients of MacManus, John & Adams, a Detroit agency; and when MJ&A opened New York offices, they conscripted Mr. Fownes, with whose work they were delightedly familiar, to help build and to head the production staff of the radio-television department.

He was appointed overall director of radio and television for the agency early this year.

The mainstays of Mr. Fownes' department are still the Cadillac and Pontiac accounts together with the Dow Chemical Co. and Stegmaier Beer. Cadillac sponsors the *Cadillac Choraliers* with Dr. Frank Black on the CBS Radio network and on 187 local stations. Pontiac is considering a half-hour nighttime television show to start in the fall, possibly starring Dave Garroway. Dow Chemical (Saran Wrap, a plastic food wrap) is represented in 12 TV markets with local shows, and Stegmaier (a regional Pennsylvania beer) is on the air with a radio spot campaign and a television schedule in five markets consisting of spots and shows. Ferry Morse Seed Co. is on CBS Radio and Pontiac dealers use radio schedules locally.

The Fowneses — she is the former Betty Lewis — have been marreid seven years and have two children: Christopher, 3, and Lisa, 1. They live in Greenwich, Conn.

Mr. Fownes' hobbies are acting with a local theatre group (The Connecticut Playmakers) and sailing.

MORE POWER

NOW . . . with 100 kw. video E.R.P. and 60 kw audio E.R.P., America's FIRST completely postwar equipped television station continues to deliver 100% of the entire VHF audience in the nation's 8th largest market . . . an area with more than 500,000 VHF television homes . . . plus a clearer, stronger, better signal throughout an expanded secondary area.

KSD-TV

THE ST. LOUIS POST-DISPATCH • CHANNEL 5

National Advertising Representative: FREE & PETERS, INC.

NBC, CBS and ABC Television Networks

NOW
NEW POWER
200 kw
NEW COVERAGE
1,016,600 Sets
NEW CHANNEL
Channel 10
Pinpoint Your Persistent Salesman in an *increased* Multi-Million-Dollar Market



WJAR-TV
CHANNEL 10
PROVIDENCE
Represented Nationally by
WEED TELEVISION

OPEN MIKE

Bait and Switch

EDITOR:

Mr. Ralph W. Hardy, of the National Assn. of Radio and Television Broadcasters, and an esteemed member of the Board of Governors of the Assn. of Better Business Bureaus, Inc., has furnished me with a reprint of the editorial entitled "How Hungry Can You Get?" that appeared in BROADCASTING • TELECASTING magazine, issue of April 27, 1953. I write to congratulate you and your publication. The editorial is a forward looking, realistic evidence of leadership in an outstanding industry. It points out admirably something which Better Business Bureaus have been saying for years, namely, that private enterprise must eliminate its own abuses through voluntary efforts or the job will be done through governmental regulation. This point needs to be emphasized over and over again in many lines of business affecting the consuming public directly.

We are not unmindful of the fact that other kinds of advertising media which are not subject to any sort or regulation are continuing to carry great volumes of bait advertising of vacuum cleaners and sewing machines. This is to be regretted from every standpoint. . . .

In conclusion, I request permission for the Columbus Bureau to reproduce with appropriate credit, the editorial of April 27 above referred to.

Homer E. Frye
President
Columbus Better Business Bureau Inc.
Columbus, Ohio

EDITOR:

. . . I think your position is well taken and you have made the point quite explicitly that this whole matter of "Truth in Advertising" is one of equal importance to all parties, the public, the advertisers and the broadcasters.

John R. Buckley
Chairman
Assn. of Better Business Bureaus Inc.
New York

EDITOR:

. . . As a businessman as well as chairman of the board of trustees of the Better Business Bureau and a member of the Board of Governors of the Assn. of BBB's I would like to commend you for your courage and your sound presentation of the serious problems which many of our bureaus are facing.

Evans F. Stearns
Vice President
The Stearns & Foster Co.
Lockland, Cincinnati, Ohio

EDITOR:

Your editorial in the April 27 issue and the story on "bait" advertising in the issue of May 4 were not only outstandingly excellent but showed an amazing comprehension of a difficult subject. Even those of us who, like ourselves, live with such matters could not have told a more compelling, interesting story.

Again, congratulations on an important job superbly executed. With all good wishes.

Kenneth Barnard
President
Chicago Better Business Bureau

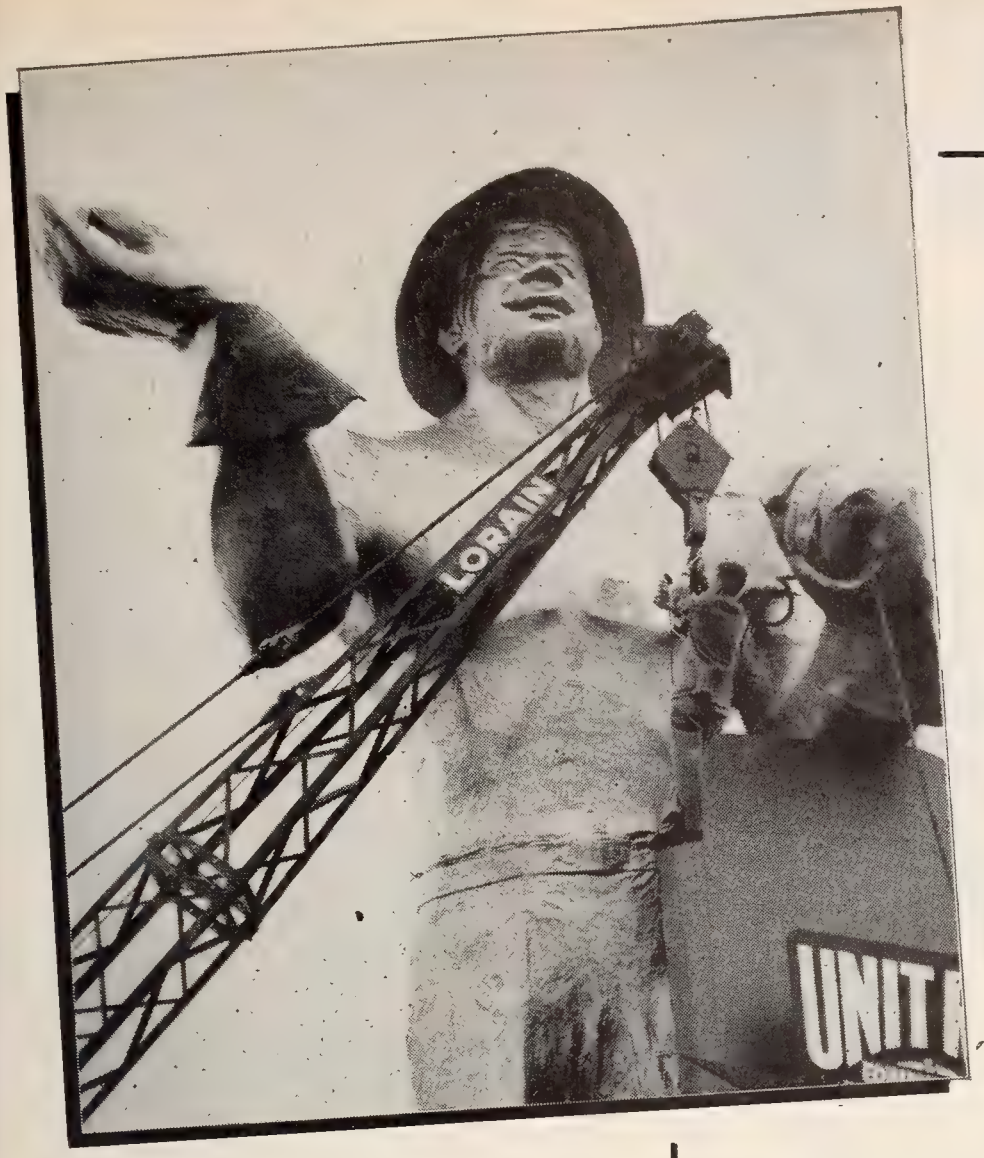
EDITOR:

May I express our appreciation for the very

KITE
the HIGHEST rates—but the MOST local Sponsors!
•
•
They know the other guy didn't buy it for less
on
•
•
KITE
San Antonio's Leading Independent
AIMS ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
Nat'l Rep. John E. Pearson Co.



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES



The Giant "GOLDEN DRILLER" *Speaks...* with a KTUL *Accent...!*

for the

INTERNATIONAL PETROLEUM EXPOSITION

in Tulsa

"OIL CAPITAL *of the* WORLD"

★ Ever interview an 80-foot papier-mache Giant . . . and get the RIGHT ANSWERS?

Jack Morris, KTUL's News Chief and head of the United Press bureau in Tulsa did . . . .

And the GIANT "GOLDEN DRILLER" gave a very interesting description of what he "SAW" about him at the World's Greatest Industrial Show — where 100 million dollars worth of equipment was on display from May 14 to May 23.

Above, Morris rides a crane skyward to make "conversation" with the I.P.E. "GOLDEN DRILLER."

(P.S.—KTUL Staffer Roy Pickett gave "voice" to the "Golden Driller" via echo chamber and tape recorder.)

- The "ACCENT" is on INGENUITY in giving KTUL listeners NEWS with a DIFFERENT SLANT . . . . that holds ATTENTION.
- It's the EXTRA PUNCH" that makes KTUL News Coverage OUTSTANDING in OKLAHOMA RADIO.
- Ask your nearest AVERY-KNODEL Office about KTUL NEWS . . . . and INGENUITY.

The AUDIENCE ACTION Station

KTUL

TULSA

JOHN ESAU—Vice President—General Manager

• CBS Radio

IN NORTHEASTERN

OKLAHOMA

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

FIRST IN RADIO!



NOW FIRST IN TV!



in Wichita Falls ☆ Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.

fine editorial in the April 27 issue of BROADCASTING • TELECASTING. This is very helpful particularly in view of the high standing of your publication.

K. B. Backman
General Manager
Boston Better Business Bureau

EDITOR:

Our mutual friend, Ralph W. Hardy, has thoughtfully sent me a copy of your fine editorial on "bait" advertising in the April 27 issue of BROADCASTING • TELECASTING. I want to congratulate you on it.

Splendid support such as this is very valuable to our program of assisting media and advertisers to maintain high ethical standards.

C. N. Kemery
General Manager
Better Business Bureau of Oklahoma City, Inc.

EDITOR:

. . . We in Milwaukee are currently experiencing a situation with sewing machine-vacuum cleaner advertising and your editorial is right "on the button."

Our radio stations and television station have always given us good cooperation and, as soon as the picture is complete, are confident they will be in the present problem.

Richard Jordan
General Manager
Better Business Bureau of Milwaukee

EDITOR:

I have read your splendid editorial "How Hungry Can You Get?" and I would like to express the appreciation of this bureau for this effective blow against bait advertising practices.

Your leadership within the broadcasting industry in condemning bait advertising as a moral fraud and your call to the industry to rid itself of this low practice in the public interest is an inspiration to all of us in the Better Business Bureaus. Although the problem has been a vexing one for us, we feel confident that if all of us who are concerned with the problem join forces we can and will lick it. Your editorial is a forward step in that direction and I am sure that it will prove influential in focusing attention upon this sore spot and its remedy.

K. B. Willson
President
National Better Business Bureau Inc. New York

EDITOR:

A copy of the editorial "How Hungry Can You Get?", which appeared in the April 27 issue of BROADCASTING • TELECASTING, has just come to my attention.

This stimulating and thought-provoking editorial is most timely. Your leadership in thus pointing up the responsibility of radio and television in the maintenance of public confidence is appreciated.

I hope your message strikes a responsive spark within the industry.

G. H. Dennison
General Manager
Better Business Bureau of Pittsburgh, Inc.

Ill Wind

EDITOR:

When the awards for outstanding public service are passed around, WACO [Waco, Tex.] should come in for an "Oscar." WACO's coverage of the tornado disaster was superb. The entire broadcasting industry should doff its hat to this fine station. Ditto, to the Texas State Network which sent in a special crew to assist the weary staff of WACO and to feed the disaster coverage to its affiliated stations.

Stan Wilson
Manager
KRIO McAllen, Texas

Editorial Comment

EDITOR:

I was very much impressed with your editorial, "Merchandising Merits," in the May 11 issue of BROADCASTING • TELECASTING. This is a problem which has been giving me some concern for a long time.

I concur most heartily with your editorial and the views expressed by Johnny Outler. I think it is time that all stations examined their merchandising plans to see if they aren't getting themselves into a position where they are selling merchandising instead of radio.

I would be very much interested in the results of the Kenyon & Eckhardt survey.

J. E. Baudino
Exec. Vice President
Westinghouse Radio Stations Inc.
Washington, D. C.

Useful Yearbook

EDITOR:

While I was in New York week before last, Mike Donovan of McCann-Erickson kindly lent me his copy of the 1953 edition of your Yearbook on the condition that I return it to him. However, his copy has been misplaced and, as a consequence, I owe him an additional copy. Therefore will you please send him your TELECASTING Yearbook with my compliments. Was really happy to receive my own 1953 copy which came today. My 1952 copy is really dog-earned from constant use.

Guy E. Yeldell
Sales Manager
KSD-AM-TV St. Louis

Presidential Salmon

WALTER L. DICKSON, operations manager for WABI-AM-TV Bangor, Me., presented his credentials at the White House last Wednesday. The credentials: The season's first salmon caught at the Bangor Salmon Pool.

It is a Maine tradition that the year's first catch goes to the President. Mr. Dickson landed the fish, and President Eisenhower invited him to present it personally in last week's ceremonies. That state's Sen. Frederick Payne and Rep. Clifford McIntire also were on hand for the presentation.

In Which Algy writes to . . .

Mr. Frank Carvell
Benton & Bowles
New York City



Dere Frank:

Whin all th' kids frum Sthrn. W. Va. went to Washington D. C. fer a big School Safety Patrol parade, they had a big caravan of 20 busses. Evrytime they stopped for a rest, th' head man called WCHS and we put th' news on th' air where they was. All th' way to and frum Washington we carried th' news evry hour or so jist to keep th' parents advised. Th' School Safety Patrol people has bin callin' on WCHS with 5,000 on 580 fer a lot of yeres to do thet job 'cause they knows WCHS can reach all th' people. A lot of advertisers like Pepto-Bismol has been callin' on WCHS fer a long time because we can sure reach th' people and tell thim about good products.

Yrs.,

Algy



WCHS

580 KC

5000 WATTS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

IN THE
Upper Midwest...

Nine out of
the Top Ten
multi-weekly
shows are on
Channel 5
where over
1,250,000 people
view
KSTP-TV
regularly



our respects

to NORMAN HEYNE



NORMAN HEYNE's diversified background in the field of entertainment—particularly in the band business and television—may belie his compelling convictions that radio is a healthy medium.

Radio not only is *not* dying—"it isn't even sick," he claims with forthright assurance.

Mr. Heyne (pronounced HAN-ey) should know whereof he speaks. He is vice president in charge of radio and television production for Ruthrauff & Ryan Inc., Chicago, and has been associated with the aural medium since 1932.

Mr. Heyne was one of the early practitioners in the art of singing commercials and jingles, and still wields a creative hand in behalf of this technique.

A native Chicagoan—he was born there July 5, 1911—young Norm Heyne studied for the ministry at Concordia College for five years. He later went to Northwestern U., impressing the school with his athletic propensities in football and track—but probably not as much as he was impressed with music—despite the fact he was majoring in journalism.

In those college days he found himself working arrangements when touring bands hit the campus. The upshot: He joined the celebrated Hal Kemp orchestra in 1930 as singer and arranger, and later became associated with Harry Sosnick's organization. Mr. Heyne played with the two bands for radio network dates on the *Pennzoil Parade of Melodies.*

Joins Schwimmer & Scott

Upon graduation from Northwestern in 1932 Mr. Heyne turned from the band business to a related pursuit—the radio field. He joined WCFL Chicago that year as assistant program director, and later went to Schwimmer & Scott as a copywriter.

That was the beginning of Mr. Heyne's creative skein of catchy jingles and commercials, and his association with Chicago agency personalities. It was then that he used radio and jingles in helping make Salerno, Thomas J. Webb coffee, and Fox Deluxe household bywords.

(Examples: "Mommy, can I have a Salerno butter cookie, please?"; "Oh, Mortimer, don't forget the Thomas J. Webb coffee"; "Don't say Fox—Say Fox Deluxe.")

Mr. Heyne became radio director of S&S in 1934, and remained with that agency until 1943. It was then that he went to Ruthrauff & Ryan as a "combination general radio man and timebuyer." He has been headquartered in R&R's Chicago office since then, but now has greater supervisory duties involving a number of radio-TV-minded clients.

As an example of radio's pulling power, Mr. Heyne is quick to cite the success of Morris B. Sachs clothing stores, which have used radio advertising almost exclusively in the Chicago area for years. This is one of his accounts at R&R.

Among the other accounts he handles are Griesedieck Bros. Brewery, Arthur Murray Dancing Studios, Motorola Inc., Palm Beach Co., Lewis-Howe Co., Dr. Pepper Co., and Fehr Baking Co.

Cites Competitive Factor

Mr. Heyne feels that TV definitely is competitive with radio and that the trend in television will reflect a new concept in time usage. He notes that many advertisers already are buying on alternate-week or periodic bases—much as they buy insertions in magazines.

"Just as advertisers buy magazine circulation—say, three or four insertions a year—they will be forced to buy TV on a similar basis to keep their budgets in bounds," Mr. Heyne explains.

Radio still offers advertisers the lowest cost-per-thousand contact medium and has not stopped growing, he insists. Its potential still far exceeds that of TV in terms of U. S. population, he observes.

It should not be construed that Mr. Heyne is opposed to television, for his creative hand shows clearly in video commercials on many of R&R's client productions. One of the more outstanding successes is the televersion of *Down You Go* on DuMont TV Network for Helene Curtis (Spray-Net, shampoo, etc.), which only last Wednesday was cited by the Chicago Television Council as one of the top Chicago network originations.

Mr. Heyne is an avid fishing and golf enthusiast. He will "go wherever there are fish," belongs to the Edgewater Golf Club, and is a member of Phi Kappa Alpha fraternity.

He is married to the former Mildred Chisholm. They have two children, Norman Jr., 16, and Robert, 12.

Another TV Topper...



on Channel 5 in Chicago

This is the program which has been voted the favorite discussion and interview show in Chicago by the viewers themselves . . . has pulled as many as 127,000 pieces of mail in two weeks . . . has sold direct through a single announcement as many as 800 items priced at $1.00 each.

This is the program which prompted Chicago critics to write:

"Every weekday . . . TV viewers have an opportunity to see one of the best arguments for television."

"BOB AND KAY show how good television can be."

The BOB and KAY program is just one of the *TV Toppers,* champions in entertainment and selling, which add daily proof that . . .

the Quality Station in Chicago Television is

NBC TV

Quality Programming
Quality Facilities
Quality Audience

WNBQ
CHANNEL 5
CHICAGO

Represented by NBC Spot Sales



Like salt goes with pepper

Fast, profitable results and W-I-T-H go together just as naturally as salt and pepper. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

BROADCASTING TELECASTING

May 25, 1953 Vol. 44, No. 21

NBC UNREST IS MOUNTING; WTAR CHANGES TO CBS

Major developments are expected from NBC's meeting with its affiliates this week. Brig. Gen. Sarnoff will handle the network's case personally. The Norfolk shift to CBS, which includes AM, FM and TV, brings a round of speculation that others on the 'critical list' might follow suit. Shakeup in top echelon network staff members also is hinted.

A MASS of evidence, much of it circumstantial, was mounting last week to indicate that out of NBC's meetings with its TV affiliates next week may come developments having vital bearing not only on NBC television programming but perhaps on NBC management and on the whole pattern of network-affiliate relationships in television.

While WTAR-AM-FM-TV Norfolk broke off a 19-year association with NBC by signing with CBS, a group of other major NBC affiliates—who like WTAR have been for the past fortnight on the so-called "critical list" of potential transfers to CBS—prepared to lay down their conditions for remaining in the NBC fold. These terms were said to be, in essence, as follows:

(1) Elimination of the requirement that TV affiliates give "free hours" to the network. Under present affiliation contracts, the stations get no payment from the network for the first 24 hours of network commercial time they carry each month, except that these free hours are reduced by five minutes for each network commercial hour in excess of 174 a month.

Network Management

(2) "Positive management" of the network —preferably by someone with practical operating experience. This was taken as no reflection on President Frank White, who has had both previous operating experience and cordial personal relationships with affiliates. Rather it was construed as acceptance of the fact that Mr. White is now on vacation, recuperating from what was variously described as "exhaustion" and "illness" [B•T, May 18], and that active management, for the time being at least, is in other hands. It also reflected mounting speculation about impending changes in the NBC top echelon.

(3) Withdrawal of the network's right to set an affiliate's TV network rates, on the theory that a station should control its own rates and would not price itself out of the competitive market.

Although NBC officialdom denied any executive changes were in store, reports persisted that a realignment was in the offing. The name of Niles Trammell, former NBC president and board chairman who resigned the latter post last December and currently heads a firm seeking a TV grant in Miami, figured frequently in the speculation. But he denied that he had been approached about a possible return to the organization he served almost 30 years.

The "no free hours" demand, if the affiliates group succeeds in enforcing it, generally was viewed as one that could bring a new pattern into affiliate-network dealings. For the free hours traditionally have been regarded as a form of payment to the network for line charges, sustaining programs, etc., and it seemed unlikely that NBC would yield on this point, or consent to substantial modifications, without itself making compensatory adjustments.

The affiliates group's three demands, reported in several affiliate quarters, were in addition to what originally was the prime purpose of the affiliates in calling the TV meeting: To insist again that NBC take positive steps to provide a full schedule of daytime commercial television programming.

The meetings will be held Monday through Wednesday, with a break Tuesday morning to watch a demonstration of RCA color television. Brig. Gen. David Sarnoff, chairman of the board of both RCA and NBC, will head the management group in place of Mr. White, who left last Wednesday to attend the coronation of Queen Elizabeth II as Gen. Sarnoff's representative, and then to take a brief European vacation. NBC authorities said he would return in mid-June.

Officials of the network appeared confident that their plans—which they said include the expenditure of several millions on daytime programs which would start at 9 or 9:30 a.m., on the heels of the two-hour early-morning *Today* show (Mon.-Fri., 7-9 a.m. EDT and CDT)—would meet with affiliate approval.

They also had in store several cheering business announcements [CLOSED CIRCUIT, May 18]—including assurances that, with recent sales, *Today* is moving into the black, plus other as yet unannounced time sales, plus disclosure of a new TV discount structure which they say will be more nearly on a par with that of other networks.

Football Coverage

They said they will make plain to their affiliates that NBC intends to be the No. 1 network—a position which CBS, for months the leader in radio, claims now to have captured also in television [B•T, May 11]. This month's sale of next fall's NCAA football coverage, which last year represented more than $1.1 million in billings and this year is expected to represent considerably more, in itself did much to restore any difference that existed between the two networks, NBC officials maintained.

Additionally, NBC station relations vice president Harry Bannister already has notified several important TV affiliates that they are receiving rate increases, some of them amounting to around $200 an hour, effective Aug. 1.

The attitude of many affiliates, however, was that the situation is more critical than NBC has thought. Evidence of this feeling was seen in the nature of the "demands" being prepared by the so-called "critical list" affili-



NEGOTIATING the network affiliation switch of WTAR-AM-FM-TV Norfolk, Va., to CBS are (l to r) Adrian Murphy, CBS Radio president; J. L. Van Volkenburg, CBS Television president, and Campbell Arnoux, WTAR-AM-FM-TV president and general manager.



PURCHASE by Crosley Broadcasting Corp., Atlanta, of 10 acres for a new transmitter and tower site for WLWA (TV) is signed by (l to r): J. W. Zuber, realtor; William P. Robinson, gen. mgr., K. T. Murphy, v.p.-treas., and Harvey Alderhold, chief eng., all WLWA, and John O. Childs, realtor.



STATION-Starter Plan is purchased from Consolidated TV Sales by WTVE (TV) Elmira, N.Y. L to r, seated, Bill Finkeldey, CTS; Tom Cassel, WTVE mngng. ptnr.; standing, Jim Pattison, prog. dir., Shaun Murphy, sls. mgr., and Donna Skelly, traf. mgr., all WTVE. Mr. Cassel also bought plan for WCHA-TV Chambersburg, Pa.



RENEWAL of weekly wrestling on KTTV (TV) Hollywood for 52 weeks is signed by Johnston, Freedy & Lampson Inc. (RX 30 vitamins, Tafon dietary supplement). L to r, John Doyle, pres., Ring Talent Inc.; Frank J. Miller, head of own agency on account; George Johnston, pres., JF&L; Stanley Brown, acct. exec., and Richard A. Moore, v.p. & gen. mgr., both KTTV.

AWARD OF MERIT is presented to CBS-TV *Wheel of Fortune* and producer Peter Arnell by Robert C. Preble (r), pres., Encyclopedia Britannica Pub. Co. Others (l to r): Todd Russell, m.c., Hubbell Robinson Jr., CBS v.p. for network programs, and Mr. Arnell.



ates, who number at least seven, and also in the continuing speculation that others of this group may join WTAR in switching to CBS.

There appeared little doubt that CBS was swinging hard, undoubtedly hopeful of signing up additional NBC affiliates before next week's meeting and thus adding more pressures to those already upon NBC management. CBS authorities reportedly had approached all seven stations remaining on the "critical list," though NBC officials said they were confident there would be no more defections with the possible exception of one which might occur for other reasons.

CBS reportedly has approached the *St. Louis Post Dispatch,* owner of KSD-AM-TV, with a plan whereby—in a fashion akin to its WCCO-WTCN-TV deal last year—the CBS owned KMOX St. Louis and KSD-TV would merge under the ownership of a separate company in which CBS would hold a minority—but a substantial minority—interest. (In the WCCO-WTCN-TV deal, CBS has 47% of the new company.)

This proposal apparently did not succeed, but in any event KSD-TV is regarded as one of the "critical list" NBC stations. And it was deemed significant that Joseph Pulitzer, publisher of the *Post Dispatch,* plans to accompany George Burbach, general manager of the stations, to the affiliates-NBC sessions in New York this week.

Meanwhile, officials of Crosley Broadcasting Corp., whose stations are among NBC's top affiliates, formally denied that CBS had approached them and said "there has been no question of continued affiliation or discontinued affiliation with NBC as the matter is not an issue at this time."

Aimed at Reports

This statement followed reports published elsewhere asserting that CBS had made "impressive concessions in the reduction of free hours and increased network rates to get the Crosley stations." The Crosley stations have not been among those on the so-called "critical list."

The Crosley statement, asserting that "there have been no conversations held whatsoever with CBS relating to any network affiliation since the trade press stories reported about two years ago," continued:

"R. E. Dunville, president, and John T. Murphy, vice president in charge of TV operations of Crosley Broadcasting Corp., on the occasion of their semi-annual sales meeting in New York, talked with Frank White, president of NBC, who informed them that NBC plans to step up its daytime programming operations.

"Crosley Broadcasting executives understand that in Mr. White's absence Gen. Sarnoff, at the NBC affiliates meeting . . . will make a presentation revealing NBC plans for the immediate future. What these plans are are not known to Crosley executives at this time."

In the signing of the WTAR stations to switch from NBC to CBS—which includes the AM, TV, and FM stations and becomes effective Sept. 27—terms of the new contract were not revealed. It was understood, however, that the agreement embodies an adjustment of the "free hours" plan in TV, providing for WTAR-TV to be compensated at the rate of 10% of its network rate for the first five hours of network commercial time carried each month; 20% for the next 10 hours and 30% for all others.

The big gain to WTAR-TV under this arrangement, it was said, would come from the fact that CBS-TV has more time sold than does NBC-TV—47 hours a week to 36.5 hours for NBC-TV, according to CBS claims. CBS-TV's total were the same as NBC-TV' it was estimated, WTAR-TV's net gain wou be less than $20 a week.

Even so, there were reports that CBS-T was going to be hit by its other affiliates wi demands for "the same deal" as that made wi WTAR.

CBS has not had an AM affiliate in Norfo in the past, the area being served by the ne work's Richmond affiliate, 50-kw WRVA, an a WRVA-owned FM station, WRVC, locate in Norfolk.

WRVA General Manager C. T. Lucy to B•T, following the WTAR-CBS announcemen that his station will remain "status quo," co tinuing as a CBS affiliate.

The WTAR-CBS contract was signed la Monday night by Campbell Arnoux, presider of WTAR Radio Corp. and a prominent figu in NBC-affiliate activities over the years; CB Television President J. L. Van Volkenbur and CBS Radio President Adrian Murphy, plu network station relations executives, attorney and others.

The Best Interest

Mr. Arnoux said the change in affiliation "was decided upon only after long and carefu analysis of the broadcasting situation, bot present and for the long-range future as wel as for both radio and television, and we be lieve that it will be in the best interest no only for our stations but the vital and expand ing area they serve."

He said, "We look forward with keen opti mism to the affiliation arrangement" with th CBS networks.

WTAR, which will mark its 30th anniver sary in September, operates with 5 kw on 79 kc. WTAR-TV, established Apr. 2, 1950, cur rently is on Ch. 4 but will move to Ch. 3 co incident with a power boost to 100 kw upo completion of a new transmitter installatio now underway in a $500,000 project. With it power increase, officials estimated, WTAR-TV will provide Class A and B service to a marke of 1,149,000 persons.

The WTAR stations are owned by Norfol Newspapers Inc., publishers of the *Virginia Pilot* and *Ledger Dispatch.* Mr. Arnoux is board member of the parent organization.

In the affiliation announcement CBS Radio' President Murphy said his network "is de lighted to welcome WTAR, one of the coun try's outstanding stations, to its radio family This station, soon to start its 30th year o broadcasting in the increasingly importan Norfolk area, is a strengthening addition t CBS Radio. . . ." CBS-TV President Va Volkenburg called the addition "another ste in CBS television's leadership from the stand point of facilities as well as programming an sales."

Weaver Singled Out

WHILE other top NBC executives last week were dodging rumors of impending changes, Sylvester L. (Pat) Weaver, vice chairman of the NBC board, was singled out by Brig. Gen. David Sarnoff, board chairman of NBC and of its parent, RCA, for special mention to the FCC delegation visiting RCA's Princeton laboratories for demonstration of compatible color. "Mr. Weaver," Gen. Sarnoff said, "is the man we're depending on to produce those wonderful color programs for us."



"SUNSHINE SUE," a new across-the-board 5-minute strip, will start on CBS Radio June 8. Production of the program is discussed by (l to r): Seated, William E. Hecht, advertising manager of the sponsoring Corn Products Sales Co.; Sunshine Sue, and E. B. Ferree, account executive, C. L. Miller Co. Standing, Allyn Marsh, CBS Radio; Duncan D. Rogers, Millers, and Barron Howard, commercial manager of originating WRVA Richmond, Va.

NINE ADVERTISERS FIGURE IN BURST OF RADIO-TV TIMEBUYING FOR WEEK

Hazel Bishop Inc. will spend $4.5 million on TV network programming to become the largest TV advertiser in the cosmetics field.

NINE major advertisers figured in a burst of radio and television network timebuying activity last week, while another was in the process of revising its entire radio-TV budget up to 1956.

Hazel Bishop Inc. will spend about $4½ million for its television network programming, the largest in its history and in the cosmetic field, when (1) it starts sponsorship of the Monday, 9-9:30 p.m. EDT time on NBC-TV, (2) alternates with Toni on *Your Big Moment* on DuMont, Tuesdays, 8-8:30 p.m., and (3) continues to sponsor its *This Is Your Life,* Wednesdays, 10-10:30 p.m. on NBC-TV.

Effective early in July, Hazel Bishop will present *Candid Camera,* Tuesdays, 9:30-10 p.m. EDT, on about 50 or 60 NBC-TV stations, opposite *Racket Squad,* the summer replacement for *I Love Lucy* on CBS-TV. Meanwhile, whereas the advertiser had planned to take a summer hiatus with its *This Is Your Life* show on NBC-TV, it will continue instead through the summer with repeats of the 13 best shows of the year. Raymond Spector Co., New York, is the agency.

Toni Co. and Manhattan Soap Co., effective June 8 will alternate daily on two quarter-hour across-the-board strips on CBS Radio. Advertisers will sponsor the 3:45-4 p.m. strip with Walter O'Keefe in an audience participation show and the 7:15-7:30 p.m. segment with a dramatic program, *Family Skeleton,* featuring Mercedes McCambridge. Both shows are Carlton E. Morse packages. Leo Burnett Co., Chicago, is the agency for Toni, and Manhattan Soap Co. is serviced by Scheideler, Beck & Werner, New York.

ReaLemon-Puritan Co., Chicago (ReaLemon products), will sponsor *Queen for a Day,* 11:30-11:45 a.m. on MBS, three times weekly (Mon., Wed., Fri.). Agency is Schwimmer & Scott, Chicago.

Campbell Soup Co. switches its *Double or Nothing* program from NBC radio to ABC radio effective June 22 (CLOSED CIRCUIT, May 18), Monday through Friday, 11:30-11:55 a.m. EDT. Contract for 52 weeks was placed by Ward Wheelock Co., Philadelphia. Bert Parks will continue as m.c. of the show on ABC.

Calometric weight control, a division of Vitamin Corp. of America, will sponsor three segments weekly of *The Paul Dixon Show,* Mon.-Fri., 3-4 p.m. EDT on DuMont. Contract calls for Mondays, 3:45-55 p.m. and Wednesdays and Fridays, 3:30-4 p.m. Kastor, Farrel, Chesley & Clifford, New York, is the agency.

American Oil Co. will sponsor Edward R. Murrow in *Person to Person* effective Oct. 2, Fridays, 10:30-11 p.m. on CBS-TV. Joseph Katz, Baltimore, is the agency.

E. I. DuPont, effective Sept. 29, switches its alternate-week sponsorship of *Cavalvade of America* from NBC-TV to ABC-TV, increasing to a weekly basis (Tues., 7:30-8 p.m.). Sponsor also will carry the program on a spot basis on 25 stations during the summer, starting in June. BBDO, New York, is the agency.

Colgate-Palmolive-Peet Co., Jersey City, has renewed its hour-long show on NBC-TV, Sundays, 8-9 p.m., for next fall with 35 weeks instead of 39. The weekly production costs will run around $70,000 with a $5,000 increase over this year's budget.

R. J. Reynolds Tobacco Co. (Camel and Cavalier cigarettes), through William Esty & Co., currently is going through a revision of its TV setup extending up to 1956, a spokesman told B•T. The peg for its plans in the future will continue to be sponsorship of the quarter-hour news strip across-the-board featuring John Cameron Swayze on NBC-TV—renewed last week—with variety and other types of programs to supplement it. The firm will drop the *My Friend Irma* show on CBS Radio and television, but expects to hold the time and put in another show at the end of this season's run. Still undecided is the fate of the half-hour participation on *Your Show of Shows,* Saturdays on NBC-TV and both the Bob Hawk and Vaughn Monroe shows on CBS Radio.

Gillette Co. States Commercial Time Views

HOW much time on the air does an advertiser sponsoring a boxing match expect?

A spokesman for Gillette Co., which sponsored the 2 minute-25 second Marciano-Wolcott battle May 15, told B•T that "there is no guarantee" on the expanse of time, but the advertiser goes into the project with his eyes open and gambles on the length of the fight.

In the Marciano-Wolcott fight, for example, Gillette was prepared to run eight commercials, 50 seconds and less: At the opening and after the first, fourth, seventh, ninth, twelfth, and fourteenth rounds, as well as at the close. Actually, Gillette managed to present two of the potential eight commercials: The opening and closing.

On the other hand, since the fight attracted many newspaper stories afterwards and comics on radio and television have taken to gagging about it, Gillette did get additional promotion in that way.

Maxon Inc., New York, is the agency.

Rainier Brewery Sets Radio-TV Spot Campaign

RADIO and TV command half the advertising budget for Rainier Brewery's new beer, developed for the 75th anniversary of Sicks' Seattle Brewing & Malting Co. Agencies are Miller & Co., Seattle, and Virgil A. Warren Agency, Spokane.

The 13-week campaign in Washington, Idaho and Alaska includes heavy spot schedules on 70 radio stations and all TV outlets in the area.

Stateside radio features a singing commercial recorded by the Four Hits and a Miss in 15-second, 30-second and 1-minute versions. In Alaska, a specially developed 30-second spot is being used on all stations in the Territory. Rainier also is using a six-week series on KOMO Seattle Monday, Wednesday and Friday, 10:20-10:45 p.m.

On television, the account is using special hard-sell announcements ranging from station identification to 75 seconds, plus twenty 20-second food tie-in spots.



JOINT sponsors of the Indianapolis Speedway classic coverage May 30 on KWEM Memphis will be the Bardahl Co. of St. Louis and Memphis and Johnson Auto Co., Ford dealers of West Memphis, Ark. Shown in the Ford "pace" car to be used at the Indianapolis event are Judge J. C. Johnson (at wheel), Johnson Auto president; Bill Hannah, Bardahl Memphis district manager (opposite seat), and Matty Brescia (standing, at mike), KWEM general manager.

FTC, ANA, AAAA Hold 'Exploratory' Meeting

A MEETING described as "exploratory" and which will be followed by other sessions at which "specific subjects" will be discussed was held May 15 in Washington by representatives of the Federal Trade Commission, the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

Those at the FTC-ANA-AAAA session discussed how FTC may consult with advertising men to find how the agency can deal most effectively with prevention of false and misleading advertising, an FTC report said. Dan Murphy, director of FTC's Bureau of Antideceptive Practices, presided in the absence of Comr. Stephen J. Spingarn. The meetings, according to FTC, will consider ways of advancing the close liaison between advertising and FTC.

Main divisions into which future talks would be divided are (1) trends and development in the advertising industry; (2) recent decisions, complaints and stipulations by the FTC, and (3) exaggerated advertising claims, particularly those made for new commodities coming on the market.

ANA was represented by Paul West, president; Ward Maurer, board chairman; Ben Donaldson, vice president; Isaac W .Digges, vice president and general counsel; Peter Allport secretary, and Gilbert Weil, counsel. AAAA representatives were August Nelson, senior counsel, and George Link, secretary. FTC members, besides Mr. Murphy, were James A. Horton, director of FTC's Industry Cooperation Bureau; Joseph W. Powers, chief of Investigations, and William H. King, Charles E. Grady and Charles A. Sweeney, assistants. The first FTC-ANA-AAAA meeting was held last March in New York.

BBB Starts 'Operation Cleanup'

LOS ANGELES Better Business Bureau has started "Operation Cleanup" to eliminate "predatory advertisers" and "restore advertising to respectability." The bureau charges racketeers are trying to force fradulent advertising on the public through radio, television and the press. All media are asked to cooperate by Robert Beauer, BBB president, who charges their laxity in policing contributes greatly to the problem.

WGN-Standard Oil Sign For Chicago Bears Games

WGN CHICAGO last week completed negotiations with Standard Oil Co. of Indiana for exclusive 1953 radio coverage of all home and road games of the Chicago Bears professional football team.

The arrangement marks the return of the Bears to WGN, which originally carried the Bears schedule in 1931. Standard has sponsored Bears radio coverage for seven years.

Cone Joins 'Tribune' Panel

FAIRFAX M. CONE, president of Foote, Cone and Belding, and John B. McLaughlin, advertising and sales promotion manager, Kraft Foods Co., Chicago, have been added to the list of panelists for the *Chicago Tribune's* fourth annual Distribution and Advertising Forum in that city May 26-27. They will sit in on a clinic devoted to "Problems and Procedures in Selecting a Sales Theme for a Product." Other participants, including Edgar Kobak, consultant and owner of WTWA Thomson, Ga., were announced previously [B•T, May 18].

Set 'March of Medicine'

SMITH,, KLINE & FRENCH LABS, Philadelphia, will sponsor another *March of Medicine* telecast from the annual meeting of the American Medical Assn. in New York on NBC-TV, June 4, 8:30-9 p.m. (EDT). Borden Co. relinquished its contract TV time for its *Treasury Men in Action* show. AMA and Smith, Kline & French disclosed that plans are being formulated for a series of monthly *March of Medicine* programs to be telecast on a network starting next fall.

NEW BUSINESS

Spot

Braun Baking Co., Pittsburgh, assumes cosponsorship of all games played by Pittsburgh Pirates for remainder of season, as of May 14, on WWSW Pittsburgh, WBVP Beaver Falls WHJB Greensburg, WCVI Connellsville, WISR Butler and WJPA Washington, all Pennsylvania

California Farm Bureau Federation, Berkeley adds five times weekly news program, *The Voice of California Agriculture* on KFXM San Bernardino, KCBQ San Diego and KDB Santa Barbara. Program, now in third year, is heard on seven California radio stations Agency: West-Marquis Inc., S. F.

Maier Brewing Co., L. A. (Brew 102), renews saturation spot announcement campaign on KNX KHJ KECA KFI that city and KBIC Avalon, for 52 weeks from week of April 27 Agency: John I. Edwards & Assoc., Hollywood

Puget Sound Navigation Co. schedules use of six radio stations in Canada and seven in Washington to promote new services of its Black Ball Line. Agency: Beaumont & Hohman Seattle.

American Machine & Foundry Co., Pinspotter Div., N. Y., to sponsor *Bowling for Fun,* on WXYZ-TV Detroit and WBKB (TV) Chicago Sat., 7:30-8 p.m., for 13 weeks starting June 27 Agency: Fletcher D. Richards Adv., N. Y.

Network

Sperry Div.-General Mills, S. F. (flour, cereal formula foods), starts *Sam Hayes News* on 42 ABC Radio Pacific Coast and Mountain stations, Mon. through Fri., 12:30-12:40 p.m. PDT, for 52 weeks from June 1. Agency Dancer-Fitzgerald-McDougall, S. F.

Frosticks (ice cream on a stick), made by Pioneer Ice Cream Div. of Borden Co., N. Y. assumes sponsorship of *The Rootie Kazootie Club* Mondays, 6-6:15 p.m. EDT on ABC-TV to point out that product is sold only in stores carrying Borden's, Horton's and Reid's ice cream, not by street vendors. Agency: Doherty Clifford, Steers & Shenfield, N. Y.

Professional Golfers Assn. and *Life Magazine* co-sponsored coverage of National Golf Day Tournament from Oakmont Country Club Pittsburgh, and other golf courses over CBS Radio Saturday (May 23), 5-5:30 p.m. EDT with CBS Radio sports director John Derr as m.c. Agency: Young & Rubicam, N. Y.

Agency Appointments

Jones Sausage Co., Raleigh and Greensboro, N. C., and Danville, Va., **South Carolina National Bank,** 18 cities in S. C., **Tire Distributors Inc.,** Raleigh, and **Heilig-Levine Furniture Co.,** Raleigh, appoint Walter J. Klein Co., Charlotte, N. C. to handle advertising. TV will be used for all accounts.

General Electric Supply Co., Portland, Ore., appoints Simon Co., that city.

J. J. Sugarman Co., L. A. (general business operators), appoints Edwards Agency, that city. Radio-TV will be used.

Winter-Weiss Co., Denver (transportation and agricultural equipment), appoints Don Clair Adv., that city.

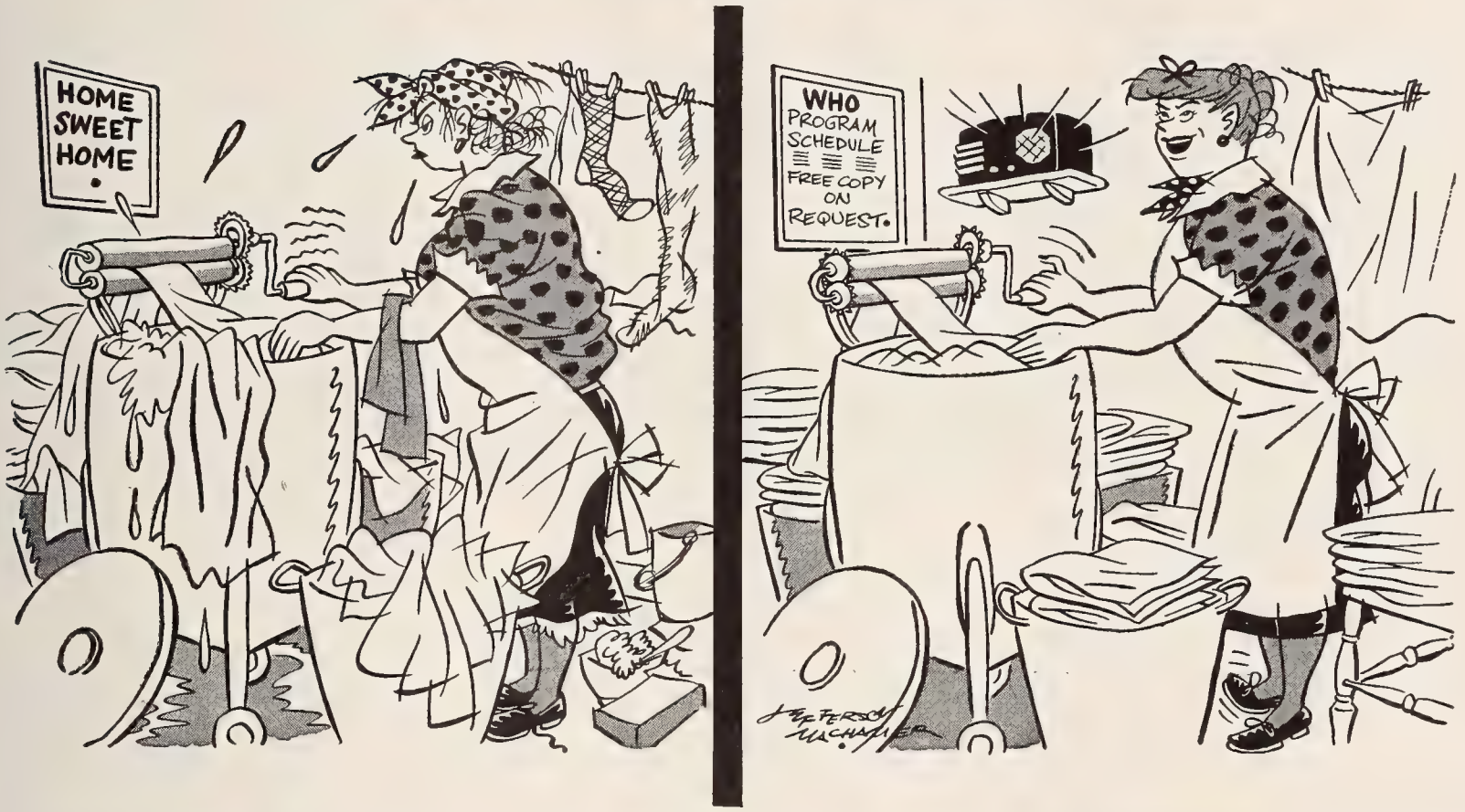
Iowa Packing Co., Div. of Swift & Co., Des Moines, appoints Rockett-Lauritzen, L. A. Don Lauritzen is account executive. National radio-TV spot announcement campaign is being scheduled in addition to local TV programming.

Stineway Drug Co., Chicago, appoints Louis



OPENING telecast of Continental Baking Co.'s quarter-hour segment of NBC-TV's *Howdy Doody Show* (Wed. 5:30-45 p.m. EDT) for Hostess Cup Cakes brought these jovial onlookers together (l to r): George H. Frey, NBC vice president and sales director; Ellis C. Baum, CBC vice president; Bob Smith, the "Buffalo Bob" of the show; L. M. Marshall, CBC advertising manager; William J. Fineshriber, vice president and general manager of networks, and John Lanigan, eastern sales division manager, both NBC. CBC also sponsors another segment of the show that day for its Wonder bread.

IOWA PEOPLE
Work-Play-Live
BY RADIO!



Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!

Gag-writers' humor to the contrary, we all know that the American housewife is a very hard-working individual. Much as she might like it, there's relatively little time for "chaise longues, bonbons and novels" (or for television, magazines and newspapers). What a *plus* this is for advertisers who use *radio!*

The 1952 Iowa Radio-Television Audience Survey shows that Iowa women use radio 44.6% of all the weekday time they are "at home and awake". 48.8% of this time they are also "working in the home"—cooking, washing dishes, etc., etc. They average 5.75 hours per day listening, as compared with 1.56 hours watching TV, thirty-four minutes reading newspapers, and twenty-three minutes reading magazines!

WHO is the favorite radio station in Iowa — is "heard regularly" by 68.5% of all Iowa families, as compared with 31.9% for Station "B".

Write for your copy of the Survey, today. It's one of the industry's most highly-respected audience analyses. You will find it *intensely* interesting.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

Block Adv. Agency to handle its radio advertising.

West Coast Soap Co., Oakland (Powow), appoints Long Adv. Service, S. F.

C. Mondavi & Sons., St. Helena, Calif. (Charles Krug Winery), appoints Jewell Adv. Agency, Oakland.

San Mateo County Bldg. & Loan Assn., Redwood City, Calif., appoints Knollin Adv., S. F.

Levittown, N. Y. (housing development), appoints Adrian Bauer Adv., Phila., to handle advertising. **Frederick Goldman** is account executive.

Sparkling Life Inc., L. A. (lemon-lime soft drink), appoints Abbott Kimball Co., that city. **Hugo Scheibner** is account executive.

Scott Lumber Co., Wheeling, W. Va., appoints Guenther, Brown & Berne Inc., Cincinnati. **Gregory Meier** is account executive.

Acuff-Rose Publications, Nashville, Tenn., appoints The Jay H. Maish Co., Marion, Ohio. **Leston Huntley** is account executive.

Portland Woolen Mills Inc., Portland, appoints Universal Adv. Agency Inc., Hollywood. **G. Mackie Cornwall** is account executive. Radio-TV will be used.

D. P. Bushnell & Co., Pasadena (mfrs. binoculars), appoints Hixson & Jorgensen Inc., L. A. **C. B. Hosking** is account executive.

Consolidated Sewing Machine & Supply Co., L. A. (western distributors for Viking Sewing Machines), and **Jerant Co.,** that city (Formula 21 lanolin compound), appoint Yambert- Prochnow Inc., Beverly Hills. Former will use radio. Latter has scheduled spot announcements on KTTV (TV) and KNBH (TV) Hollywood with more TV to be added later.

Mirror Bright Polish Co., Pasadena, appoints Edwards Agency, L. A. **Edward L. Koblitz** is account executive.

Donaldson Baking Co., Scioto Sales Inc., Ohio Bankers Assn., Watson Motor Rebuilders, Stim-U.-Plant Labs, Ideco Div. of Dresser-Stacey Co., all of Columbus, appoint Harry M. Miller Inc.

Shorts

W. B. Doner & Co. opens new offices at 2051 West Wisconsin Ave., Milwaukee.

Sidney Garfield & Assoc., S.F., moves to 26 O'Farrell St.

Holst & Cummings & Myers Ltd., Honolulu, elected to membership in American Assn. of Adv. Agencies.

Charles N. Stahl Adv. Agency, L. A., moves to 1575 Crossroads of the World, Hollywood. Telephone is Hudson 2-7344.

Foltz-Wessinger Inc., Lancaster, Pa., elected to membership in American Assn. of Adv. Agencies.

Hansen-Tipton Co., San Carlos, Calif., moves to 436 Waverly St., Palo Alto. Telephone is Davenport 5-6911.

ROCKHILL OFFERS STOCK, FINANCES FILM

The firm is letting out 149,000 shares at $2 per in a move primarily designed to place the "Tom Corbett, Space Cadet" series on film for syndication.

IN AN UNUSUAL financing move, Rockhill Productions Inc. is planning to offer for public sale 149,000 shares of common stock at $2 per share. A spokesman said Thursday filing of proposed financing has been made with Securities & Exchange Commission.

Stanley Wolf, Rockhill president, said funds will be used primarily to place the company's *Tom Corbett, Space Cadet* series on films for syndication use. He noted that the money raised would represent less than 25% of the company's capitalization. Mr. Wolf expressed confidence in the film project, pointing out that Rockhill's financial position has been strengthened gradually in the past ten years, with gross increase rising from $26,000 in 1943 to approximately $1 million last year. He added that about $10,000 a month accrues to Rockhill from merchandising tie-ups on the *Space Cadet* series. The investment banking firm of Mortimer B. Burnside & Co., New York, will serve as underwriters.

Starting Aug. 29, *Space Cadet* will be carried on DuMont TV Network, Sat., 11:30 a.m.-12 noon (EDT), under sponsorship of International Shoe Co., St. Louis. Program was carried on ABC-TV until last October with Kellogg Co., Battle Creek, as sponsor.

MCA-TV Appoints Three New Regional Mgrs.

APPOINTMENT of three new regional managers by MCA-TV Ltd. in line with its expanding TV film operations was announced last week by David Sutton, vice president in charge of sales.

Kirk Torney, MCA San Francisco office executive, has been named eastern sales manager with headquarters in New York. New midwestern sales manager is Raoul Kent, who will operate out of Chicago. Bob Greenberg has been appointed western sales manager with headquarters in Beverly Hills.

MCA-TV properties include the *Abbott and Costello* series, George Raft's *I Am The Law* films, *Famous Playhouse* programs, along with the newly-acquired *Man Against Crime* shows, starring Ralph Bellamy, which have been retitled *Follow That Man*. The latter series, according to Mr. Sutton, is being distributed first run in some 40 established and new TV markets.

Films for Stockholders

USE of films by large corporations to present their annual reports to stockholders and to keep them informed of other company activities was recommended last week by George F. Foley, president of George F. Foley Inc., New York, TV and film producing firm. He noted that annual reports also might be shown on television as "an important aid" on "plant city" video stations and in general community relations projects. He added that the films could be distributed to many national and community organizations and to company suppliers, subcontractors, dealers and customers, to describe company plans.

IMPPA Offers Unions Cut Of Take from Old Films

IN AN EFFORT to solve complexities involved through sale of old theatrical movies to TV and to standardize various existing formulas, the Independent Motion Picture Producers Assn. is offering unions, as a group, a flat 5% of all revenue derived from such deals, with money to go into an industry-wide pension pool for Hollywood workers.

Under a plan proposed by IMPPA President Steve Broidy, who also is Allied Artists President, producers Jack Broder and Robert L. Lippert, the various unions and guilds involved would determine distribution of the money.

Although the three-man committee would not comment on their meeting with union executives, it was pointed out that the exhorbitant repayment demands being made by the various crafts and guilds are preventing producers from selling old products.

Several crafts and guilds, including Screen Directors Guild, are currently negotiating a repayment plan for films released to video. AFM, about two years ago, started imposing its 5% welfare fund formula on old movies sold to TV and President James C. Petrillo has blocked every move to rescind it.

20th Century-Fox Meet Bypasses Film Release to TV

FURTHER information on the availability of 20th Century-Fox motion pictures for television use was not disclosed at the company's annual meeting in New York last week although the annual report issued on April 14 highlighted this plan [B•T, April 20].

At that time, Spyros P. Skouras, president, advised stockholders that the advent of Cinemascope and other new techniques would result in a demand for "pictures of that type," and he added that it was "therefore likely that older pictures would then be made available for television."

Mr. Skouras later was quoted as saying, in amplification, that the company's library of about 900 films would be sold to television in "three to four years from now, maybe a little earlier." He said the company would take this step when current films are "obsolete" and "not until there are 700 or 800 stations on the air." The question was not brought up at the stockholders meeting.

Howard Productions Sets Expansion Into TV Film

EXPANSION of Sandy Howard Productions, New York, independent radio and TV packaging firm, into operations in the TV film, personal management and theatre show fields was announced last week.

In the TV film field, Mr. Howard has set up Howard Pictures Inc., which will produce its first series of films to dramatize nature in the fall. His theatre show enterprise will consist of well-known personalities appearing at six non-competing theatre chains. In the management field, Mr. Howard said he is completing negotiations with four radio and TV performers.

Mr. Howard said his firm also will take over production of another live television show, starting next month. Sandy Howard Productions currently produces the Ray Heatherton *Merry Mailman* show on WOR-TV New York.



Giant Study!

His pencil was a trimmed pine tree. His slate, the side of a quarry. With these implements, Paul Bunyan (they say) soon became an expert at figures, and also learned "all the history worth knowing."

Today, practically all the history worth knowing can be found in the recent SAMS* study, which reveals that WCCO Radio—the Northwest's 50,000-watt giant—reaches far more people than any other Northwest station . . . and does so at a lilliputian cost-per-thousand circulation. As a matter of fact, *no other station throughout our entire 109-county primary area can match—few can even approach—WCCO Radio's low cost-per-thousand, day or night.*

Our salesmen aren't as handy with a pine tree as Bunyan was, but they're all good at figures. Let us show you how WCCO Radio's biggest-circulation-at-lowest-cost can add up to giant Northwest sales for you.

Minneapolis-St. Paul

WCCO RADIO

Represented by
CBS Radio Spot Sales

Film Sales

John Guedel Productions, Hollywood, through **CBS-TV Film Sales,** announces the sale of *Linkletter and the Kids,* quarter-hour TV film series, in nine markets. They are KTTV (TV) Hollywood **(Barbara Ann Bread),** starting June 1; KPIX (TV) San Francisco **(Riviera Foods),** June 11; KTYL-TV Phoenix **(Goldwater's Dept. Store),** June 21; KBTV (TV) Denver **(Meadowgold Dairies);** KPTV (TV) Portland **(Fred Meyer's Stores);** WFBM-TV Indianapolis **(Rusco Aluminum Sidings);** KMJ-TV Fresno; KVEC-TV San Luis Obispo, and KAFY-TV Bakersfield. **Maxwell Shane** was producer on the 39 completed films.

•

WGN-TV Chicago last week announced it has obtained exclusive first-run TV rights to some 73 full-length motion pictures for showing this summer and fall. The contracts cover pictures obtained from **Atlantic Television, Unity Television Corp.** and **Tele-pictures Inc.,** according to **Elizabeth Bain,** WGN-TV film director.

Features from Atlantic have been bought by **Jim Moran** for showing on his *Courtesy Television Theatre* next fall. Agency is **Malcolm-Howard Adv.** The Unity contract includes 21 features and the pact with Tele-pictures covers 46 full-length films. WGN-TV earlier had signed an agreement with the latter for previously released films.

•

Consolidated Television Sales last week announced it has sold its *Public Prosecutor* filmed series to **WDTV (TV)** Pittsburgh, **WOAI-TV** San Antonio, **WKNB-TV** New Britain, **KDUB-TV** Lubbock, **KFEL-TV** Denver, and **KECA-TV** Los Angeles.

Other sales completed by the firm were *Hollywood Half Hour* to **WXYZ-TV** Detroit, **WSBT (TV)** South Bend, **WOAI-TV** San Antonio, and **KECA-TV** Los Angeles; *Ringside With the Rasslers,* **XETV (TV)** Tiajuana, Mexico, and **WBAY-TV** Green Bay, Wis., and *Front Page Detective,* to **WHAM-TV** Rochester and **WOAI-TV** San Antonio.

•

KTTV (TV) Hollywood has leased 32 *Felix the Cat* cartoons from **Official Films Inc.** for showing on *Cartoon Time with Sheriff John,* with options on further strips in the same series. Deal was negotiated by **Dale Sheets,** station film editor, and **Herman Rush,** sales manager for Official.

•

KFMB-TV San Diego and **WICU (TV)** Erie started second runs of *Little Theatre,* quarter-hour TV series filmed by **TeeVee Co.,** Beverly Hills, May 26 and June 8, respectively, for 52 weeks.

Production

The pilot film in NBC-TV *Carolyn,* half-hour series starring **Celeste Holm,** has been completed at RKO Pathe Studios, Culver City, by producer-director **Robert Florey.** A situation comedy, the plot deals with a Broadway stage star whose life is complicated by three small children left to her by a friend. **George Nader** provides romantic interest as the star's agent. Radio writer **Jean Holloway** is set to write scripts for the series. Print of first program is in New York for viewing by agency executives.

•

William Boyd Productions is in production on 14 half-hour films in NBC-TV *Hopalong Cassidy* series, on location at Newhall, Calif. **George Archainbaud** is directing the programs which star Mr. Boyd and feature **Edgar Buchanan.**

•

A half-hour pilot film in *Ben Blue, Esq.,* TV series, packaged by **William Morris Agency** for probable syndication by **NBC-TV,** has been completed at RKO Pathe Studios, Culver City. Straight-line comedy, accenting Mr. Blue's pantomime, is scheduled for fall release. **Ernest Glucksman,** producer on NBC-TV *Colgate Comedy Hour,* and **Les Goodwins,** director on NBC-TV *My Hero,* are acting in same respective capacities.

•

Circle Film Labs Inc., New York, will produce a film revealing attempts made by the **Pan American Broadcasting Co.** on behalf of the **Lutheran Church-Missouri Synod** to pierce Communist-dominated countries, as well as other missionary efforts of that sect. The film, titled "Bring Christ to the Nations," is supervised by **Leo Shore** of Pan American Broadcasting. Editing the footage for Circle Film is **Joseph Salzburg.**

Fantastic

FANTASTIC is the word for television, according to Adolph Menjou, star of Ziv TV series, *Favorite Story.* During his visit to New York last week, Mr. Menjou reported, people stopped to question him about his programs. Declaring that "people never were excited enough about my pictures to argue about them," he added: "Cab drivers, barbers, tailors, headwaiters—they all feel that because of the intimacy of television, they want to talk about it. . . . This is the sort of thing that could never happen in the movies."

Availabilities

NBC Film Division is offering for local and regional sponsorship a series of 26 15-minute programs titled *Watch the World* which covers the arts and sciences plus sports travel and personalities. Produced under the supervision of **George Wallach** the series will present narrators including **Don Goddard, Kenneth Banghart, Bob Wilson** and **Radcliffe Hall.**

•

WBAP-TV Forth Worth, Tex., is filming its weekly 15-minute *Facts Forum* and announces that the series is available for telecasting in ten television markets. The *Forum* moderator, **Dan Smoot,** a former Harvard and SMU instructor and FBI agent, presents both sides of important social, political and economic issues, according to WBAP-TV. The **Farm & Home Savings & Loan Assn.** of Fort Worth and Dallas sponsors the program on WBAP-TV.



Mr. Smoot

Random Shots

TV Art Productions, a studio that will specialize in producing special slides for television advertisers and TV stations, has been formed in St. Louis. Principals include **Daniel Bishop,** editorial cartoonist with *St. Louis Star-Times* until it ceased publication, who will handle cartooning, animation and musical commercials; **William Hunn,** commercial artist who will handle visualizing and production, and **Evelyn Ortlepp,** muralist, magazine illustrator and designer who will handle designing and research. Specialty of the new studio will be 35 mm glass slides, balops and art for live cameras, and other TV art. The studio's address is 119 North Seventh St., St. Louis 1, Mo. Telephone: Central 4757.

•

Wayne-Fellows Productions, Hollywood, is including clauses in all new contracts with motion picture actors, covering TV appearances to promote firm's motion picture productions. TV campaigns are being scheduled to promote "Island in the Sky," to be released by Warner Bros. in September, and "Plunder of the Sun."

•

Olympus Film Productions Inc. (formerly Bert Johnston Productions), Cincinnati, has completed "America Eats Out," a film about dining in restaurants produced for the National Restaurant Assn. and two restaurant trade publications. Olympus is a recently-acquired subsidiary of the **Crosley Broadcasting Corp.** (WLWT [TV] Cincinnati, WLWC [TV] Columbus, Ohio, WLWD [TV] Dayton, WLWA [TV] Atlanta, WLW Cincinnati and WINS New York).

Film People

Martin Stone, general counsel for Houston-Fearless Corp., also has been elected executive vice president of **Donlevy Development Corp.,** producer of *Dangerous Assignment* for NBC-TV syndication, which has 9 half-hour films completed in *What's Your Hobby* and reports it is building TV film libraries to meet various budget requirements of stations.

•

Gerald Mayer, director on *Ethel Barrymore Theatre* for Interstate Television Corp., Hollywood, en route to Tel Aviv to direct a TV film series for **Montgomery Ford Productions,** starring **William** and **Maria Riva.**

•

Maury Baker, radio-TV director, BBDO, San Francisco, to **MCA-TV Ltd.,** that city, as film division representative under manager **Don Mulford.**

•

Bob Carroll, New York state sales manager, Ziv TV Programs Inc., joins **United Television Programs Inc.,** as representative in the same territory and northern New England.

•

Stacy O'Brien, assistant plant supervisor, Paramount Labs., Hollywood, joins **General Film Laboratories Corp.,** that city, in same capacity.

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Irving Leeds, Hollywood publicist, formerly associated with Films Inc., New York, joins **Louis Weiss & Co.,** Los Angeles, as Western sales manager.

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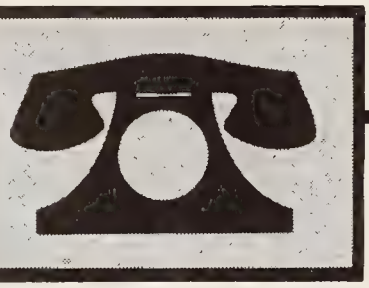
Harry W. McMahan, president of **Five Star Productions,** Hollywood, will be in Chicago until June 1 developing special psychological research on television commercials.

Look PHOTOQUIZ*

*Reg U S. Pat. Off. by Cowles Magazines, Inc.

TV's HOTTEST New TELEPHONE QUIZ

A 15-minute, 5 day-a-week Winner Guaranteed to BUILD BIG AUDIENCES and SKYROCKET SALES!



12 MARKETS SOLD THE FIRST TWO WEEKS

GOING LIKE WILDFIRE

...Hurry, Stake Out Your Claim Before the Sellout!

Here's the greatest, sure-fire business-getter ever devised... the only telephone quiz show with the terrific natural merchandising and exploitation boost of a promotional tie-in with LOOK Magazine!

LOOK'S PHOTOQUIZ is one of the most widely followed features in the world. Now the editors of TELENEWS have faithfully captured its tremendous appeal in this brand new 15-minute, 5-day-a-week TV program.

LOOK'S TV PHOTOQUIZ is the easiest-to-handle show you've ever seen... completely ready to use, with both voice and music on film. No complicated synchronization or cueing problems of any kind! Opening and closing films are made to order with sponsor's name right on the film.

HERE'S HOW IT WORKS: Film is shown, announcer makes phone call, asks question. Contestant wins jackpot or another award is added for the next call.

It all adds up to the most exciting, greatest sales making telephone quiz yet devised!

Here's The Sure-Fire Formula:

1. ENTERTAINMENT. Unusual eye-appeal plus expertly phrased questions create dramatic suspense and curiosity that hold all types of viewers.

2. AWARDS. Don't underestimate the lure of a big money jackpot that pyramids daily. Everyone loves to win or see another get a pile of dough.

3. MERCHANDISING HOOK. Simply announce that answers to this week's PhotoQuiz are posted in sponsor's place of business. Then watch the crowds come in!

4. SPONSOR IDENTIFICATION. Besides the 3 regular commercials there are 15 to 20 "painless" mentions of sponsor's name throughout the show.

5. RATINGS. "Can't-miss" elements above assure "out-of-this-world" ratings. AND our National Exploitation includes: LOOK Placards on newsstands, panel posters on LOOK trucks!

IT'S THE BIGGEST BARGAIN IN TELEVISION TODAY!

Phone, Wire or Write

UTP

Now For Price and Availability Details

NEW YORK
444 Madison Ave. PL. 3-4620

CHICAGO
360 N. Michigan Ave. CE. 6-0041

HOLLYWOOD
California Studios, 650 N. Bronson Ave.
HO. 9-8321

UNITED TELEVISION PROGRAMS Inc.

MORE ADVERTISERS SPEND LESS IN AM NETWORK

PIB data shows that the first three months of this year are slightly under the totals for the same period in 1952. However, this year's number of advertisers is 184, as against 175 sponsors for the first quarter of '52.

IN the first quarter of 1953 a total of 184 advertisers purchased $41,163,628 worth of national radio network time (at gross rates), according to data compiled by Publishers Information Bureau. On the average, each advertiser spent, before discounts, $223,715.37 for network time during the three months.

During the like period of 1952 the nationwide radio networks sold $42,600,798 worth of time (gross) to 175 sponsors, for an average of $243,433.13 each.

Comparison, then, shows that more advertisers used the national radio networks in the January-March period of this year than of last, but that on the average they spent almost $20,000 less apiece for this radio network time, at gross rates, than a year ago. Network radio's gross for the first quarter of this year was down 3.4% from that of the like period a year ago, but that trend was reversed in March, when the gross time sales totaled $14,626,103, a gain of 0.7% over the March 1952 gross of $14,520,393.

Procter & Gamble in March maintained its leadership among purchasers of radio network time and its solo spot as only advertiser to buy more than $1 million worth during the month. Of the ten leaders (Table I), the first nine were also among the top ten for March 1952, with tenth-place Gillette Co. the only newcomer, replacing Phillip Morris Co., which ranked ninth in March a year ago.

Table II, listing the leading advertiser for each group of products or services advertised on network radio, lists 25 companies, of which 16 were also on the March 1952 list [B•T, June 9, 1952]. Table III, reporting gross time purchases of advertisers by product groups, with March and January-March of this year compared with last, shows no change in the five ranking classes, nor in their order, foods standing first, toiletries second, drugs third, smoking materials fourth and soaps fifth in March and the first quarter of both years.

* * *

TABLE I

Top Ten Radio Network Advertisers in March 1953

1.	Procter & Gamble Co.	$1,279,062
2.	General Foods Corp.	636,457
3.	Miles Labs.	616,525
4.	General Mills	551,496
5.	Sterling Drug	540,281
6.	Colgate-Palmolive-Peet Co.	477,078
7.	American Home Products Corp.	476,284
8.	Lever Brothers Co.	431,960
9.	Liggett & Myers Tobacco Co.	427,277
10.	Gillette Co.	381,052

* * *

Scatter Your Spots

IF YOU want to reach the maximum number of homes with your radio spots, scatter them.

A recent Nielsen study in the New York area showed that a strip of five spots reached a cumulative weekly audience of 7.7% of all radio homes. Putting them on at a different time each day increased the total to 12.1% and when they were also scattered among three stations the cumulative total rose to 15.2% (although scattering reduced the number of impacts per home).

"Real startler in the study," comments the Nielsen report, "was that scattered radio schedule brought a higher rating within TV homes (11.5%) than the strip did in non-TV homes (11.2%)."

Advertising Measurement Explained in Booklet

A BOOKLET explaining how the influence of advertising can be measured accurately is being distributed by A. J. Wood & Co. The material is based upon eight years' findings of Wood research specialists.

Wood & Co. advocates the use of two standards as measuring rods: First, comparing advertising for one brand against that of competing brands; second, comparing the indices obtained by the methods with results which the firm has compiled over the period since 1945.

BAB Releases Auto Study

A STUDY showing how many automobiles are in use at all times of the day is being released now by Broadcast Advertising Bureau. One conclusion: 78% of all automobiles in metropolitan areas are in use some time every day, Monday through Friday. Entitled "Listeners on Wheels—Pilot Study on Automobile Use," the booklet also notes how many people occupy those cars, by hours of the day.

TABLE II

Gross Radio Network Advertisers by Product Groups for March 1953

Agricultural, Equip. & Access.	Allis-Chalmers Mfg. Co.	$ 34,713	Industrial Materails	U. S. Steel Corp.	124,280
Apparel, Footwear & Access.	Knomark Mfg. Co.	47,241	Insurance	Prudential Insurance Co. of America	73,468
Automotive, Auto. Access. & Equip.	Willys-Overland Motors	106,305	Jewelry, Optical Goods & Cameras	Gruen Watch Co.	60,300
Beer, Wine & Liquor	Wine Corp. of America	100,123	Office Equipment, Stationery & Writing Supplies	Hall Brothers	83,347
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	71,176	Publishing & Media	First Church of Christ Scientist	19,050
Confectionery & Soft Drinks	William Wrigley Jr. Co.	146,303	Radios, TV Sets, Phonographs, etc.	RCA	113.547
Consumer Services	American Tel & Tel	78,530	Retail & Direct Mail	Dr. Hiss Shoe Stores	1,236
Drugs & Remedies	Miles Labs.	616,525	Smoking Materials	Liggett & Myers Tobacco Co.	427,277
Food & Food Products	General Food Corp.	627,781	Soaps, Cleansers & Polishes	Procter & Gamble Co.	730,030
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	103,014	Toiletries & Toilet Goods	Procter & Gamble Co.	470,137
Horticulture	Ferry-Morse Seed Co.	22,148	Transportation, Travel & Resorts	Assn. of American Railroads	79,205
Household Equipment & Supplies	Philco Corp.	122,316	Miscellaneous	American Federation of Labor	103,460
Household Furnishings	Owens-Corning Fiberglass Corp.	65,791			

* * *

TABLE III

Gross Radio Network Time Sales by Product Groups for March and January-March 1953 Compared to Same Periods in 1952

	March 1953	Jan.-March 1953	March 1952	Jan.-March 1952
Agricultural, Equip. & Access.	$ 111,591	$ 319,634	$ 74,958	$ 194,984
Apparel, Footwear & Access.	130,385	297,186	34,524	81,334
Automotive, Auto. Equip. & Access.	519,902	1,514,541	328,930	1,011,085
Beer, Wine & Liquor	178,406	395,556	252,570	659,,209
Bldg. Materials, Equip. & Fixtures	81,777	218,411	92,274	230,620
Confectionery & Soft Drinks	251,480	727,849	557,025	1,645,521
Consumer Services	228,125	635,048	207,759	607,954
Drugs & Remedies	2,082,664	5,561,332	1,935,406	5,594,148
Food & Food Products	3,292,026	9,503,386	3,305,369	9,925,948
Gasoline, Lubricants & Other Fuels	454,087	1,308,825	492,929	1,414,016
Horticulture	22,148	29,170	27,585	38,619
Household Equip. & Supplies	598,562	1,795,479	326,142	1,007,551
Household Furnishings	175,025	554,887	104,832	311,474
Industrial Materials	186,373	483,503	285,170	704,578
Insurance	167,234	472,248	290,209	875,621
Jewelry, Optical Goods & Cameras	127,120	284,927	114,780	297,840
Office Equip., Stationery & Writing Supplies	83,347	216,507	65,984	213,093
Political	.....	.....	.....	704
Publishing & Media	19,050	50,352	63,783	197,670
Radios, TV Sets, Phonographs, Musical Instruments & Access.	247,447	703,553	190,898	418,691
Retail Stores & Direct Mail	1,236	3,708	3,360	5,646
Smoking Materials	1,462,776	4,049,165	1,631,607	4,993,210
Soaps, Cleansers & Polishes	1,323,736	3,633,185	1,558,409	4,632,785
Toiletries & Toilet Goods	2,319,847	6,899,461	2,013,407	6,038,991
Transportation, Travel & Resorts	79,205	205,597	100,117	282,734
Miscellaneous	487,554	1,300,118	462,366	1,216,765
TOTALS:	$14,626,103	$41,163,628	$14,520,393	$42,600,798

Source: Publisher's Information Bureau


POWER
POWER
POWER
WKRC-TV
Channel 12
NOW 250,000 WATTS!
SOON 316,000
Power Counts! For full coverage of the Queen City trading area "people in the know" use Cincinnati's Most Powerful Television Station. Yes, WKRC-TV is your best buy!
Top Ratings because of CBS and Local Programming.
Radio Cincinnati now owns and operates WTVN, Columbus, Ohio.
Kenneth W. Church
Vice President and National
Sales Manager Radio Cincinnati
CBS TELEVISION NETWORK—REPRESENTED BY THE KATZ AGENCY

Reflex action is the dependable source of repeat sales. In the billion dollar Greater Indianapolis Market, one tap on WFBM-TV is worth the legwork required to visit 342,000 TV homes.



WFBM-TV

INDIANAPOLIS
CHANNEL 6
REPRESENTED NATIONALLY BY THE KATZ AGENCY

Affiliated with **WFBM (AM)**: **WEOA,** Evansville; **WFDF,** Flint; **WOOD (AM & TV)** Grand Rapids

CBS-TV Researchers Count U. S. TV Sets by Counties

COMBINING data from the U. S. Census of April 1, 1950, and Nielsen Coverage Service study of May 23, 1952, with length of TV program service in each area, CBS-TV researchers have calculated TV set ownership in each U. S. county as of May 1, 1953.

Results are presented in a 48-page booklet titled "U. S. Television Ownership by Counties," mailed last week to national advertisers and their agencies, Oscar Katz, CBS-TV director of research, announced Wednesday. This is the first time such information has been presented on a current basis, he said.

New York State has the greatest set-ownership, with 3,641,900 TV receivers as of May 1, CBS estimates. California ranks second, with 2,542,530, and Pennsylvania third, with 2,048,950.

Breaking the country up into geographic areas, the CBS data show 1,862,450 sets in New England 7,025,200 in Middle Atlantic States; 5,895,460 in East North Central States; 1,454,350 in West North Central States; 2,287,280 in South Atlantic States; 766,240 in East South Central States; 1,054,550 in West South Central States; 305,100 in Mountain States and 2,931,610 in the Pacific States, to make the national total of more than 23 million.

TELESTATUS ®

Weekly TV Set Summary—May 25, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use in U. S., however, is unduplicated estimate.

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	26,434	.....
Altoona	WFBG-TV	174,469	.....
Amarillo	KGNC-TV, KFDA	25,073	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Atlantic City	WFPG-TV	47,566	10,056
Austin	KTBC-TV	28,010	.....
Baltimore	WAAM, WBAL-TV, WMAR-TV	478,994	.....
Bangor	WABI-TV	18,685	.....
Baton Rouge	WAFB-TV	.....	18,000
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	104,300	.....
Birmingham	WAFM-TV, WBRC-TV	157,000	.....
Bloomington	WTTV	225,000	.....
Boston	WBZ-TV, WNAC-TV	1,053,837	.....
Bridgeport	WICC-TV	.....	11,031
Buffalo	WBEN-TV	349,902	.....
Charlotte	WBTV	325,490	.....
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,510,000	.....
Cincinnati	WCPO-TV, WKRC-TV WLWT	413,000	.....
Cleveland	WEWS, WNBK, WXEL	761,187	.....
Colorado Springs	KKTV	19,869	.....
Columbia	WCOS-TV	.....	.....
Columbus	WBNS-TV, WLWC, WTVN	287,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	272,000	.....
Davenport	WOC-TV	203,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	278,000	
Denver	KFEL-TV, KBTV	150,362	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	26,226	.....
Erie	WICU	185,500	.....
Ft. Lauderdale	WFTL-TV	.....	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	272,000	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	237,643	.....
Green Bay	WBAY-TV	.....	.....
Greensboro	WFMY-TV	167,419	.....
Harrisburg	WHP-TV	.....	35,000
Holyoke	WHYN-TV	215,000	.....
Honolulu	KGMB-TV	19,000	.....
Houston	KPRC-TV	242,450	.....
Huntington-Charleston	WSAZ-TV	192,772	.....
Indianapolis	WFBM-TV	342,000	.....
Jackson	WJTV	.....	15,665
Jacksonville	WMBR-TV	112,000	.....
Johnstown	WJAC-TV	658,843	.....
Kalamazoo	WKZO-TV	295,000	.....
Kansas City	WDAF-TV	294,467	.....
Lancaster	WGAL-TV	221,922	.....
Lansing	WJIM-TV	176,912	.....
Lawton	KSWO-TV	25,000	.....
Lima	WLOK-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Little Rock	KRTV	.....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA, KNXT, KTTV	1,579,375	.....
Louisville	WAVE-TV, WHAS-TV	240,828	.....
Lubbock, Tex.	KDUB-TV	24,843	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	205,656	.....
Miami	WTVJ	178,500	.....
Milwaukee	WTMJ-TV	433,649	.....
Minn.-St. Paul	KSTP-TV, WCCO-TV	366,400	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Montgomery	WCOV-TV	.....	4,000
Muncie	WLBC-TV	.....	.....
Nashville	WSM-TV	115,052	.....
New Britain	WKNB-TV	.....	61,789
New Castle	WKST-TV	.....	35,573
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	182,111	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,450,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	171,058	.....
Oklahoma City	WKY-TV	206,765	.....
Omaha	KMTV, WOW-TV	186,460	.....
Peoria	WEEK-TV	.....	37,530
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,233,000	.....
Phoenix	KPHO-TV, KTYL-TV	67,400	.....
Pittsburgh	WDTV	641,000	.....
Portland, Ore.	KPTV	.....	93,142
Providence	WJAR-TV	1,016,600	.....
Pueblo	KDZA-TV	18,000	.....
Reading	WHUM-TV	.....	84,748
	WEEU-TV	.....	.....
Richmond	WTVR	167,142	.....
Roanoke	WROV-TV, WSLS-TV	83,000	21,102
Rochester	WHAM-TV	180,000	.....
Rockford	WTVO	.....	18,753
Rock Island	WHBF-TV	203,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Saginaw-Bay City-Midland	WKNX-TV	.....	30,060
St. Louis	KSD-TV	502,000	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	141,058	.....
San Diego	KFMB-TV	179,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	586,160	.....
Schenectady-Albany-Troy	WRGB	269,400	.....
Seattle-Tacoma	KING-TV, KTNT-TV	263,000	.....
Sioux City	KVTV	41,284	.....
Sioux Falls	KELO-TV	29,000	.....
South Bend	WSBT-TV	43,781	36,531
Spokane	KHQ-TV, KXLY-TV	30,686	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	19,784	.....
Syracuse	WHEN, WSYR-TV	218,907	.....
Tacoma-Seattle	KTNT-TV, KING-TV	263,000	.....
Tijuana (Mexico) San Diego	XETV	205,176	.....
Toledo	WSPD-TV	225,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	144,460	.....
Utica-Rome	WKTV	93,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	451,000	.....
Wichita Falls	KWFT-TV, KFDX-TV	33,000	.....
Wilkes-Barre	WBRE-TV	.....	75,000
Wilmington	WDEL-TV	136,897	.....
York	WSBA-TV	.....	54,676
Youngstown	WFMJ-TV, WKBN-TV	.....	35,500

Total Stations on Air 169*. Total Markets on Air 115*

*** Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico.** **Total Sets in Use 23,590,855**

FUSTEST WITH THE MOSTEST ...thats Florida's WTVJ

Where These National Spot Advertisers Sell Their Products Through DAYTIME TELEVISION

American Cyanamid Co.
American Chicle Co.
Armour & Company
Atlantis Sales
Avoset
B. C. Headache Powders
B. F. Trappey & Sons
B. T. Babbit Company
Best Foods
Blue Plate Foods
Brown & Williamson
Burnett's Instant Pudding
Butoni Products
Calgon
Cat's Paw
Cities Service
Copeland Sausage Co.
R. B. Davis Company
Doanes Pills
Drackett Company
Eastco
Ella Bashe
Elroy Naval Stores
Fuchs Baking Co.
General Foods
Gordon Potato Chips
Helena Rubenstein Cosmetics
Hudson Paper & Pulp Co.
Keebler & Wyl Baking Co.
Kellogg Company
Klix Dog Candy
Kretschmer Wheat Germ Health Foods
Land O'Lakes Creameries
McCormick & Co. Spices
Miles Laboratories
Norris Candies
Northern Paper Mills
Nylast
Oakite
Proctor & Gamble
Pillsbury
Plough, Inc.
Pream
Quaker Oats
Rapidol
Revlon Products
Reynolds Metals
Royal Desserts
Shell Petroleum Products
S.O.S. Company
Standard Brands
Swansdown Company
Swift & Company
TV Time Popcorn
Ullman Company
Uncle Ben's Rice
Van Camp
V. Viviano Brothers
Whirlwin Indoor Antennas
Wilson & Company

It's an amazing South Florida Sales Story. Call Your Free and Peters Colonel Today.

CHANNEL 4 WTVJ MIAMI

JAN.-MARCH TV NETWORK TIME SALES TOTAL MORE THAN $51½ MILLIONS

Although the PIB first quarter figures show a decrease in total number of TV network sponsors, nevertheless total billings are ahead of the same period for last year.

TIME sales of the TV networks continue to mount, according to the records of Publishers Information Bureau, which show that during the first three months of 1953 a total of 168 advertisers purchased $51,693,476 worth of time on the video networks (at one-time rates, before discounts of any kind). Sum is 13.2% ahead of the $45,721,135 spent for TV network time in the first quarter of 1952, although the number of TV network clients in the opening quarter of 1953 did not come up to the 183 who used this medium in the same period of 1952.

Acceleration of TV network business rose as the year progressed, PIB data show, with March of this year running 16.9% ahead of last March—$18,509,328 against $15,835,973—compared with the 13.2% increase for the quarter. Neither figure, however, can compare with the 73% increase in gross billings occurring between the first quarter of 1951 and that of 1952.

Procter & Gamble Co. was the number one TV network client in March and the only advertiser to buy more than $1 million worth of time in this medium. Other leaders (Table I) are identical with those which comprised the top ten TV network advertisers in March 1952, with one exception—General Motors Corp., in ninth place this March, replaced Kellogg Co., which ranked eighth the year before.

Table II, showing the leading advertiser in each class of business advertised on network television, shows 13 firms heading their groups which were also in that position in March 1952. Table III, reporting total gross time purchases of each group of advertisers for March and the first quarter, 1953 compared with 1952, shows a like consistency from last year to this. Food advertising ranged first, tobacco second, toilet goods third, soaps fourth and household equipment fifth in March and the first quarter of 1953. Food, tobacco, toiletries and soaps likewise stood one-two-three-four in March and January-March 1952, but in that month and quarter automotive products were the fifth most advertised on the TV networks.

* * *

TABLE I
Top Ten TV Network Advertisers in March 1953

1.	Procter & Gamble Co.	$1,481,348
2.	Colgate-Palmolive-Peet Co.	799,742
3.	R. J. Reynolds Tobacco Co.	718,468
4.	American Tobacco Co.	597,423
5.	Lever Brothers Co.	571,599
6.	General Foods Corp.	549,060
7.	General Mills	446,210
8.	Liggett & Myers Tobacco Co.	419,930
9.	General Motors Corp.	419,510
10.	P. Lorillard Co.	415,096

* * *

Cosmetics Sales Up

RETAIL sales of perfumes, cosmetics and toiletries, not including toilet soaps, passed the billion-dollar mark in 1952, according to an estimate of Toilet Goods Assn., which calculated the 1952 gross at $1,004 million in 1952 compared with $912.8 million in 1951.

Radio Spot Formula

BAB report distributed recently points out that more than one-half of all the families in the top three TV markets—New York, Chicago, and Los Angeles—can be reached three times each by an advertiser using a one week schedule of three spot announcements a day on each of two radio stations in those markets. Developed from Audimeter reports of the A. C. Nielsen Co., the four-page presentation is the fourth in a BAB series on the cumulative audience of radio advertising. It is titled "The Cumulative Audience of 21 Radio Spots Per Week . . . in Major TV Markets."

Would Pay to View, Purdue Survey Says

SURVEY conducted by the Purdue U. Opinion Panel showed that 65% of replies to a post card mailing indicated willingness to pay $1 to see a championship fight on home receivers by subscription TV. The survey was sponsored by Zenith Radio Corp., it was understood [CLOSED CIRCUIT, May 18], though Zenith was not formally identified with the project.

Dr. H. H. Remmers, Purdue, said more than 23,000 post cards were received in the first six days of returns from a list of 100,000 TV set owners supplied by *TV Guide*.

Of the replies, 79% said they were fight fans and of this number 76% said they would pay for home viewing. Among those who are not fight fans, 21% said they would pay.

Each post card asked two questions: "Are you a fight fan?" and "If a pay-as-you-see television system were in operation, would you be willing to pay $1 to see a championship fight on television in your home?"

TABLE II
Leading TV Network Advertisers by Product Groups for March 1953

Apparel, Footwear & Access.	Cat's Paw Rubber Co.	$ 61,380	Insurance	Mutual Benefit, Health & Accident Assn. 56,910
Automotive, Auto. Access. & Equip.	General Motor Corp.	339,725		
Beer, Wine & Liquor	Pabst Brewing Co.	164,880	Jewelry, Optical Goods & Cameras	Gruen Watch Co. 54,437
Building Materials, Equip. & Fixtures	Glidden Co.	31,655	Office Equipment, Stationery & Writing Supplies	Hall Brothers 97,695
Confectionery & Soft Drinks	Sweets Co. of America	143,675		
Consumer Services	Electric Cos. Adv. Program	70,026	Publishing & Media	Curtis Publishing Co. 61,755
Drugs & Remedies	American Home Products Corp.	223,960	Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA 233,702
Food & Food Products	General Foods Corp.	549,060		
Gasoline, Lubricants & Other Fuels	Texas Co.	187,400	Smoking Materials	R. J. Reynolds Tobacco Co. 718,468
Household Equipment & Supplies	Westinghouse Electric Corp.	385,153	Soaps, Cleansers & Polishes	Procter & Gamble Co. 1,212,990
Household Furnishings	Armstrong Cork Co.	122,925	Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co. 612,536
Industrial Materials	Reynolds Metals Co.	136,650	Transportation, Travel & Resorts	Greyhound Corp. 62,920
			Miscellaneous	Quaker Oats Co. 46,890

* * *

TABLE III
Gross TV Network Time Sales by Product Groups for March and January-March 1953 Compared to Same Periods in 1952

	March 1953	Jan.-March 1953	March 1952	Jan.-March 1952
Apparel, Footwear & Access.	$ 262,404	$ 762,553	$ 397,182	$ 1,104,062
Automotive, Auto. Equip. & Access.	1,445,203	4,076,567	1,357,854	3,848,385
Beer, Wine & Liquor	411,636	1,160,510	573,120	1,677,978
Bldg. Materials, Equip. & Fixtures	31,655	31,655	97,356	239,002
Confectionery & Soft Drinks	555,941	1,578,944	560,201	1,502,517
Consumer Services	100,296	187,212	24,900	64,740
Drugs & Remedies	806,261	2,507,957	460,442	1,275,089
Food & Food Products	3,159,611	8,989,621	3,091,284	8,941,096
Gasoline, Lubricants & Other Fuels	296,516	858,498	352,940	1,155,978
Household Equip. & Supplies	1,792,178	4,299,436	1,019,804	2,767,829
Household Furnishings	320,234	851,204	205,845	602,545
Industrial Materials	469,185	1,235,369	525,379	1,231,690
Insurance	129,569	331,109	27,240	93,190
Jewelry, Optical Goods & Cameras	241,388	715,359	168,523	468,930
Office Equip., Stationery & Writing Supplies	97,695	252,855	153,540	566,910
Political	----	----	----	22,414	68,582
Publishing & Media	61,755	167,181	80,746	187,041
Radios, TV Sets, Phonographs, Musical Instruments & Access.	363,032	973,545	451,110	1,257,865
Retail Stores & Direct Mail	----	23,175	86,400	297,350
Smoking Materials	2,841,284	8,382,374	2,271,439	6,840,852
Soaps, Cleansers & Polishes	2,059,613	5,630,577	1,663,612	4,910,623
Sporting Goods	----	15,038	----	----
Toiletries & Toilet Goods	2,775,139	7,948,900	2,015,388	6,042,939
Transportation, Travel & Resorts	62,920	160,957	----	----
Miscellaneous	225,813	552,880	229,254	575,942
TOTALS:	$15,509,328	$51,693,476	$15,835,973	$45,721,135

Source: Publisher's Information Bureau



In Detroit, America's 5th Market, this is the proved "success formula":

Take the overwhelming popularity and community acceptance of radio station WWJ. . . . plus the prestige and network programming of its NBC affiliation. Add the ¾-million Auto Radios, and the 1½-million Home Radios in the primary listening area.

A multitude of successful advertisers, during the past 32 years, have followed this formula for doing BIG business in a market with the largest income per family of any major market in the U.S.A.

Through WWJ, you reach more of those families in the middle income group and above, than other Detroit stations do . . . for *less* than the average cost-per-thousand-listeners for radio time in Detroit.

The time to sell Detroit is now . . .
the time to buy is . . .

WWJ AM-FM — *Associate Television Station WWJ-TV*

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION. *Owned and Operated by* **THE DETROIT NEWS** • *National Representatives:* **THE GEORGE P. HOLLINGBERY CO.**

TV MONEY IS NOT DIVERTED

Magazine Advertising Bureau figures, covering 160 advertisers spending $25,000 or more in network television during last six months of 1952, are released. MAB says TV advertising is largely new money.

TELEVISION advertising is largely new money, appropriated for TV and not diverted from some other medium or media, according to an analysis of expenditures of TV network clients in other media in the final half of 1952 compared with the same period of 1951. This is the fifth in a series of such studies made by Magazine Advertising Bureau.

MAB figures, covering 160 advertisers spending $25,000 or more in network television during the last six months of 1952, show the following changes in advertising appropriations:

	2nd 6 mos. 1952	2nd 6 mos. 1951	% change
Network TV	$ 90,108,114	$ 61,844,580	+45.7
Magazines	85,430,471	82,739,606	+ 3.3
Network Radio	61,944,574	63,101,584	— 1.8
Sunday Newspaper Supplements	17,156,125	14,921,602	+15.0
Total	$254,639,284	$222,607,372	+14.4

Of those 160 TV network advertisers, 146 also used magazines, 93 network radio and 98 Sunday supplements in 1951 or 1952, MAB noted. Of the 146 magazine advertisers, 82 increased and 64 decreased their use of magazine space in the second six months of 1952 compared to 1951; of the 93 network radio clients, 45 increased and 48 decreased their radio network time purchases; of the 98 Sunday supplement users, 46 bought more space, 52 less, MAB said.

"With something as fast moving as network television has been up to now, it's hard to generalize," MAB concluded. "But certainly this new medium would seem to have fitted into the advertising pattern of its users with a minimum of dislocation to the established and tested media."

RTMA Reports 2 Million TV Sets Shipped in '53

SET manufacturers shipped 2,060,016 TV sets to United States dealers in the first quarter of 1953, compared to 1,277,512 in the same 1952 period, according to Radio-Television Mfrs. Assn. The RTMA estimates show that 711,838 TV sets went into the hands of dealers during the month of March, compared to 471,015 in March, 1952. TV set shipments to dealers by states for the first quarter of 1953 follow:

State		*State*	
Alabama	33,074	Nebraska	19,126
Arizona	14,681	Nevada	191
Arkansas	12,583	New Hampshire	6,385
California	139,306	New Jersey	53,872
Colorado	31,172	New Mexico	4,656
Connecticut	32,446	New York	199,111
Delaware	4,931	North Carolina	40,664
D. C.	18,552	North Dakota	2,293
Florida	27,089	Ohio	127,853
Georgia	34,000	Oklahoma	40,778
Idaho	3,607	Oregon	27,935
Illinois	124,412	Pennsylvania	192,343
Indiana	73,090	Rhode Island	9,432
Iowa	43,338	South Carolina	12,478
Kansas	18,569	South Dakota	3,661
Kentucky	30,680	Tennessee	29,640
Louisiana	27,241	Texas	129,989
Maine	14,203	Utah	16,690
Maryland	27,159	Vermont	3,370
Massachusetts	65,352	Virginia	50,871
Michigan	86,562	Washington	51,461
Minnesota	35,797	West Virginia	29,636
Mississippi	17,996	Wisconsin	40,185
Missouri	50,591	Wyoming	729
Montana	235		
		Grand Total	2,060,016

Revenue Bureau Releases Radio-TV Income Standings

INCOME and excess profits figures for over 1,000 radio broadcasting and television corporations for 1950 are shown in an industry-wide breakdown made public last week by the Bureau of Internal Revenue.

The bureau found that 1,071 active corporations had net income of $57,898,000 for 1950 on which they paid a total tax of $22,249,000. Breaking down this total, it was found that $20,580,000 consisted of income taxes and $1,669,000 of excess profits taxes.

Dividends paid in cash and assets other than stock totaled $19,064,000. The bureau found that 469 corporations showed a 1950 deficit of $6,405,000.

In a breakdown of corporate income tax returns which showed excess profits tax liability, the bureau found that 175 corporate returns showed net income of $33,830,000, excess profits net income of $33,395,000 and excess profits credit of $21,969,000. The bureau study shows adjusted excess profits net income of $11,426,000. Total taxes were found to be $14,868,000, of which $13,199,000 was income and $1,669,000 was excess profits.

'Lucy', 'Godfrey' Place One-Two in TV Ratings

TOP TV ratings in April's second report by A. C. Nielsen Co. went one-two to *I Love Lucy* and *Arthur Godfrey & Friends* in both number and percentage of TV homes reached. The complete ratings:

TOP TELEVISION PROGRAMS
(Two Weeks Ending April 25, 1953)
NIELSEN-RATING*
Number of TV Homes Reached

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	15,751
2	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	12,390
3	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	12,303
4	Colgate Comedy Hour (CBS)	11,808
5	Texaco Star Theater (NBC)	11,178
6	You Bet Your Life (NBC)	10,648
7	Dragnet (NBC)	10,598
8	All Star Revue (NBC)	9,968
9	Goodyear TV Playhouse (NBC)	9,724
10	Philco TV Playhouse (NBC)	9,520

Per Cent of TV Homes Reached in Program Station Areas

Rank	Program	Homes %
1	I Love Lucy (CBS)	71.4
2	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	59.1
3	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	58.0
4	Buick Circus Hour (NBC)	55.3
5	Texaco Star Theater (NBC)	55.2
6	Arthur Godfrey's Scouts (CBS)	54.5
7	Colgate Comedy Hour (CBS)	53.3
8	Dragnet (NBC)	52.0
9	You Bet Your Life (NBC)	48.0
10	Goodyear TV Playhouse (NBC)	46.3

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1953 by A. C. Nielsen Company

Hannagan Associates Form Public Relations Firm

STEVE HANNAGAN Assoc. Inc. has been formed to handle the public relations and publicity accounts formerly serviced by the late Steve Hannagan, it was announced last Tuesday by Joe Copps, president.



Mr. Copps

The new firm is headed by officers who had been associated with Mr. Hannagan for an average of 25 years. By position and length of service, they are: Mr. Copps, 30 years; Larry Smits, vice president, 28 years; Paul Snell, vice president, 20 years; Margaret Ray, secretary, 25 years, and Camille Street, treasurer, 18 years.

Clients for the new firm include the 14 that retained Mr. Hannagan. Among them are Admiral Corp., Coca-Cola Co. and Coca-Cola Export Corp.; Electric Auto-Lite Co., Glassware Institute of America, Pure Oil Co., Olin Industries, Owens-Illinois Glass Co., and the Union Pacific Railroad.

June 'Guest Star' Shows Set

PRODUCTIONS for June of *Guest Star* show packages, Treasury Dept. shows promoting sale of U.S. Savings Bonds, will be mailed to 2,900 AM and FM stations, John Koepf, chief of the Savings Bond Div. public liaison section, said last week. The shows will feature singers Georgia Gibbs, Kay Starr, Jack Webb and Rosemary Clooney. Production was handled by Ed Linehan, chief of the Savings Bond Div. advertising section, and his assistant for radio, Harry Gatton.

Telenews Editing Table

TELENEWS Productions reports it has purchased a new type of editing table to speed production of news films for television. Called "Filmscheidetisch" (literally films cutting table), it was developed by the Reiseke & Hoepfner Co. of Germany. It is equipped with a viewing screen and sound amplifier, and according to Telenews, permits the film editor "to do a complete editing job on sound or silent films."

AP Sets Coronation Features

AP radio plans to distribute to clients a special series of five-minute features for use during the week immediately preceding the Coronation of Queen Elizabeth II, June 2. Features will include a general biography of the queen, an account of Capt. Blood and the Crown Jewels, and a review of Coronation traditions.

WAVE-TV, LOUISVILLE, CHANNEL 3 NOW SERVES FAR GREATER TV MARKET!



New **914-FT. ANTENNA!**
(above average terrain)

New **LOW CHANNEL!**
(from Channel 5 to Channel 3)

New **100,000 WATT POWER!**
(up from 24,000 Watts)

New, **ALL-NEW EQUIPMENT!**
(the most modern available)

WAVE-TV

NOW CHANNEL 3

NBC, ABC, DUMONT AFFILIATE



Free & Peters, Inc.,
Exclusive National Representatives

WAVE-TV's television market — always the largest in the Kentucky-Indiana area — is now at least 50% bigger than it used to be.

According to FCC coverage curves, the new WAVE-TV television market has 52.1% additional families . . . living in an 85.5% larger area . . . spending 54.0% more on Retail Sales . . . and representing 51.5% more Effective Buying Income!

Don't neglect the new and vitally important WAVE-TV television market. Ask Free & Peters for all the facts about it — *and about WAVE-TV, the only station that can deliver it intact, and with impact!*

Vacarro To AP Capital Post

APPOINTMENT of Ernest B. (Tony) Vaccaro, AP White House correspondent from 1945 to 1952, as executive representative of AP's radio division in Washington was announced last week. He succeeds Howard L. Kany, who has resigned to direct CBS' Washington News Film Division [CLOSED CIRCUIT, April 27; B•T, May 18].

In his new post, Mr. Vaccaro will assist radio stations in their contacts with FCC and will supervise the AP Washington city service.

Stark-Layton Names Harris

STARK-LAYTON Inc., program packagers and producers, last week announced the signing of Burt Harris, production manager of KKTV(TV) Colorado Springs, Colo., as executive producer of *Ladies' Choice*, to be carried on NBC-TV, Mon.-Fri., 4:30-5 p.m. EDT, starting June 8. Others to work on the series, which will originate in Hollywood, are: Midge Stark, production assistant; Mrs. Lillian Greene, coordinator of activities with women's organizations, and Ed Sobol of NBC-TV's West Coast staff, who will serve as co-producer.

Radio's
GROWING

People listen to radio in cars, kitchens, yachts, bedrooms, trains, canoes, living rooms; on beaches, tractors, mountain-tops and deserts.

And WGN reaches more homes per week than any other Chicago station—in the second largest market in the nation.

A Clear Channel Station
Serving the Middle West
MBS

WGN
Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

RADIO STILL IS PROSPEROUS

The medium faces a promising future beside its kin, TV, according to NARTB's Fellows and Richards, who were speakers at separate broadcasters' meetings last week.

RADIO continues to be a prosperous industry and faces a promising future living beside television, its electronic kid brother, in the opinion of two top NARTB executives.

Harold E. Fellows, NARTB president, and Robert K. Richards, administrative vice president, told two state associations late last week how broadcasters are successfully meeting TV's competition. Mr. Fellows spoke Thursday to the Pennsylvania Assn. of Broadcasters at Bedford Springs. Mr. Richards was on the Saturday program of Kansas Assn. of Broadcasters at Topeka.

Emphasizing there are half again as many radio stations in the U. S. as there were in 1948, Mr. Fellow added that there are at least 65% more receiving sets and the nation's advertising investment has gone up 35%.

At the same time Mr. Fellows sounded a vigorous warning against the two "greatest evils" of aural broadcasting — uncertain rate policies or lack of rate policies, and rate-cutting. The latter he termed "a downright stupid practice."

Mr. Richards pointed out that radio stations are meeting the new competitive factor by renewed efforts to develop new business, with most severe losses found in the area of national advertising.

These radio program trends were noted by Mr. Richards: Tendency to develop and promote radio personalities on live shows, such as farm and women's programs and disc jockey shows; broadening of local news coverage; more local programs developed; more care in selection of music, and better public interest programming.

He found renewed stress on development of local accounts, supported by more market data and better servicing of accounts. Use of persuasive rather than pressure selling methods has occurred in many areas, he said.

SCAAA Annual Conference Set Thursday-Saturday

CARRYING out the theme, "How An Advertising Agency Can Operate Profitably," the third annual conference of Southern California Advertising Agencies Assn. was held Thursday through Saturday at Hotel del Coronado, Coronado, Calif., according to Kai Jorgensen, SCAAA president and executive vice president of Hixson & Jorgensen Inc., Los Angeles.

Among speakers were Jim Morgan, vice president in charge of radio-TV, Raymond R. Morgan Co., Hollywood, who talked Friday on "Tomorrow—Radio, Motion Pictures and Television." Panel members who discussed "How Media Can Best Serve the Advertising Agencies" on Saturday, included Stan Spero, account executive, KMJC, and John Vrba, sales maanger, KTTV (TV), both Hollywood.

When you ride the road to success with Operation Chain Action, you're traveling with a *proven performer* on WBAL, Radio Baltimore!

Operation Chain Action . . . a mighty advertising-merchandising plan . . . a chain of hard hitting selling operations all pushing your product in one unified promotion. You get powerful radio advertising with a *big merchandising plus* . . . 217 food stores and super markets guarantee you prominent point of sale displays. Operation Chain Action *means business* . . . for you!

And one success story follows another! National Spot advertisers show increased sales and distribution for such products as . . . candy, insecticide, cigarettes, relish, peanut butter, tea, salt! Want to know more about Operation Chain Action . . . the advertising-merchandising plan with the *double punch!* Contact your Petry man . . . he'll be glad to put you on the right track, the road to success with Operation Chain Action!

WBAL

RADIO BALTIMORE
NBC IN MARYLAND

Nationally Represented by Edward Petry & Co.

You're on the right track with...

Operation Chain Action



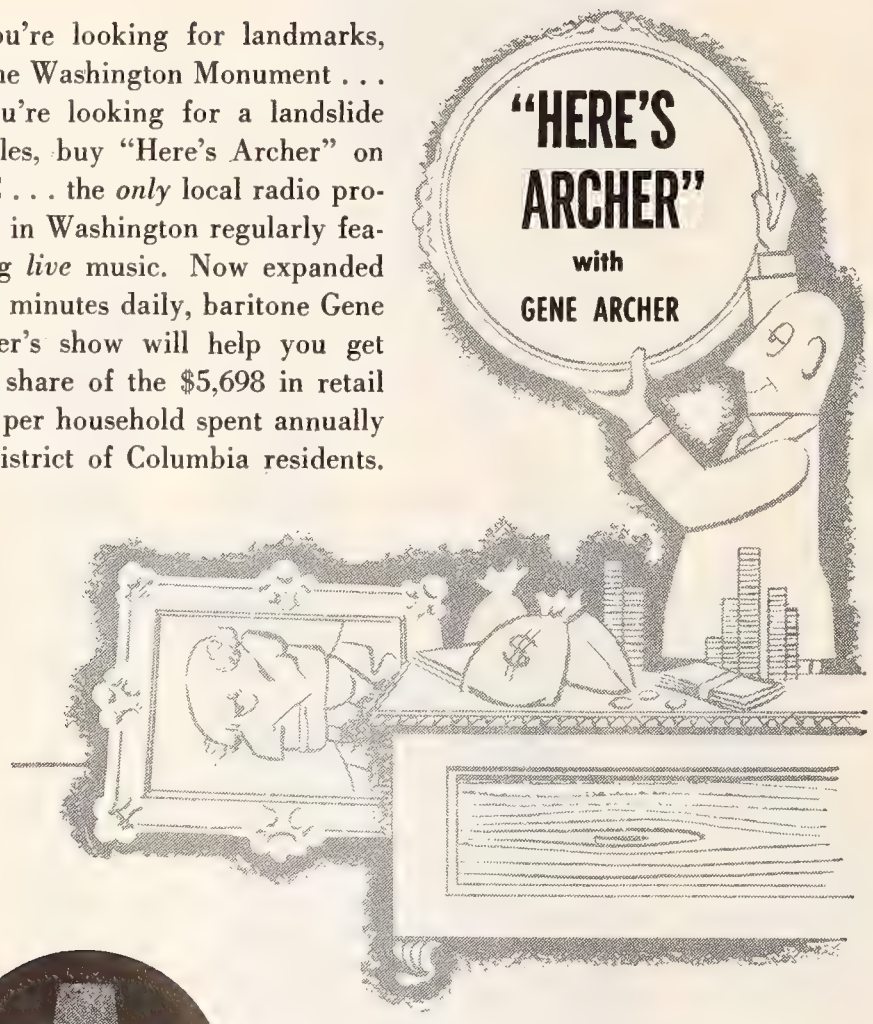
Landmarks in history . . and . .



landslides in sales

The Nation's Capital is famous for both.

If you're looking for landmarks, try the Washington Monument . . . if you're looking for a landslide in sales, buy "Here's Archer" on WRC . . . the *only* local radio program in Washington regularly featuring *live* music. Now expanded to 90 minutes daily, baritone Gene Archer's show will help you get your share of the $5,698 in retail sales per household spent annually by District of Columbia residents.



WRC

NBC in Washington

980 on AM • 93.9 on FM

Represented by NBC Spot Sales

TV's Benefits Cited To NRDGA Session

A panel session arranged by NARTB tells the Cincinnati convention that close working relationships between retailers, television people are essential.

TELEVISION offers retail stores an advertising medium of powerful impact at reasonable cost, the National Retail Dry Goods Assn. was told Tuesday during a TV panel held in connection with the mid-year merchandising meeting at the Netherlands Plaza Hotel, Cincinnati.

The panel was arranged by NARTB at the invitation of Howard P. Abrahams, manager of NRDGA's sales promotion division. Howard Bell, assistant to NARTB's TV vice president, presided at the panel.

Pointing to the need for close working relations between retailers and TV, Mr. Bell said the medium offers an effective sales device. He recalled that retailers sold over $164 billion worth of goods in 1952—11.6% of it through department stores. He said TV advertising is 85% local and 15% national.

Bernard Barth, assistant director of TV operations for the Crosley stations, suggested department stores have specialized TV personnel just as they have newspaper specialists. Retail copy for television should be written by department store people, he said.

Bernice Foley, fashion commentator of WCPO-TV Cincinnati, said fashion shows on TV should be more personal and intimate than store shows, with little need for elaborate ramps and props.

H. P. Lasker, general manager of WLWD (TV) Dayton, a Crosley station, cited case histories of successful TV selling by the Rike-Kumler store in Dayton, now in its third television year. The station and store work together in developing the right formula, he said, and WLWD actually built a television studio in the store. In turn the store maintains an exclusive TV staff, which carefully plans the five weekly half-hours two weeks in advance.

Mr. Lasker said the five periods cost the store about $1,000 a week, not counting the store's own TV personnel.

Paul E. Wagner, commercial production manager of WKRC-TV Cincinnati, recalled that while TV talent and production costs had risen 24% in 1952 over 1951, the number of TV homes was up 45%, bringing the cost-per-thousand down 15%.

Mr. Wagner suggested advertisers should learn more about television. The visual medium is not like radio, on which a store can call the station and get a good selling campaign on the air within minutes or hours, he continued.

Correspondents Group Formed

FORMATION of the Government News Correspondents' Assn. in Washington, D. C., has been announced. The group will draw membership from newspaper, radio and television correspondents who report and edit news about the Government and its employees.

In Atlanta, WSB-TV gives you more for your money ...considerably more

The big 10-county "single-station" audience WSB-TV gives you includes the important Macon, Georgia, market. Population of this entire 10-county bonus you get with WSB-TV is 387,600—as many people as live in a city comparable in size to Louisville, Kentucky! Ask a Petry man to tell you more about this first Nielsen report. It's interesting.

wsb-tv

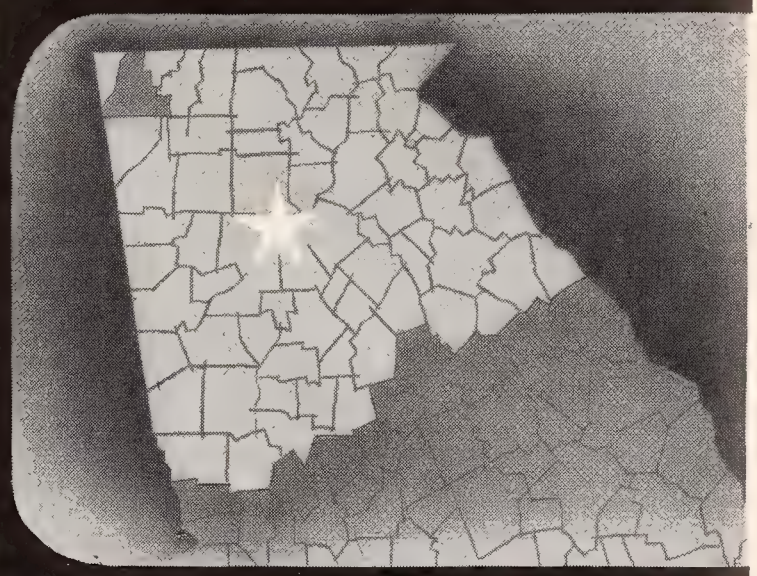
50,000 watts on low channel 2 from a 1062-ft. tower

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION

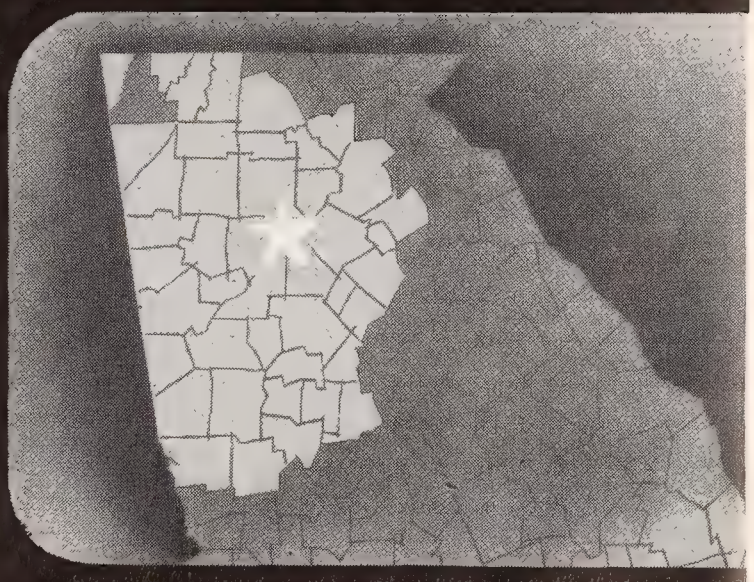
According to the first Nielsen Coverage Service Report



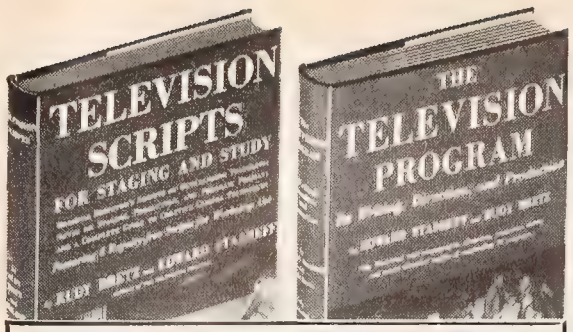
WSB-TV coverage area includes 75 counties



Station A coverage area includes 65 counties



Station B coverage area includes 44 counties



Here is your COMPLETE technical and creative TELEVISION library in two unsurpassed books by
RUDY BRETZ and EDWARD STASHEFF

TELEVISION SCRIPTS
For Staging and Study

Just Published. A complete, expert, practical course in Creative Camera Techniques, this new book by the authors of THE TELEVISION PROGRAM is a production manual covering all the principal types of TV programs. Here is the first book to really come to grips with the problems of television directing. It gives you eight scripts and formats that can be produced on the air without royalty, with full production notes and suggestions from the top flight directors who originally produced the shows. You get a complete glossary of director's marking symbols, diagrams and notes on composition, special camera effects, and cutting techniques. Every step in the staging and production of virtually every type of TV script is clearly explained. *332 pages.* $4.95

THE TELEVISION PROGRAM
Its Writing, Direction, and Production

The foremost book in the field, it has become the "bible" of students and workers in TV, adopted within one year by over 50 colleges, universities and schools of television. Fully illustrated with photos, diagrams, production charts and scripts. "This is it! . . . A complete book on television. . . . It has my unqualified endorsement." — CHARLES F. HOLDEN, *Ass't. National Director of Program Production, American Broadcasting Co. 354 pages.* $4.95

Essential for daily use and reference by

• Writers • TV Program Directors • Advertising Agency Executives • Students in TV courses • TV Producers • TV Directors • Radio Writers • Art Directors • Workshop Groups • Student Directors and Producers • School and College TV Course Teachers • Stage Managers • Assistant Directors • Choreographers • Musical Directors • Scripts Assistants

Television is a Billion Dollar Industry! This two-volume TV library will give you the "know how" needed to make TV successful for YOU! Send for them TODAY

A. A. WYN, Inc. BT
23 West 47th St., New York 19
Send me for a week's FREE examination
☐ TELEVISION SCRIPTS FOR STAGING AND STUDY, $4.95
☐ THE TELEVISION PROGRAM, $4.95
I will pay postman $4.95 ($9.90), plus postage and C.O.D. charges. After one week, if not completely satisfied, I will return the book (books) for prompt refund of my remittance.
Name .....
Address .....
City ..... Zone ..... State .....
SAVE! *Enclose ☐ $4.95 ☐ $9.90 with this coupon and we will pay all postage charges. Same 7-day return privilege holds good of course.*

BMI-BAB SALES CONFERENCES GET UNDERWAY THIS WEEK

Series of 43 meetings will be held during the next seven weeks. The two associations will share two-day clinics throughout the nation.

SEVEN-WEEK series of 43 program and sales conferences under auspices of Broadcast Music Inc. and Broadcast Advertising Bureau will open today (Monday) in Milwaukee, Wis., and Portland, Me.

The two associations will share two-day clinics that will span the nation, with each having two teams of speakers on the road to permit a schedule of six conferences a week. BMI will program the first day of the conferences, confining its agenda to program matters. BMI officials will conduct meetings. Station, network and other industry personnel will deliver specialized talks and participate in panel discussions.

BAB will have a pair of two-man teams on the road during the schedule. Sharing the clinics will be William B. Ryan, president; Kevin B. Sweeney, vice president; John F. Hardesty, director of local promotion; R. David Kimble, director of national promotion, and Gale Blocki Jr., director of midwestern sales.

Messrs. Ryan and Kimble will take meetings scheduled for the East Coast from Maine to Florida and as far west as Arkansas and Indiana. Messrs. Sweeney and Hardesty will cover the Midwest, Southwest and Pacific Coast. Mr. Block will alternate between both teams in the midwestern area.

BAB announced that its meetings are open to all stations regardless of BAB membership.

A 44th BAB clinic will be scheduled for New York City but the date and hotel have not been selected.

BMI headquarters officials sharing the program clinics are Carl Haverlin, president; Robert J. Burton, vice president in charge of publisher and writer relations; Glenn Dolberg, vice president in charge of station relations; Roy Harlow, vice president in charge of station service; Charles A. Wall, treasurer.

BMI's U. S. series was preceded by a Canadian kickoff this week with clinics in Calgary last Tuesday, Regina on Thursday, Amherst on Friday, and Winnipeg on Saturday.

There are 50 traveling speakers, including those for Canadian sessions, and 79 local speakers excluding the Canadians.

Speakers' subjects and subjects of "bull session" discussions, are selected on basis of suggestions sent in by more than 1,000 broadcasters responding to a BMI questionnaire. These cover all phases of programming—news, music, public service, importance and ingredients of good copy, sharpening programming to meet new competition, local programming, etc.

The complete schedule clinics:

May 25-26: Plankinton, Milwaukee; Eastland, Portland, Me.
May 26-27: St. Clair, Chicago; Sheraton Plaza, Boston
May 27-28: Chase, St. Louis; Bond, Hartford, Conn.
June 1-2: Savery, Des Moines, Iowa; Seneca, Rochester, N. Y.
June 3-4: Blackstone, Omaha, Neb.; Bellevue-Stratford, Philadelphia
June 5-6: Lassen, Wichita, Kan.; Emerson, Baltimore
June 8-9: Skirvin, Oklahoma City; William Penn, Pittsburgh
June 10-11: Rice, Houston; Fort Shelby, Detroit
June 12-13: Roosevelt, New Orleans; Deshler-Wallick, Columbus
June 15-16: Texas, Fort Worth; WIRE Studios, Indianapolis
June 16-17: Alvarado, Albuquerque, N. M.
June 17-18: Westward Ho, Phoenix, Ariz.; Seelbach, Louisville
June 19-20: Beverly Wilshire, Los Angeles: Andrew Jackson, Nashville
June 22-23: Clift, San Francisco; Marion, Little Rock, Ark.
June 24-25: Multnomah, Portland, Ore.; Heidelberg, Jackson, Miss.
June 26-27: Olympic, Seattle; Empress, Miami Beach, Fla.
June 29-30: Boise, Boise, Idaho; Thomas Jefferson, Birmingham
June 30-July 1: Utah, Salt Lake City; Ansley, Atlanta
July 1-2: U. of Denver, Denver; Wade Hampton, Columbia, S. C.
July 6-7: Northern, Billings, Mont.
July 7-8: Selwyn, Charlotte, N. C.
July 8-9: KFYR studios, Bismarck, N. D.
July 9-10: Roanoke, Roanoke, Va.; Radisson, Minneapolis
July 10-11: Daniel Boone, Charleston, W. Va.

Joy, Cothron Elected To Top CAPRA Posts

CALIFORNIA Associated Press Radio Assn. elected Dick Joy of KFAC Los Angeles as its new chairman at the group's annual meeting May 15 in Los Angeles. Mr. Joy, vice chairman the past year, succeeds William Nietfeld of KCBS San Francisco. William Cothron of KNBC San Francisco was elected vice chairman.

Awards for CAPRA's first annual news competitions were presented by California Lt. Gov. Goodwin J. Knight. Members adopted a resolution expressing pleasure at release of AP newsman William Oatis from a Czech prison. F. G. Clancy, vice president of Miles Labs and a guest at the meeting, was honored as "the original sponsor" of radio news.

CAPRA committees were organized for three projects. Ray Wilson of KFMB San Diego will head a group to revamp rules for the annual news competition, Gene Morgan of KGIL San Fernando will head a committee to help prepare a newsroom manual and Paul White of KFMB San Diego will be chairman of a group to study CAPRA's report on development of news and picture service to TV stations.

BAB Cites Radio Points At Trade Group Meetings

RADIO advertising effectiveness in several phases was discussed by three BAB executives at a series of special meetings of trade associations last week.

William B. Ryan, president of BAB, pointed up the advantages of radio advertising at the 51st annual convention of the North Carolina Merchants Trade Assn. in Winston-Salem on Tuesday. He described how retailers could use radio effectively by discussing the best time to reach customers, items which can be advertised most profitably and the preferable type of programming or announcement schedule.

John F. Hardesty, BAB director of local promotion, spoke to the Advertising Club of Trenton on Tuesday afternoon on the general subject of radio's sales effectiveness. That evening he addressed the "Radio Night Dinner" conducted by the York (Pa.) Advertising Club on radio circulation today and the outlook for the next five years.

Rounding out the week's radio promotion was a talk on Friday by Kevin B. Sweeney, BAB vice president, at a meeting of the Mfrs. Representatives Assn. in Philadelphia. He spoke on the growing influence of district managers and manufacturers representatives on national advertising in general and national radio advertising in particular.

The Top Banana!

Besides operating the Radio Station with the fabulous personalities and the astronomical Hoopers, we own and operate the largest legitimate Theater in the United States.

THE KRNT THEATER is the "Showplace for All Iowa."

So what happens? Well, the Station promotes the Theater and the Theater promotes the Station, and we learn about Showbusiness from both!

Last year over a half-million people passed through our Theater doors. That's a lot of people—AND a lot of KRNT impressions.

We fill our 4,200-seat house with Guys and Dolls, the Top Bananas, the South Pacifics—and with our own special radio broadcasts, We fill it once a week with wrestling—we fill it once a year with The Metropolitan Opera. From the ridiculous to the sublime.

You've got to be a fool for luck and you've got to know Showbusiness to do the job we do in both Radio and Theater.

When you go on the line for $18,000 against a big percentage for a one-night stand of The Metropolitan Opera performance of "Aida", and you scale the house at $28,000 you've got to have faith in your judgment, to say nothing of confidence in the promotional go-power of your organization.

And we ARE promoters out here. For instance, here's one way we promote our sportscaster, Al Couppee. We just signed up a pro football game for next fall—New York Giants vs. Chicago Bears. Couppee will invite every football coach in Iowa to the game and a special clinic. We guaranteed the teams a big hunk of dough against a percentage, come rain or snow, hell or high water. The sky's the limit—and that's no pun! If you want some extra thrills for your work, try gambling with that unpredictable sky when the stakes run high and Uncle Sam takes 20% off the top yet!

Yes, we're in Showbusiness clear up to our necks out here in Iowa—and we love it. We make lots of plans and no little ones. Something happens—every day—at KRNT. We don't know what moss looks like.

We operate the Station in much the same way as we do the Theater. We know you got to have stars. We have them . . . we call them personalities. And most of them are known throughout the land.

There's DON BELL, who Hoopers sky-high. He filled the Theater on a couple of occasions *at 6 o'clock in the MORNING!*

GENE EMERALD, a veteran in Showbusiness who's been with us eight years now and going great guns with his afternoon stint.

SMOKEY SMITH, the most popular country-music (hillbilly) star in this area. What a salesman—and doesn't make any difference whether it's 5:30 in the morning or 5:30 in the evening, HE SELLS!

AL COUPPEE, the most publicized sportscaster in the Middlewest. He's known out here as "Mister Sports" of Radio, and he IS!

BILL RILEY, Iowa's most popular quizmaster, air auction operator, and emcee of the fabulous children's safety show. He appears before thousands and thousands of people every year.

AL ROCKWELL, our late-night man who's recognized by everyone as a "musician's musician" but talks real friendly and down-to-earth on the air and plays the kind of music that entertains the most.

SPECK REDD, our newest addition to the roster. A terrific piano artist who not only "sends you" but "comes and gets you" for an hour every Saturday night.

NEWSCASTERS? We've got the best . . . Russ Van Dyke, Paul Rhoades, Don Soliday, Gordon Gammack, Dean Naven, Mac Danielson. (Gammack is in Korea covering that story). When we advertise: "You get the news first—and you get it right—when you listen to KRNT!"—IT HAPPENS. Any week-day quarter-hour newscast on KRNT is the highest Hooper-rated newscast in Des Moines—BY FAR. You don't inherit news fans—YOU EARN 'EM!

That's not our total Personality list, but it gives you the idea right off that we're running a real station out here—A LEADER IN THE NATION; THE LEADER IN DES MOINES.

We find out the hard way what people will pay to see and hear at the theater. Then we are better radio people. We learn about Showbusiness from both.

When you place your advertising on this station—KRNT (CBS)— you're buying a piece of Showbusiness that grabs and holds listeners.

Here's a quick audience picture that would open anyone's eyes not familiar with it. The Hooper figures for January, 1953, for Des Moines make it clear again—KRNT with the biggest audience by far, morning, afternoon, evening.

Morning—KRNT is FIRST in all but 2 of 22 rated periods.

Afternoon—KRNT is FIRST in all but 1 of 24 rated periods.

Evening—KRNT is FIRST in 36 out of 63 rated periods.

Sunday afternoon—KRNT is FIRST in all but 2 of 12 rated periods.

Like we say: You're *RIGHT* when you buy *KRNT* for your product or for your client's products. You get the BIG-TIME buy on KRNT, the station with the Fabulous Personalities and the Astronomical Hoopers. All Iowa looks to KRNT for entertainment . . . KRNT is the Showplace for all Iowa!

Katz Has
The Whole Story

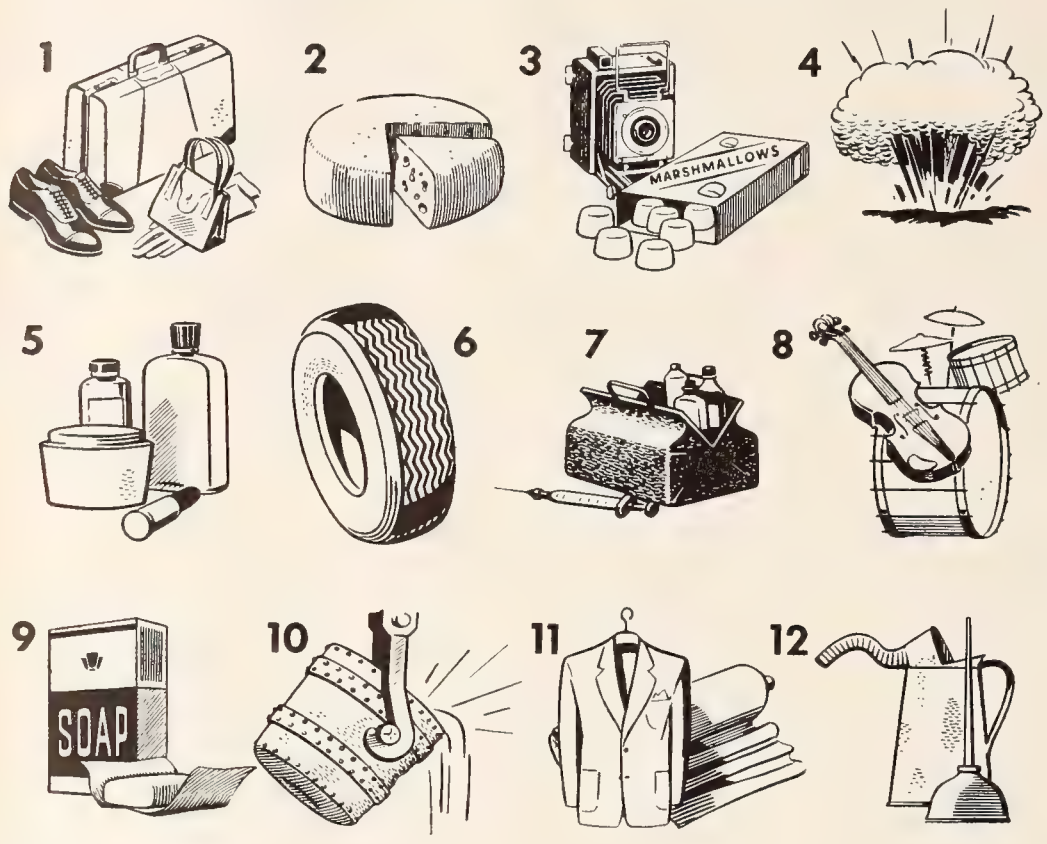
KRNT

Des Moines, Iowa

The Register and Tribune Station

The Top Banana in Iowa

How Do These 12 Things Affect The Price of MEAT?



ONLY about 50% of a meat animal is *meat*. But by saving "everything but the squeal" from *the other half*, meat packing companies are able to "cancel out" many of the costs of processing your meat.

By-products of meat packing are used to make, or to help make—every item on this page—and there are a dozen others for every one shown.

If there were no meat packing industry, with facilities for saving these by-products and making them available to other industries that need them, the full cost of the animal, and all the costs of processing it, would have to be recovered from the sale of the meat alone.

As it is, money from the sale of by-products frequently makes it possible for the meat packer to sell the beef from a steer *for less than was paid for the animal on the hoof.*

Did you know . . . that all these items help to bring your meat from farm to table at a lower service cost than almost any other food?

1. **Hides and skins for leather goods.**
2. **Rennet for cheese making.**
3. **Gelatin for marshmallows, photographic film, printers' rollers.**
4. **Glycerin for explosives used in mining and blasting.**
5. **Lanolin for cosmetics.**
6. **Chemicals for tires that run cooler.**
7. **Medicines such as insulin, pepsin, epinephrine, ACTH, cortisone . . . and surgical sutures.**
8. **Drumheads and violin strings.**
9. **Animal fats for soap.**
10. **Bone charcoal for high-grade steel, such as ball bearings.**
11. **Wool for clothing.**
12. **Special oils and organic chemicals widely used in industry.**

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

Milton Eisenhower Urges Coml.-Educ. TV Cooperation

Pennsylvania State College president discounts "enthusiastic" claims and charges from both sides of the fence, and maintains that each can benefit from the other.

COMMERCIAL and educational TV interests were urged to work together for their mutual benefit as well as for the general good in an address delivered Wednesday by Milton Eisenhower, president of Pennsylvania State College, in an address at the opening luncheon of the Pennsylvania Assn. of Broadcasters.

Attendance at the meeting, held at Bedford Springs, Pa., exceeded 160.

NARTB President Harold E. Fellows reviewed the progress of aural radio in his Thursday luncheon talk (story page 44).

Roger W. Clipp, WFIL-AM-TV Philadelphia, presided at the Wednesday-Thursday meetings as retiring PAB president. William J. Thomas, WCPA Clearfield, was elected president to succeed Mr. Clipp. Frank Altdoerffer, WLAN Lancaster, was elected first vice president and David Bennett, WTPA(TV) Harrisburg, second vice president. Joseph Connolly, WCAU Philadelphia, was elected secretary. James Murray, KQV Pittsburgh, continues as treasurer.

Added to the board of directors were Wright Mackey, WRAK Williamsport; Charles E. Denny, WERC Erie; Roy F. Thompson, WRTA Altoona; Horace W. Gross, WFMZ (FM) Allentown; James M. Tisdale, WVCH Chester; Harris Lipez, WBPZ Lock Haven; John P. Foster, WJAC Johnstown, and A. Boyd Siegel, WJPA Washington.

In a series of Thursday uhf talks a half-dozen broadcasters went into problems of starting and operating TV stations in the upper band. Sam Booth, WCHA Chambersburg, who is part owner of a new station WTVE (TV) Elmira, N. Y., listed cost of equipment items. Roy E. Morgan, WILK (TV) Wilkes-Barre, said radio's block-programming techniques are not suitable to TV, where local shows can suffer by comparison with similar types of network productions.

A. K. Redmond, WHP-TV Harrisburg, told how WHP radio kept the area informed on progress of the TV project. He cited a promotion by Bowman's department store, using a "home fair" theme, in which 300 sets were sold in a week. Harold Lund, WDTV (TV) Pittsburgh, described strip programming using film and live material, and explained the economy of permanent sets. Jack Steck, WFIL-TV Philadelphia, urged simple formats.

Taking part in Wednesday radio panels were Cecil Woodland, WQAN Scranton; Robert White, KDKA Pittsburgh; Lee Stauffer, WAKU Latrobe; Joseph Cleary, WESB Bradford; Murray Goldsborough, WGET Gettysburg; Allen Saunders, WCHA Chambersburg, Milton Bergstein, WMAS State College; Thomas B. Price, WBVP Beaver Falls; Mr. Thomas; Victor C. Diehm, WAZL Hazleton; Robert Walter, WVAM Altoona; Elton Hall, WVPO Stroudsburg; Kathryn Kahler, WAZL Hazleton; Herbert Scott, WPAZ Pottstown; Joseph Cavanaugh, WARD Johnstown; George Williams, WCED Dubois; Robert H. Teeter, KYW Philadelphia; Mr. Lipez; Ralph Price, WPPA Pottsville; Herbert Kendrick, WHGB Harrisburg; David Potter, WNAE Warren; Ed Smith, WCMB Harrisburg; J.





CHARLOTTE'S BIG 2

WBT
WBTV

are plumb in the middle of a fabulous market

more **power** to Salisbury

The city of Charlotte is merely the "home office" of the CHARLOTTE MARKET. Almost 1½ million people live within a 50-mile radius — 31,000 of them in textile-and-railroad rich Salisbury. To power the industry of the Salisbury area, Duke Power Company has located—and is now expanding—this massive steam electric generating plant. Salisbury unites with a score of similar towns to validate the Charlotte market story. For coverage to match the market, draw on powerful Jefferson Standard stations, WBT and WBTV.

JEFFERSON STANDARD BROADCASTING COMPANY, CHARLOTTE, N. C.

Represented Nationally By C B S Radio And Television Spot Sales.



The Sammy Kaye Show

...a NEW RCA Thesaurus show*

Television and radio audiences in the millions . . . record-breaking personal appearances . . . a tremendous following of fans from coast to coast — *that's the Sammy Kaye story!*

And with that story, *Thesaurus* subscribers are clinching sponsor sales with *"The Sammy Kaye Show"*—the newest addition to RCA's *Thesaurus* Library. The sales power of this show is proved by the time charges and talent fees *already made* by *Thesaurus* subscribers across the country.

If you're not a subscriber, then be sure to get the facts. Mail coupon today for full details on *"The Sammy Kaye Show"*—only *one* of 31 big-name, easy-to-sell shows available to you as a *Thesaurus* subscriber. Clip and mail coupon now!

**Thesaurus Success Story #3*

RCA recorded program services

TMKS®

Radio Corporation of America, RCA Victor Division
New York, Chicago, Hollywood, Atlanta, Dallas

RCA Recorded Program Services, Dept. B-50
630 Fifth Avenue, New York 20, N. Y.
Rush me complete information, including the amazing low rate, on the 31 *Thesaurus* "Big-name shows for low-budget sponsors"—and audition disc for *"The Sammy Kaye Show."*

NAME..... TITLE .....

STATION OR AGENCY.....

ADDRESS.....

.....

TRADE ASSNS.

Wright Mackey, WRAK Williamsport, and William S. Halpern, WCOJ Coatesville.

Sam Cuff, TV-radio consultant, said inflexible schedules of many radio stations keep out department store advertising of the "splash" type. He saw prospects of increasing radio's share of department store advertising budgets from 5% to 20% if stations go after the business by cooperating with stores and making contacts at the buyer level.

In a series of resolutions PAB condemned "bait" advertising as a threat to the medium's integrity; urged passage of state libel protection legislation; opposed a Congressional bill (S1396) proposing to exempt baseball from antitrust laws; commended BAB clinics; supported the new Federation of State Broadcasters Assns.; favored NARTB's radio and TV codes; commended the PAB "radio month" project and urged continuance of the idea, and advocated continued get-out-the-vote campaigns. Mr. Morgan was chairman of the Resolutions Committee.

WFBG-TV Altoona carried televised versions of the proceedings, using still photographs and descriptions of the meetings to show the public what broadcasters are doing.

NARTB Explores TV Role in Furthering Education, Culture

Data gathered will be used to answer TV's critics, particularly assertions that the medium encourages crime, violence and juvenile delinquency.

ROLE played by the commercial television industry in advancing education and culture will be explained to the public in a project now underway at NARTB.

The association is compiling a record of the industry's educational programming as part of a two-ply move to answer the principal charges made by critics of the medium. The second charge centers around oft-voiced claims by anti-TV groups that television encourages crime, violence and juvenile delinquency.

In charge of compiling facts is NARTB's TV Information Committee, of which President Harold E. Fellows is chairman. Richard M. Allerton, NARTB research manager, is chairman of the research subcommittee and Richard Borel, WBNS-TV Columbus, is chairman of the implementation subcommittee.

The information group will meet Thursday at the Ambassador Hotel, New York. The session is one of three meetings of association committees scheduled during the week. The NARTB Standards of Practice Committee meets Monday and Tuesday at the Waldorf-Astoria, New York. John F. Meagher, KYSM Mankota, Minn., is chairman. Third session will be that of the NARTB Insurance Committee, meeting Friday in Washington. Roger W. Clipp, WFIL Philadelphia, is chairman.

NARTB's Standards of Practice Committee is working on a rewriting of the original radio standards that went into effect in 1948 after two years of planning. Mr. Meagher has indicated his hope the committee will complete its revision this week, with possibility the meeting will be held over through Wednesday if necessary.

GOVERNMENT

ONE UP, ONE DOWN IN TEXAS TV BIDS

FCC grants vhf Ch. 4 at Harlingen to KGBS as Tom Potter's CP for uhf Ch. 24 at Austin is returned. Post-thaw grant total now stands at 361, but three (all from Texas) have been returned.

TEXAS again gained and lost one TV authorization last week as the FCC granted vhf Ch. 4 at Harlingen, Tex., to KGBS there while oilman Tom Potter returned his construction permit for uhf Ch. 24 at Austin, where KTBC-TV is operating on vhf Ch. 7.

The Ch. 4 award to KGBS was the only new TV station approved by the Commission during the week. The single grant boosts post-thaw authorizations to a total of 361, but three of these CPs have been returned, all from Texas. Aside from the Potter permit for Austin, the others returned were KGKL's CP for vhf Ch. 3 at San Angelo and Permian Basin TV Co.'s CP for vhf Ch. 2 at Midland [B•T, May 11, April 6].

Mr. Potter, who said he will retain his permit for WTVT (TV) Chattanooga on uhf Ch. 43, told the Commission he was giving up his Austin grant because of difficulty in locating an adequate site and obtaining equipment.

The Ch. 4 grant at Harlingen was issued to Magic Triangle Televisors Inc., owned by KGBS principals. Effective radiated power of 13 kw visual and 6.9 kw aural is specified, with antenna height above average terrain of 410 ft.

The KGBS grant was made possible by withdrawal a fortnight ago of the competitive application of Houston Mayor Roy Hofheinz, who owns KSOX Harlingen [B•T, May 18].

In other TV actions, FCC designated for consolidated hearing in Washington on June 19 three competitive applications for vhf Ch. 12 at Shreveport, La. These are KRMD, KCIJ and Shreveport TV Co.

The Commission advised Northwestern Schools Bible College at Minneapolis that its application for a new commercial TV station on uhf Ch. 23 "involves considerations which indicate the necessity of a hearing."

Permit for vhf Ch. 13 issued a fortnight ago at Eugene, Ore., to Eugene TV Inc. was modified by FCC last week to include condition that part owner C. H. Fisher must divest himself of all interest in KUGN there, which he acquired earlier in a reshuffle of stockholders in the TV applicant, KUGN and KORE [B•T, May 18, 4].

Oregon Broadcasters Get Political Libel Relief

OREGON state radio and TV station operators are guaranteed immunity from libel suits arising from statements by political candidates on broadcasts or telecasts in a bill signed by Gov. Paul Patterson May 7. It complements existing Oregon laws protecting broadcasters from liability for defamatory remarks unless it can be proved the station failed to exercise due care.

Sponsored by the Oregon State Broadcasters Assn., and introduced Feb. 20 in the Oregon House of Representatives, the measure was passed in the closing days of the legislative session without a dissenting vote, according to OSBA.

WINCHARGER

TOWER and SERVICE help WKAB-TV get on the Air in record time!

WKAB-TV ★ CHANNEL 48
PURSLEY BROADCASTING SERVICE
Mobile 7, Alabama — PHONE 7-6345 - P. O. BOX 1306

April 6, 1953

Mr. V. V. Holmes, Manager
Antenna Tower Department
Wincharger Corporation
Sioux City 2, Iowa

Dear Mr. Holmes:

Your cooperation in helping WKAB-TV to get on the air in record breaking time cannot be measured in dollars and cents. When we installed our 265 foot type 300 Wincharger some six years ago we had no idea of using this antenna for anything other than our A M operation. You can imagine our extreme delight to learn, during our recent TV installation, that we could also use our Wincharger as a mount for our 40 foot, 2500 pound, 5 bay, G.E. helical antenna. The trouble that you and your staff went to in restressing our Wincharger and furnishing us all Guying blue prints without cost was almost too much to expect, however, you and your staff came through in record time even to the machining of the top plate for the TV mount. We were also more than pleased with the reasonable cost and prompt service you gave us on the shipment of this plate.

I personally think that this type of service and interest that you and your organization manifested in us at a time when the element of time meant thousands of dollars should not go unrecognized. Mere words cannot express our sincere appreciation and gratitude for all you have done. It is with great satisfaction for a fine antenna installation that I write this letter of thanks to you.

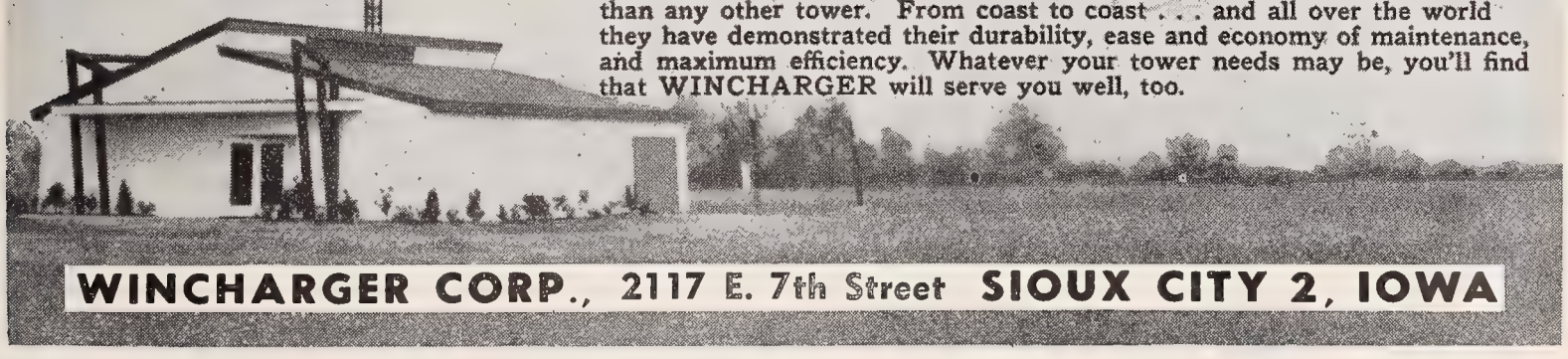
Sincerely yours,
H. Eugene Miller
H. Eugene Miller
Chief Engineer
WKAB-TV

TOP QUALITY TOWERS PLUS WINCHARGER ENGINEERING SERVICE

WINCHARGER ENGINEERS are well qualified to advise you on your particular tower problems. A new booklet describing the latest Wincharger Towers is yours for the asking. Our consultation service is readily available without any obligation on your part. Write — wire — Phone 2-1844.

QUALITY that ENDURES!

That's the WINCHARGER combination, the reason why more TV, AM and FM stations specify WINCHARGER than any other tower. From coast to coast . . . and all over the world they have demonstrated their durability, ease and economy of maintenance, and maximum efficiency. Whatever your tower needs may be, you'll find that WINCHARGER will serve you well, too.



WINCHARGER CORP., 2117 E. 7th Street SIOUX CITY 2, IOWA

MILLION DOLLAR STATION



KDUB-TV
LUBBOCK
TEXAS

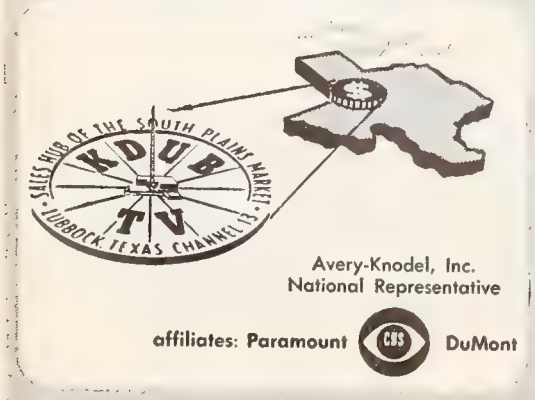
Yes, gross income in the KDUB-TV South Plains market is soaring into ten didgets now!

It's the new "success market" (3rd highest per-capita income nationally) entertainment-hungry and TV wise.

KDUB-TV, first television in West Texas, is the million dollar station — the Station with EXPERIENCED PERSONNEL and the established audience.

W. D. "Dub" ROGERS—President
MIKE SHAPIRO—Comm. Mgr.

EFFECTIVE POWER
35,000 WATTS VISUAL
17,500 WATTS AURAL



Avery-Knodel, Inc.
National Representative

affiliates: Paramount CBS DuMont

ROBERT J. DEAN, GLENN GILLETT MENTIONED FOR FCC POST

KOTA operator confers at White House and Republican National Committee, under sponsorship of Sen. Case. Mr. Gillett, veteran engineering consultant who plans to retire from practice, urged to seek Commission vacancy. Several others still in running for post to be open June 30 when Comr. Walker's term expires.

LAST WEEK saw two new names crop into speculation for the vacancy on the FCC to be created June 30 with the expiration of the term of the veteran Democrat, Paul A. Walker. Newcomers are:

Robert J. Dean, president of KOTA Rapid City, S. D.

Glenn D. Gillett, consulting engineer of Virginia, who is retiring from his engineering practice on July 1.

Mr. Dean, who has been in radio since 1922 and is a lawyer, was called to Washington at the instance of Sen. Francis D. Case (R-S. D.). He conferred at both the White House and the Republican National Committee but did not see the President.



Robert J. Dean

Contacted by B•T, Mr. Dean was noncommittal. It was learned, however, that the FCC vacancy had been discussed and that Mr. Dean was confronted with the preliminary decision as whether he would be willing to divest himself of his 55% interest in KOTA and KOZY (FM), as well as his ownership of Radio-Games Service, which controls five "Service Marks" he is syndicating in the premium-contest field on radio.

Presumably, if Mr. Dean decides to dispose of his holdings, he will become an active candidate, and Sen. Case, a close personal friend, evidently already has urged him to seek the appointment which would complete the Republican reorganization of the Commission. The FCC balance then would be four Republicans (Hyde, Chairman; Sterling; Doerfer and the new appointee; Democrats, Hennock and Bartley, and Webster, Independent).

Despite the fact that there have been a number of candidates for the post, word has gone the rounds for some days that the FCC post is still "wide open." Others in the running include Charles Garland, general manager of KOOL Phoenix, controlled by Gene Autry; Edward J. Heffron, former NARTB public relations man and formerly with Johnson & Johnson [CLOSED CIRCUIT, May 18], and J. Paull Marshall, Washington attorney, who has been prominently identified with the Young Republicans of Maryland.

Mr. Gillett, it was learned, has been urged by friends to seek the FCC post. He is 55 and has decided to retire from consulting practice since he has adequate means. A Republican, he has lived in Virginia since he began his consulting practice in 1936. He was formerly with Bell Telephone Labs in New Jersey and has done considerable government work, having given up his practice during World War II to function as a chief engineering consultant to the Army Signal Corps. He is a native of Colorado but lived in California for many years.

Mr. Dean practiced law in South Dakota following his graduation from the State University. He practiced in Watertown from 1926 until 1929 and for the following three years was special counsel for J. I. Case Co., farm machinery manufacturers.

Mr. Dean, 51, started in radio in 1932. He owns control (55.5%) of KOTA and KOZY (FM), and is an applicant for TV Ch. 7. He has built seven stations in South Dakota.

Although he has not been active in state politics, he did serve on the City Commission from 1949 until 1952. He has been a Republican for 25 years and was active in the Eisenhower campaign. Mr. Dean is married and has two daughters, 20 and 22, now attending college.

Mr. Dean's two visits to the White House ostensibly were to talk over the President's planned trip to Rapid City on June 11 when he will address the Young Republicans National Convention and visit Mt. Rushmore National Park.

Strongest proponent of Mr. Garland, who has been in the running virtually from the start, is Eugene C. Pulliam, Republican National Committeeman, publisher of the Indianapolis *News* and *Star,* and owner of WIRE. Mr. Pulliam, a potent political figure, also lives part of the year in Phoenix, where he owns the *Republic* and *Gazette.*

Webster Goes Abroad

FCC Comr. E. M. Webster flew to England May 15 in advance of the May 26-June 13 meeting of International Telegraph Consultative Committee at Arnhem, Netherlands. He will head the U. S. delegation. Marion Woodward, chief of FCC's International Division, sailed for Holland May 16. Comr. Webster was to discuss maritime radio matters first at London, then fly last Wednesday to Geneva for conferences on International Telecommunication Union matters. His return to Washington is scheduled for mid-June.





KEY TO THE CITY

KPIX consistently wins not only awards such as this for public service, but accolades from sponsors for many a job well done. "Unusual policies" in public service, coupled with great CBS, DuMont and local programming, have won such faith and following that KPIX is indeed the "key to the city"... and to every television home ... throughout Northern California

CBS TELEVISION

KPIX TELEVISION CHANNEL 5
SAN FRANCISCO, CALIF.

Affiliated with CBS and DuMont Television Networks. Represented Nationally by the Katz Agency

SELL MORE IN THE
SOUTH'S
No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem is the home of R. J. Reynolds Tobacco Co.

1/5th* of all
FOODS
Sold in North Carolina
ARE SOLD IN
WINSTON-SALEM'S
WSJS
15-COUNTY
MARKET
*$113,945,000
S.M. 1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

HYDE TELLS HEARING SPEED-UP PLAN

Three-point plan to accelerate TV hearings involves FCC rules revision, more examiner teams and changes in law.

THREE-POINT plan to speed up handling of TV hearing cases was discussed Monday by FCC Chairman Rosel H. Hyde and the Senate Interstate & Foreign Commerce Committee, the latter giving the Commission some "home work" in the form of additional committee questions.

As discussed, the proposed speed up involves:

• Revision of FCC rules and procedures to shorten hearing records and expedite staff and Commission action on such cases.

• Provision by Congress of supplemental funds to hire more hearing examiner "teams" to clear the backlog of 650 applications.

• Suggested changes in the Communication Act and possibly the Administrative Procedure Act to remove administrative "obstacles" held to be in the way of efficient Commission functioning with respect to TV hearing cases.

At the morning meeting with the committee, Chairman Hyde reported for the first time that the Commission at its May 14 meeting decided to revise its policy in the handling of TV applicants which become the sole survivors in a comparative hearing after opposing applicants withdrew from the contest. He told the committee FCC henceforth will retain the sole survivor in hearing status for decision by the examiner and will not, as before, put such survivor back into the regular processing line, making him "vulnerable" to new competitive bids.

Proposals under consideration by FCC to further streamline procedure, according to Chairman Hyde, include:

• Plan for "paper" TV hearings, in which affirmative cases would be made in writing and oral presentation would be limited to cross examination of specific witnesses [CLOSED CIRCUIT, May 18].

• Extension of the principle of the "cut-off rule" to cases destined for eventual comparative hearing but not yet designated formally. The cut-off rule requires a new applicant to file more than 30 days before a comparative hearing begins if he wishes to be included in the contest.

• Suggestion for local publication of "due notice" by a TV applicant upon filing at FCC, so many days after which he would receive protection from a competitive application and thus be ready for consideration by the Commission.

• Intent of Commission to advise its examiners to "contain" their hearing records to essentials and to cut out needless minute detail. Latter practice drew rebuke of some Committee members who cited "comparative consideration of the number of janitors" a proposed station would have.

Chairman Hyde informed the Committee that bolstering of the Commission's present 12 examiners with the seven new teams provided by the proposed $7.1 million FCC budget would provide "substantial relief" in TV processing.

As to legislative changes, Chairman Hyde discussed:

• Provisions of the McFarland Act amendments which prevent the Commission from talking with its "staff officers" (general counsel, chief engineer, chief accountant) and hearing examiners. He felt these restrictions are beyond the requirements of the Administrative Procedure Act.

• Present interpretation of Sec. 309(c) of the Communications Act which allows "parties in interest" such as local radio stations to protest, on grounds of "economic injury," the permits for new TV stations. Chairman Hyde said Justice Dept. representatives already have indicated a local theatre operator may have rights to protest a TV grant under Sec. 309(c).

• Transfer of FCC hearing examiners from Civil Service status to direct employment by FCC so as to assure more efficient hearings. This point was emphasized by committee member Sen. John W. Bricker (R-Ohio).

Chairman Hyde was accompanied to the Monday morning meeting by all other Commissioners excepting Comr. E. M. Webster, now abroad on telecommunication matters [see story, page 54]. Also attending were FCC Broadcast Bureau Chief Curtis B. Plummer and Assistant Chief Joseph M. Kittner.

In Chairman Charles W. Tobey's (R-N.H.) absence, Sen. Homer E. Capehart (R-Ind.) presided for the Senate Commerce Committee.

The FCC Chairman reported some 169 stations are operating and 650 applications remain to be processed through comparative hearings. A total of 732 communities have channels applied for, he said.

Virtually all non-hearing applications have been "screened and granted" by this time, he reported.

Baseball Could Protest TV

After Chairman Hyde explained that Justice Dept. spokesmen have indicated local theatre operators may have legal right under Sec. 309(c) to cite economic injury and protest TV grants, Sen. George A. Smathers (D-Fla.) asked, "What about baseball?"

"I could see the possibility," the Chairman retorted.

On the newly revised policy for handling of survivors in comparative hearings, Chairman Hyde explained it formerly has been the practice to return the survivor to the non-hearing processing line, despite vulnerability to new attack, because there was no preliminary processing of bids as to legal and technical qualifications as is now done under the revised hearing procedures.

Since, under the new hearing rules, an applicant is found basically qualified and would be granted were it not for the contest, he now will be kept in hearing status for prompt decision should he become a sole survivor.

Sen. Capehart expressed fear that the changed policy might encourage "collusion" and "fake hearings" among applicants in order to prevent competition and gain the cloak of protection afforded by hearing status. He and Sen. Smathers felt the policy, when effected, should be made retroactive to prevent such abuse.

Without a retroactive clause, Sen. Smathers pointed out, he could run around the country and tie up uncontested bids, then wait to be bought out by the legitimate applicants.

For protection of pending bids still awaiting FCC action, Chairman Hyde also suggested a cut-off rule to protect them from competitive attack. He thought local community notice by advertisement of filing with FCC might work, with the cut-off to apply so many days thereafter on filing of competitive bids.

Asked by Sen. Capehart if TV processing efficiency would be helped by cutting out "dead weight" from FCC's staff, Chairman Hyde replied, "I think dead wood would be at a minimum in our agency."



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INSTANT MAXWELL COFFEE
JELLO PUDDING
JELLO PIE FILL
KAISER-FRAZER
LADIES' HOME JOURNAL
LIFE
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PRELL
PUREX
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RCA TV
ROBERT HALL CLOTHES
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SATURDAY EVENING POST
7-MINUTE PIE MIX
SILVER DUST
SILVER SPUR DUDE RANCH
SOUTHERN SELECT BEER
SSS TONIC
STANBACK
SULPHUR 8
SWANS DOWN CAKE MIX
TABASCO SAUCE
TENDERLEAF TEA
TREND
WILDROOT CREAM OIL

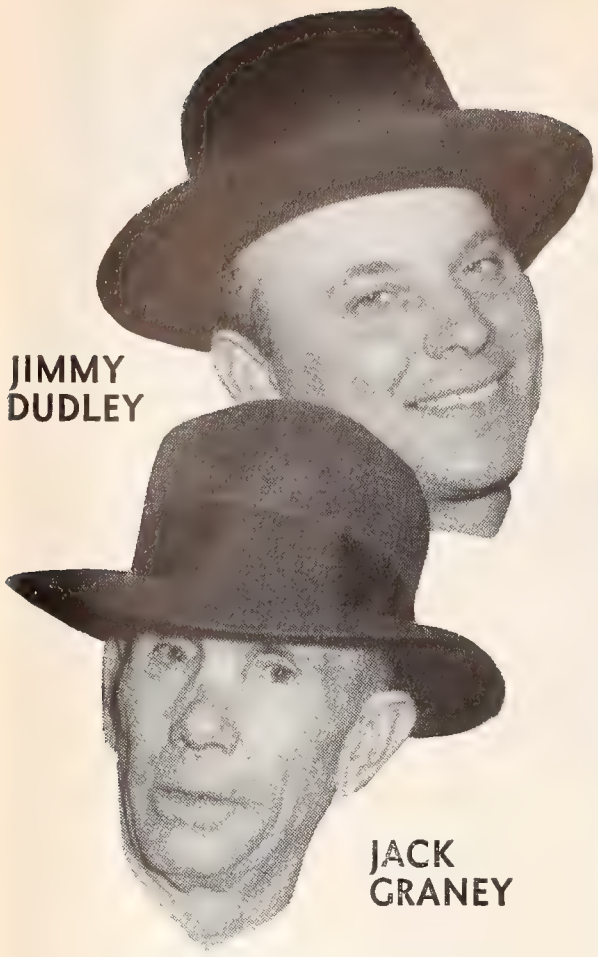
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THE MAHONING VALLEY BROADCASTING CO.

CBS ENTERS FIELD FOR BOSTON CH. 5, REACHES FCC'S LIMIT FOR TV OUTLETS

The network's application is pitted against those of WHDH Boston and Greater Boston TV Corp. It proposes operations far more extensive than either of the competitors.

CBS filed for Boston's vhf Ch. 5 Friday and thereby reached for the FCC-imposed ceiling of five on multiple station ownership. WEEI-AM-FM there is CBS owned-and-operated.

The network is permittee of WCBS-TV New York; KNXT (TV) Los Angeles, and WBBM-TV Chicago and, as owner of KMOX St. Louis, has filed for Ch. 4 there.

A keen fight is developing for Boston's only unclaimed vhf outlet with WHDH, owned by the *Boston Herald-Tribune,* and Greater Boston TV Corp., formed by 21 Hub businessmen including Joseph A. Dunn, president of WORL there, already in the field. Hildreth & Rogers Co., is expected to dismiss its bid, having sold its only outlet, WLAW Boston-Lawrence, to General Teleradio Inc., owner of WNAC-TV there [B•T, May 11].

The network has proposed a far more extensive operation than either of its competitors. For one thing, its estimated construction cost of $1,907,887 is almost double the combined estimates ($972,763) submitted by WHDH and Greater Boston TV. Also, anticipated first year revenues of $1,270,000 far exceed Greater Boston TV's expected $700,000 or the $798,130 WHDH figured.

A breakdown of cost items showed $806,000 proposed for buildings, $488,400 for studio equipment and $363,647 for transmitters and antenna.

Like its competitors, CBS proposed an effective radiated power of 100 kw visual and 50 kw aural. It plans a 1,000-foot antenna located in Framingham and for a studio will use the Tremont St. building currently housing WEEI.

Extent of Grade A Contour

The Grade A contour would reach from above Nashua, N. H., on the north to below Providence and includes Worcester westward and Scituate, Mass., southeast on the Atlantic Coast.

Northampton, Mass., falls within the Grade B circle as does almost all of Rhode Island and all of Massachusetts except a stretch of Cape Cod between Barnstable and Provincetown and the islands of Martha's Vineyard and Nantucket.

In addition to broadcast interests already cited, CBS owns WCBS-AM-FM, WBBM-AM-FM, KNX-AM-FM, KCBS-AM-FM San Francisco, is 45% stockholder in WTOP-AM-FM-TV Washington and holds 47% interest in WCCO-AM-TV Minneapolis.

Included with the application is a statement of the network's balance as of April 4, 1953.

It shows CBS fortified by $63,698,441 in total current assets and $122,525,193 in total assets. Specifically, cash on hand totalled $14,823,551, inventories $13,445,392 and accounts receivable added $29,790,252.

Earned surplus was given as $39,205,305.

Among liabilities were listed $5 million in bank loans due within the year and another $30 million to be met between 1957 and 1973. Mortgages totalled $5 million and accounts payable $23,436,898. Current liabilities amounted to $38,539,901.

By far the most significant stockholder is Chairman of the Board William S. Paley, who controls 11.15% between his personal holdings and the interest of Shelter Rock Development Corp., which he owns. Adding the stock held by Samuel Paley, his father, the family equity amounts to about 12%.

FCC OKAYS STORER WBRC-AM-TV BUY

PURCHASE by Storer Broadcasting Co. of all the capital stock of the Birmingham Broadcasting Co. (WBRC-AM-TV) for $2.4 million was granted last Thursday by the FCC. Application for approval had been filed last month [B•T, April 13, March 30].

Storer earlier withdrew its TV applications for Wheeling, W. Va. (Ch. 9) and Miami (Ch. 10) [B•T, March 9]. This action was necessary because approval of the purchase of the Birmingham stations gives the Storer company the maximum of five TV outlets permitted by the FCC.

At the time that Storer filed its application for the WBRC stations, the company told FCC it was negotiating to sell WSAI-AM-FM Cincinnati so it would not have more than seven AM stations. While this maximum is not an FCC regulation, the Commission has frowned on one owner having more than seven standard broadcast outlets.

Storer had also noted no intention of changing personnel in the Birmingham stations pending study. G. P. Hamann is general manager and technical director, and J. Brewer, program director (WBRC), M. D. Smith III, program director (WBRC-TV), J. H. Callaway, commercial manager (WBRC) and Leon L. Reaves, commercial manager (WBRC-TV).

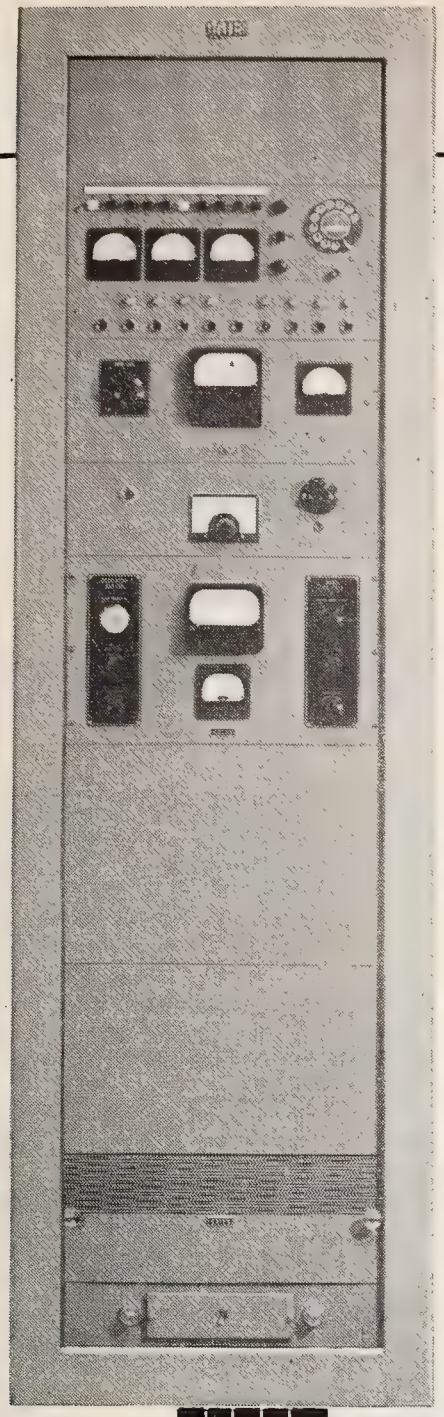
WBRC, established in 1925, operates on 960 kc with 5 kw. WBRC-TV began operating in 1949 and is on Ch. 6 with 35 kw. Both stations are affiliated with NBC.

Mrs. Eloise H. Hanna was owner of Birmingham Broadcasting Co. She held all the issued stock. Under the contract with Mrs. Hanna, Storer had placed a $100,000 deposit on the sale. Agreement also showed net quick assets of approximately $73,000.

Storer also owns WJBK-AM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WWVA-AM-FM Wheeling, WMMN Fairmont, W. Va.; WGBS-AM-FM Miami, WSAI-AM-FM Cincinnati, and KEYL (TV) San Antonio.

Gerity Granted Pontiac AM

NEW AM station at Pontiac, Mich., on 1460 kc with 500 w fulltime, directional night, has been granted by FCC to James N. Gerity Jr., operator of WGRO Bay City and WABJ Adrian, Mich. Finding that only slight interference would result to WCLC Flint, Mich., FCC approved Mr. Gerity's petition for removal from hearing. The grantee also is applicant for a new TV station at Bay City on vhf Ch. 5.





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Yes, even the rack cabinets are provided and installation is a simple procedure. Only negligible alterations are required in transmitting plant and when installation is complete, operation is efficient and trouble free!

Two models, both very similar, are available. One is for use with GATES Frequency Monitor and the other for use with General Radio frequency monitoring equipment.

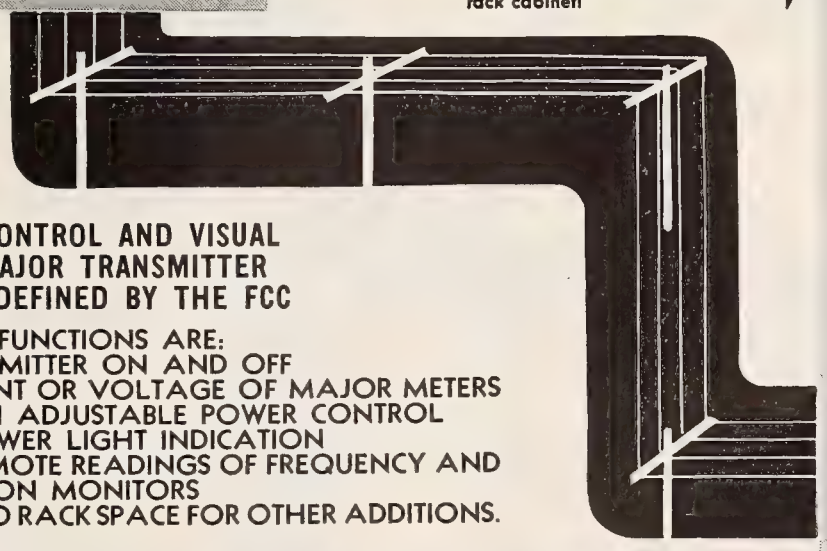
When you buy GATES equipment for remote control of your transmitting plant, as usual you receive the extras. Everything possible has been done to make it unnecessary for the installing engineer to run out and buy more to complete the installation. Standard equipment includes motor tune plate rheostat, including rheostat, all mounted on one chassis and ready to mount in the transmitter so you will not have to remove the present rheostat from your transmitter front panel. Also included is a unique radio frequency amplifier to air operate your modulation monitor. All equipment is supplied mounted and wired in rack cabinets. Even a complete diode type remote reading antenna meter is provided, eliminating alteration or reworking your present remote metering equipment.

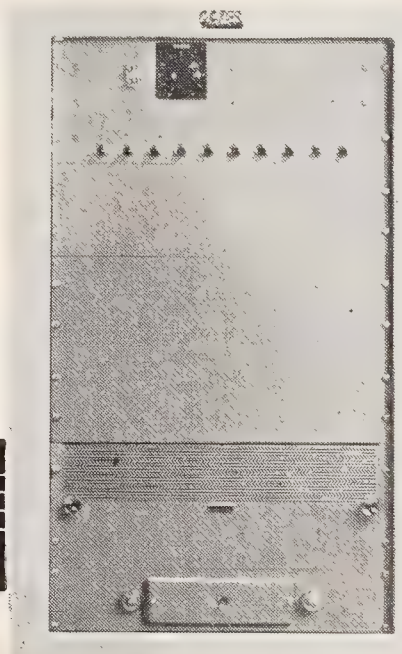
Design is around conventional dialing system with high quality stepping relays that operate heavier relays, some of which are part of your transmitting equipment and part of which are supplied with the remote package. Installations are actually tested on lengthy telephone lines installed at GATES plant for this purpose.

Whether you are using GATES equipment or that of other makes, you can't go wrong in selecting the *complete* remote control apparatus for unattended operation — GATES of course! The price? Very reasonable! Is installation service available? If you want it, but we doubt if it is necessary — simply because it is complete to begin with. Write, wire or phone any GATES office for complete information.

Here is the complete remote equipment used at the studio.

This is the complete transmitter installation — a waist high rack cabinet!





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KOIN, KGW MERGER MAY SPEED PORTLAND VHF CH. 6 GRANT

Pioneer Broadcasters, KGW licensee, would acquire a five-year option on 50% interest in the Mount Hood group, which owns KOIN. The proposal may come under FCC's new 'umbrella' protection policy.

PROPOSED merger involving KOIN and KGW Portland, Ore., competitors for vhf Ch. 6 there, may result in that TV hearing becoming the first to receive an expedited decision under the new "umbrella" protection policy reported by FCC Chairman Rosel H. Hyde on Monday for applicants who become sole survivors in such contests (see story page 56).

Under the merger plan, KGW's licensee, Pioneer Broadcasters Inc., acquires a five-year option to purchase 50% interest in Mount Hood Radio & Television Corp., licensee of KOIN. Pioneer's Ch. 6 application is to be "disposed of" in a manner which late last week was undecided, leaving the field free for a grant to Mount Hood. Since the case continues in hearing status, it would be immune to attack by any new competitive bid.

Following the proposed merger, KOIN would be retained but KGW would be sold to a third party to preclude common ownership of two AM stations in the same area, in accord with FCC's duopoly rule.

Negotiations for the sale of KGW already are underway, it is understood, with the prospective purchaser consisting of a group headed by West Coast broadcaster and representative John D. Keating. Consideration is said to be in the neighborhood of $400,000.

The merger plan is significant in that it could mean a prompt second TV service to Portland, now served only by KPTV (TV) on uhf Ch. 27. KPTV (TV), post-thaw grantee owned by Empire Coil Co., began operation only last September.

The KGW-KOIN Ch. 6 contest went before Examiner Elizabeth C. Smith for further hearing last Monday afternoon. It was continued until June 1 in view of the merger proposal and Chairman Hyde's announcement of policy revision before the Senate Interstate and Foreign Commerce Committee last week.

The record of the Ch. 6 hearing was officially opened Oct. 1, 1952, along with the other Portland channel contests, but was continued from time to time because of procedural litigation between KGW and KOIN and the precedence of hearings before the examiner.

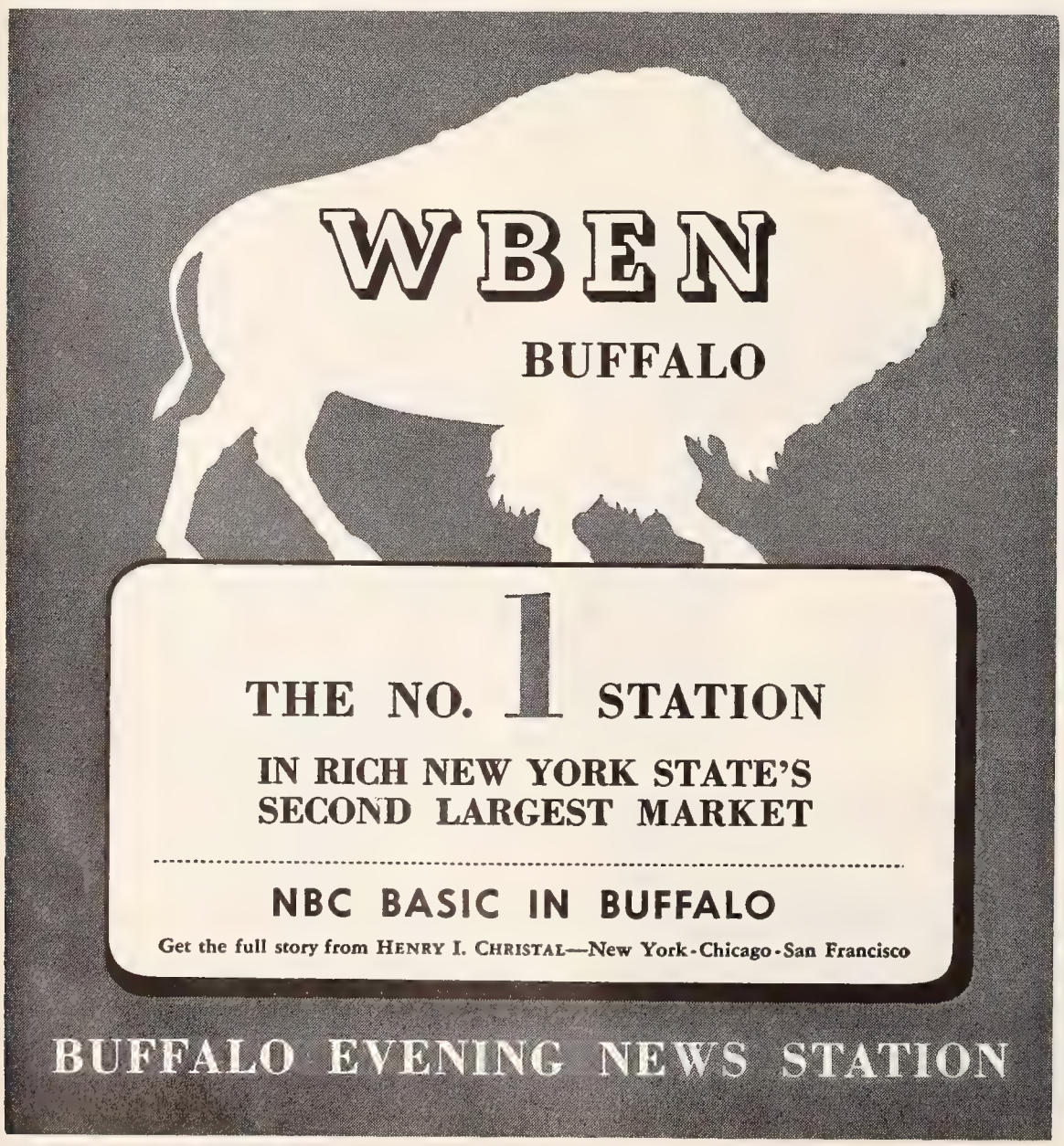
Negotiations between KOIN and KGW on the merger plan have been underway about a fortnight, it was reported. Pioneer Broadcasters, upon acquiring 50% of Mount Hood's stock, also would be entitled to elect three of the seven members of the board of directors. Three others would be named by Mount Hood's present principals and the seventh director probably would be an attorney acceptable to both groups.

Theatre operator Ted R. Gamble, now 43.5% owner and board chairman of Mount Hood, following the proposed merger would become president while C. Howard Lane, now president, would become vice president in charge of the television operation. Harry H. Buckendahl, general manager of KOIN, would become vice president in charge of the AM and FM operations.

Principals in Pioneer Broadcasters are Samuel I. Newhouse Jr. and family, owners of the *Portland Oregonian*. The family also controls WSYR-AM-FM-TV Syracuse, N. Y.

KOIN is a CBS outlet on 970 kc with 5 kw directional night. KGW is an affiliate of NBC assigned 5 kw directional on 620 kc.

There are several methods by which "disposition" of the KGW Ch. 6 television application might be accomplished. Under the new "umbrella" protection policy, the KGW TV bid could be dismissed, thereby enabling the examiner to enter an immediate decision granting the KOIN bid. Or, both parties could request the examiner to accept data on the merger plan and close the hearing record, the parties waiving initial decision and asking FCC to issue a prompt final ruling to grant KOIN and deny KGW. The course to be employed is expected to be worked out this week.



Conelrad Program Plans Needed by CD—Sterling

AS the nation's first emergency radio system network (Conelrad) went into effect May 15, FCC Comr. George E. Sterling warned that Civil Defense officials must do more in their planning "to program the stations for the purpose of disseminating vital civil defense information to the public."

Comr. Sterling, returning from an inspection of Conelrad operations in certain West Coast cities and conferences with air defense officials, said he found the Conelrad project "very efficiently organized and in preparedness on the part of broadcasters, the telephone companies and officers of the Air Defense Commands."

The Conelrad system permits standard radio to remain operating during an emergency while preventing enemy bombers or guided missiles from "homing" on broadcast radiations. Most radio stations would go off the air (TV and FM stations would go off completely) and citizens would receive messages only at the 640 and 1240 kc frequencies. (For detailed Conelrad data see FOR THE RECORD, May 4).

The broadcasting industry has provided $2 million of its own funds to provide facilities for the system.

Meanwhile, FCC announced last Thursday that it has modified the license authorizations of about 1,500 AM stations, effective May 15, to enable them to conform their operations to the Conelrad plan.

Three Communications Bills Sent to Senate Last Tuesday

HOUSE last Tuesday passed and sent to the Senate three bills on communications. They were approved by the House Commerce Committee a fortnight ago [AT DEADLINE, May 11].

Bills are HR 4558, which would extend the time the FCC has to act on a protest from 15 to 30 days; HR 4557, which would permit FCC to waive construction permit requirements for government, mobile and other non-broadcast transmitters, and HR 4559, which would reduce penalty provisions for violating the Communications Act from a felony to a misdemeanor for the first offense.

All the bills were sponsored by FCC.



ONLY A FEW WEEKS LEFT TO GET ABOARD THIS HOT WEATHER PROMOTION

"The greatest selling plan ever presented in the Pacific Northwest" —the KEX SUMMER BANDWAGON, is again scheduled for a campaign this year, to start June 15th for 12 weeks through September 5th. The "Bandwagon" is a combination exchange of promotion between KEX and Portland's leading food outlets for the benefit of KEX advertised products who maintain an established minimum required schedule during the 12-week period.



THE BIGGEST Grocer Grossers in the Portland metropolitan area are cooperating with KEX in this *second* summer of sensational sales promotion.

And ALL-YEAR 'ROUND Merchandising, Too!

KEX-*tra Values:* A complete merchandising service by an experienced staff, regularly servicing the biggest and best stores in the Portland area. Every week these stores attract 540,000 customers who spend nearly $2 million. (About 60% of the total weekly Portland Food Stores Sales.)

For complete details of BOTH MERCHANDISING SERVICES see KEX Sales or Free & Peters

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ABC AFFILIATE IN PORTLAND

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National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

FCC MAY GET $300,000 MORE

Senate passes Independent Offices Bill, approving funds boost for FCC's fiscal 1954 operation to help Commission process additional TV applications. Total FCC appropriation recommended is $7.4 million.

COMPROMISE was struck in the Senate last Wednesday to give FCC an additional appropriation of $300,000 to take a bigger bite in the TV application load.

Sen. Edwin C. Johnson (D-Colo.), ranking Democrat on the Senate Interstate & Foreign Commerce Committee, supported by colleagues from TV-hungry states, forced the issue before the Senate.

The funds for FCC's 1954 fiscal operation were voted unanimously Wednesday. Total FCC figure, recommended by the Senate, now stands at $7.4 million, $300,000 more than the House approved. Next step will be for Senate-House conferees to agree on just how much FCC will get. Their report must be accepted by both houses before the President can sign the funds bill (Independent Offices Bill).

The $300,000 was agreed upon by the Senate Appropriations Committee and Sen. Johnson, after contact was made with FCC Chairman Rosel H. Hyde. Sen. Johnson said the money was "acceptable" but was "far from adequate." He predicted the sum would give the FCC an additional seven examiner teams. FCC now has 10 examiner teams working on TV. The House-approved bill would have given FCC another seven examiners. Thus, the overall increase in the Senate version would give FCC a total of 24 examining teams.

Technically the accepted amendment was offered by Senate Majority Whip Leverett Saltonstall (R-Mass.). It reached the sympathetic ears of Sens. Homer E. Capehart (R-Ind.); Burnet R. Maybank (D-S. C.)—he said he would do his "best" in conference to retain the figure; Spessard L. Holland (D-Fla.)—he wanted assurance that FCC would revise its procedures; William Langer (R-N. D.)—he said he would have voted for the entire sum requested by Sen. Johnson; Dennis Chavez (D-N. M.), and Arthur V. Watkins (R-Utah).

Sen. Saltonstall said Chairman Hyde informed him that there were about 600 applications on file and that 250 more were expected before the year was out. One team could handle about 15 applications yearly; 17 could handle 255 applications per year.

He noted that FCC, as indicated in the Senate Appropriations Committee report [B•T, May 18], could return to Congress and request an additional appropriation "if the Commission can recruit the men required."

Sen. Johnson originally had proposed an additional $618,440.

Sen. Johnson, in pushing his battle for more FCC funds to process TV, warned colleagues last Monday that Congress would be continuing the TV station freeze by not providing more money to hire additional examiner teams.

Supporting his fight were Democratic Sens. George A. Smathers and Holland, both Florida, and John C. Stennis of Mississippi.

Both Sens. Johnson and Smathers referred to FCC testimony given that day to the Senate Commerce Committee (see story, page 56).

Summary of Sen. Johnson's position:

- He would provide for a total of 40 examiner teams. They could process applications at such a rate as to permit clearing of the backlog in TV cases in one year. Otherwise, he cautioned, there may be as much delay as five years.
- "Dragging out" of hearings would result in higher costs. Therefore, government spending for TV now would mean less cost later.
- Senate Appropriations Committee is "misinformed" in believing the "bottleneck" is in FCC rather than with the number of hearing examiners. (It was precisely on this point that Senate leaders could not agree and which forced postponement of further consideration of the Johnson Amendment to Wednesday).
- By appropriating additional money, Congress "can set in motion a chain reaction which in two years' time will create billions of dollars in business." It would increase employment, advertising and selling would be stimulated and set sales would be at least doubled.

Bids for TV Directionals Believed to Be First

TWO requests for television directional antennas were tendered to FCC last week, believed to be the first to ask such operation.

Versluis Radio & TV Inc., permittee of uhf Ch. 35 WTVM Muskegon, Mich., petitioned for modification of its authorization so as to specify slight directionalizing of its antenna to put minimum required signal into a public park just within the city. The technicality was undercovered by WGRD Grand Rapids, Mich., during FCC's hearing on the WGRD protest of the TV grant to Versluis [B•T, April 27].

The other directional antenna request came from KRIO-TV McAllen, Tex., permittee for uhf Ch. 20 with effective radiated power of 86 kw visual and 49 kw aural. The antenna would be directionalized to put greater signal over the lower Rio Grande Valley. ERP in the maximum direction would be 566 kw and in the minimum direction 61 kw, it was reported.

Radio-TV Rates Exemption Voted in 'Controls Standby'

EXEMPTION of radio-television station rates from 90-day emergency "standby controls" was voted in the measure passed by the Senate last Tuesday.

The amendment exempting radio-TV and printed media was offered by Sen. Price Daniel (D-Tex.).

"These controls are essentially commodity controls, while the newspaper, radio and television rates . . . are more like fees for professional services. Authority to control these rates would permit undue government interference with our press and radio," Sen. Daniel said.

The last controls law enacted by Congress similarly exempted radio and TV stations from rate controls. Wages were frozen, however.

Senate bill was sent to the House for consideration.

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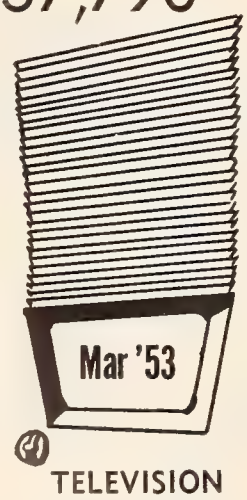
*28,000 SETS

28,000



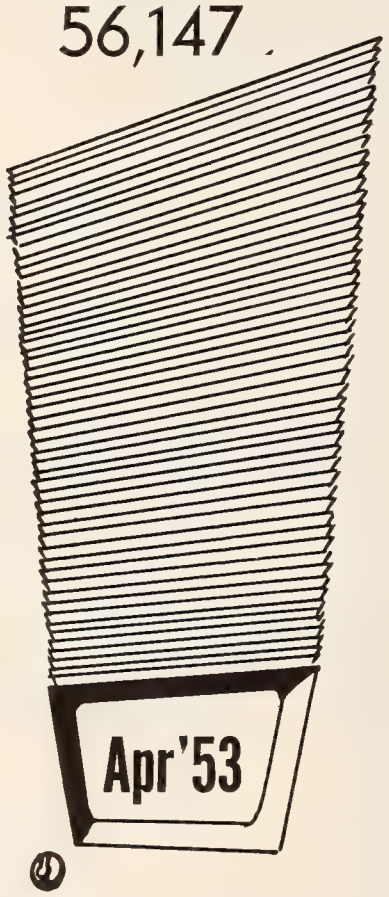
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*NUMBER OF SETS IN KOLN-TV AREA

Call your nearest WEED television representatives!

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WEED TELEVISION—NATIONAL REPRESENTATIVE

26,900 Watts-Visual
13,400 Watts-Aural



"There was a big man from Dubuque"

He weighed 275 pounds. Still does. He used to make his pants from sail cloth. No more.
He heard about Yager's*.

Yager's "Mr. Big Department" is to the out-sized man what Brooks Brothers is to no shoulders. The man from Dubuque and lots of other well-*er*-heeled Eastern Iowans constitute Yager's "large" following, thanks to a consistent advertising program.

**On radio. WMT, in fact.*

CEDAR RAPIDS

WMT

Moral: They do things
in a big way
in Eastern Iowa.

• 500 watts • 600 kc • Basic CBS Network • Represented Nationally by The Katz Agency

Tampa TV Proposes Cooperative Operation

TAMPA TV Co. last week proposed cooperative interim operation of Ch. 13 in Tampa, Fla. by three applicants pending final decision as to which wins the FCC decision and the subsequent court actions that Tampa TV predicts will ensue.

The reaction was frosty, but Tampa TV's proposal is noteworthy in that it is the first application of the suggestion made by Paul R. Bartlett, president of KFRE Fresno, which is pitted against KARM for Ch. 12 there [B•T, March 2].

Tampa TV's adversaries are Tampa Times Co. (WDAE) and Orange TV Broadcasting Co. In a letter postmarked May 15 it suggested that the three applicants join hands in Tampa at the same time they are opposing one another in Washington—for the overriding consideration of bringing "high quality vhf television to the people of Tampa Bay."

A damper was quickly put on the proposal by the *Tampa Times,* which ran Tuesday full texts on both Tampa TV's letter, signed by W. Walter Tison (KALM), vice president, and the newspaper's refusal as expressed by David E. Smiley, president.

The record in the Tampa Ch. 13 hearing is scheduled to close June 3. In his letter, Mr. Tison outlined a timetable of legal maneuvering running through the initial decision, filing of exceptions, argument, petitions for rehearing, final decision ("well into 1954") and an appeal to the courts, winding up "well into 1955."

While seeing no way to avoid this delay, Mr. Tison felt telecasting could begin if the three applicants formed a corporation, owned equally by each, which would petition FCC for a permit to construct and operate an interim Ch. 13 outlet, pending final disposition of the case.

In his biting reply published in the *Tampa Times* alongside Mr. Tison's proposal, Mr. Smiley challenged the suggested lengthy chronology leading up to a final decision; cited the imminent operation of WSUN-TV St. Petersburg (uhf Ch. 38) as providing potential TV fare for Tampa; doubted whether FCC would approve the plan, and claimed that the interim station's low power could not offer a picture "either adequate or something of which we could be proud."

Orange TV's reply was in the process of composition at press time, but from remarks of its Washington attorney, Marcus Cohn, the implication is clear that Mr. Tison will be unequivocally rebuffed.

New International Information Plan Seen on Capitol Hill

WASHINGTON officials are of the opinion the time is drawing near when a new U. S. information program, as part of an overall propaganda agency, will be revealed publicly.

Giving credence was the prediction last week by Sen. Bourke B. Hickenlooper (R—Iowa), whose Senate Foreign Relations subcommittee has been investigating the U. S. information program abroad, that a reorganization plan may be offered this week by the Eisenhower Administration.

While changes may be in the wind, Dr. Robert L. Johnson, who heads the IIA, said reports he is resigning "are completely erroneous."

Other Voice developments:

• VOA's Washington Program Center was abolished. At a cost of $110,815 a year and a staff of 17 (to be dismissed by June 15), the center produced an average 175 radio recordings monthly, a daily 15-minute broadcast and a selected radio news file for the central desk in New York. Guests have included congressmen, diplomats and government department officials. It was expected the center would be shifted in time to New York, a move disfavored by Sen. Karl E. Mundt (R-S. D.) who thought it better if all VOA New York offices were shifted to the Nation's Capital. He described the center's performance as a "very valuable and useful service."

• Work of the 15-man International Press Service will be transferred to Washington from New York as will the New York administrative office of the information program which will be consolidated with the Voice set-up in Washington.

• State Dept. is consolidating other operations. All the moves are designed to trim 830 persons from the payroll of its information services.

• Raymond Swing, former network radio news commentator, resigned as VOA's chief political analyst, charging VOA had been crippled by "slanderous attacks" and accusing State of failing to back up its own staff.

KMYR Asks FCC to Strike NBC's Ch. 4 Case Memo

MOTION to strike the entire NBC memorandum and part of the KOA Denver reply to proposed findings in the Denver Ch. 4 TV case [B•T, May 18] was filed by competing KMYR Denver last week. KMYR also objected to the KOA reply on the ground that the points made constituted a request to change its case after the hearing had been concluded. Both NBC and KOA have filed oppositions.

Hope Relationship

In moving to strike the NBC memorandum —which held that relationship of Hope Productions Inc. (Bob Hope) and NBC was that of a creditor-debtor—KMYR claimed NBC was not a party to the hearing and therefore its document should not be accepted. It also held that the KOA reply included new material which was not the subject of examination during the hearing. This was the resolution passed by Hope Productions late last month to pay off the $1.25 million after KOA received its TV grant.

Even if the Hope group pays off the NBC note, the relationship of the noted radio, TV and screen comedian with NBC would be still too close, the KMYR supplemental proposed findings stated. KMYR also answered the KOA and NBC claim that the Commission had already passed on the Hope-NBC relationship when it approved the sale of KOA to the Denver-Hope group last year by stating that that decision has no bearing on the TV application.

Action on Census Funds Today

SENATE Appropriations Committee is expected to rule today (Monday) on restoring funds for business censuses in the Dept. of Commerce's fiscal 1954 appropriations bill. Subcommittee studied the situation last Monday. Funds for a new business census were knocked out by an economy-minded House [B•T May 11 et seq.].

MARY LOUISE MARSHALL

Stuffed 'em With Marshwood Stuffing

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

Dad's Cookie Company—makers of popular brand of breads and cookies—also make Marshwood's Sage & Onion Stuffing, a dressing for poultry. To promote this product, they bought two participations on the WOC "Shopping With Mary Louise Marshall" program the week before Thanksgiving—the week before Christmas—the week before New Year's Day.

Before Thanksgiving, sold more than 2,000 packages of Marshwood—retail price 35¢ a pkg. Then came the deluge. Firm head Lawrence Kohler says: "Mary L made demand for Marshwood stuffing so big that our route men dreaded going out on their routes; they knew they couldn't supply retailers' wants. Most of our workers came back at night to help us prepare and package this stuffing. Even then we couldn't catch up with demand. We haven't yet been able to figure out how many packages we sold but we can tell you this—*sales were terrific.*"

If you are interested in "terrific sales" in the Quint-City area, ask your nearest F & P man about the "Shopping With Mary Louise Marshall" . . . it's a real sales-winner.

WOC THE QUINT-CITIES AM - FM ALSO TV

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

Greater Convenience and Economy in Radio Broadcasting...with new

Continental

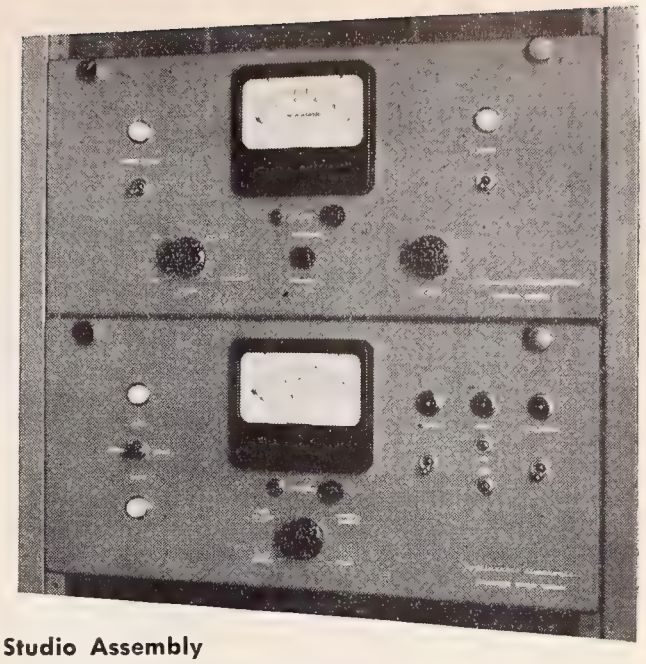
TRANSMITTER REMOTE CONTROL EQUIPMENT

GENERAL DESCRIPTION

The Continental Transmitter Remote Control Equipment has been developed for the purpose of providing a simplified and positive means of operating, metering, and monitoring a radio transmitter from a remote location such as a broadcast station studio. The system employed is designed to meet all the requirements of the FCC and also contains a number of additional features that are incorporated for the purpose of enhancing the convenience and reliability of this type of transmitter operation.



Type TRC-T Transmitter Control Unit to be installed at Transmitter Location



Studio Assembly Type MR-1 Receiver and Type TRC-S Remote Control Unit

The equipment consists of three main units — a transmitter control unit, a remote control unit, and a high quality tuned RF type of radio receiver. The transmitter control unit is to be installed at the transmitter location. The remote control unit and radio receiver are intended for installation at the studio or control point. When installed and interconnected through appropriate telephone lines, these control units afford all of the facilities for positive operation and metering of the transmitter. The monitor receiver provides additional checks on the condition of the carrier, provides signal energy for the modulation and frequency monitors and a high quality audio output for aural monitoring.

FEATURES

OPERATIONAL–The Continental Transmitter Remote Control system provides positive OFF and ON control for the transmitter and is arranged so that the transmitter will be incapacitated if the interconnecting telephone lines become open, shorted, or grounded. The following control functions are included:

1. *Transmitter filaments and plate supply OFF and ON controls provided with a time delay arrangement which automatically affords protection for rectifier tubes.*
2. *Provision for raising or lowering output transmitter power by operation of a reversible motor control.*
3. *Provision for power change to "FULL" or "REDUCED" power if station license specifies this mode of operation. Arrangement for removal of plate voltage during power change.*
4. *Provision whereby transmitter overloads remove plate voltage and are indicated at the control point. Plate voltage is restored automatically one time and then locks out, if overload continues, until restored manually.*

METERING–Metering facilities provide all the readings required by the FCC and in addition a spare position is included that may be used for whatever other function that may seem desirable. A system for calibration of the metering system is included and is so arranged that any of the metering positions may be checked against calibration at the time the reading is being observed. The following metering positions are provided:

1. *Final Amplifier Plate Current*
2. *Final Amplifier Plate Voltage*
3. *Antenna Base or Shunt Feeder Current*
4. *Spare Position*

MONITORING–A high quality tuned RF type of radio receiver is included for the purpose of serving as a double check on the condition of the transmitter carrier. This receiver contains a calibrating oscillator and an output meter which may be used to indicate field intensity from the station and thereby provides a second check on transmitter power output. This receiver also incorporates output connections for operating the station's modulation monitor and frequency monitor. It also contains a carrier pilot light and an alarm arrangement which can operate a bell or buzzer to indicate aurally when the carrier is removed or restored.

MECHANICAL–The equipment is constructed for installation on standard relay racks and the space requirements are two 8¾" panel widths at the studio or control point and one 8¾" panel width at the transmitter. Power requirements are 115 V., single phase, 60-cycle at each location.

LINE REQUIREMENTS–Two telephone lines are required for interconnecting the studio equipment and transmitter equipment. One of these must be a straight metallic circuit and suitable for direct current operation. The other line must also be suitable for direct current operation, but may be isolated with line transformers and used simultaneously for a communication circuit of the magneto phone type.

GraybaR Distributed by GraybaR ELECTRIC COMPANY

IN OVER 100 PRINCIPAL CITIES

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. Dallas 10, Texas

HENNOCK OPPOSES WISCONSIN CH. 10 BID

Commissioner maintains FCC rules will not permit a state's filing for an educational channel. Gov. Kohler submitted Wisconsin's bid last Monday. "Washington Post" stories allege political implications involving McCarthy, Kohler and Doerfer.

FCC Comr. Frieda B. Hennock wants the Commission to throw out the newly filed competitive bid of Wisconsin Gov. Walter J. Kohler for reserved vhf Ch. 10 at Milwaukee on the grounds the state cannot file for an educational TV station under FCC's rules, it was understood last week.

The governor's application, tendered last Monday just days after expedited state legislation empowered his move [B•T, May 18], is in contest with the Ch. 10 bid of Milwaukee's Vocational School. The city's mayor, Frank P. Zeidler, has telegraphed FCC to protest the governor's "surprise action." Ch. 10 also is sought by Hearst's WISN Milwaukee for commercial use.

It is reported Comr. Hennock favors the Vocational School bid.

The *Washington* (D. C.) *Post* has carried stories alleging the three-way Ch. 10 contest has political implications involving Sen. Joseph McCarthy (R-Wis.), Gov. Kohler and FCC Comr. John C. Doerfer, formerly chairman of the Wisconsin Public Service Commission. The allegations have been denied in all quarters.

Some weeks ago, just before Comr. Rosel H. Hyde was elevated to the Chairmanship and the Commission lost its Democratic majority, then-Chairman Paul Walker and ex-Comr. Eugene H. Merrill were called before Sen. McCarthy's Government Operations Committee for a reported conference on Ch. 10 at Milwaukee [CLOSED CIRCUIT, April 20].

Comr. Hennock reportedly based her view that the governor's application is illegal upon Sec. 3.621 of FCC's rules governing authorization of educational bids.

Sec. 3.621(b) provides:

Where a municipality or other political subdivision has no independently constituted educational organization such as, for example, a board of education having autonomy with respect to carrying out the municipality's educational program, such municipality shall be eligible for a noncommercial educational television broadcast station. In such circumstances, a full and detailed showing must be made that a grant of the application will be consistent with the intent and purpose of the Commission's rules relating to such stations.

The governor's application, prepared by the state's attorney general and filed through the Washington law office of Dow, Lohnes & Albertson, is the first of several which the new legislation requires the governor to file for all of the state's 11 reserved educational TV channels. Gov. Kohler wired FCC May 12 immediately after the legislature acted and asked the Commission to withhold action on the Vocational School's bid pending receipt of the state's application.

After receiving the governor's wire, FCC passed over the Vocational School's application with Comr. Hennock dissenting and favoring prompt action.

The governor's wire was based on legislation which called for a two year study of educational TV, asked FCC to continue reservation of channels pending completion of the study, authorized the governor to file the bids and expressed the "opinion" of the legislature that the channels should be used by the highest educational authority in the state.

Three AM, One FM Approved by FCC

THREE new AM stations and one new FM outlet were approved by FCC last Thursday. Two existing AM and two FM outlets were granted changes in facilities.

New AM construction permits went to the following:

Decatur, Ala.—J. B. Falt Jr., 1490 kc, 250 w fulltime.

Lake City, S. C.—Lake Bcstg. Corp., 1260 kc, 1 kw daytime.

Fairfield, Ill.—Wayne County Bcstg. Co., 1390 kc, 500 w daytime.

The new FM permit went to:

Crossville, Tenn.—Arthur Wilkerson Lumber Co. (WAEW), Class B FM, Ch. 246 (97.1 mc), ERP 9 kw.

Changes in facilities were as follows:

KUGN Eugene, Ore.—Granted change on 590 kc from 1 kw fulltime to 5 kw day, 1 kw night.

KSVC Richfield, Utah—Granted change from 1 kw daytime on 690 kc to 1 kw fulltime on 980 kc, directional night.

WRRN (FM) Warren, Pa.—Granted change of ERP on 92.3 mc from 2.3 kw to 3 kw.

WKFM (FM) Roanoke Rapids, N. C.—Granted change of ERP on 98.5 mc from 16 kw to 10 kw.

Saginaw - Bay City, Michigan
THE NATION'S 66TH MARKET
is NOW satisfying
AN ENORMOUS APPETITE FOR
"The Real Thing" in Television
Top Nationally-Syndicated Shows
Programs from Four Networks
Local Features, too!
WKNX-TV
REPRESENTED BY: GILL-PERNA, INC.

For Fireside Chats

NEW production gimmick in the White House basement—a quilted drop that enables noisy newsreel cameras to work in the broadcast room without disturbing sound tracks of radio and live TV—was tried out Tuesday when President Eisenhower delivered his radio report to the nation (story on this page).

The curtain was installed Monday. It contains an adjustable horizontal aperture through which newsreel cameras shoot. Only a minimum amount of noise gets through to the desk microphones used by the President.

A gray backdrop behind the desk provides a satisfactory background for the President. With its quota of receptacles, the room can now be set up on short notice so radio, TV and newsreel facilities can do a good production job simultaneously. The broadcast room has space for two live TV cameras on the flanks and another in front of the apertured curtain.

The President used the facilities for a second time Wednesday evening in making a closed circuit telecast in connection with the 50th anniversary of Ford Motor Co.

IKE MAKES HISTORY IN BOTH RADIO, VIDEO

HAVING made radio history last week by re fusing to let TV carry his first report to th nation, President Eisenhower is now preparin to make television history with a visual repo to the people in his talk June 3, 9:30-10 p.m on all four TV networks.

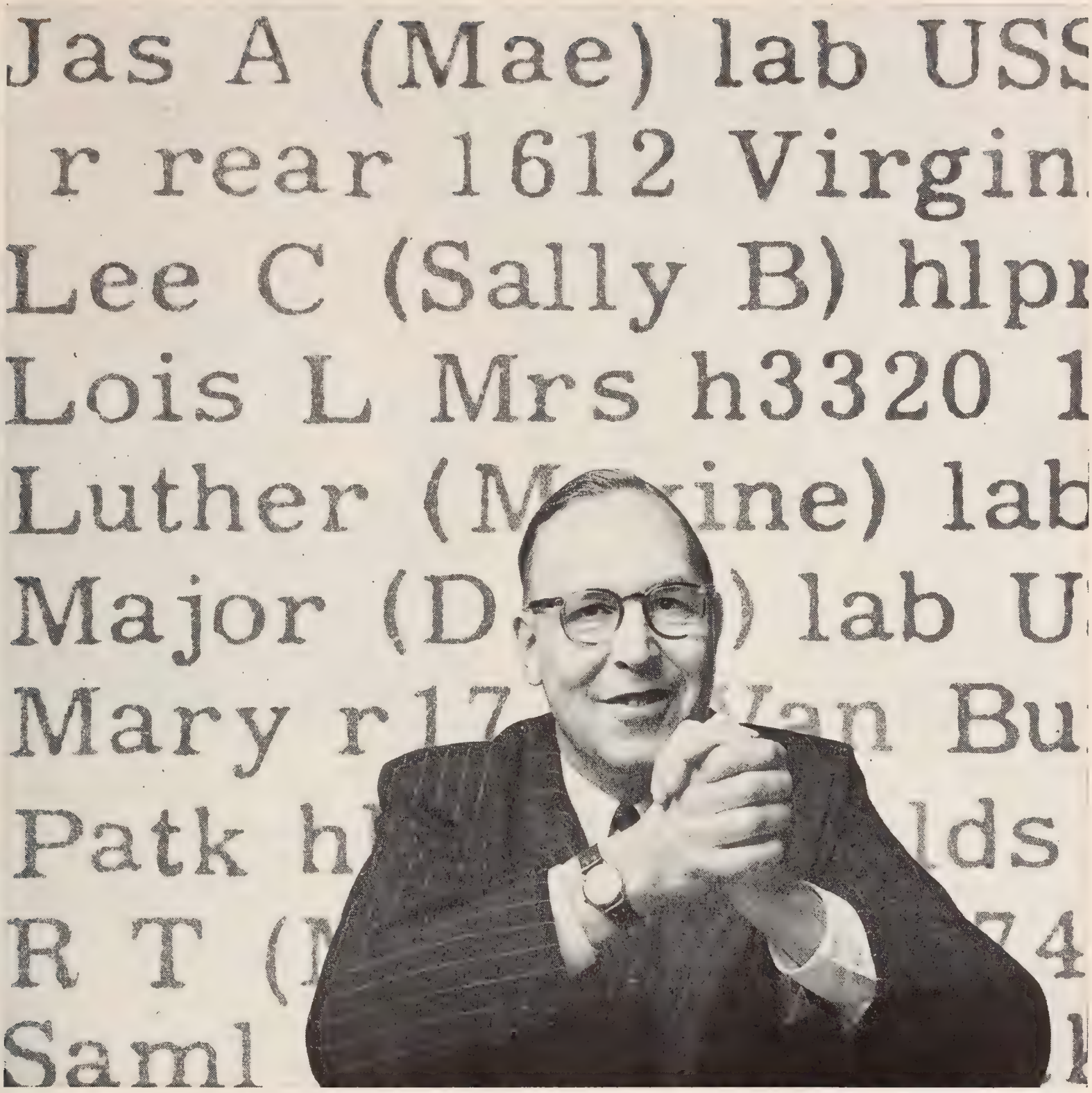
The TV appearance will be informal in na ture, judging by present White House planning It is felt the President's warm personality wi be portrayed during a chatty video appearanc in contrast to the more stilted delivery durin last Tuesday's radio talk when the Chief Exec utive closely followed a serious and statistica script.

For the first time last Tuesday, a Presider of the United States used the new broadcastin room for a report to the nation. The room wa built during reconstruction of the White House Its multi-arched basement ceiling as well a floors and walls are sprinkled with an assor ment of plugs, including cables to a series o plugs available to remote trucks outside th building.

While the room was completed during th Truman regime, President Truman preferred t broadcast from his office. The studio was orig inally the White House kitchen. It is furnishe with a desk and a few odd chairs.

Television and newsreel cameras were al lowed to pick up part of last Tuesday's radi speech at 4:30 p.m., with an 11 p.m. releas date. The President made another "first" b opening his film summary with the statemen that he was giving the TV audience some high lights of the speech he had just delivered o radio.

It appeared at the weekend that Presiden Eisenhower might bring in some of his to Cabinet officials to share the telecast. This pla was reminiscent of the 1952 campaign when h used informal question-answer formats. In thi first TV report, it was believed he might ca on Cabinet officers to explain in detail why cer tain actions have been taken.



—R. L. Polk, President, R. L. Polk & Co., publishers

He has your name and address!

"We have the names and addresses of forty million people who own automobiles," says R. L. Polk, "—and that's only *one* of the ways we might have you listed!

"We release up to 2½ million advertising mailings a day to these lists. But kits, catalogs and displays—always subject to last-minute changes—must reach the dealers first.

"That's when we call on Air Express!

"For one auto manufacturer, we recently made Air Express shipments to 3,000 dealers, not once but *three times,* just before the new model announcement date. Every one of those shipments *had* to be on time—and every one was!

"Only Air Express could have done it. Yet their rates are not only reasonable — in many weights and distances they are *lower* than other air carriers.

"We have made upwards of 35,000 Air Express shipments over the past four years, ranging in weight from a few pounds to more than a thousand. This top-speed, *dependable* low-cost service helps us give maximum service to our advertisers. Our use of Air Express will increase another 27% this year."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.



AIR EXPRESS

GETS THERE FIRST

via U. S. Scheduled Airlines

DUMONT PETITION AGAIN DENIED

DuMont's contention about its connection with Paramount is denied for the second time. The decision means that the network and Paramount can own only five TV stations.

FCC reaffirmed its belief that Paramount Pictures Corp. "controls" Allen B. DuMont Labs. when it denied a DuMont petition last week for reconsideration of its earlier decision on that subject [B•T, Feb. 16].

Whether DuMont will appeal the final decision was uncertain last week. There was some indication that the manufacturer-broadcaster would not pursue the case any further.

Dissenting from last week's opinion, as they did in the original decision, were FCC Chairman Rosel H. Hyde and Comr. George E. Sterling. Comr. John C. Doerfer did not participate. In his initial decision last year, Examiner Leo Resnick (now in private practice) recommended that the Commission find Paramount Pictures does not control DuMont.

Final FCC decision limits DuMont-Paramount together to five TV stations under the five-to-a-company regulation. DuMont already owns three—WABD New York, WTTG Washington and WDTV Pittsburgh. Paramount owns one—KTLA Los Angeles.

Dr. DuMont told B•T last week that DuMont would apply for another station. However, he could not say where or how soon it would apply. Paramount officials were unavailable for comment on their plans to seek another station.

The Commission refused to change its mind on the inference of control enjoyed by Paramount even though DuMont pointed out instances where Dr. DuMont and the Class A directors had voted contrary to the Paramount directors' recommendations. DuMont also made the point that there had been no proxy fights to unseat the management of Dr. DuMont.

The Commission also said that another factor which convinced it that Paramount has a favored position in DuMont was the fact that as owner of all Class B stock it elected the secretary, treasurer and assistant treasurer of the firm.

Commission summarized the reasons why it refused to change its mind on the control issue. They were that Paramount (1) is the largest single stockholder in DuMont, (2) owns all the Class B stock and elects three of the eight directors, (3) has a veto power over various major corporate changes, (4) elects the financial officers of the company, and (5) put its " 'best business' " on the DuMont board.

In 1948, an examiner ruled that DuMont was controlled by Paramount. This was never decided by the Commission, however, so last week's opinion is the first official FCC ruling on the question.

FCC COUNTERS COURT ON CHICAGO ORDER

FCC moved quickly last Thursday following a Court of Appeals stay order prohibiting CBS from moving to Ch. 2 in Chicago until after it decided the merits of the Zenith Radio Corp. appeal. The Commission asked CBS and Zenith to submit applications regarding the changeover so that Ch. 4 might be deleted from Chicago as quickly as possible.

Although the court stayed the Commission's February order to CBS to move its WBBM-TV from Ch. 4 to Ch. 2, it listed four alternatives which the Commission could take if it wants to clear Ch. 4 in Chicago. These were the conditions referred to by the Commission in Thursday's letter to CBS and Zenith asking for applications not later than May 27. Rebuttals to applications were allowed until June 3.

The four alternatives approved by the court were:

1. Approve CBS' move to Ch. 2 on a temporary basis. This is what the Commission did in the Lancaster, Pa., case when WGAL-TV moved from Ch. 4 to Ch. 8 temporarily, pending the outcome of a hearing on the application of WLAN Lancaster for Ch. 8.

2. Approve CBS' move to Ch. 2, provided CBS leases Zenith's experimental Ch. 2 facilities.

3. Approve the change of WBBM-TV to Ch. 2, provided it is operated as a joint CBS-Zenith venture.

4. Approve Zenith's operation on Ch. 2.



Time Inc.'s KDYL Buy Includes $720,000 Assets

IN PURCHASING the radio and television properties of KDYL Salt Lake City, Time Inc. receives broadcast station assets of $720,000, it is disclosed in the application filed for FCC approval. Sale price of KDYL-AM-FM-TV is $2.1 million [B•T, May 18, April 6].

KDYL values its net fixed assets at $355,000 and accounts receivable at $129,000. Among liabilities are $135,000 in bank loans, $33,700 marked as accounts payable and TV equipment contracts amounting to $178,774. Time Inc. does not assume $93,681 of that figure, which is owed to RCA. Intermountain Radio & TV Corp., KDYL licensee and transferor, showed $91,820 in retained earnings and $13,934 profit for last year.

Time Inc., which is 50% owner of KOB-AM-TV Albuquerque, is dividing the 20,000 shares of Intermountain stock between two wholly owned subsidiaries: TLF Inc. (14,800 shares) and Printing Development Inc. (5,200 shares), which will own all fixed assets, excluding land.

There are three major beneficiaries of the sale. Sidney S. Fox held 10,740 shares of Intermountain and receives $1,127,700; Hazel (3,449 shares) and Fred Provol (1%), $362,-250, and Jessie F. Loeb (4,100 shares), $430,-500.

G. Bennett Larson, most recently vice president and general manager of WPIX (TV) New York, will take over as president and general manager of the stations and has been permitted to buy 20% of TLF for $50,000.

FCC Voices Pro Reaction After Viewing RCA Color

MEMBERS of FCC expressed favorable reaction last week to improvements in RCA's compatible color TV system which they witnessed in demonstration at Princeton, N. J., Tuesday. The private, informal showing for FCC, at which RCA's board chairman, Brig. Gen. David Sarnoff, was host, duplicated the open demonstration held earlier for the House Commerce Committee and the press [B•T, April 20].

The Commissioners, excepting Comr. E. M. Webster, now abroad, spent Tuesday morning at RCA's Princeton laboratories where they watched special color TV programs and examined RCA's color equipment. In the afternoon, they toured NBC's color studios in New York City .

Chairman Rosel H. Hyde told B•T the demonstration was "impressive" and felt considerable progress has been made. He pointed out, however, that the inspection was informal.

Comr. George E. Sterling thought that definite advances had been made in stability, fidelity and registration.

RCA's color TV system "is greatly improved over what it was in 1949," Comr. Paul A. Walker noted.

Comr. Robert T. Bartley termed the color pictures "very good."

"It was the first time I had seen color television," Comr. John C. Doerfer commented. "I was very favorably impressed and, from what I have heard, I would assume that advances have been made."

Comr. Frieda B. Hennock stated, "There is no question in my mind that very considerable progress has been made since we saw our last demonstration."

The Commission returned to Washington late Tuesday afternoon from New York.

✔ SPECIFY COLLINS
for your REMOTE AMPLIFIERS

COLLINS 12Z Remote Amplifier

✔ small, lightweight for easy portability

✔ four microphone channels

✔ automatic switchover to batteries if AC power fails



Carefully engineered to fulfill every requirement during a remote pickup, the Collins 12Z Remote Amplifier is the answer to an engineer's dream! Four microphone channels allow maximum coverage of the pickup. In case of AC power failure, switchover to battery power is automatic and instantaneous. Low microphonics of the 12Z's miniature tubes minimize "ring" if the Amplifier is jarred. All microphone cables and telephone line connections terminate on the back panel out of the operator's way.

On the front panel four individual gain controls and a master control employ Daven faders for smooth cross-fades and sensitive gain control. A range switch and meter switch connect a four inch illuminated VU meter to the proper circuit for measuring either the output level in volume units or the amplifier's operating voltages.

Batteries are standard size. Battery power automatically shuts off when the front cover is locked into position on the Amplifier.

Name the remote requirement and you'll find it's engineered into the 12Z. Specify the Collins 12Z Remote Amplifier for new equipment or replacement for inadequate or outmoded equipment. It's designed to solve both the operator's and engineer's problems on all remotes.

12Z REMOTE AMPLIFIER SPECIFICATIONS

Input: Four channels, with individual controls and a master control.
Gain: Approximately 90 db.
Noise level: 60 db below program level or better.
Power output: 50 milliwatts (+ 17 dbm*).
Distortion: Less than 1% at typical operating levels.
Frequency response: ± 1 db 50 to 15,000 cps.
Input impedance: Choice of 30/50 or 200/250 ohms.
Output impedance: 600 ohms (150 ohms available on special order).
Weight: Approximately 40 lbs. with batteries, 28 lbs. without batteries.

COLLINS 212Y SINGLE CHANNEL REMOTE AMPLIFIER



212Y SPECIFICATIONS

Gain: 85 db max.
Input impedance: 30/50 ohms or 200/250 ohms.
Output impedance: 600 ohms.
Power output: 50 milliwatts (+ 17 dbm*).
Distortion: Less than 1.0% between 50-15,000 cps.
Noise level: 65 db below normal program level.
Frequency response: ± 1.0 db; 50-15,000 cps.
Weight: Approximately 10 lbs.

**dbm, 1 mw into 600 ohms*

Small size, light weight, high fidelity remote amplifier. Engineered for fast "set up" of one-microphone remote jobs, the low cost 212Y is also excellent for permanent installation at regular pickup points. At any later date, the 212Y Amplifier can be converted to a two channel remote amplifier by inserting it in a 60H mixer unit.

For dependable remote broadcast equipment, it's . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street NEW YORK 36	1930 Hi-Line Drive DALLAS 2	2700 West Olive Avenue BURBANK	Dogwood Road, Fountain City KNOXVILLE

On the beach
—or in the car
listeners dial
WGAR...

HIGHWAYS

81% of all cars in Northern Ohio have radios, 75% in use and 35% tuned to WGAR at any given hour. Drive your sales message home!



COTTAGES

Along Lake Erie are more than 15,000 summer homes. They listen most to WGAR, the 2-to-1 choice in this area.



MOTELS

Nearly 1500 motels and tourist hotels serve Ohio's summer residents. Transient dialers also stop at WGAR for top CBS and local shows.



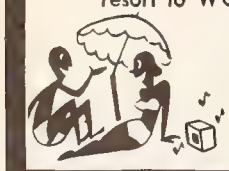
TRAILERS

Listeners follow the WGAR trail in 750 trailer camps. It keeps them in touch with the world and gives them worlds of entertainment.



RESORTS

Listeners in more than 100 vacationlands in Northern Ohio resort to WGAR, as do smart advertisers who want to reach prospects year round.



WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
Eastern Office: at
655 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

NEW TV STATION STARTS REPORTED

TWO MORE commercial television stations—KVEC-TV San Luis Obispo, Calif., and WBKZ-TV Battle Creek, Mich.—began commercial programming last week, increasing to 173 the total number of commercially operating outlets. One non-commercial educational station, KUHT (TV) Houston, brings up the total stations on air to 174.

The number of post-thaw commercial stations on the air is 65, of which 34 are vhf and 31 uhf.

One more uhf station—WSUN-TV St. Petersburg, Fla.—was to have started yesterday, and WDAY-TV Fargo, N. D., on vhf Ch. 6, is planning to begin today.

The most recent starters and those which contemplate programming between now and next Monday are (in chronological order):

On the Air

WBKZ-TV Battle Creek-Kalamazoo, Mich., uhf Ch. 64, represented by Weed Television, affiliated with ABC-TV and DuMont, started May 15. Already in Kalamazoo: WKZO-TV on vhf Ch. 3. Due on the air this year: WBCK-TV on uhf Ch. 58 (Battle Creek) and WKMI-TV on uhf Ch. 36 (Kalamazoo).

KVEC-TV San Luis Obispo, Calif., vhf Ch. 6, represented by W. S. Grant Co., affiliated with DuMont, started May 18. It is the first San Luis Obispo TV station.

Yesterday (Sunday)

WSUN-TV St. Petersburg-Tampa-Clearwater, Fla., uhf Ch. 38, represented by Weed Television, affiliated with ABC-TV, was to have started yesterday (Sunday). It is the first St. Petersburg-Tampa-Clearwater TV station.

Today (Monday)

WDAY-TV Fargo, N. D., vhf Ch. 6, represented by Free & Peters Inc., affiliated with NBC-TV and to carry CBS-TV and NBC-TV programs. It will be the first Fargo TV station.

May 28

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with CBS-TV. It will be the first Raleigh TV station.

May 30

WROM-TV Rome (Ga.)-Chattanooga (Tenn.), vhf Ch. 3, represented by Weed Television (target date was moved up 47 days). It will be the first Rome-Chattanooga TV station. Chattanooga permittees: WTVT (TV) on uhf Ch. 43 and WOUC (TV) on uhf Ch. 49 (target dates unannounced).

May 25-June 1

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont. Already in St. Louis: KSD-TV on vhf Ch. 5 (a pre-freeze station).

DeLaney to Direct Gannett Radio Group

GLOVER DeLANEY, for 12 years manager of WTHT Hartford, a Gannett station, last week was named managing director of the Gannett Radio Group and general manager of WHEC Rochester, N. Y. He succeeds Gunnar O. Wiig, who resigned April 27 to become executive vice president of Allegheny Broadcasting Corp., operating KQV Pittsburgh and applicant for vhf Ch. 4 in that city [B•T, May 4].

John H. Stenger Dies

JOHN H. STENGER Jr., 56, owner of WBAX Wilkes-Barre, Pa., and holder of radio licenses since 1910, died May 18 of a heart attack at his summer home.

WAVE-TV Switches to Ch. 3; WLWT (TV) Readied on Ch. 5

WAVE-TV Louisville, Ky., last week reported receipt of "thousands of letters, telegrams and telephone calls" from several states commenting upon favorable reception of the station's new vhf Ch. 3 signal. WAVE-TV changed from Ch. 5 to Ch. 3 on May 15, pursuant to provisions of the Sixth Report and Order finalizing the TV reallocation plan.

Concurrent with the channel change, WAVE-TV moved its transmitter site from downtown Louisville to Bald Knob, Ind., some nine miles northeast of Louisville. Antenna height above average terrain is changed from 510 ft. at the old site to 914 ft. at the new site where a 600 ft. tower has been erected on the 985 ft. hill. This gives total height above sea level of almost 1,600 ft.

With all new equipment and a new RCA transmitter, WAVE-TV presently is transmitting 58 kw effective radiated power, visual. Former visual ERP was 24 kw. Nathan Lord, WAVE-TV general manager, told B•T the new RCA amplifier was expected late last week and full operation with 100 kw ERP is expected soon.

Meanwhile, WLWT (TV) Cincinnati last week was momentarily planning to change from vhf Ch. 4 to Ch. 5, now that WAVE-TV has vacated the latter facility. Although WLWT (TV) planned to make the change May 17, the switch was delayed as bad weather prevented work on the station's tower to switch antennas. WLWT (TV) temporarily is using a special antenna pending the change.

Actual switch-over of WAVE-TV from Ch. 5 to 3 was done May 15 on a 30-minute program featuring a brief summary of the station's history. Then, as the change was made to Ch. 3, Mayor Charles Farnsley greeted old and new viewers.

WAVE-TV aired Ch. 3 test patterns for about two weeks before the switch.

The Ch. 3 operation increases WAVE-TV's coverage area 54% in terms of population (1.8 million) and 85% in terms of land area (20,050 sq. mi.), the station claims, according to FCC engineering standards. New advertisers from cities 90 to 120 miles distant from WAVE-TV have purchased time, WAVE-TV stated.

WAVE-TV presently is distributing a promotion piece to the trade which depicts, with pop-up antennas at the old and new sites, a comparison of the old and new coverage areas. Further details of the improved service will be related tomorrow at a reception at the Waldorf-Astoria Hotel, New York. WAVE-TV and its national representative, Free & Peters, will be hosts.

KSD-TV Begins Operation On Maximum 100 kw ERP

KSD-TV St. Louis is now broadcasting at maximum 100 kw power, the station reports. The *Post-Dispatch* outlet increased its effective radiated power to 100 kw visual, 60 kw aural from 16 kw visual, 8 kw aural. KSD-TV is on vhf Ch. 5, and has NBC, CBS and ABC network affiliations. National advertising representative is Free & Peters Inc.

The power boost went into effect when a new six-bay antenna and two high-power amplifiers were installed. George M. Burback, general manager of *Post-Dispatch* radio and TV properties, reports the station's signal was extended 12 to 15 miles.

BOOST IN DAYTIME RATES CONSIDERED BY CBS RADIO

President Adrian Murphy tells affiliates committee network is studying daytime question. He assures committee that no rate reductions are contemplated for either day or evening time. Steps taken to complete creation of completely independent organization of affiliates.

A RAISE in daytime radio network rates will be considered by CBS Radio, President Adrian Murphy told members of the CBS Radio Affiliates Committee last Thursday, at the same time reassuring them that no rate reductions are contemplated for either day or evening time [B•T, March 30].

Mr. Murphy's statement was in answer to the committee's request for reassurance as to nighttime rates and its proposal that daytime charges be boosted.

He gave no final answer on the daytime rates question, but committeemen appeared satisfied with his promise that the question of an increase would be considered. They did not specify how much increase they thought should be made. His assurance that no changes in the network's nighttime cost structure are contemplated was reiteration of his widely hailed statement on the subject several weeks ago, when the only qualifying clause was "unless the sales situation changes because of competitive moves or other major factors."

Before the session ended late Thursday afternoon, the committee voted to recommend to all CBS Radio affiliates the continuation of last Aug. 25's rate agreement, under which evening charges were cut, daytime charges were raised, and the network promised to make no rate cuts for at least a year. The committee's recommended continuation of that rate plan was tied to the understanding that CBS Radio will launch immediately a study of the possibility of raising daytime rates.

Meeting Harmonious

The meeting with the affiliates group—unlike those sessions of last summer when CBS Radio was considering and finally took the lead both in cutting nighttime charges and in raising daytime rates—appeared highly harmonious. "We still have problems," one affiliate observed, "but we're much happier than we were a year ago."

The affiliates committee—which meanwhile took steps toward finalizing the establishment of a completely independent organization of affiliates [B•T, May 4]—went on record with a resolution emphasizing approval of CBS' separation of radio and TV operations, and praising President Murphy's "aggressive leadership" of CBS Radio and the activities of the network's sales and program departments "for their selling and maintaining leadership."

Headed by Kenyon Brown of KWFT Wichita Falls, Tex., the eight committee members attending the session voiced agreement that CBS Radio is in a "sound position of leadership" and has "achieved a stability which we have every confidence will continue."

President Murphy, too, appeared impressed by the harmony of the sessions.

Final details of the plan to set up a new radio affiliates committee—completely independent and charged with carrying on the functions of the old network-sponsored Columbia Affiliates Advisory Board and of the autonomous Affiliates Business Standards Committee, which was formed when the threat of a network rate cut arose a year ago—were worked out at a meeting of the committeemen Wednesday night.

Mr. Brown, named chairman of the committee to work out details as a result of a meeting during the NARTB convention in Los Angeles last month, said he would send out to all CBS Radio affiliates this week a copy of the proposed by-laws of the new group.

He and other committee members predicted that the new organization would be established and operating within 30 to 45 days.

Subject to the affiliates' approval, the plans call for a committee of 12 members, nine of them to be selected from nine districts geographically similar to those used under the old CAAB plan and the remaining three to be designated by the nine district representatives. The three members-at-large will be elected for one-year terms. Terms of the nine others will be for three years each, except that in the first election, in order to establish a system of staggered terms, some of the nine will be elected for one year, some for two years, some for three years.

A dues structure has been worked out, also subject to general approval by the affiliates, whereby all CBS Radio stations will contribute toward expenses of the committee.

The elections, Mr. Brown said, will be held immediately upon approval of the by-laws by affiliates generally.

Mr. Murphy volunteered his approval of the plan for a single, independent committee representing affiliates, terming it "more efficient" that having several groups to negotiate with and paying tribute also to past cooperation from affiliates. This cooperation, he said, is "a major factor in reaching our present solid situation."

The committee also approved a resolution commending Louis Hausman, administrative vice president of CBS Radio, for past services and wishing him well in his new post as vice president of CBS-Columbia Inc., a CBS subsidiary. Mr. Hausman assumed his new duties last Friday [B•T, May 18].

Members of the committee on hand for the sessions were Chairman Brown; Victor A. Sholis, WHAS Louisville; John F. Patt of the Goodwill Stations; I. R. Lounsberry, WGR Buffalo, former CAAB chairman; Ray Herndon, KTRH Houston; Hulbert Taft Jr., WKRC Cincinnati; Saul Haas, KIRO Seattle, and Lee Wailes, Storer Broadcasting Co. (substituting for George B. Storer). Members unable to attend were John E. Fetzer, WKZO Kalamazoo and WJEF Grand Rapids, and William B. Quarton, WMT Cedar Rapids.

Cleaver Named by NBC

APPOINTMENT of Frank Cleaver, motion picture producer, story editor and administrator, as television program director of NBC's West Coast programs was announced Wednesday by Charles C. Barry, vice president in charge of network programs for NBC.

TREND IN AM TO DOCUMENTARY

RADIO'S unique flexibility makes it the most effective of all media for telling a documentary story.

This observation was voiced last week by Stuart Novins, CBS Radio director of public affairs, in an interview with B•T on the network's expanded programming in the documentary field. Since March, CBS Radio has presented two hour-long broadcasts, "Bomb Target, U. S. A.," and "The Green Border"; has scheduled "Class of '53" for May 29 and is in the process of formulating plans that will result in a documentary about once a month for the remainder of the year.

"More than ever before crucial issues in the world must be spotlighted," Mr. Novins asserted, "and I feel radio is the medium to do the job. What other medium is geared to move in on a story quickly, with a minimum of equipment and personnel, no fuss and bother, and get people to talk? We can bring the story of world-significant issues, as we did in 'The Green Border,' in the actual words of the people affected—in this case, refugees."

Future plans include a documentary centering around the "general area of crime," Mr. Novins disclosed, plus another tentatively titled "38th Parallel," which will examine the effects of the Korean conflict on U. S. citizens, big and small, from all parts of the country.

KIDO-TV, KCMC-TV Bring CBS-TV Affiliates to 115

SIGNING of CBS-TV's 114th and 115th affiliates—KIDO-TV Boise, Idaho, and KCMC-TV Texarkana, Tex.—was announced last week by Herbert V. Akerberg, the network's vice president in charge of station relations.

KIDO-TV, on Ch. 7 and owned by KIDO Inc. with Walter E. Wagstaff as general manager, joins CBS-TV effective June 14 as a supplementary, non-interconnected affiliate. KCMC-TV, on Ch. 6 and owned by KCMC Inc. with Frank Myers as general manager, becomes a primary, supplementary, non-interconnected affiliate July 15.

Three Affiliates Join NBC Television Roster

ADDITION of three new television stations as NBC-TV affiliates was announced Wednesday by Harry Bannister, vice president in charge of station relations. New affiliates are:

WCSC-TV Charleston, S. C., which will operate on vhf Ch. 5, starting on or about June 15, owned by WCSC Inc.; KCSJ-TV Pueblo, Colo., vhf Ch. 5, beginning on June 1, owned by Star Broadcasting Co., and WETV (TV) Macon, Ga., uhf Ch. 47, starting on or about Aug. 1, owned by the Macon Television Co.

Cuban Group Acquired

CUBAN syndicate headed by Gaspar Pumarejo, veteran Havana broadcast producer, has acquired RHC Cadena Azul (Blue Network) from the American group headed by Edmund Chester, former director of news and public affairs of CBS Radio, which purchased the network about a year ago, B•T learned last week.

AB-PT EARNINGS TO GET BOOST FROM MERGER, SAYS GOLDENSON

Reporting progress already by ABC Division, AB-PT President Leonard Goldenson tells enlarged firm's first stockholders' meeting since the merger that the network's talent hunt is succeeding and it expects to gain new radio-TV sponsors for programs being readied for fall. Directors are re-elected.

PROGRESS already made by the ABC Division of American Broadcasting-Paramount Theatres Inc. indicates the merger of this broadcasting organization with United Paramount Theatres is going to add substantially to future earnings of AB-PT and returns to stockholders, AB-PT President Leonard Goldenson said Tuesday at the first AB-PT stockholders' meeting since the merger.

"I am pleased with the progress of the ABC Division," Mr. Goldenson said in his formal report to the meeting.

Citing such stars as George Jessel, Ray Bolger, Danny Thomas, and Martin Block, already signed by ABC, and its search for new, young talent for its radio and TV networks, Mr. Goldenson reported that "in conjunction with these moves in the talent and programming field, the ABC organization is making an intensive sales effort to gain new sponsors and increase network radio and television billings."

Although the present scarcity of TV stations, particularly in the larger markets, presents clearance difficulties that "greatly hinder the network's expansion," Mr. Goldenson reported that "ABC is, however, moving in the right direction and while we do not expect results immediately, I believe that current efforts will begin to bear fruit in the fall season."

ABC is moving ahead in radio as well as TV, Mr. Goldenson said, reporting "wide and favorable attention" for the new *ABC Playhouse*, one of a number of new ABC radio programs recently introduced or under development. "Radio continues to show strength and we have confidence that it will continue as an important and profitable operation," he said.

Asked about pay-as-you-see television, Mr. Goldenson called it impractical for the sociological reason that while people will pay to go out, they won't pay to stay home and for the operating reason that costs of collecting fees dropped into home coin boxes would be excessive under any system yet proposed. Theatre television, he said, will be used chiefly for conventions and sales meetings held via this system in theatres during morning hours until the advent of color, when TV will have theatre entertainment value. That time is not too far off, he commented.

Answering a question about the Zenith action to secure Ch. 2 in Chicago, allotted to CBS for the station it bought from AB-PT after the merger, which had been on Ch. 4 but was shifted by FCC to Ch. 2, W. W. Gross, vice president and general counsel, assured stockholders that regardless of how Zenith and CBS come out, AB-PT will not have to return to CBS the $6 million paid for the station.

Stockholders re-elected the present board of directors [B•T, Feb. 16] to serve for the coming year. Directors are:

Earl E. Anderson, vice president, ABC Division; John Balaban, A. H. Blank and Robert B. Wilby, heads of UPT theatre operating subsidiaries; John A. Coleman, of New York stock exchange firm, Adler, Coleman & Co.; Charles T. Fisher Jr., president, National Bank of Detroit; E. Chester Gersten, president, Public National Bank & Trust Co. of New York; Mr. Goldenson; Mr. Gross; Robert H. Hinckley, ABC Division vice president in charge of the Washington office; Robert L. Huffines Jr., director, Burlington Mills Corp.; William T. Kilbourn, president, Flannery Mfg. Co., Pittsburgh; Mr. Kintner; Walter P. Marshall, president, Western Union Telegraph Co.; Edward J. Noble, former board chairman of ABC, now chairman of the AB-PT finance committee; Robert H. O'Brien, executive vice president, ABC Division; Herbert J. Schwartz, president, City Stores Corp.; Owen D. Young, honorary board chairman, General Electric Co.

At a subsequent meeting of the directors, Mr. Goldenson announced Thursday, AB-PT's current officers were re-elected. They are:

Mr. Goldenson, president; Messrs. Gross, Hinckley, Kintner, O'Brien, Edward L. Hyman, Sidney M. Markley, and Robert M. Weitman, vice presidents; Simon B. Siegel, treasurer; James L. Brown, comptroller and assistant treasurer; Mr. O'Brien, secretary, and Edith Schaffer and Geraldine Zorbaugh, assistant secretaries.

WJAS, KQV Switch CBS, MBS Affiliations

WJAS Pittsburgh will become a Mutual basic affiliate June 15, H. K. Brennen, president and general manager of the station, and Earl M. Johnson, MBS vice president in charge of engineering and station relations, announced last week.

The station has been affiliated with CBS Radio, which has signed KQV as its Pittsburgh outlet. CBS owns a minority interest in KQV, which heretofore has been a Mutual outlet. Both are 5 kw stations, WJAS operating on 1320 kc and KQV on 1410 kc. WJAS is licensed to Pittsburgh Radio Supply House, and KQV to Allegheny Broadcasting Corp.

NBC RECOUNTS MERCHANDISING WORK

The network's merchandising department has served 83 advertisers since its launching Jan. 1, 1952, an NBC film presentation reports.

ACCOMPLISHMENTS by NBC's merchandising department, which in less than a year and a half already has served 83 advertisers and today offers "a national, integrated service, which includes merchandising cooperation from 182 NBC radio network affiliates and 65 NBC-TV outlets," are described in a new film presentation previewed by NBC for newsmen in New York Thursday.

Fred N. Dodge, director of NBC Merchandising, introduced the 20-minute Animatic sound-slide color film, which begins by noting the recent recognition by business executives of merchandising as "the vital link in the distribution of goods" and by asserting "only NBC of all the networks had the foresight to recognise this important trend.

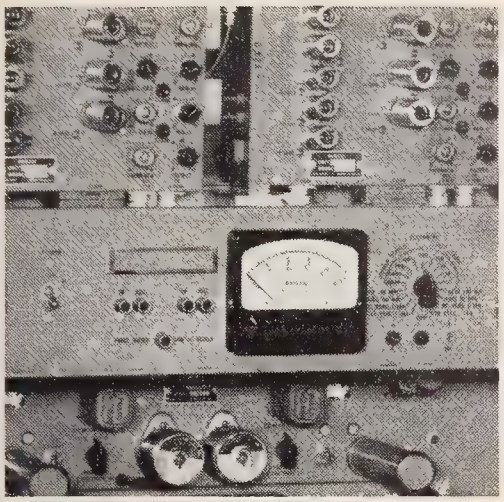
"Of all advertising media," the presentation explains, "only a network has the means at hand to build a truly effective merchandising service—for the simple reason that no medium could afford to establish local operations in all the key markets. A network, and only a network, can possibly provide these facilities because it is represented in these markets by its affiliates."

On this precept of network-station cooperation, NBC's merchandising dept. was organized, with 12 supervisers assigned to 12 geographical districts, each contacting the trade—key wholesalers and retailers—and the NBC-affiliated stations in his territory, developing the station merchandising cooperation of stations on behalf of network sponsors that NBC calls the department's "most vital and important work."

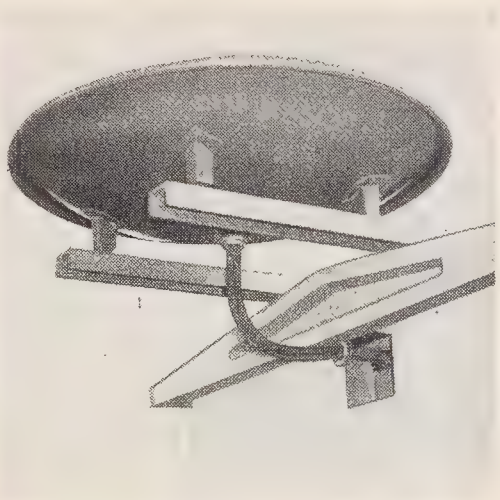
Program developed by NBC for use by the affiliates comprises monthly mailing pieces to the food and drug trade, "better mailings than they could produce at a reasonable price," outstanding point-of-sale merchandising aids, a "Merchandising Memo" sent to every station on the network every month.

the NBC *station serving greater* YOUNGSTOWN, O.
30th populat on area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

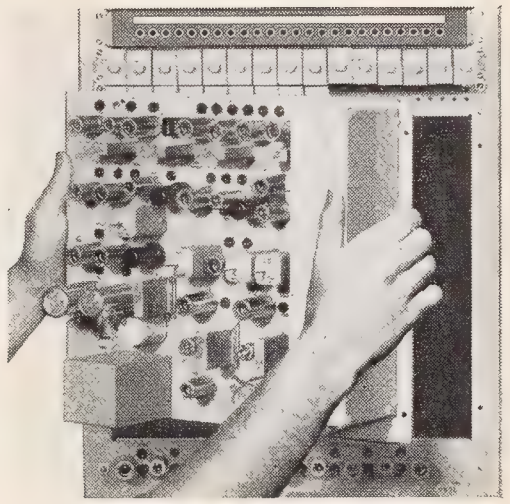
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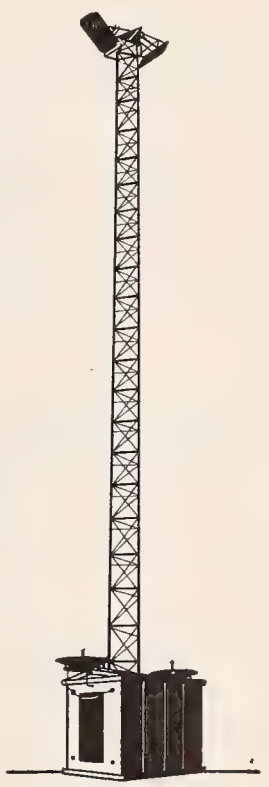


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WATTERS TAKES DUMONT STATION POST

The general manager of WCPO-AM-TV Cincinnati will captain the TV network's station advisory committee. An optimistic atmosphere pervades DuMont as 'substantial' fall business is under negotiation.

IN an atmosphere of optimism over fall time sales prospects, Managing Director Chris J. Witting of the DuMont Television Network announced last week that Mort C. Watters, vice president of Scripps-Howard Radio Inc. and General Manager of WCPO-AM-TV Cincinnati, had been named chairman of the network's station advisory committee.



Mr. Watters

The announcement said the new committee, whose other members are to be designated shortly, is expected as part of its functions to "collaborate closely in developing, airing and servicing a substantial volume of fall business now being negotiated."

More than $3 million in football billings was reported, including Westinghouse's contract to sponsor some 19 professional football games over a 10-week span next fall [B•T, May 18].

Other football signings, reported by DuMont sales director Ted Bergman, included Admiral Corp. to sponsor the annual game between college All-Stars and the professional football champions in Chicago on Aug. 14, and Atlantic Refining Co. and Miller Brewing Co. to again co-sponsor a series of 12 New York Giants professional games (six home and six out-of-town games). Atlantic also was reported to have signed to co-sponsor, with an advertiser yet to be announced, six games to be played by the Philadelphia Eagles and the Pittsburgh Steelers pro teams.

Other football contracts were said by DuMont authorities to be nearing the signature stage, and additionally it was pointed out that Admiral has renewed Bishop Sheen's *Life Is Worth Living* series for resumption in the fall, and that International Shoe Co. has renewed *Space Cadet*.

In another sale, Hazel Bishop Inc. (cosmetics) was signed to co-sponsor *Your Big Moment* on alternate weeks on a 57-station DuMont network, starting tomorrow evening (Tue., 8-8:30 p.m. EDT). Another alternate-week sponsor is Toni Co. [B•T, April 13], which launched the program last Tuesday. Agency for Hazel Bishop is Raymond Spector Inc.; for Toni, Weiss & Geller.

The new DuMont station advisory committee, aside from developing and servicing sponsors, will cooperate with the network in "developing new avenues of network service to stations."



NEAL McNAUGHTEN JOINS RCA JUNE 1

NEAL K. McNAUGHTEN, manager of the NARTB Engineering Dept., leaves the association June 1 to join RCA as administrative head of the broadcast market planning section of the Engineering Products Dept.



Mr. McNaughten

In announcing the appointment, A. R. Hopkins, manager of the RCA Broadcast Equipment Marketing Division, said Mr. McNaughten will be responsible for long-range planning for all aspects of the broadcast business.

Mr. McNaughten joined NAB, predecessor to NARBT, Jan. 1, 1948, going to the association from the FCC where he had been chief of the FCC Standard Broadcast Allocation Section.

High Fidelity Innovations Highlighted in Chicago Meet

INNOVATIONS in new high fidelity sound reproducing equipment, uhf, and progress in master antenna systems were among the highlights of the $1 billion Electronics Parts Show in Chicago last week.

The exhibition was held at the Conrad Hilton Hotel Monday-Thursday, under co-sponsorship of a number of associations, the primary ones being Radio-Television Manufacturers Assn. and National Electronic Distributors Assn. A record attendance of about 10,000—comprised of distributors, manufacturers, salesmen and government and industrial buyers—was reported as the show drew to a close.

One highlight of the exhibition was a special demonstration of "Hi-Fi" sound reproducing equipment developed by RCA Victor Div. of RCA, and shown publicly for the first time.

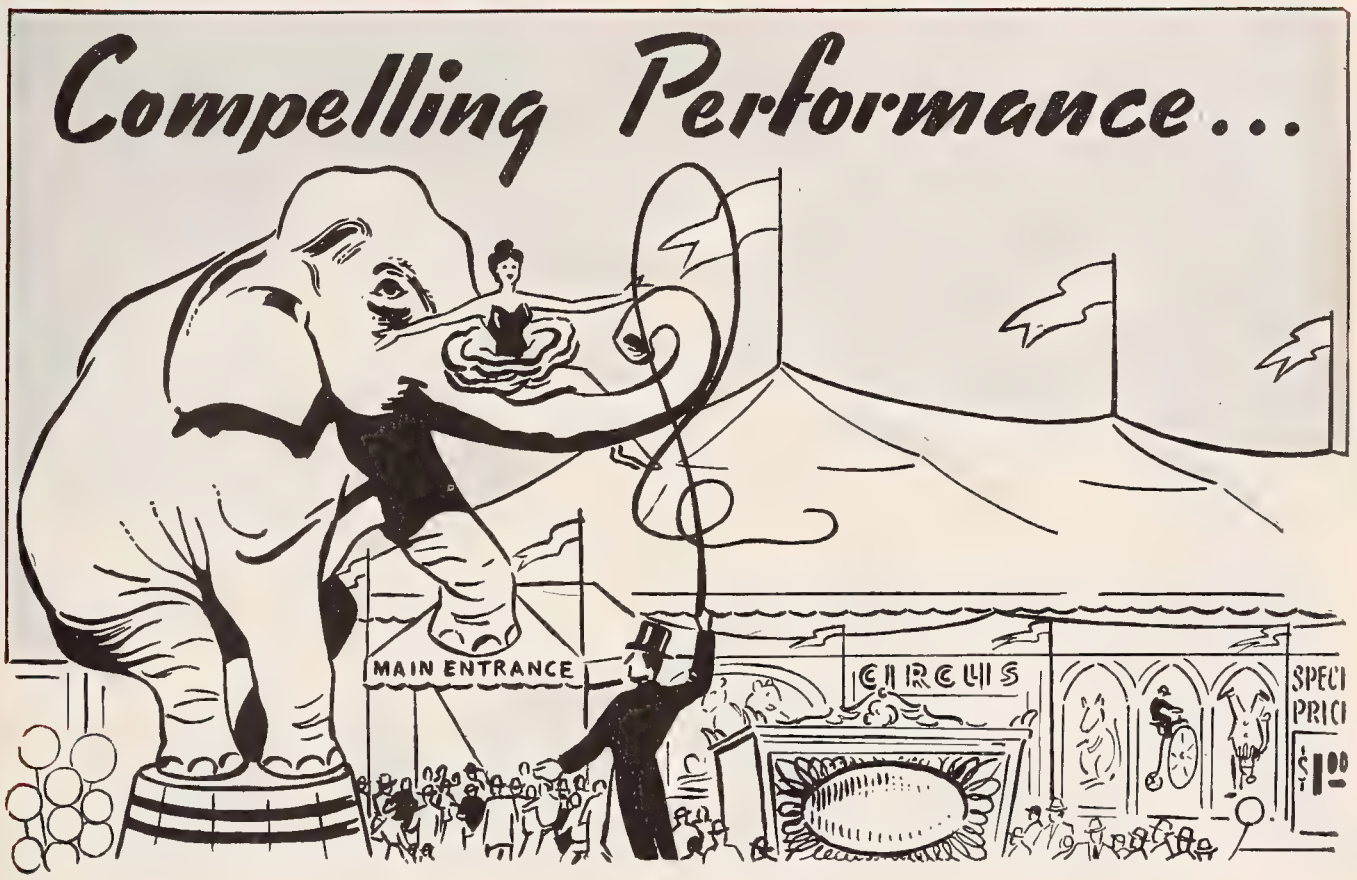
Buetow Becomes MM&M Head

HERBERT P. BUETOW, executive vice president in charge of finance, has been elected president and Dr. H. N. Stephens has been elected vice president in charge of central research at Minnesota Mining & Manufacturing Co. (tape recording systems), St. Paul. Mr. Buetow succeeds Richard P. Carlton, who becomes vice president of the executive committee. Dr. Stephens has headed MM&M's central research laboratory since 1937.

Adm. Holden Dies; Was FTL President

FUNERAL SERVICES for Vice Adm. Carl F. Holden (U.S.N. Ret.), president of Federal Telecommunications Labs, Nutley, N. J., research unit of IT&T, were held Thursday at Arlington National Cemetery. Adm. Holden, 57, died Monday in the naval hospital in St. Albans, Queens.

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ONE STUDIO? TWO STUDIOS? THREE STUDIOS?

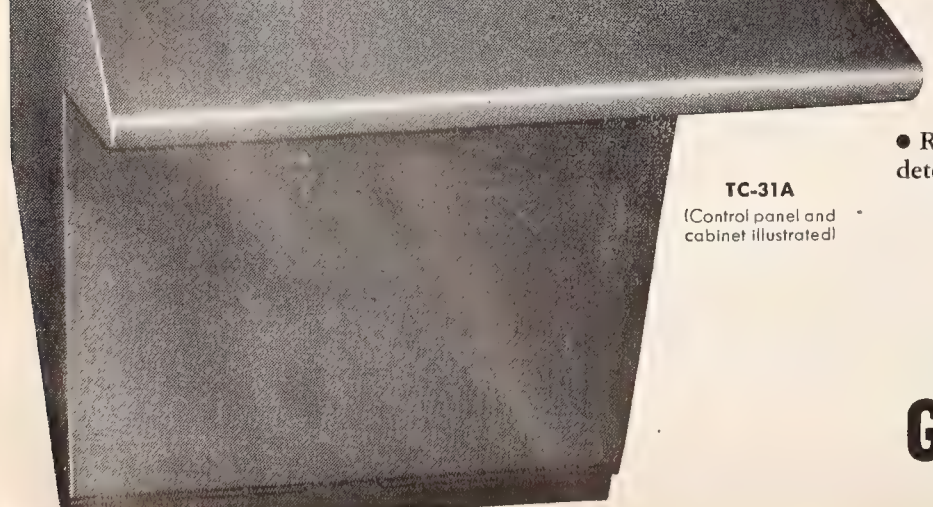
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Studio Camera Channel or Portable Camera Chain	3
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Up to 9 non-composites and 2 composites for any equipment combination you need!





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(Control panel and cabinet illustrated)

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- 2 Projector start and stop control
- Instantly by-pass any input to the out put during rehearsals

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Complete television equipment for VHF or UHF

GENERAL ELECTRIC

features

- WOR's Consumer Testing Panel Pays. Page 79.
- New Programs and Promotion. Page 80.
- Radio Network Showsheet, Page 82.

WAYNE U. LEARNS SELLING THE DJ WAY

IF WAYNE U.'s halls of ivy trembled a bit when the institution's lecturer was Eddie Chase, disc jockey of CKLW Detroit, they are perhaps a bit sturdier for the experience.

Mr. Chase was invited by the Detroit university to talk to two student classes of its radio school of 200 enrollment about the profession he knows most—spinning records.

When Mr. Chase got through turning his phrases as well as the table, students were convinced that there is more to the job of disc jockey than reading the labels of the latest pressings.

As Mr. Chase, who was clothed in cap and gown and voted an honorary "DDJ" by his student fans, expressed it: "It takes more than a voice and a stack of records to make a disc jockey."

Mr. Chase is a veteran of the master of ceremony field. He started spinning and talking (and selling) in Los Angeles more than 20 years ago.

Advice for the aspiring microphone artists was simple enough. "Get with an independent station so you'll be doing more on the air than announcing station breaks for a national hook-up," he said. It's not all glamor, he admonished. "It's work, right from the day you start. A disc jockey is a salesman. If you can't sell the product to the public, your sponsor will know it within two weeks and then, kids, you've had it."

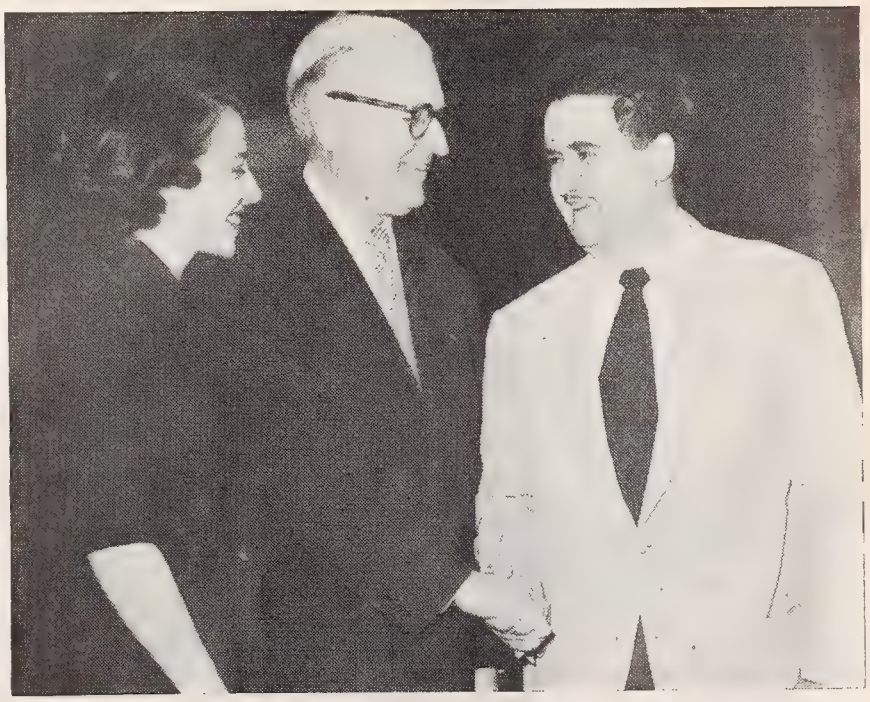
He said "real" disc jockeys will put forth extra effort to assemble their own staff of engineers, technicians and assistants. They absorb the station's rate structure, make a point of knowing the sponsors personally and become thoroughly acquainted with the sponsors' problems as well as taking time to study the products themselves.

The more one knows about the product, how it's made and what it does, the better the disc jockey can sell it, Prof. Chase said. "Because if you can't sell it—well, there's always paper to change in the news machine."

Top-drawer salesmen among record spinners are still too rare today, Mr. Chase said. "It's a business—just like any other business." Variety in disc jockey shows presents the listener "something pleasing if they let the dial alone," the lecturer-m.c. asserted.

Not only can the m.c. be known as the man who gives with music; he can serve the public as well—by giving friendly warnings on speed and weather conditions for the young motorist.

Wayne U. students watched and studied while their instructor, Eddie Chase, taped a three-minute interview with a locally-known TV singer. Wayne U. prepares its radio students for industry work and operates WDET (FM).



CKLW's Eddie Chase (c) gets handshake and welcome to Wayne U. With him is Betty Clooney, TV singer, who accompanied him to the unusual classroom lecture. Host for Wayne was Instructor Lee Dreyfus (r), manager of the school's WDET (FM).





A GROUP of the panelists. Standing are Robert Hoffman (l) and Art Dawson, WOR merchandising manager.

The Ladies have

"WHEN the time comes around for advertising, we shall not fail to place WOR high on our list."

Those are not the words of a prospective client who has been locked in a room with the station's entire sales force. It is simply a typical tribute to a relatively new WOR service which has met with amazing success —The Consumer Testing Panel.

The idea is this. Women representing a cross section of consumers sit in judgment on products and advertising ideas for the products, and tell the prospective adviser their opinions on what is good, bad, or indifferent about the lot. From the answers the advertiser can determine how to design his product and its promotion for best results.

We started the panel in February, 1951. Since then it has become many things to many people. It's free; it's appealing to listeners; it's workable; and it's an entree into the offices of account executives and advertising managers. As operated by WOR, it is a free service designed to provide advertising agencies with qualitative consumer information.

The panel is conducted periodically—about three times a year—and sessions are divided so that different groups of women take part on each of three days. During the two-hour-long sessions, the women take part in taste tests, examine packaging and advertising copy and provide many of the answers to questions that are puzzlers to advertisers.

The testing panel has been used by upwards of 70 advertisers so far, with products submitted by large agencies and small agencies, by national companies and regional ones. Canada Dry, Cudahy Packing, Armour & Co., Welch Grape Juice and Wheatena are some of the nationally-known items tested on the panel. But given equally as thorough treatment have been such local products as Levy Bread, Barton's Candy and Gnome Bakeries.

Although agencies of varying sizes have taken advantage of the WOR service—Foote, Cone & Belding, J. Walter Thompson, J. M. Mathes and William Weintraub, to name a few of the heavy-billing ones—the panel is especially beneficial to medium and small agencies which maintain limited research departments, or none at all. Through the consumer panel, the smaller agencies and advertisers can get many of the answers to their problems—at no cost.

Carrying this idea a step further, it is readily seen that a testing panel, as set up

by ROBERT M. HOFFMAN
DIRECTOR OF RESEARCH, WOR



WOR had an idea, and it paid off. The objective was to provide an inexpensive research system for the advertiser. The answer is the Consumer Testing Panel, where the women who will buy the product, and use it, tell the men who make and promote it where they're right, where they're wrong, and what to do about it.

the first WORd, *too*

by a station, becomes increasingly valuable as it moves further away from those sections of the country which have the extensive facilities of large advertising agencies. By operating panels, smaller stations in the South and West, for example, could provide a valuable service to clients in their areas who lack easy access to research facilities.

Of course, we're well aware that the Consumer Testing Panel has its limitations. We realize—and always make a point of cautioning users—that the panel cannot be used to project results over an entire area. Instead, it is an excellent medium for obtaining qualitative information (e.g., as to likes and dislikes) or for specialized and pilot research prior to undertaking a major research project.

The research head of a large agency, which used the panel in this specialized manner, writes: "We also used your panel as a control factor on another small, pilot survey which we had recently completed. We are happy to inform you that the results obtained were about equal." While the Consumer Testing Panel sample cannot provide projectable market data, we at WOR are convinced—as are many of the panel's users—that it can furnish dependable qualitative information as well as indicate the direction future surveys should take. It is of the greatest value to agencies and advertisers when used in this manner.

As set up by WOR, the Consumer Testing Panel is something which any station can undertake successfully, providing the management is willing to invest in the neighborhood of $25. That its true value to WOR is immeasurable is stressed by Bill Crawford, sales manager for the station and a WOR veteran of 12 years. "I'm delighted that the panel has turned out the way it has," says Crawford. "It has been a real service to advertisers of all sizes and has opened many doors which have led to business for the station. Designed to acquaint prospective sponsors with WOR, the panel is available to advertisers regardless of whether they use WOR. All we ask in return is that those who use the panel think of the station as an advertising medium that works for their products off the air as well as on."

WOR salesmen, the fellows who go out and knock on agency doors, have reacted similarly to the consumer panel. Herman Maxwell, one member of the sales staff, has this to say: "The panel has enabled me to perform a unique service to my clients and agencies. In my mind, it has been especially helpful in the launching of new products. One client of mine, a bakery, used the panel before marketing a new type of bread. Thus, the company was able to find out what were the desirable qualities in bread expected by consumers, and to incorporate these in its new product before its introduction."

The panel has research as well as advertiser acceptance. Dr. Leon Arons, vice-president in charge of research at the William Weintraub agency, points out that "we have found the panel quite helpful in several situations. For example, in one case (as part of a larger problem) the experimental method required precisely controlled exposure times. The panel was just the thing for this, and provided a large number of cases quickly."

Dale Anderson, director of research at Erwin, Wasey & Company, had the following ideas: "We have found WOR's Consumer Panel a useful and, of course, economical 'tool' for conducting pilot tests of radio and television advertising. Its usefulness has been enhanced by the fact that it is so flexible; we can control, within reasonable limits, the conditions under which we want to test."

At WOR we set our sights on about three panels during a year; additional ones may be scheduled for special events such as our "Food Industries Week." Sharing the responsibility for the smooth function of the panel are the research and promotion departments, the latter under the direction of promotion manager Bob Sullivan. At stations lacking large staffs, other personnel could assume these duties. Here is a description of how we at WOR go about the mechanics of the panel:

Each WOR salesman, in making the rounds of his agencies, invites advertisers to participate on the panel. Advertisers are merely required to provide the products and equipment for testing, the questionnaires,

and a sample of their product to be given to the women participating in these sessions. (In this way, it's possible to provide the women with a gift shopping bag of products which have a $3 to $5 retail value.)

While the material to be used in the panel is being sent to the station, WOR is busy recruiting the women who will participate. Each session is tied in with a WOR program personality who invites the women to attend. All replies are screened by WOR research, enabling the station to line up a cross-section of women, both young and old, and from the suburbs as well as the City. The big appeal for the women lies in the fact that they will meet the radio personality, sit in on the broadcast for that day, and be served a lunch, which is usually arranged by the station through a trade agreement with a company such as Schraffts.

When approximately 15 advertisers have submitted material for testing and the three groups of 80 or so women are notified as to which of the three days they are to participate, the panel is ready to operate. If film projectors or slides are used in any of the tests, operators and equipment are furnished by the advertisers. The same holds true for tests requiring a special setting up, such as taste tests and package comparisons. In all other cases WOR provides a staff to handle the tests.

Here are just a few ways in which an advertiser can use the Consumer Testing Panel: Advertising copy tests (radio and TV commercials, ad slogans, remembrance tests); taste tests; selection of names for new products, books and movies; comparison of different packaging designs; motivation tests to determine factors affecting buying of specific products; obtaining new uses for products; obtaining suggestions for improving present products, and for product sampling.

At the conclusion of each session, WOR forwards all questionnaires to the individual advertiser or agency for tabulation. Shortly thereafter, the WOR research department provides all participating accounts with a breakdown showing the characteristics of the panel.

In addition to gleaning information about their products through tests in the studio, advertisers can also test products under actual conditions of use through the panel's "at home" feature. Products which would be difficult to examine in the studio, like cookie mix, detergents and shampoo, are taken home by the women to be tested. The station, as well as the advertisers, has been gratified by the response to these "use" tests, since more than 60% of the questionnaires are returned by women making the "at home" survey.

Here are some of the specific examples of what has been tested on the panel, and some of the reactions from those submitting the products:

Scheideler, Beck & Werner used the consumer panel to determine the value of certain copy claims concerning Soilax, a household cleanser. They reported that "as a result of our test on your panel, we made substantial copy changes which we believe greatly increase the selling power of our commercials and ads."

Results from the panel prompted Doyle Dane Bernbach to emphasize in all copy that Levy's Bread was a white, and not a rye bread. Because close to one-third of the panel did not recognize it as a white bread, the agency has placed the word "white" into the ad headline.

Another agency, Erwin, Wasey & Company, said that some of the things learned from the panel would be incorporated in new TV commercials being prepared for Pertussin. One company, Schraffts, changed the design on its ice cream package as a result of the tests; another, Fred's Steak Sauce, discovered better copy approaches.

Barton Candy spokesman had this to say about the taste test of a new item: "The findings of your listeners confirmed our opinion that our new Chocolate Spread was a welcome way to 'party up' bread and crackers."

A tea company, Aborn's, wanted to know if it should package a summertime product for iced tea. The panel vetoed the idea and said, through the questionnaires, that anything "iced" might sound watered down. The company followed the advice of the panel.

The taste tests have proven to be a favorite of the participating women, who have sampled such products as Ferris Ham, Torino's minestrone soup and pasta fazool, Dannon Yogurt, soft drinks, candy and others. In many cases we purposely withhold the names of products from the panelists to prevent certain prejudices from creeping in. In this way we hope to get a purely objective reaction to the products.

To sum up, here at WOR we've found that the idea of servicing agencies and advertisers through the Consumer Testing Panel has paid off. In addition to providing untold goodwill, it has actually brought in business we otherwise would have missed and has smoothed the way for our salesmen in their efforts to sell panel participants on using WOR. There's no reason why stations in other areas couldn't initiate the same type of service with equal success.



ABOUT THE AUTHOR

ROBERT M. HOFFMAN is director of research for WOR-AM-TV New York, and has been with that Mutual station since June 1948. Before that he held the same title at the Manhattan Shirt Co.

Mr. Hoffman holds a B.A. in business administration from New York U. (1938) and a master's from the same school (1950). He currently is vice president of the Radio and Television Research Council, and lectures in market research for the City College school of business administration.

–PROGRAMS & PROMOTIONS–

TEACHERS VISIT STATION

KOMO AND KXA Seattle were among 137 firms which played host to 2,560 school teachers at the second annual Business-Education Day, sponsored by the Seattle Chamber of Commerce on May 7. At KOMO the teachers were given a tour of the studios and offices, where they heard an explanation of how the radio station operates. The teachers who visited KXA transcribed their impressions of the tour, and the program was aired on Sunday, May 10.

MOTHERS' DAY PARTY

TOMMY REYNOLDS presented his KEYL (TV) program from the stage of the Interstate Texas Theatre in San Antonio, where more than 3,000 housewives are reported to have attended Mr. Reynolds' Mothers' Day Party. More than $1,500 in appliances, perfume, cakes and flowers were given away during the hour and a half program which is sponsored regularly each weekday by Wolff & Marx Department Store. Highlighting the program were the winners of a two-month "Bride and Groom Contest," conducted by Mr. Reynolds and the selection of "South Texas' Oldest Mother."

JET FLIGHT

LINDLEY HINES, KMOX St. Louis newscaster and World War II pilot, told his radio listeners how it feels to dive, spin, barrel and slow roll in a modern jet fighter plane. The tape-recorded flight was broadcast on Mr. Hines' newscast at 10 p.m. on May 17. Heard on the program were the takeoff, climb to 35,000 feet, the high speed dive to 11,000 feet, losing 1,300 feet every 10 seconds and instructions from the control tower.

METHODIST CELEBRATION

A SPECIAL worldwide broadcast from Bristol, England, commemorating the 250th anniversary of the birth of John Wesley, founder of Methodism, was broadcast yesterday (May 24) on WSTC Stamford, Conn. The program originated in the New Room Chapel, oldest Methodist shrine, built with the small contributions of Bristol miners in response to Mr. Wesley's first preaching in the open fields. The day is now celebrated by Methodists in America as

When in Hawaii . . .

A HUSKY SEGMENT of Japanese programming marks the format for KPOA Honolulu, reports Fin Hollinger, general manager of the Hawaiian outlet, who has discovered that although 90% of the Japanese elements of the population understands English, 88% listens to Japanese-language radio programs.

Mr. Hollinger has established Japanese radio features in peak listening periods both daytime and evening, and has made affiliation with Japan's Radio Tokyo, commercial network, and NHK, noncommercial network. He points out that 40% of the Hawaiian population is Japanese, while only 14.8% is Caucasian.



Keystone Merchandising Follows Your Product to the Retail Counters!

It's the kind of follow-through even your most active sales staff couldn't deliver, because local KEYSTONE station management arranges personal contact with local stores almost simultaneously with your merchandising package! Stocks are checked and recorded, order cards distributed personally, window streamers and counter cards installed, all by the personnel of KEYSTONE's 650 HOMETOWN AND RURAL AMERICA STATIONS who air your message. What sets this merchandising machinery in action? YOUR ORDER! The *single* order you place for any length announcement or program, for any part of the farflung KBS network. This is one of the many fine points of KEYSTONE service that add up to the biggest and best buy in radio today. It will pay you to investigate the KEYSTONE story if you want the *most* for your money!

● WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

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STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd.
DUnkirk 3-2910

TAKE YOUR CHOICE
A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

MORE FOR YOUR DOLLAR
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

© 1953 by Broadcasting Publications Inc.

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Quiz Kids	Libby, McNeill & Libby Nick Carter	Mutual Benefit H&A—On the Line, 3. Considine (183)
6:15	Don Cornell	"	6:25 State Farm Ins., C. Brown	Meet the Veep
6:30	Co-op George Sokolsky	Palmolive Soap Our Miss Brooks (203)	Squad Room	Listen to Washington S
6:45	Vacationland U.S.A.	"	"	"
7:00	American Music Hall	Amer. Tobacco Jack Benny (210) R	Treasury Varieties	Juvenile Jury S
7:15	"	"	"	"
7:30	"	Rexall Drug Amos 'n' Andy (210)	Distinguished Artists Series	My Son, Jeep S
7:45	"	"	"	"
8:00	"	Richard Hudnut Charlie McCarthy Show (209) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)
8:15	"	"	"	"
8:30	"	Philip Morris My Little Margie (200)	Enchanted Hour	TBA
8:45	Western Union Telegram For You	"	"	"
9:00	Gruen Walter Winchell (325)	Hall Brothers Hallmark Radio Hall of Fame (195)	U. S. Marine Band	"
9:15	Lorillard Taylor Grant News (328)	"	"	"
9:30	The Adventurer S	Escape	Answers For Americans (S)	Chesterfield L&M Dragnet (171) R
9:45	"	"	"	"
10:00	Paul Harvey (118)	Webster Chicago Roberts Q's Waxworks (46)	London Studio Melodies	Barrie Craig Confidential Investigator OT*
10:15	Alistair Cooke S	"	"	"
10:30	Science Editor S	10:30-10:35 p. m. Edw. P. Morgan-News 10:35-45 p. m. Listen To Korea	Little Symphonies	Meet the Press
10:45	Songs by Fisher	John Duer Sports	"	"
11:00	News S	News	The Political Picture	News from NBC
11:15 PM	Chet Huntley S	Dance Orchestra	Dance Orchestra	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15	"	You and the World	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G–Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	7:00-7:05 News 7:05-7:15 M-F Co-op News	Beulah	Co-op Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Toni-Man. Soap TBA (202)	Dinner Date S	No Network Service
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Gabriel Heatter	Miles Labs News of World (166)
7:45	(See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (97)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (191)	The Falcon	AA of RR's Railroad Hour (192)
8:15	Field & Stream S	"	"	"
8:30	American Concert Studios S	Lever-Lipton Godfrey Talent Scouts (170) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)
8:45	"	"	"	"
9:00	"	Lever Brothers Lux Summer Theater (183)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R
9:15	"	"	"	"
9:30	"	"	Co-op On and Off The Record	Cities Service Band of America (113) N
9:45	Jan Peerce Show	"	"	"
10:00	News of Tomorrow	R. J. Reynolds Bob Hawk Show (185)	A. F. of L. Frank Edwards (151)	Chevrolet Dinah Shore (182)
10:15	Virgil Pinkley S	"	Co-op Elton Britt	R. Ambruster & His Music *OT
10:30	American Concert Studios (See Footnote) S	Trout 10:30-35 Ford (105) Cedric Adams Sonotone (150)	(Coca-Cola) Coke Time	Clifton Utley News
10:45	"	Dance Orchestra	Dance Orchestra	Al Goodman's Orchestra 10:35-11
11:00	Art & Dottie Todd S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro.Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15	"	You and the World	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G–Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	7:00-7:05 News 7:05-7:15 M-F Co-op News	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Toni-Man. Soap TBA (202)	Co-op Hazel Markel	No Network Service
7:30	Silver Eagle (137)	Jo Stafford Show	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
7:45	(See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (97)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
8:00	Discovery S	Amana People Are Funny (202)	Mickey Spillane Mystery*	Coca-Cola Coke Hour (195)
8:15	Bertrand Russell	"	* "	Rosemary Clooney
8:30	The Story of The Coronation S	Halo, Palmolive Mr & Mrs North (204) R	(Co-op) High Adventure	First Nighter * OT
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wrigley Johnny Dollar (194)	Search That Never Ends	L&M Chesterfield Martin & Lewis (188)
9:15	"	"	"	"
9:30	"	R. J. Reynolds My Friend Irma (185)	Co-op On and Off The Record	Reynolds Metals Fibber McGee & Molly (180)
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
10:00	News of Tomorrow 180	C-P-P, L. Creme Louella Parsons (185)	A. F. of L. Frank Edwards (151)	P. Lorillard Two for the Money (190)
10:15	Virgil Pinkley S	Doris Day	Co-op Elton Britt	"
10:30	LaSalle Orchestra (See Footnote)	Ford-Trout 10:30-35 (103) Cedric Adams 10:35-45	Bands For Bonds	Clifton Utley News
10:45	"	Dance Orchestra		TBA
11:00	Art & Dottie Todd S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir*	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	(Co-op) Bromfield Reporting	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	Poetry of Our Times
12:00 N	News S	Europe Story	College Choirs	Sammy Kaye's Sunday Serenade
12:15 PM	Gloria Parker S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Music of Worship	"
1:00	Churches of Christ Herald of Truth (108)	On a Sunday Afternoon	Vandevanter & The News S	Youth Wants to Know
1:15	"		Co-op Merry Mailman	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	O-Cedar-Toni Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
9:30	"	"	"	Thy Neighbor's Voice
9:45	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM
10:00	Sterling Drug My True Story (212)	Snow Crop Cons. Cosmetic Godfrey (194) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:15	"	Star-Kist Owens-Corning Godfrey (190) R	Mutual Music Box	"
10:30	General Mills Whispering Streets (224)	Lever Bros. Frigidaire-Arthur Godfrey (190) R	10:35-11:00 Wonderful City	TBA
10:45	When A Girl Marries (165)	Pillsbury Arthur Godfrey (193) R	"	"
11:00	Live Like A Millionaire	National Biscuit Toni-Arthur Godfrey (198) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
11:15	"	Liggett & Myers Arthur Godfrey (204) R	Queen For a Day	"
11:30	Turn to Friend Toni Tues & Thurs 11:30-12:00	Contnl. Baking Grand Slam (53)	Tues. & Thurs. Quaker; M-W-F Realemon	C-P-P The Phrase that Pays (183)
11:45	News-Gardiner 12-12:10 (165)	P&G Ivory Snow Rosemary (143)	M-F 11:45-12 P. Lorillard	Gen. Foods Bob Hope (140)
12:00 N	12:10-12:15 Prudential Jack Berch	General Foods Wendy Warren (158)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	Valentine S	Lever Bros. Aunt Jenny (169)	Johnson & Son News (12:15-12:25)	"
12:30	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (184)	12:25 Carl Warren's Guest Time	"
12:45	Not in Service	Whitehall Our Gal Sunday (177)	Faith In Our Time	"
1:00	Co-op Paul Harvey	P&G Ivory Road of Life (151)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
1:30 PM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
1:45	"	No Service	"	Howdy-Doody 8:30-9:30 a.m.*
2:00	Skinner Mfg. Co. 9:30-10 (36)	Garden Gate	"	Mind Your Manners
2:15	"	St. Louis Melodies	"	"
2:30	Co-op	Animal Fdtn. Galen Drake (69)	Miscellaneous Program S	Archie Andrews S
2:45	"	Galen Drake	"	"
3:00	Ralston Space Patrol (284)	Let's Pretend	Dixie Four Quartet	Pet Milk Mary Lee Taylor (144)
3:15	"	"	Helen Hall	"
3:30	Junior Junction	Cream of Wheat Grand Central Station *(124)	11-11:25 Mutual Music Meeting	My Secret Story
3:45	"	"		"
4:00	Little League Cubhouse S	Cannon Mills Give & Take (154)	Farm Quiz	Modern Romances S
4:15	Frank & Jackson	"		"
4:30	101 Ranch Boys S	Armstrong Cork Theatre of Today (190)	Man on the Farm	News (12-12:05)
4:45	"	"	"	Dude Ranch Jamboree (12:05-12:30) S
5:00	American Farmer S	Carnation, Stars Over Hollywood (195)	5th Army Band	Coffee in Washington
5:15	"	"	"	"
5:30	Navy Hour S	Toni Fun For All (203)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (188)
5:45 PM	"	"	"	"

THURSDAY

	NBC	ABC	CBS	MBS	NBC
	Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
	Bill Stern's Sports Review (MM)	"	You and the World	"	Bill Stern's Sports Review (MM)
	No Network Service	"	No Service	"	No Network Service
	Sun Oil Co. 3-Star Extra (34)	"	P&G-Ivory Lowell Thomas (107)	"	Sun Oil Co. 3-Star Extra (34)
is jr.	Pure Oil Co. News Parade (34)	7:00-7:05 News 7:05-7:15 M-F Co-op News	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
rner	No Network Service	Co-op Elmer Davis	Toni-Man. Soap TBA (202)	Co-op Rukeyser Reports	No Network Service
atter	Miles Labs News of World (168)	Silver Eagle (137)	Jo Stafford Show	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
55 wsree	Miles Labs 1 Man's Family (166) Rp	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (97)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
es of d	R. J. Reynolds Walk A Mile (179)	The Top Guy S	Brylcreem P & G, Nestle Co. Meet Millie (198)	Official Detective	General Foods Roy Rogers (162)
	"	"	"	* "	" News 8:25
hters	Kraft Gildersleeve (160)	Heritage! Alt. Wks. S	Cathy & Elliott Lewis Onstage	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)
	"	"	"	"	"
eatre	DeSoto Plymouth Dealers, Groucho Marx Show (191)	ABC Playhouse S	TBA	Rod &Gun Club Co-op	Pet Milk Truth or Consequences (166)
	"	"	"	"	"
Off ord	TBA	Time Capsule	Gen. Elect. Bing Crosby (205)	On and Off The Record	Eddie Cantor Show S
	"	"	"	"	"
L. wards	Gen. Foods Bob Hope (140)	News of Tomorrow 180	Amer. Tob. Horace Heidt (209)	A. F. of L. Frank Edwards (151)	Judy Canova (OT) *
ritt	"	Virgil Pinkley S	"	Co-op Elton Britt	"
tra	Clifton Utley News	Airmen of Note (See Footnote)	Ford-Trout 10:30-35 (103) Cedric Adams	(Coca-Cola) Coke Time	Clifton Utley News
	Dangerous Assignment *M-M, 10:35-11	"	Dance Orchestra	"	Jane Pickens Show 10:35-11 Co-op
ge g	No Network Service	The 3 Suns S	News	Co-op Baukhage Talking	No Network Service
hts	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
	"	You and the World	"	Bill Stern's Sports Review (MM)
	"	No Service	"	No Network Service
	"	P&G-Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
	7:00-7:05 News 7:05-7:15 M-F Co-op News	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
	Co-op Elmer Davis	Junior Miss	Dinner Date	No Network Service
	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	(Mennen) Gabriel Heatter	Miles Labs News of World (168)
	" (See Footnote)	Am. Oil-Hamm Ed. R. Murrow (97)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
	Michael Shayne S	Brylcreem P & G, Nestle Co. Mr. Keen (198)	Take a Number *	Coca-Cola Co. Coke Time (195)
	"	"	* "	Rosemary Clooney S
	Platterbrains	Mr. Chameleon	(Co-op) True or False	Best Plays
	"	"	"	"
	Adventures of Ozzie & Harriet Lambert & Hotpoint (325) (alt. sponsors)	There's Music in the Air	Great Day Show	"
	Electric Cos. Meet Corliss Archer (325)		On and Off The Record	Bob & Roy *OT
	"		"	"
	Gillette Cavalcade of Sports (325)	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	Chevrolet Dinah Shore (182)
	"	"	Co-op Elton Britt	Words in the Night
		Ford-Trout 10:30-35 (97) Cedric Adams	Dance Orchestra	Clifton Utley News
	News of Tomorrow S (See Footnote)	Dance Orchestra	"	Radio City Previews 10:35-10:45 Pro and Con
	Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
	Una Mae Carlisle S	Edw. P. Morgan News	Otto Thurn's Orchestra	News from NBC
	Bible Messages S	UN on the Record	Smiley Whitley Show	H. V. Kaltenborn MM
	Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	NBC Summer Symphony
	Labor-Management S	Daniel Schoor News	"	"
	"	Broadway Is My Beat	Co-op Al Helfer	"
	John McVane News S	"	Report From The Pentagon	"
	Dinner At The Green Room S	R. J. Reynolds Vaughn Monroe (182)	Down You Go (7:30-7:55)	New Talent USA
	"	"	State Farm Auto Ins. Co. C. Brown	"
	Dancing Party Co-op	Wrigley Gene Autry (188) R	Wildroot 20 Questions	"
	"	"	20 Questions S	"
	"	GF-Post Cereal Tarzan (97) R	Co-op Virginia Barn Dance	"
	"	" *	"	"
	S	Gangbusters	(Co-op) New England Barn Dance Jamboree	"
	"	*		"
	"	Gunsmoke	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)
	"	"	"	"
	Saturday at Shamrock S	Saturday Night Country Style	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)
	"		"	"
	Ambassador Hotel	10:30-35 News-Edw. P. Morgan	"	M. Willson's Music Room S
	"	Saturday Night Country Style	"	"
	News S	News	News	News from NBC
	Frank & Jackson S	Dance Orchestra	Dance Orchestra	Alex Dreier News

6:00 PM
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SUNDAY

	MBS	NBC
	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
	"	"
	Bandstand USA	The Catholic Hour
	"	"
	US Military Academy Band	American Forum of the Air
	"	"
	Top Tunes with Trendler	Critic at Large
	"	Youth Brings You Music
	Peter Salem	Songs of the Wild S
		Elmo Roper
	Under Arrest	G. I. Joe S
	"	"
	4:30-4:55 Dear Margy It's Murder	Jason and the "Golden Fleece"
	4:55 Scholl Mfg. Dr. Scholl's News	"
	Wildroot The Shadow	The Chase
	"	"
	Motorola (alt. wks.)	Gulf Oil Co. Countersp (135)
	True Detective Mysteries	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Closed Circuit	P&G Crisco Dr. Malone (159)	Luncheon with Lopez	Co-op Home Edition of The News S
	"	P&G Duz Guiding Light (158)	"	Wesson Oil Dr. Paul (61)
	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (141)	Say It With Music	No Network Service
	"	P&G Tide Perry Mason (163)	2:25 Johnson & Son, News	No Network Series
	Tennessee Ernie S	Toni, Seeman Nora Drake (193)	M-W-F Mac McGuire S Tu&Th Pequot Paula Stone	Armour (191) Dial Dave Garroway
	"	P&G Ivory Fl. Brighter Day (167)	No Network Service	Jane Pickens News 2:55
	"	Miles Labs Hilltop House (146) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)
	"	Lever, Kellogg Houseparty * (181) R	"	P&G Road of Life (183)
	"	Pillsbury House Party (187) R*	"	P&G Pepper Young (166)
	"	Toni, Man. Soap TBA (202)	"	P&G Right to Happiness (163)
	Cal Tinney (274)	Gen. Fds.(4-4:05) Cole (46)* Robt. Q. Lewis (85)	Music With Bruce & Dan	P&G Backstage Wife (175)
	"	MTW Chicagoan ThF St. Louis Matinee	"	Sterling Drug Stella Dallas (151)
	Jack Owens Show S	Treasury Bandstand	M-Bobby Benson 5-5:15 Sustaining 5:15-5:30 Kraft	Sterling Drug Young Widder Brown (151)
	"	" 4:55-5 News	"	Manhtn. Soap Woman in My House (181)
	Co-op Big Jon & Sparkie	5-5:45 p.m. No Service	Tues.-Fri. 5-5:30	Whitehall† Just Plain Bill (143)
	Fun Factory S	"	Songs of B-Bar-B	Whitehall Front Page Farrell† (138)
	Ronnie Kemper	"	5:30-5:55 M-W-F Kellogg Wild Bill Hickok Tu&Th Derby Sky King	C-P-P Lorenzo Jones (191)
	John Conte S	Miles Labs Curt Massey Time (148) R		Ex-Lax Inc. Doctor's Wife (172)

SATURDAY

	ABC	CBS	MBS	NBC
	Vincent Lopez Show S	Carter City Hospital (198)	1:30-2:25 Ruby Mercer Show	U. S. Army Band S
	"	" *	"	"
	2:00-2:05 News Playland U.S.A.	Hormel & Co. Music with H. Girls (124)	"	U. S. Marine Band S
	"	"	2:25 Johnson News	"
	"	Make Way For Youth	101 Ranch Boys	Design for Listening
	"	"	"	"
	3:00-3:05 News Pan-American Union	Report From Overseas	Bandstand USA	What's the Score
	"	Adventures In Science	"	"
	Martha Lou Harp	Farm News Co-op	Sports Parade	All Star Parade of Bands
	"	Correspondents Scratchpad	"	"
	Gillette Horse Races	Eddie Fisher Army Show	Salute to the Nation	Stars in Action
	"	"	"	"
	Treasury Show	Treasury Show	Mac McGuire Show	TBA
	"	"	"	"
	London Concert Studio S	Washington U.S.A.	Walter Preston's Show Shop	Big City Serenade S
	"	"	"	"
	Paulene Carter	Saturday at the Chase	"	Author Speaks S
	Club Aluminum Club Time (20)	"	5:50-6 Johnson & Son News	Public Affairs S

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R re broadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-F, Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News, (332).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30- 9:15 a.m. Sun. General Foods Corp. Sunday Gatherin' 107
11:30-11:35 a.m. Sun. Peter Hackes—News (S)
5:45- 5:55 p.m. Sun. Bill Downes—News (S)
3:15- 3:30 p.m. MWF Lever—Houseparty 177
3:15- 3:30 p.m. Tue Kellogg—Houseparty 190
3:15- 3:30 p.m. Fri Green Giant—Houseparty 172
3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 186
3:30- 3:45 p.m. Fri Kellogg—Houseparty 190
4-4:15 p.m. M-F Gen. Fds.—Grady Cole 46
4-4:05 p.m. M-F Gen. Fds.—Robert Q. Lewis 84
4:15-20 p.m. M-F Corn Prod.—Sunshine Sue 57
11:00-05 a.m. Sat Campana—B. Shadel—News 189
1:55-2 p.m. Sat Gen. Foods—Galen Drake 157
8:55-9 p.m. Sat Gen. Foods—Sanka Salute 97

MBS—Titus Moody Speaking—7:55-8:00 p.m. M-W-F—Sustaining. T & Th—Wildroot Co.
8:55-9 a.m., M-F Gabriel Heatter-VCA Labs.
10:30-10:35 a.m., Mon.-Sat., News-S. C. Johnson
11:25-11:30 a.m., M-Sat., Johnson & Son. News
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mutual-Multi-Message Plan—Participating sponsors: M-Tu.-F. 8:8:30 p.m. programs—General Mills; Mon.-Tues.-Thurs. 8-8:30 p.m. Programs—R. J. Reynolds, (Lever Bros.) Mon.-Fri. 8:00-8:30 p.m. Programs.
Baseball: (Bristol-Myers) Vitalis Warm-Up—Mon.-Sun. 5 min. preceding "Game of the Day."
Game of the Day—Mon.-Sun. Approx. 2-4:30 p.m. Regional Net.—Falstaff Brewing & Co-op.
Camel Scoreboard—Reynolds Tobacco. 5 min. following Game of the Day Mon.-Sat.
Wheaties Scoreboard-Gen. Mills. 5 min following Game of the Day-Sun.

NBC—8-8:15 a.m., Skelly Oil. M-F, News (28): 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations.
† Whitehall Pharm. & Carter Co., "Just Plain Bill" alt. dates. Whitehall, "Front Page Farrell" alt. days.
* MM—"Minute Man" Programs.
* OT Operation Tandem—Emerson Drug & Knowmark Mfg.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
May 25, 1953

Aldersgate Day and in England as Wesley Day. Dr. Eric W. Baker, secretary of the Methodist Conference of Britain, spoke at the ceremony.

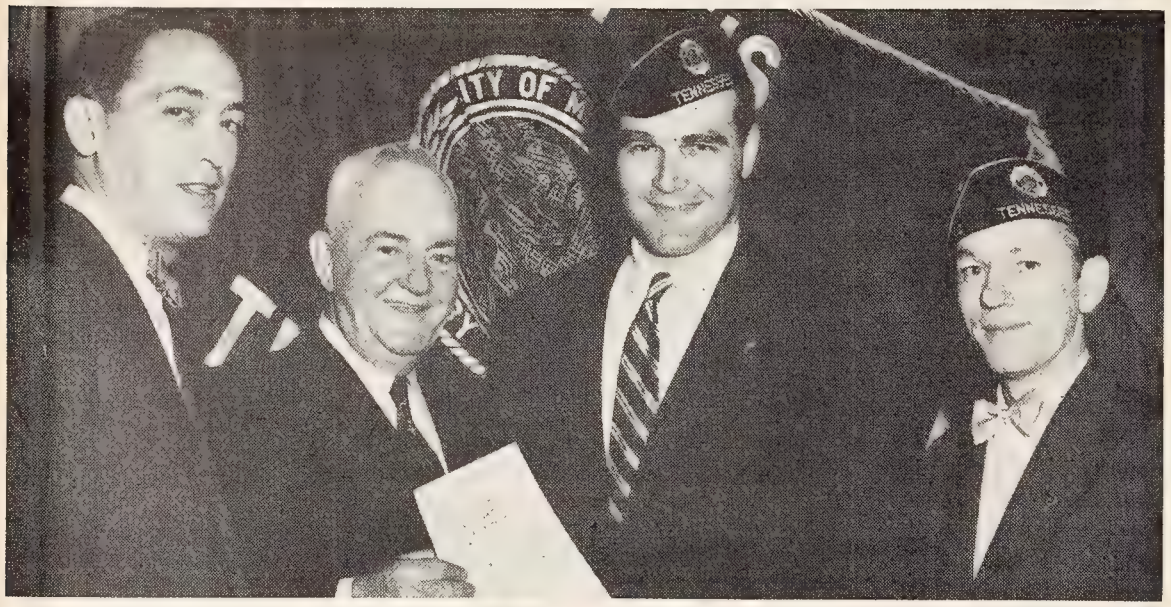
COUNTY AGENT CONTEST

IN A public service effort to make rural listeners more keenly aware of the valuable services performed by their County Agricultural Agent and County Extension Director, WOW-AM-TV Omaha, Neb., is rewarding the outstanding agent a free trip to Europe. The winner will be selected from letters received from rural listeners, who have been invited to write about the fine services rendered by their local County Farm Agent. The winner will attend the Sixth Annual Farm Study Tour to the British Isles and Europe, including visits to Ireland, England, Holland, Belgium, Luxembourg, Germany, Switzerland and France.

motion program involving high school students in the area has proved beneficial to the station, the schools and the students. KGLO permitted students from a different high school each week to appear on an hour-long program for which they selected music, edited news and announced commercials. The station turned over to the high schools half the proceeds from the commercials.

TIED TO HER APRON STRINGS

"GOOD selling is tied to Martha Lane's apron strings." So states a brochure from KXOX St. Louis, through which is tied the apron strings. Inside the folder is a green and yellow plastic apron (life-size) on which is written: "Tie your sales to Martha Lane's apron strings, KXOX . . . 11:30 to 12 noon daily."



WMPS Memphis, Tenn., and a local American Legion post cooperated in bringing Matt Cvetic, the man who posed as a Communist for the FBI, to the city for a speaking engagement. Memphis' Mayor Frank Tobey proclaimed the date as "Matt Cvetic Day." Joining the official at the signing are (l to r) Harold R. Krelstein, WMPS president and general manager; Mayor Tobey; Henry Loeb, commander, Post No. 1, and Carl Brown, Legion exec. secretary.

FM NOT DEAD HERE

WHEN storm damage put WABB-FM Mobile, Ala., off the air temporarily, and the lack of replacement parts held up repairs for three weeks, calls, postcards and letters made life miserable for radio repairmen, switchboard operators and secretaries who had to explain, the station reports. In an effort to relieve this pressure, WABB ran a 68-inch ad on the Sunday radio page of a local paper, explaining the situation. The station's comment: "FM dead? Don't tell that to these folks! The listeners don't know it."

SPECIAL SUPPLEMENT

A 22-PAGE special supplement to the *Fort Lauderdale Daily News,* containing information on WFTL-TV Fort Lauderdale staff and programming, has been distributed to 35,000 prospective uhf viewers, the station reports. On the front page of the section in blue color is a picture of the new station.

'IN THE PUBLIC SERVICE'

"IN THE Public Service" is the title of a booklet put out by WLAC Nashville, containing over 60 pages telling of the station's public service programs. On each page is the story of a public service event and a photograph.

STUDENTS PROFIT

KGLO Mason City, Iowa, reports that a promotion program involving high school students in the area has proved beneficial to the station, the schools and the students. KGLO permitted students from a different high school each week to appear on an hour-long program for which they selected music, edited news and announced commercials. The station turned over to the high schools half the proceeds from the commercials.

'YOU'VE SEEN IT BEFORE'

KECA-TV Los Angeles *You've Seen It Before,* created by six motion picture actors, a drama coach and a TV producer, because movie production has currently slowed down, features a panel which tries to identify scenes from books and plays which the remainder of group acts out. Sponsored by Flash TV Stores, L. A., the group has packaged a weekly half-hour program under JMH Productions, with Adele Jergens, Harvey Lemback, Glenn Langan, Harry Landers, Jaclynne Greene, Jack Kosslyn and Mercedes Shirley. Agency is Tullis Co.

ALLIGATORS ON THE SET

TWO LIVE alligators were featured on *The Dinah Shore Show* as a part of a specially constructed scene for Miss Shore's rendition of "Big Mamow," on May 19. The alligators occupied a studio lagoon, six feet wide, 35 feet long and containing 180 cubic feet of water. Furnished with foliage and other scenic effects, the set was supposed to typify a portion of the Louisiana swampland. As she sang, Miss Shore rode through the lagoon in a skiff. The NBC-TV program is seen Tuesdays and Thursdays, 7:30 p.m. EDT.

CAB DEMONSTRATION

KRON-TV San Francisco interrupted its regularly scheduled *Groucho Marx Show* on May 15 to telecast some 100 cab drivers in an organized demonstration and protest against a series of articles recently carried by the *San Francisco Chronicle.* The honking parade of cabs, lined bumper to bumper and circling the building, lasted about 20 minutes. The special telecast of the protest lasted three minutes. Cause of the demonstration was a point made in the *Chronicle* series dealing with vice conditions in the city, that cab drivers are involved in taking customers to rendez-vous with call girls. That not all cab drivers are involved was the purpose of the demonstration.

SYMBOLS OF BRITISH MONARCHY

EXACT, life-size reproductions of the symbols of monarchy to be worn or carried by Queen Elizabeth II for her Coronation were displayed on *Today,* NBC-TV news and feature program. The display included the Imperial State Crown, the Orb of England and the Royal Scepter, as well as an 18-inch statuette of Britain's queen, portraying her as she will appear at the Coronation.

CORONATION CONTEST

AFTER 15 weeks of competition, a winner was selected in the Coronation Contest conducted by WKRC-TV Cincinnati. Questions in the contest revolved around historical and geographical subjects. The winner, Charles E. Stevenson, assistant professor of law at the University of Cincinnati, will receive a free trip to the Coronation and Paris, plus clothing, luggage and spending money. Runners-up received refrigerators, gas ranges, watches, etc. The contest was conducted by means of picture clues on the air and in the *Cincinnati Times-Star.*

SMUGGLED POW LIST

WHEN the mother of Private James J. Coogan, the third Philadelphia prisoner of war to be repatriated, revealed his smuggled list of 71 names of allied soldiers still held by the Reds, WIP Philadelphia built a program around the event. Conversations with the mothers of Philadelphia men on the list were recorded, resulting in a touching half hour program, reports the station. One mother had not heard from her son in a year and a half.

Next Time They'll Whisper

THREE brief mentions on the Dean Landfear program on WMT Cedar Rapids, Iowa, brought thousands of requests for tickets to the first broadcast in the summer *People Are Funny* series, sponsored on CBS Radio by Amana Refrigeration Inc., Amana, Iowa.

The freezer firm's dealers along with WMT, the Cedar Rapids Memorial Coliseum (which wasn't even involved in the program) and the local Paramount Theatre were flooded with calls. According to George C. Foerstner, executive vice president, and Merlin E. Morris, advertising manager of Amana, dealers had so many thousands of requests it was necessary to hold drawings for the 1,950 tickets.

To satisfy the crowds that were turned away, Art Linkletter, star of the program, gave a special out-of-doors performance before the start of the Three-I baseball game the same night. Mayor Milo Sedlacek, of Cedar Rapids, proclaimed May 9 as "Art Linkletter Day."



audiotape

TRADE MARK

BALANCED PERFORMANCE

gives you highest overall sound recording quality

...at no extra cost

audiotape has been designed, formulated and perfected to meet the most exacting requirements for modern, professional sound recording. Its mechanical and magnetic properties are carefully balanced to assure optimum overall performance in *your* recording machines.

Output, frequency response, noise level and distortion are correctly proportioned for the most satisfactory end result — with no compromise on quality anywhere along the line.

Perfected manufacturing techniques and high production volume enable this premium-quality tape to be offered to you at *no increase in price.*

Here are some of Audiotape's extra-value features:

More Uniform Frequency Response — Audiotape's output does not tend to fall off at the higher frequencies. Response remains excellent throughout the complete range of audible sound, requiring no special equalization.

Low Noise Level — Extremely uniform dispersion of magnetic particles results in exceptionally low noise level — completely free from troublesome ticks and pops. Overall signal-to-noise ratio is entirely comparable to that obtainable with average production of any premium price tape on the market.

Low Distortion — Highest quality magnetic oxide, in a coating of precisely controlled uniform thickness, results in exceptionally low distortion over a wide range of bias settings.

Maximum Uniformity — All 7" and 10" reels of plastic base Audiotape are guaranteed to have an output uniformity within the reel of ±¼ db or better — and a reel-to-reel variation of less than ±½ db. What's more, there's an actual output curve in every 5-reel package to prove it.

Complete Interchangeability — Since Audiotape requires no special equalization adjustments, Audiotape recordings can be interchanged freely between radio stations and studios — played back perfectly on any machine.

Highest Coating Adhesion — keeps the magnetic oxide coating from rubbing or flaking off. No danger of fouling heads and guides.

Guaranteed Splice-Free — Plastic base Audiotape, in both 1200 and 2500 ft reels, is positively guaranteed to be free from splices.

Low-Tension Reel Design — with 2¾" hub now standard for all 1200 foot, 7" reels. By eliminating the high tension zone encountered at smaller hub diameters, this reel assures more accurate timing, more constant pitch, slower maximum reel speeds and reduced wear on heads and tape.

COMPARE AUDIOTAPE in an end-to-end run with any other sound recording tape available. Compare the *prices,* too. You'll find that Audiotape speaks for itself — in *performance* and in *cost!*

AUDIO DEVICES, Inc.
444 Madison Avenue, New York 22, N.Y.
Export Dept.: 13 East 40th St., New York 16, N.Y., Cables "ARLAB"

THEY SPEAK FOR THEMSELVES

audiotape
audiodiscs
audiopoints
audiofilm

Advertisers

Charles E. Brooker appointed assistant sales manager of Food Industries Dept. of Pennsylvania Salt Manufacturing Co., Phila.

Leon H. Black, assistant purchasing agent of W. A. Sheaffer Pen Co., named manager of Canadian subsidiary.

Agencies

Bryan Houston, executive vice president, Sherman & Marquette, N. Y. office, elected president; **Stuart Sherman**, president, elected chairman of board of that office.

Arnold T. Bowden, vice president of Flack Adv., Syracuse, to James J. Coolican Inc., Syracuse, as executive vice president and general manager.

Sidney C. Lund becomes head of creation of industrial literature in publicity dept. of G. M. Basford Co., N. Y.

William Ennis and **Robert Kunkel,** account executives at G. M. Basford Co., N. Y. and Cleveland, promoted to account managers, supervising group of accounts.

Paul B. Kinney, sales promotion div. of Trumbull Electric Dept. of General Electric Co., Plainville, Conn., to James Thomas Chirurg Co., N. Y. and Boston, as account executive in N. Y.

Charles W. Pine, head of Charles W. Pine & Assoc., Providence, appointed account supervisor of Advertising Counselors of Arizona, Phoenix.

William P. Stoneham, Van Auken, Ragland & Stevens Adv., Chicago, to Harry G. Willis & Assoc., Glendale, Calif., as account executive in industrial dept.

Willard V. Merwin, account executive at WKRG Mobile, Ala., to J. H. Lewis Adv. Agency, that city, in same capacity.

William J. Jost, former vice president of Owen & Chappel Agency, N. Y., to Geyer Adv., same city, as account executive.

George H. Gilbert, Electric Service Manufacturing Co., becomes acount executive with Eldridge Co., Phila. Advertising Agency.

Edgar C. Kahn, TV director, NBC, to Kudner Agency, N. Y., TV dept. as producer-director on *Martin Kane, Private Eye* show.

John W. Gladhorn has retired after 20 years with Geare-Marston, Phila. Adv. Agency, as account executive.

E. D. Geoffrey Garth, vice president of Lamb & Keen, Phila., to Lee Ramsdell & Co., that city, as account executive.

Robert E. Daiger, executive vice president of VanSant, Dugdale & Co., Baltimore, named chairman of Atlantic Council, American Assn. of Advertising Agencies.

Hildred (Hilly) Sanders, vice president in charge of radio-TV, Dan B. Miner Co., L. A., becomes first woman appointed to American Assn. of Adv. Agencies Standing Committee on Radio and TV Production.

Morris Kornberg, account executive, Richlind Adv. Corp., N. Y., and **Lewis R. Chapman,** owner-manager, Dover House Ltd., L. A. (wholesale distributors of cosmetics), form

Chapman & Korber Adv. Agency, North Hollywood, with offices at 5032 Lankershim Blvd. Telephone is Stanley 7-6579.

John H. Hines, BBDO, N. Y., to Kudner Agency, N. Y., on radio-TV copy staff.

Don Belding, president, Foote, Cone & Belding Inc., L. A., named publicity committee chairman of local 1953 Community Chest campaign.

William Z. Burkhart, president of Stockton-West-Burkhart Inc., Cincinnati, named president of Cincinnati chapter of Society for the Advancement of Management.

Stations

Don Perrie, announcer for WJBO and WBRL-FM Baton Rouge, La., promoted to program director.

Ruth Richey Rouzie appointed commercial manager of WNNT Warsaw, Va.

Wall Matthews appointed account executive at WBAL-TV Baltimore.

Jack Howlett named production manager of CFCF Montreal, succeeding **Reo Thompson,** who has moved to All-Canada Radio Facilities Ltd., Montreal, to head TV division.

Faye Johnson, national accounts and traffic manager, Hawaiian Broadcasting System, appointed promotion director. **Wayne Collins** named news director for Hawaiian Broadcasting System

Takes Holy Orders

GEORGE TWIGG-PORTER, S.J., for 13 years western states regional director of *The Sacred Heart Program,* will be ordained to the priesthood of the Catholic Church in San Francisco June 12. He was named to his present post upon entrance into the order in 1940. The program is now heard on 1000 stations in three languages on five continents.

(KGMB-AM-TV Honolulu and KHBC Hilo

Alex West, radio-TV director at Rhoades Davis Adv., S. F., to KCBS San Francisco, asssitant sales manager.

Richard E. Goebel appointed executive assistar to **Harry L. Nace, Jr.,** president of KTYL-T Phoenix.

James Parks, creator of ABC radio *Quiz Kid* and partner in Searle & Parks Inc., forme Hollywood program packager-distributors, KNBH (TV) that city as sales manager. H succeeds **Doty Edouarde** who becomes manage of radio spot sales, NBC Western Division.

George T. Miller named news and speci events director at KTYL-TV Phoenix.

Peter McDonald, producer at CBLT (TV) To ronto, becomes TV co-ordinator of CBUT (TV Vancouver, expected to be on air late th year.

O. P. Bobbitt appointed sales manager KTBC Austin, Tex., succeeding **Sam Plyler.**

Morton E. Grossman, advertising promotio manager of *The Washington Post*, appointe promotion manager of WOAI-AM-TV San An tonio.

Barbara Tobin, TV production staff of WGN TV Chicago, appointed director of educatio for WBBM-AM-TV, **William B. Wolff,** WHF Chicago, to WBBM, as staff announcer.

John S. Bell, program-news-sports director WSDC Marine City, Mich., to WKBZ Mus kegon, Mich., as director of sports and speci events.

Russ McElwee, salesman at WIST Charlott N. C., returns to WIS Columbia, S. C., as sales man.

James Edward Doggett, salesman for WBRV Welch, W. Va., has resigned. **Les Breck,** spe cial events and sports director, assumes add tional duties as account executive for sport accounts now on station.

George H. Stephens appointed farm reporte for KCMO Kansas City.

William J. Hooper, executive sales staff WCAU Philadelphia, to sales staff at WHAM Rochester, N. Y.

Johnny Johnston to staff of WCBA Corning N. Y., as sports director.

Hunt Stromberg, Jr., motion picture writer an N. Y. stage producer, and **Selig J. Seligman** author and former assistant to **Edward L. Hy man,** vice president of Paramount Pictures, t KECA-TV Los Angeles as producer-writers.

Richard Crosswhite, news editor of KOA Den ver, to KBTV (TV) Denver, as newswriter.

Bob Ehrlich replaces **Jim Erhardt** on announc ing staff of KCKY Coolidge, Ariz.

Maurice Hamilton and **Roger Peterson** to KCB

JET FIRE IS SURE FIRE!

Sure Fire Merchandising that is—as WPTR offers its JET- FIRE plan—36 SUPER MARKETS in Albany—Schenectady —Troy and Upstate New York.

P.S. Last year their Retail Sales were 25 Million Dollars.

WPTR 50,000 WATTS UPSTATE NEW YORK'S LEADING INDEPENDENT

Represented by Weed and Co.

San Francisco, as writer and summer relief announcer, respectively.

James G. Hoyt, executive comptroller of KEYT (TV) Santa Barbara, elected president of Santa Barbara Advertising and Merchandising Club.

Max Ewing, production supervisor at KGNC-TV Amarillo, Tex., named as one of ten press photographers to attend annual dinner given by White House Press Photographers for President Eisenhower.

Harvey J. Struthers, general manager of WEEI Boston, received 1952 public interest award for spreading information concerning accident prevention, from National Safety Council.

Sam Balter, sports director, KLAC-AM-TV Hollywood, to narrate "The Wild One" feature film for Stanley Kramer Productions.

Jack Lemon, N. Y. TV actor, assigned role in Columbia Pictures feature film, "A Name for Herself."

Barbara Haddox, promotion manager, WBNS-TV Columbus, named grand prize winner in contest among stations carrying CBS-TV *George Burns and Gracie Allen* for best overall promotion during March 20-April 20 period. Contest was sponsored by Carnation Milk Co. and B. F. Goodrich Co.

W. Wright Esch, owner and operator of WMFJ Daytona Beach, Fla., elected president of local chapter of Reserve Officers Assn. of America.

Calvin J. Smith, president, KFAC L. A. and Southern California Bcstrs. Assn., received award from California Fire Prevention Committee in recognition of radio's cooperation with fire prevention program.

James T. Aubrey Jr., general manager KNXT (TV) Hollywood, appointed TV representative on Better Business Bureau of L. A. board of directors for "Operation Clean Up."

Alan Armer, director, KNBH (TV) Hollywood, father of boy, Michael, May 4.

Lloyd Grant, staff announcer at WNAX Yankton, S. D., father of boy, May 4.

Sam Hall, salesman for KXOK St. Louis, father of girl, May 1.

Jack Creamer, WIP Philadelphia commentator, has had his new book *Horses and Men* published by Cowen, McCann, N. Y.

Hood Waldo Rood, transmitter engineer at WPTF Raleigh, elected mayor of Cary, N. C., for third term.

Frank Raymond, farm director of WDVA Danville, Va., elected president of Ruritan Club of Westwood Hills in suburban Danville.

Bob Forker, WGAR Cleveland local sales manager, elected president of American Turners Dramatic Society, Cleveland chapter.

William R. Tedrick, vice president and general manager of WOKZ Alton, Ill., honored on behalf of WOKZ by savings bond div. of Treasury Dept. for origination of new savings bond program, *Mr. Minute Man.*

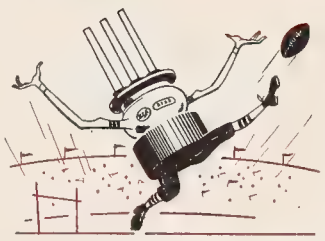
Edwin K. Wheeler, general manager of WWJ-TV Detroit, and **Ben R. Donaldson,** director of advertising, Ford Motor Co., received Freedoms Foundation award for outstanding contributions to better understanding of American way of life. Ford was awarded for "The American Road" series, WWJ-TV for *Message From Korea.*

Edward C. Obrist, station manager of WNHC-



RCA 5762 forced-air-cooled grounded-grid POWER TRIODE

The "Triple-Threat" Performer



Originally designed for FM, the RCA 5762 has become a "triple-threat" performer throughout the broadcast field. It has won high scores for efficient operation in TV, FM, and AM transmitters.

Because of its improved, more efficient radiator, the 5762 runs cooler . . . lasts longer. More stable operation results from short, direct filament leads.

The use of a conical grid support makes possible extremely low grid-lead inductance, prevents electron bombardment of the bulb, and results in better over-all operating efficiency.

So play it safe in tube replacements. Buy RCA Tubes—the tubes built to give you maximum *Performance Security.*

Your RCA Tube Distributor has RCA Tubes in stock for immediate delivery. Call him for fast and friendly service.

RCA® RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

AM-TV New Haven, named to Advisory Board of Council on Human Relations.

Sandy Saunders, WKY-AM-TV Oklahoma City farm director, received award from Central Oklahoma Milk Producers Assn. "in recognition of . . . contribution to Oklahoma's dairy industry . . ."

Monette Shaw, women's director for KABC San Antonio, received Jaycee Award for outstanding civic and charitable work.

Jack Emley, WTVJ (TV) Miami news cameraman, elected second vice president of Miami Press Photographers Assoc.

Leo Guild, publicity director, KLAC-AM-TV Hollywood, has compiled "The Bachelor's Jokebook," published by Avon.

Jack Steck, executive program director of WFIL-TV Philadelphia, and **Bess Barg,** radio-TV assistant for Phila. Board of Education and producer of *Science Is Fun* on WFIL-TV, received certificate of merit from New Jersey Science Teachers Assn. for *Science Is Fun* program.

Walter B. Hasse, general manager of WDRC Hartford, received "Certificate of Appreciation" from Connecticut Society for Crippled Children & Adults for station's help during recent Easter Seal drive.

Henry Schacht, director of agriculture, KNBC San Francisco, cited for daily *Farmer's Digest* program as "best farm show" by California Associated Press Radio Assn.

Dave Showalter, director of public affairs, and **Gomer Cool,** writer-producer, both KNX Hollywood, named co-chairman to produce "Scoutorama" stage show in L. A., June 5-6.

Ed Murphy, star of WSYR-AM-TV Syracuse, received award from Central N. Y. Safety Conference Exposition for his *Safety Rangers* program.

Bob McLaughlin, disc jockey, KLAC-AM-TV Hollywood, and **Jerry Barrett,** singer, will be married Aug. 1.

Johan O. Bergquist, engineer at WSYR-TV Syracuse, N. Y., father of girl, Carol, April 20.

Don Costello, operator of CHUM Toronto, father of girl, Sharon Elaine.

George Stadtmuller, director of personnel and accounting at KCBS San Francisco, father of girl, Patricia, May 1.

Ed Ruppe, account executive at WICC-TV Bridgeport, Conn., is engaged to Marie Curey.

Vance Colvig, star of KNBH (TV) Hollywood *Peanut Circus*, and **Tink Ross,** Capitol Records, that city, were married April 25.

Ray Karpowicz, sales manager at WEW St. Louis, father of boy, Paul Anthony, May 5.

Philip Dexheimer, account executive, KBIG Avalon, Calif., father of girl, Jana Helane, April 23.

Bill Rapp, director, KHJ-TV Hollywood, father of girl, Susan Joyce, April 19.

Caley E. Augustine, director of public relations and promotion at WJAS Pittsburgh, father of girl, Peggy Jo, May 3.

Jean Sladden, director of women's activities a WDTV (TV) Pittsburgh, married **Bill Con nelly,** *Pittsburgh Press* advertising salesman April 18.

Networks

Matthew Vicracker and **Stewart Robinson** ap pointed treasurer and assistant treasurer, re spectively, of ABC Central Div.

Mary Martin is first star to be signed for Ford 50th anniversary TV program on NBC and CBS-TV networks, Monday, June 15, 9-11 p.m EDT.

Gale Storm, star of CBS-AM-TV *My Little Margie,* and **Marguerite Piazza,** Metropolitan Opera star featured on NBC-TV *Your Show of Shows*, signed to recording contracts by Capitol Records.

Sarah Selby, featured actress on CBS Radio *Junior Miss,* assigned role in 20th Century-Fox feature film, "Be Prepared."

William Conrad, star of CBS Radio *Gunsmoke,* assigned role in Paramount Pictures feature film, "The Naked Jungle."

Jim Campbell to CBS-AM-TV New York, as staff announcer.

George Olden, CBS-TV graphic arts director, presented with Art Directors Club Medal for "overall contribution to TV graphic art."

Ralph Edwards, creator-star of NBC-TV *This Is Your Life,* awarded first TV network program citation by Laymen's Movement for Christian World for "outstanding contribution to the spiritual life of America."

Gustav B. Margraf, vice president for talent and program administration for NBC, elected an honorary member of Duke U. Circle, Rho, of Omicron Delta Kappa, national honorary fraternity.

Stanton Kramer, director of TV promotion-publicity, ABC Western Division, father of girl, Andrea, May 13.

Win Uebel, assistant network sales traffic manager at NBC Chicago, father of girl, Diane Rose.

Manufacturing

Dr. Constantin S. Szegho appointed vice president of research for Rauland Corp., Chicago tube manufacturing agency.

John Holzman appointed vice president and sales director for RCA Victor Distributing Corp., RCA subsidiary, Chicago headquarters.

Donald H. Kunsman, treasurer and comptroller of RCA Service Co., Camden, N. J., named vice president. **Gerald W. Pfister**, manager of field administration in Consumer Products Service Div., replaces Mr. Kunsman.

Burt Dorris, quality control manager, TV Mfg. Div., Hoffman Radio Corp., L. A., promoted to Western sales manager for firm. **Bruce L.**

YOU CAN DO A BIG JOB FOR PEANUTS



Advertising dollars do a BIG JOB when you use WBNS to reach the billion-dollar Central Ohio market.

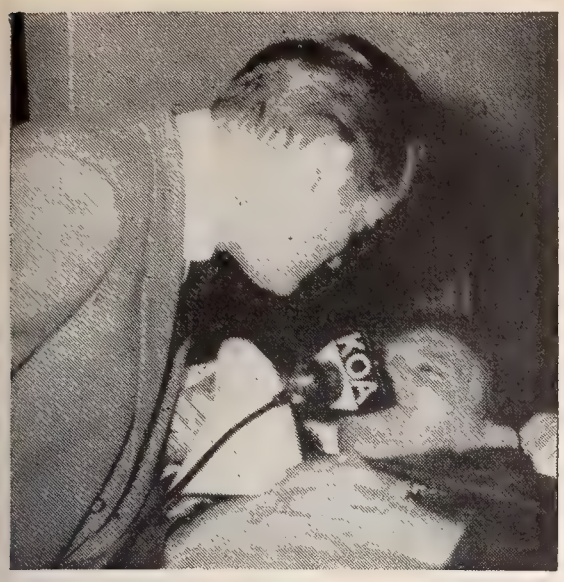
WBNS has more listeners than any other station in this BIG market . . . has all 20 top-rated (Pulse) programs . . . has helped merchandisers zoom to new sales highs in this buying market . . . and . . . gives you a low-cost-per-thousand listeners. Yes . . . sponsors do a big job on peanuts with WBNS Radio.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO



INTERVIEWING a patient at Fitzsimmons Army Hospital while attending a meeting of the KOA Denver board of directors, of which he is a member, radio-TV-screen comedian Bob Hope uses a KOA microphone to get the veteran's reactions.

Birchard, assistant manager, patent dept., Zenith Radio Corp., Chicago, to Hoffman as manager of firm's patent dept.

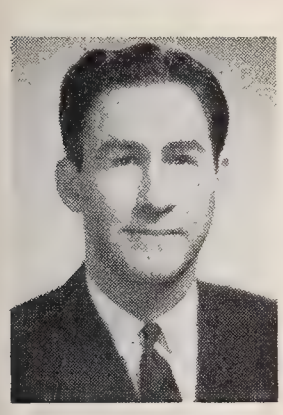
Herbert Sands, sales training div., Philco Corp., Phila., appointed to sales dept. of radio div.

Jerry Kirshbaum, sales manager of Precision Apparatus Co., Elmhurst, N. Y., elected president of Eastern Div. of Sales Managers Club.

Representatives

A. A. McDermott, Radio & Television Sales Inc., Toronto, elected first vice-president of Advertising and Sales Club of Toronto for 1953-54.

George Lindman, head of S. F. office of George P. Hollingbery Co., elected vice president.



Mr. Lindman

John Carter, account executive with Adam J. Young Jr. Inc., N. Y. radio and TV station representative firm, promoted to assistant to president, with duties of planning sales strategy and supervising research and promotional activities.

Wynn Kirby, salesman, O. L. Taylor Co., station representation firm, father of boy, May 3.

Program Services

George M. Rowland, Jr., vice president and director of sales for Gardner Displays Co., appointed assistant director for special activities for American Museum of Natural History in N. Y., including duties of administering contracts for TV, radio and motion pictures. In cooperation with CBS-TV, Museum presents special TV series titled *Adventure*. (Sun. 5-6 p.m. EDT).

William Hodapp, executive director of Telepro-grams, Inc., and producer of NBC-TV's *American Inventory* program, elected director of Laymen's National Committee.

Personnel Relations

John Dales Jr., executive secretary, Screen Actors Guild, elected treasurer of Hollywood Coordinating Committee for 1953-54.

Government

Kenneth Pendleton, technical director at WKBZ Muskegon, Mich., appointed civilian technician with U. S. Navy Experimental Section, Washington, D. C.

Trade Associations



Mr. Cagle

Gene L. Cagle, president of Texas State Network and president and general manager of KFJZ Fort Worth, Tex., elected to board of directors of Advertising Federation of America, replacing **Oveta Culp Hobby,** now secretary of newly created cabinet department, Washington, D. C.

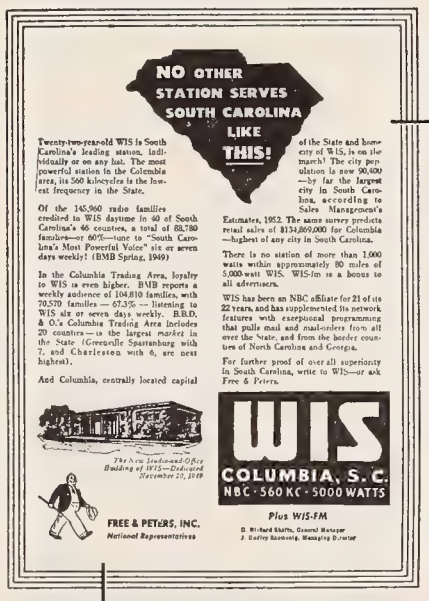
What a station executive says about Standard Rate Service-Ads:

"Media men seek and appreciate this information"

says G. Richard Shafto, general manager, station **WIS** Columbia, S. C.



"The story of WIS in our own language gives personality to the essential reference data in our Standard Rate Listings. We feel that media men seek and appreciate this added information at the time they turn to Standard Rate for comparative facts and figures."



8 ways a service-ad in SRDS sells time

1. It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps *unknown* prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to SRDS for more information, *fast*.
7. It keeps your story in the only place you can be certain that everyone who sees it is interested in stations *right then*.
8. It provides a *"last chance"* point from which a prospect can get a final "briefing" on your story before he makes his final decision.

Informative Standard Rate Service-Ads such as the one shown here sell time for you because they deliver wanted information to your prospects at the time they are making station selections.

SRDS

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-buying Function

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

7 Sizable Sales directly traceable to Radio Advertising

H. C. Munson, Cortland, N. Y., writes, ". . . the morning program is very definitely producing both inquiries and sales for Paint-O-Plast. At least seven sizable sales are directly traceable to the radio campaign. We believe other inquiries will result in future sales."

WSYR *gives you up to 239% more daytime audience families than other local stations according to SAMS and Nielsen.*

Write, Wire, Phone or
Ask Headley-Reed

WSYR SYRACUSE 570 KC

NBC Affiliate In Central New York



it's **best** to be in the....

MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI



Weed and Company, National Representatives

IN PUBLIC INTEREST

'Esso' Public Service

A TOTAL of 9,683 public service messages were carried on Esso Standard Oil Co.'s *Your Esso Reporter* radio and television broadcasts over the past three years, the Advertising Council announced last week. Some 8,949 of the appeals were heard over radio and 734 on television, with a total of 25 Council public interest projects supported on Esso's programs, the Council said. Marschalk & Pratt is the agency for the program. Public service messages are prepared by Robert Jones, Gordon Page, and Curt Peterson.

WLIB Aids Blood Testing

WLIB New York reports it was the radio station kicking off the city public health department's campaign beginning last Monday to get people to take blood tests. To help overcome various fears that make many people reluctant to take tests, WLIB staffers were scheduled to take tests themselves while on the air.

Hartford Day Camp Benefits

WDRC Hartford, Conn., has brought in $1,000 for Camp Courant, a summer day camp for children. Fund drive was conducted on Jack Zaiman's *Needle Club,* which will continue the campaign until late June. The camp is sponsored by the Hartford *Courant,* for which Mr. Zaiman is a political reporter.

$30,090 for Neighbors Club

CHRISTMAS Neighbors Club contributions in 1952 amounted to $30,089.81, Al Boyd, director of the club, has announced. The money was contributed by WLS Chicago listeners and *Prairie Farmer* readers, he said, and was used to buy 964 radios, wheel chairs, inhalators, orthopedic walkers and playground equipment for hospitals in Illinois, Indiana, Wisconsin and Michigan. WLS and *Prairie Farmer* absorb operating expenses of the club. Since its start in 1935, Mr. Boyd disclosed, the Christmas Neighbors Club has raised nearly $380,000, solely through announcements over WLS and stories in the *Prairie Farmer.*

Two Awards in One Day

KLRA Little Rock, Ark., recently received two awards in one day. The first was from the President's Committee on Employment of the Physically Handicapped; the second from the U. S. Junior Chamber of Commerce. W. V. Hutt, KLRA general manager, accepted both public service awards.

Cleveland Cites WEWS (TV)

WEWS (TV) Cleveland, Peabody Award winning station, received commendation from the local City Council May 11 for having "focused attention on Cleveland as a progressive community."

'Letters From America' Aid

SOME 423 foreign language broadcasting stations in the U. S. have helped to promote the "Letters From America" campaign during the past three years, the Common Council for American Unity, sponsor of the drive, reported last week. Campaign, designed to combat anti-American propaganda abroad through personal letters from Americans to friends and relatives overseas, marked its third anniversary last week, which was designated "Letters From America Week."

WRC Assist to Charity

AFTER WRC Washington disc jockey Gene Archer interviewed Mrs. Margaret E. Kennedy, who made a charity appeal in behalf of the Washington Home for Foundlings, a man in nearby Arlington, Va., Aubrey Lee, donated the entire stock of a gift shop to the foundling home. The goods, which Mr. Lee had stored after closing his shop two years ago, were valued at $20,000 wholesale.

Tragedy-Stricken Family

SOME $900 was raised through appeals by WIDE Biddeford, Me., to give financial aid to a family in which one son was struck by an auto and later received an eye injury, two other children were drowned when ice broke beneath them, and the mother underwent major surgery. President Arthur Deters said only one $2 pledge was unfulfilled.

Appeal Brings $1,000

COLLECTIONS have reached $1,000 in WBZ Boston radio appeal to aid an Arlington, Mass., youth who has been in a coma since an automobile accident January 13. Jerry and Sky, all-night disc jockeys on WBZ, initiated the appeal. Response to date has been from 35 states.

Raises Funds for Surgery

WBCU Union, S. C., has ended an air campaign to raise $1,000 to pay expenses of a surgical operation on the 8-year-old son of a local underprivileged family. A total of $1,200 was contributed for the boy, who is suffering from a rare heart ailment and whom doctors have given a 50-50 chance for survival if the operation is performed.

WPIX (TV) Aids Foundlings

WPIX (TV) New York May 3 launched a community service program in cooperation with the New York Foundling Hospital, which cares for 3,000 homeless children. Titled *A Home for a Child,* the program emphasizes the hospital's humanitarian work and presents case histories of children for potential adoption or placement in foster homes. Program is carried Sundays, 12:15-12:30 p.m. EDT.

Ubelhart, Bourgholtzer To Get Headliner Awards

JAMES UBELHART, news director of WSPD Toledo, and Frank Bourgholtzer, recently appointed NBC chief correspondent in Paris, have been selected to receive National Headliners' silver medallions in recognition of consistently outstanding news broadcasting during 1952. In the new field of TV, Headliner judges voted a joint award to the four video networks for their telecasting of the political conventions in Chicago as "outstanding coverage of a news event."

Reportorial Ability

Mr. Ubelhart, whose 1952 reportorial achievements ranged from a series recorded at U. S. air bases in Europe to a report of the showing of the Berlin art masterpieces at the Toledo Art Museum, won the Headliners Award for "consistently outstanding news broadcasting by a local radio station." Mr. Bourgholtzer was accorded his award for the performance of his duties as NBC's White House correspondent during 1952. He held this post from 1947 until April 1, 1953, when he was transferred to Paris.

Medallions will be presented to the radio and TV winners and to other winners from newspaper, news service, and newsreel fields on June 13 at a luncheon at the Dennis Hotel, Atlantic City.

Burns & Allen Prizewinner

BARBARA HADDOX, promotion manager of WBNS-TV Columbus, has been adjudged the grand prize winner in a nation-wide contest conducted by George Burns and Gracie Allen and their sponsors, the Carnation Milk Co. and the B. F. Goodrich Co., for promotion managers of stations carrying their television show. Miss Haddox wins a trip to the Coronation of Queen Elizabeth with all expenses paid. Runners-up, who will receive 21-inch console TV sets, are: Burt Toppan, WTVJ (TV) Miami; Robert Pratt, WCBS-TV New York; Ardyce Pfanstiel, KEYL (TV) San Antonio; James Evans, WHNC-TV New Haven, and Jack Schumacher, WICU-TV Erie.

N. Y. Art Awards to Radio-TV

THREE medalist awards in the fields of radio and television have been made by the Art Directors Club of New York as part of its annual contests for the best examples of advertising and editorial art.

Medalist winners included G. Olden, CBS-TV director of graphic arts department, for "overall contributions to TV art titling"; Louis Dorfsman, art director and associate director of sales promotion and advertising, CBS Radio, for "design of complete unit booklets, and direct mail ads"; and to Lew Keller, Ray Patin, and Marlowe Hartung, Ray Patin Productions, for "television commercial film, full animation."

Merit Awards

Awards of distinctive merit were made to William Goldin, art director of Lester Rossin Assoc., New York, for newspaper and magazine advertisements created for CBS Radio and Television; Norman Tate and A. Oestrander, TV commercials for the Atlantic Refining Co.; Ray Patin and Tom Newman of Ray Patin Productions, TV Commercials for Blue Plate Foods, Inc.; Irving Miller, CBS Radio, for magazine advertisements for KCBS San Francisco, and Arnold Rosten, MBS art director, for magazine ads for MBS.



OVERSEAS Press Club's 1952-53 award for the best radio reporting from abroad of foreign affairs has been won by Howard K. Smith, chief of CBS Radio's European news staff [B•T May 18], and Adrian Murphy (r), CBS Radio president, accepts the award in Mr. Smith's behalf. Admiring the award are George Crandall (l), CBS Radio director of press information, and Ben Gross radio-TV editor of the *New York Daily News*.

Waco Stations Honored For Work After Tornado

TEXAS Assn. of Broadcasters Wednesday will present special awards to the two Waco radio stations, WACO and KWTX, and to the Texas State Network, for the outstanding public service they rendered after a tornado in that city May 11 killed more than a hundred people and destroyed millions of dollars in property [B•T, May 18].

TSN will air the live broadcast, which will originate in Waco (Wednesday 10:30-11 a.m. CST), according to Richman Lewin, TAB publicity director.

To Emcee SDX Banquet

DON McNEILL, Toastmaster of ABC's *Breakfast Club,* will be m.c. for Sigma Delta Chi's national award banquet and presentation ceremony at the Conrad Hilton Hotel in Chicago today (Monday), Lee Hills, the fraternity's national president, has announced. John H. Norton Jr., vice president in charge of ABC Central Div., will accept a special citation for ABC, one of four to TV networks for outstanding coverage of the 1952 political conventions.

EVEN MEXICANS WATCH

W·H·E·N



Day-in and day-out, the people of Mexico watch WHEN and then shop the greater Syracuse Market.



Mexico is only one of more than 250 communities covered exclusively by WHEN. Your advertising dollar, over WHEN, is exposed to over 2¼ million people. This is a market with a high stable buying income . . . a market whose buying habits are constantly influenced by watching WHEN. This is your opportunity to cover the important Central New York Market with JUST ONE medium . . WHEN.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N TELEVISION SYRACUSE



RECIPIENT of the Chicago Sales Executives Club's first award for outstanding TV and radio sales performance is Earl Nightingale, who conducts daily housewives programs on WGN, WGN-TV Chicago. Examining "Oscar of Selling" are Mr. Nightingale (l) and Frank Schreiber, general manager of WGN-AM-TV. Mr. Nightingale was presented the award at the club's seventh annual Distinguished Salesmen Award Banquet.

NBC Takes Radio Awards; Shares TV Honors with ABC

Chicago Federated Advertising Club announces its 1953 competition winners for Chicago-originated network programs.

NBC corralled top honors for Chicago-originated network radio programs and divided awards with ABC on TV network shows in the Chicago Federated Advertising Club's 1953 awards competition.

The awards were announced and presented to the networks and local stations in a number of categories at the annual CFAC dinner in the Morrison Hotel last Thursday evening. They covered radio, television and seven other classifications on the basis of work created in the Chicago area between April 1, 1952, and March 31, 1953.

NBC won the radio variety program honor for its *Kukla, Fran & Ollie,* produced by Beulah Zachary, and a special feature public service award for its *National Farm and Home Hour,* sponsored by Allis-Chalmers Mfg. Co.

In television, ABC-TV's *Super Circus*—a four-time CFAC winner in the past—walked off with honors for the "best network children's show" and NBC-TV's *Ding Dong School* won out for the "best all-around network service show." NBC-TV also won a special citation for its overall Chicago TV productions.

WGN, WBBM and WMAQ shared local radio honors.

Other top radio winners were:

Programs

Drama—*Hall of Fantasy,* WGN. Dick Thorne, writer-producer.

Disc Jockey—Norman Ross, WMAQ. Honorable mention: *Highway Harmonies,* WMAQ, sponsored by Chicago Greyhound Cooperative. Bob Carmen, writer; Herb Lateau, director.

Commentary—Honorable mention: *The Earl Nightingale Show,* WGN. Earl Nightingale, writer-producer.

Special Features

Public Service—Honorable mentions: *Holiday Traffic Service,* WGN. Bruce Dennis, writer-producer. *Dollars For Decency,* WBBM.

Women's Shows—*Virginia Gale Show,* WGN. Ruby Anderson, writer.

Special Events—*WBBM Was There* and *Crime Hearings,* WBBM. Chuck Wiley, producer; Art Thorsen, writer.

Commercial Announcements

One Minute Announcements—Advertiser, Atlas Brewing Co. (Atlas Prager Beer). Agency, Olian & Bronner. Writer, I. A. Olian. Honorable Mention: Advertiser, Standard Oil Co. (Red Crown Gasoline). Agency, McCann-Erickson. Writers, Jerry Birn, George Lekas, Bill Bell.

Super Circus is sponsored by Mars Candy and Kellogg's, with William Hohman as writer and Arthur Passaglia as art director.

Ding Dong School is produced-directed by Reinald Werrenrath Jr. and supervised by Judith Waller.



A TRIPLE PLAY (in this case) is the award of Gold Medal, scroll and $500 check to WBZ-TV Boston by the National Board of Fire Underwriters. Award was for WBZ-TV effort during 1952 in supporting fire prevention and fire safety. Ceremony was at a Parker House luncheon April 30. L to r: Massachusetts Gov. Christian A. Herter; W. C. Swartley, WBZ-TV station manager who accepted the awards; Robert Kutteruf, president, Bay State Club, and Boston Mayor John B. Hynes. Mr. Swartley said the check would be used for films on fire safety to be shown to high school students.

RCA Institutes Awards

RCA Institutes Inc. announced May 13 it had awarded scholarships to that school valued at $1,500 each to Richard Anton Belz, John Francis Corbani and Anthony C. Medile, all of New York. Final selection for the awards, open to contestants representing public and private high schools in the New York area, was made by Dr. Alfred N. Goldsmith, consulting engineer; George L. Van Deusen, president emeritus of RCA Institutes, and George F. Maedel, current president.

DuMont Wins VFW Award

DuMONT TV Network has been presented with the Award of Merit of the Veterans of Foreign Wars "in commendation of its excellent public service programs, and particularly of the meritorious national feature, *The New York Times Youth-Forum*" (Sunday, 6-7 p.m., EDT).

'American Weekly' TV Awards

THE *American Weekly*'s 1953 TV award winners were announced May 17 after a nationwide poll of newspaper critics. "Bests" were taken by:

Variety, *Your Show of Shows*; comedian, *Sid Caesar*; musical, *Dinah Shore*; mystery, *Dragnet*; educational, *Omnibus*; discussion, *Life Is Worth Living*; documentary, *Victory at Sea*; audience participation quiz, *You Bet Your Life*; panel quiz, *What's My Line?*; news, *Camel News Caravan*; children's, *Kukla, Fran and Ollie*; sports, *Blue Ribbon Bouts*; dramatic, *Robert Montgomery Presents*; comedy drama, *I Love Lucy*; comedienne, *Lucille Ball*; most promising personality or show, *Mr. Peepers*, and special achievement, *Omnibus*.

Students Win Radio Awards

NATIONAL Collegiate Radio Guild presented honors to eight students at an awards dinner at Washington State College, Pullman, recently. The Edward R. Murrow award was won by Dale Kassel, Twin Falls, Idaho; the companion Judith Waller award went to Jeraldine Heft, Portland, Ore.

Winners for outstanding achievement were: Newscasting, Richard Gardner, Seattle; announcing, James L. Johnson, Portland, Ore.; sportscasting, Keith M. Jackson, Bremen, Ga.; news editing, Edward L. Purcell, Yakima, Wash.; outstanding achievement, Lois Schreiner, Yakima, and staff "Man of the Year," Cal Watson.

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For Sales Results in
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Use the
"MAKEBELIEVE" BALLROOM
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REX DALE
Cincinnati's #1 Daytime Disc Jockey Show

WCKY CINCINNATI

Plans for WKAQ-TV Near Completion

PLANS for Puerto Rico's first television station came nearer completion recently when Angel Ramos, who will operate WKAQ-TV San Juan, conferred with officials of the International General Electric Co. in New York.

PUERTO RICO

Mr. Ramos has purchased nearly $500,000 in equipment from IGE for the vhf Ch. 2 outlet, including a 5 kw transmitter with 6-bay antenna. The station expects to start early next year. Mr. Ramos is owner-president of *El Mundo* (newspaper) and Radio El Mundo in San Juan.



A TV camera is inspected by Angel Ramos (c), who will operate WKAQ-TV San Juan, Puerto Rico, as he tours General Electric's Electronics Park, Syracuse, N. Y. Examining the instrument are (l to r): L. F. Page, Electronics Park; L. D. Creede, International General Electric; Mr. Ramos; L. K. Larkin, IGE, and H. S. Jackson, IGE, Puerto Rico.

Towers Describes Growth Of Far East Broadcasting

STEADY growth in radio broadcasting in the Far East, particularly in Australia and New Zealand, has been described by Harry Alan Towers, president of Towers of London, international radio production and syndication firm.

FAR EAST

Mr. Towers, who returned to New York following a three-week trip to Australia, New Zealand, Japan, Singapore and Hong Kong, declared there "is a strong potential" in those areas for American products. He expressed the belief that "a vigorous advertising medium like radio can perform a valuable service in those areas."

He noted that with the exception of Japan, television is "at least two or three years away" and that radio still is in a "growing-up period." He recommended that American businessmen explore the possibility of widening their market distribution to areas where radio "is still enjoying a boom."

CAB Searches Costs

AN EXHAUSTIVE study and analysis of station operations and costs is being made by the Canadian Assn. of Broadcasters through a management consultant firm to provide member stations with a comparative yardstick on which to evaluate their own operations. The information will provide each station with a clear-cut picture of its overall system and operations, while at the same time giving it a clear picture of the general pattern of systems, developments, ratios and scales in the entire Canadian broadcasting industry. The entire project is being done to provide complete secrecy for each station reporting, through use of code numbers. Information is being collected from all participating stations and an exhaustive on-the-spot analysis of nine selected stations is being made covering all types of station operations in all areas of Canada.

CANADA

CBUT Sets High Tower Site

TRANSMITTER FOR CBUT Vancouver to be on the air late this year, will be located on 2,700-ft. Mount Seymour, near Vancouver, according to an announcement of Kenneth Caple, regional representative of the Canadian Broadcasting Corp. at Vancouver. The high site is expected to give CBUT coverage over an area from Chilliwack to Victoria.

CANADA

IARW Paris Meet Plans Told by Miss Barzin

DETAILED plans for next month's meeting in Paris of the International Assn. of Radio Women were outlined by Betty Barzin of Radio Belgium last Tuesday at a luncheon in New York, in her honor. Miss Barzin also discussed her work with Radio Belgium.

The affair was arranged by Mrs. Dorothy Lewis, coordinator of U. S. station relations, UN Radio, and a co-president of IARW. Other attending American members included Helen Sioussat, CBS; Stella Karn, ABC; Dorothy Gordon, *New York Times Youth Forum*; Dorothy Kemble, MBS; Grace Johnson, ABC; Duncan MacDonald, DuMont; Olga Autenrieth, Voice of America; Elisabeth McStea, Camp Fire Girls; Natalie Flatow, Girl Scouts of America; Margaret Cuthbert, NBC (retired); Grace Bok Holmes, Beatrice Ronquillo, Helen Dunlop, Marguerite Clark, and Ethel Frank, attached to UN Divisions.

Miss Barzin, on a tour of the U. S. as a guest of the State Dept., appeared on Mary Margaret McBride's program last Monday and later that day spoke briefly at a dinner of the New York chapter of American Women in Radio & Television. She will visit Washington, the West Coast, and a TV workshop at Northwestern U.

Miss Barzin is chairman, Women's Div. of American-Belgian Assn.; chairman, Radio Committee, National Council of Belgian Women, and chairman, Standing Press Committee of the International Council of Women. She is a former Brussels correspondent for *Time* and *Life* magazines, and the *London Observer*.

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WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

INTERNATIONAL

March TV Set Sales

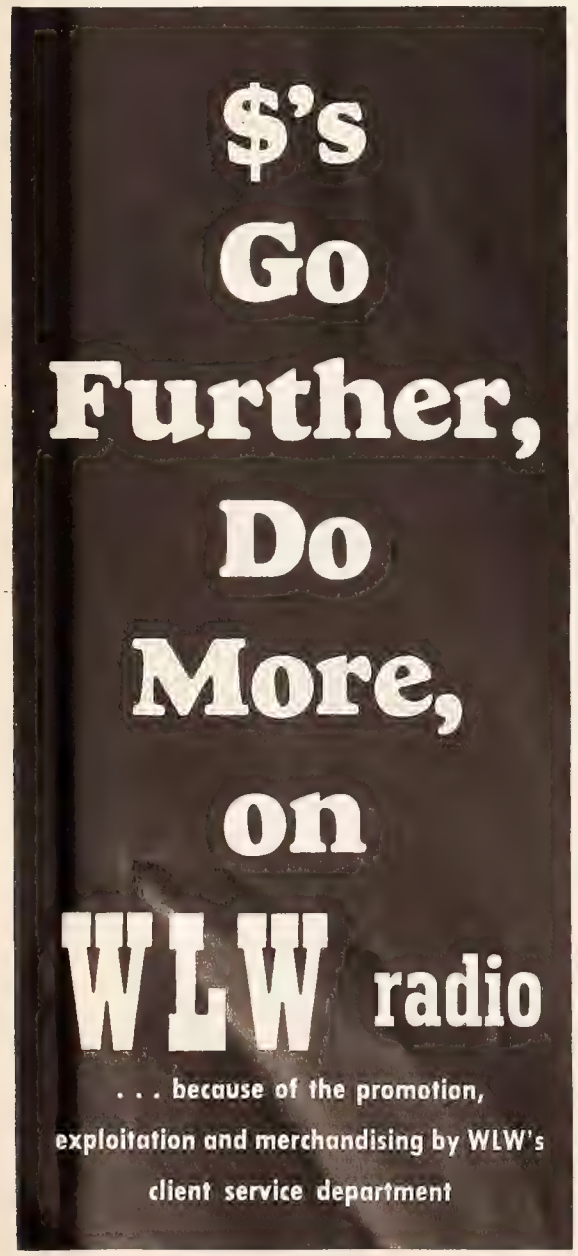
SALES OF TV receivers in Canada during March amounted to 26,260 sets valued at $11,237,965, according to a report of the Radio-Television Manufacturers Assn. of Canada. This brings total sales for the first three months of 1953 to 73,829 sets. The RTMAC expects to make 82,500 sets during the next three month period. Bulk of sales for March were made in southern Ontario, totalling 16,280 sets, with the Montreal area accounting for 8,023 sets, the Vancouver area 1,926 receivers, and 31 sets in other parts of Canada.

CANADA

CBC-Independent TV Urged

DEVELOPMENT of a national television service by both independently-owned and Canadian Broadcasting Corp. stations was urged in a report of the Parliamentary Radio Committee at Ottawa May 9. The report pointed out that TV "should be a means of developing the human resources of Canada in talent, ideas and new abilities. While it should naturally make available to Canadians suitable programs from outside Canada, it must in our national interest have a basis of programs produced by Canadians for Canadians." Co-operation between CBC and private stations for programming service was urged and would make CBC produced programs available to additional numbers of Canadians, while assisting private stations in their operations.

CANADA



EDUCATION

Oklahoma Plans First Statewide Educ. TV System

PLANS for the first statewide educational TV system in the U. S. were created in Oklahoma May 18 when Gov. Johnston Murray signed into law a bill providing for the Oklahoma Educational Television Authority, which plans a 10-station chain to cover the state. Application by school groups for the educational channel in Oklahoma City already has been filed with the FCC.

Legislation which sanctioned the OETA specifies that educational and cultural agencies of Oklahoma will provide educational TV service under the supervision of the Authority. No advertising or political telecasting will be carried by the stations. The Authority has been authorized to issue revenue bonds to finance construction of the proposed outlets. Bonds will be serviced out of the state's Public Fund whose income is about $200,000 each year.

The Authority will consist of 13 members active in educational institutions in the state, seven of whom will be appointed by Gov. Murray with consent of the Oklahoma Senate.

KWK Aids Students

FOR the third straight year, KWK St. Louis was host and instructor to two students of Lindenwood College, St. Charles, Mo., the station reports. The seniors worked side-by-side with various KWK department heads during a week-long "seminar." Each student spent a day in the continuity, program, production and promotion departments, and half days in traffic and news. Sales activities were explained during their turn at the sales promotion department. Lindenwood College is licensee of campus station KCLC.

Hunter Previews Future At U. of Illinois TV Meet

ADDRESS on "The Future of Educational TV" was delivered at a dinner May 11 by Armand L. Hunter, Michigan State College director of TV development and consultant to the Joint Committee on Educational Television, at a two-day conference conducted by the U. of Illinois at its Robert Allerton park, near Monticello.

The conference was presented especially for TV dealers and service men in new television areas.

Ill. Educ. TV Study Set

IN THE WAKE of controversy over construction of educational TV outlets by state-supported institutions, the Senate of the Illinois State Legislature a fortnight ago passed a bill authorizing a study of educational television. Under the measure, a commission will be set up at a cost of $15,000 to study the medium and report to the Legislature. There has been mounting sentiment for such a review in recent months, particularly so that legislators may be apprised of the costs involved in building and operating stations. The bill was sent on to the House.

Carries TV's Standard

TV has a champion in Mrs. Frances Lander Spain. That's an unusual fact in these days when one hears the oft-repeated complaint that television is bad for children. Mrs. Spain's field is books —children's books.

As new superintendent of Work With Children for the New York Public Library, Mrs. Spain states that she will not advise parents, teachers, or librarians to keep the kids away from the TV sets —or vice versa—on the ground that it is a rival of reading. As she sees it, video is a powerful instrument in awakening children's curiosity, and she believes the youngsters will turn to books for more complete accounts of what they have seen on TV.

And besides, Mrs. Spain says, "If they don't have their own TV, they'll just go next door."

Coronation Guide Praised

PRAISE from educators throughout the country for CBS-TV's teachers guide for use in connection with radio and television coverage of the Coronation has been reported by the network.

CBS-TV said that Harry Bard, curriculum bureau executive of Baltimore's Board of Education, called the guide "so very good that every social studies teacher in Baltimore should make use of it." KPIX (TV) San Francisco was said to have been "literally swamped" by requests from teachers for copies of the guide.

WBTV (TV) Charlotte, N. C., reported to the network that the manuals present "a wonderful public service opportunity." KFEQ-TV St. Joseph, Mo., notified CBS-TV that the supervisor of instruction there had mimeographed copies of the guide for distribution to high school teachers of government and history.

Promote Sound Equipment

NEW booklet designed to promote use of radio, TV and sound equipment in public and private schools has been published by a joint committee of the U. S. Office of Education and the School Equipment Committee of Radio-Television Manufacturers Assn. Dr. Franklin Dunham, radio-TV chief of the Office of Education, said the booklet shows teachers how to teach by use of radio and TV as well as how to apply instructional skills to all types of audio and electronic aids.

TV Retailers 'Ethics'

TV INSTITUTE at the U. of Wisconsin recently heard a "code of ethics" for television set retailers outlined by Sidney Harrell, National Appliance and Radio Dealers Assn. He stated that TV retailers must "police" their own business to gain the good will of the public.

Over 70 persons attended the three-day institute sponsored by the UW Extension Div. and the UW College of Engineering.

Upcoming Events

May 25: Sigma Delta Chi awards, Conrad Hilton Hotel, Chicago.
May 26: Alfred Sloan Foundation Highway Safety Awards, Hotel Plaza, New York.
May 28: Canadian Broadcasting Corp. Board of Governors meeting, Railway Committee Room, House of Commons, Ottawa.
May 27-28: Virginia Bcstrs. Assn., meets in Williamsburg.

ACTIONS OF THE FCC

May 14 through May 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers are given in parentheses.)

New TV Stations . . .

Decisions

Honolulu, Hawaii—American Bcstg. Stations. Granted vhf Ch. 4 (66-72 mc); ERP 58 kw visual, 29 kw aural; antenna height above average terrain 1741 ft., above ground 183 ft. Estimated construction cost $269,309, first year operating cost $375,000, revenue $400,000. Post Office address Barr Bldg., Washington. Studio location 108 Ala Moana, Honolulu. Transmitter location 0.1 mi. N of Tantalus Dr. atop Mt. Tantalus. Geographic coordinates 21° 20′ 22″ N. Lat., 157° 48′ 56″ W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Helen S. Mark** (59.6%), 5% partner in KJBS San Francisco, treasurer and 50% owner of Comar Co., Washington (D. C.) radio talent and production agency; Vice President **William B. Dolph,** owner of William B. Dolph Productions, Washington radio production and talent agency, 15% partner in KJBS San Francisco; Treasurer **W. L. Shaffer,** Burlington, Kan., oil producer; Secretary **H. J. Jett** (0.2%); and **H. Russell Bishop,** Washington; **F. E. McMillin,** Tulsa, and the **National Metropolitan Bank of Washington,** acting as trustees for **Mary Virginia Mark** (40%). Granted May 13.

Meridian, Idaho—Boise Valley Bcstrs. Inc. (KDSH Boise). Granted vhf Ch. 2 (54-60 mc); ERP 16.5 kw visual, 8.3 kw aural; antenna height above average terrain 2,480 ft., above ground 84 ft. Estimated construction cost $199,372, first year operating cost $135,000, revenue $135,000. Post Office address Radio Center Bldg., 311 North Tenth St., Boise, Idaho. Studio location to be determined. Transmitter location on Deer Point, within NW ¼ of the SE ¼ of Sec. 21, T. 5 N., R. 3 E., Boise Meridian, about 10¾ mi. NNE of Idaho State Capitol Bldg., Boise. Geographic coordinates 43° 45′ 12″ N. Lat., 116° 06′ 08″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Willis C. Moffat, Boise, Idaho. Consulting engineer James A. Johntz Jr., Boise, Idaho. Principals include President **H. Westerman Whillock** (8.67%), Treasurer **Earl Glade Jr.** (5.37%) and Secretary **Willis C. Moffatt** (11.6%). City priority status: Gr. A-2, No. 506. Granted May 13.

Rockford, Ill.—Greater Rockford Television Inc. Granted vhf Ch. 13 (210-216 mc); ERP 195 kw visual, 98 kw aural; antenna height above average terrain 610 ft., above ground 600 ft. Estimated construction cost $329,700, first year operating cost $250,000, revenue $250,000. Post Office address: c/o Guyer & Smith, 815 Rockford Trust Bldg., Rockford. Studio location: 110 Chestnut St. Transmitter location: State Rt. 20, 3½ mi. E. of center of Rockford. Geographic coordinates 32° 16′ 00″ N. Lat., 89° 01′ 20″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **L. E. Caster** (15.5%), president, Keig-Stevens Baking Co., Rockford, board chairman and part owner (18.7% and 25.25%) of two other bakeries, vice president, 22½% owner of Wired Music Inc., Rockford, 66 2/3 owner of motor sales and service firm, 50% owner of dairy and hog farm; Vice President **Frank C. Franzen** (2.9%), president, 20% owner Forgings & Stampings Inc. (mfg.), Rockford, and treasurer, Wired Music Inc.; Treasurer **Swan Hillman** (15.5%), executive vice president, Rockford Screw Products Co. (mfg.), Rockford; Secretary **R. Robert Funderberg** (1.4%), president, Keen-Belvidere Canning Co., Belvidere, Ill., more than 25% owner State Bank of Kirkland, Kirkland, Ill.; **Rolando Frederick Gran** (22.4%), president, 60% of Gran Enterprises Co., Milwaukee, secretary-treasurer, 50% of Badger Vending Machines Inc., part owner of two theatre operation firms. Rockford Broadcasters, former competitor for facility, has option on 10% interest. Granted May 13.

Cincinnati, Ohio—Rounsaville-Clark TV Co. (Robert W. Rounsaville and George M. Clark, equal partners). Granted uhf Ch. 54 (710-716 mc); ERP 89 kw visual, 50 kw aural; antenna height above average terrain 340 ft., above ground 395 ft. Estimated construction cost $221,660, first year operating cost $250,000, revenue $300,000. Post Office address 3165 Mathieson Dr. NE, Atlanta, Ga. Studio location to be determined, Cincinnati. Transmitter location 1,400 ft. W. of junction of Beekman St. and Frickle Rd., Cincinnati. Geographic coordinates 39° 8′ 50″ N. Lat., 84° 33′ 20″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. Mr. Rounsaville owns WMBM Miami Beach; WLOU Louisville; WQXI Atlanta; WBAC Cleveland, Tenn.; half-interest WGRV Greeneville, Tenn.; 51% of WBEJ Elizabethton, Tenn., and recently purchased permit of WCIN Cincinnati [B•T, April 13]. Mr. Clark is a banker and owns 49% of WBEJ. City priority status: Gr. B-2, No. 164. Granted May 13.

Eugene, Ore.—Eugene Television Inc. Granted vhf Ch. 13 (210-216 mc); ERP 50 kw visual, 34 kw aural; antenna height above average terrain 1,050 ft., above ground 379 ft. Estimated construction cost $237,600, first year operating cost $200,000, revenue $250,000. Post Office address P. O. Box 112, Eugene, Ore. Studio location 245 E. Broadway, Eugene, Ore. Transmitter location Blanton Road. Geographic coordinates 44° 00′ 05″ N. Lat., 123° 06′ 37″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington, D. C. Consulting engineer A. D. Ring & Co., Washington, D. C. Principals include President **Robert Booth** (62/3%), plumbing jobber; Vice President **C. H. Fisher** (33-2/3%) (100% KCGN Eugene) agrees to divest himself of radio interest. Granted May 13.

Pittsburgh, Pa.—Metropolitan Pittsburgh Educational TV Station, noncommercial, reserved. Granted vhf Ch. 13 (210-216 mc); ERP 49 kw visual, 24.5 kw aural; antenna height above average terrain 620 ft., above ground 574 ft. Estimated construction cost $292,000, first year operating cost $200,000. Post Office address 200 Ross St., Pittsburgh. Studio location Alliquippa St., Pittsburgh. Transmitter location 2850 Berthoud St., Pittsburgh. Geographic coordinates 40° 26′ 46″ N. Lat., 79° 57′ 51″ W. Long. Transmitter RCA, antenna Andrew. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer George E. Hagerty, Washington. Principals include President **Leland Hazard,** vice president of Pittsburgh Plate Glass Co.; Vice Presidents **Leon Falk Jr.,** Pittsburgh oil refiner, and **John T. Ryan Jr.,** Pittsburgh safety equipment manufacturer; Secretary **Dr. E. A. Dimmick,** Superintendent of Pittsburgh Public Schools, and Treasurer **George D. Lockhart,** Pittsburgh attorney. Granted May 13.

Casper, Wyo.—Donald L. Hathaway (KSPR). Granted vhf Ch. 2 (54-60 mc); ERP 1.2 kw visual, 0.6 kw aural; antenna height above average terrain —10 ft., above ground 372 ft. Estimated construction cost $165,133, first year operating cost $85,000, revenue $85,000. Post Office address Box 30, Casper. Studio and transmitter location 1st & Lennox Sts., Casper. Geographic coordinates 42″ 51′ 02° N. Lat., 106° 17′ 53″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duval & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Mr. Hathaway has been owner and resident manager of KSPR since 1930. City priority status: Gr. A-2, No. 215. Granted May 13.

Applications

Merced, Calif.—Merced TV Corp., uhf Ch. 34 (590-596 mc); ERP 18 kw visual, 9 kw aural; antenna height above average terrain 443 ft., above ground 493 ft. Estimated construction cost $248,753, first year operating cost $150,000, revenue $150,000. Post Office address 270 Park Ave., New York. Studio location to be determined. Transmitter location 0.5 mi. N of Rt. 140, 4 mi. from Merced. Geographic coordinates 37° 18′ 14″ N. Lat., 120° 23′ 12″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May,** no interest, executive of Ladenburg



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HOOPER RADIO AUDIENCE INDEX
City: Memphis, Tenn. Months: Feb.-Mar. '53

Time	WDIA	B	C	D	E	F	G	H
T.R.T.P.	25.6	24.1	18.6	13.3	11.0	7.8	7.0	3.6

(Note: WDIA's share Saturdays: 28.5: Sundays 44.4)

MEMPHIS WDIA TENN.

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MOLINE
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THE CLOVER LEAFS . (MGM)
BROADCAST MUSIC, INC.
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Thalmann Co., New York investment house holding 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney, Secretary **George Becker** (22%), New York attorney, plus three New York individuals and two corporations. Applicants also have filed for uhf stations in Goldsboro, N. C., Marshall, Tex. and Clarksburg and Beckley, W. Va. City priority status: Gr. A-2, No. 358. Filed May 13.

Wilmington, Del.—Independence Bcstg. Co. (WHAT Philadelphia), uhf Ch. 83 (884-890 mc); ERP 21.2 kw visual, 11.4 kw aural; antenna height above average terrain 251 ft., above ground 282 ft. Estimated construction cost $204,106, first year operating cost $150,000, revenue $150,000. Post Office address 1505 Walnut St., Philadelphia. Studio location to be determined. Transmitter location 24th and N. Broom Sts., Wilmington. Geographic coordinates 39° 45′ 45″ N. Lat., 75° 32′ 43″ W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Robert M. Silliman, Washington. President **William A. Banks** (100%) former owner WINX Washington. City priority status: Gr. B-2, No. 146. May 14.

Athens, Ohio — Ohio U., uhf Ch. 62 (758-764 mc); ERP 240 kw visual, 123 kw aural; antenna height above average terrain 643 ft., above ground 634 ft. Estimated construction cost $437,000, first year operating cost $50,000, revenue none. (To be operated noncommercially.) Post Office address Athens. Studio location on school campus. Transmitter location 1 mi. S. of city. Geographic coordinates 39° 18′ 57″ N. Lat., 82° 6′ 8″ W. Long. Transmitted and antenna GE. Legal counsel unspecified. Consulting engineer Thomas B. Friedman, Cleveland. Principals include board of trustees of school. City priority status: Gr. A-2, No. 450. Filed May 15.

Harlingen, Tex.—M. J. Raymond, vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 66.4 kw aural; antenna height above average terrain 601 ft., above ground 636 ft. Estimated construction cost $513,920, first year operating cost $360,000, revenue $375,000. Post Office address Box 681, Laredo, Tex. Studio location to be determined. Transmitter location 2.9 mi. E. of Santa Rosa and 2.1 mi. S. of Tex. Hwy. 107. Geographic coordinates 26° 13′ 4″ N. Lat., 97° 46′ 38″ W. Long. Transmitter and antenna GE. Legal counsel Omar L. Crook, Washington. Consulting engineer Robert M. Silliman & Assoc., Washington. Mr. Raymond is an attorney and farmer. City priority status: Gr. A-2, No. 36. Filed May 15.

Beckley, W. Va.—Beckley TV Corp., uhf Ch. 21 (512-518 mc); ERP 19.4 kw visual, 9.7 kw aural; antenna height above average terrain 680 ft., above ground 450 ft. Estimated construction cost $248,753, first year operating cost $150,000, revenue $150,000. Post Office address 270 Park Ave., New York. Studio location to be determined. Transmitter location Fitzpatrick Rd., 0.3 mi. E. of Rt. 12, S. of Beckley. Geographic coordinates 37° 45′ 31″ N. Lat., 81° 12′ 26″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May,** no interest, executive of Ladenburg Thalmann Co. holding 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney; Secretary **George Becker** (22%), New York attorney, plus three New York individuals and two corporations. Applicants also have filed for uhf stations in Goldsboro, N. C., Marshall, Tex., Clarksburg, W. Va., and Merced, Calif. Mr. Becker holds minority interest in uhf applications for La Crosse, Wis., Cedar Rapids, Iowa, Champaign-Urbana, Ill., and Paducah, Ky. City priority status: Gr. A-2, No. 274. May 13.

Clarksburg, W. Va. — Clarksburg-Fairmont Corp., uhf Ch. 22 (518-524 mc); ERP 21.5 kw visual, 10.75 kw aural; antenna height above average terrain 401 ft., above ground 199 ft. Estimated construction cost $248,753, first year operating cost $150,000, revenue $150,000. Post Office address 270 Park Ave., New York. Studio location to be determined. Transmitter location Duncan Hill, Clarksburg. Geographic coordinates 39° 16′ 27″ N. Lat., 80° 20′ 48″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May,** no interest, executive of Ladenburg Thalmann Co., New York investment house which has 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney, Secretary George Becker (22%), New York attorney, plus three New York individuals and two corporations. Applicants also have filed for uhf stations in Goldsboro, N. C., Marshall, Tex., Beckley, W. Va., and Merced, Calif. City priority status: Gr. A-2, No. 149. Filed May 13.

Anchorage, Alaska—Northern TV Inc., vhf Ch. 11 (198-204 mc); ERP 3.22 kw visual, 1.61 kw aural; antenna height above average terrain 168 ft., above ground 230 ft. Estimated construction cost $112,310, first year operating cost $108,000, revenue $120,000. Post Office address 111 F. St., Anchorage. Studio and transmitter location Denali St. and E. 4th Ave., Anchorage. Geographic coordinates 61° 11′ 49″ N. Lat., 149° 52′ 33″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer Jack M. Walden, Anchorage. Principals include President **A. G. Hiebert** (27.6%), minority stockholder and director of KABI Ketckikan, KFAR Fairbanks, KENI Anchorage and KJNO Juneau; **Jack M. Walden** (6.7%), chief engineer of KENI and minority stockholder in KENI and KFAR, and 22 local minority stockholders. This is first Alaska TV bid. Filed May 18.

Ann Arbor, Mich.—Regents of the U. of Mich. (WUCM-FM, WFUM-FM), noncommercial educational uhf Ch. 26 (542-548 mc); ERP 262.5 kw visual, 134.9 kw aural; antenna height above average terrain 1,203 ft., above ground 1,050 ft. Estimated construction cost $535,000, first year operating cost $292,000. Post Office address 504 S. State St., Ann Arbor. Studio location 310 Maynard St., Ann Arbor. Transmitter location Cedar Bend Dr., Ann Arbor. Geographic coordinates 42° 17′ 40″ N. Lat., 83° 42′ 31″ W. Long. Transmitter and antenna GE. Legal counsel Edmund A. Cummiskey, Ann Arbor. Consulting engineer J. J. Swantek, Ann Arbor. Filed May 18.

Milwaukee — State of Wisconsin, noncommercial educational vhf Ch. 10 (192-196 mc); ERP 58 kw visual, 29 kw aural; antenna height above average terrain 416 ft., above ground 456 ft. Estimated construction cost $277,000, first year operating cost $20,000. Post Office address State Capitol, Madison. Studio location 623 W. State St., Milwaukee. Transmitter location 5407 W. Martin Dr., Milwaukee. Geographic coordinates 43° 2′ 44″ N. Lat., 87° 58′ 50″ W. Long. Transmitter and antenna RCA. Legal counsel Vernon W. Thomson, Wis. attorney general. (Application filed by Dow, Lohnes & Albertson, Washington.) Consulting engineer Glenn Koehler, Madison. State of Wis. Radio Council, under which station will operate, is licensee of an eight-station noncommercial educational FM network plus a similar AM station. State also plans to file for other reserved educational channels in state. On May 12 the Wis. legislature authorized a two-year study of state operated educational television to be submitted at the beginning of its 1955 session. Filed May 18.

Applications Amended

Phoenix, Ariz.—KOY Bcstg. Co (KOY) (BP-CT-1637) and Maricopa Broadcasters Inc. (KOOL) (BPCT-778). Competing applicants for vhf Ch. 10 amend bids to provide for share time operation. Parties to alternate weekly between 12 noon-6 p.m. and 6 p.m.-12 mid. broadcast periods. Initial construction cost of $220,956 to be shared equally. Filed May 15.

Sacramento, Calif.—Maria Helen Alvarez. Amends bid for uhf Ch. 40 to change ERP from 265 kw visual and 138 kw aural to 268 kw visual and 140 kw aural; relocate transmitter at Garden Hwy., 3.4 mi. NW of Sacramento; specify studio at 9th and E. Sts., Sacramento, and change antenna height above average terrain from 1,147 ft to 326 ft. Filed May 15.

Savannah, Ga.—Savannah Bcstg. Co. Amends bid for vhf Ch. 11 to change ERP from 228 kw visual and 114 kw aural to 258 kw visual and 129 kw aural. Filed May 13.

Shreveport, La.—Shreveport TV Co. Amends bid for vhf Ch. 12 to drop Keith Pyburn and J. C. Smith from partnership with Don George, Ben Beckham Jr. and Carter Henderson, and add Henry Linam. Filed May 13.

McAlester, Okla. — McAlester Bcstg. Co. (KTMC). Application for uhf Ch. 47 returned for noncompliance with letters asking corrections in application. Returned May 12.

Existing TV Stations . . .

Decisions

WBKB (TV) Chicago—AB-PT, Granted ERP **& TV Equipment Co.** Granted aural ERP drop on vhf Ch. 4 from 100 kw to 89 kw; visual ERP 100 kw. Granted May 14.

WBKB (TV) Chicago—AB-PT. Granted ERP boost on vhf Ch. 7 from 25 kw visual and 14

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kw aural to 316 kw visual and 160 kw aural. Granted May 12.

KSTM-TV St. Louis—Broadcast House. Requests ERP change on uhf Ch. 36 from 275 kw visual and 145 aural to 214.7 kw visual and 112 kw aural and relocate studio-transmitter to 6000 block of Berthold Ave., St. Louis. Filed May 15.

Applications

KTLA (TV) Los Angeles—Paramount TV Productions. Requests ERP change on vhf Ch. 4 from 27 kw visual and 13.5 kw aural to 50.1 kw visual and 25.6 kw aural, and studio relocation to 721 N. Bronson, Los Angeles. Filed May 15.

WPMT (TV) Portland, Me.—Portland Tcstg. Corp. Requests ERP drop on uhf Ch. 53 from 22.5 kw visual and 12 kw aural to 10 kw visual and 6 kw aural. Filed May 13.

WHIZ-TV Zanesville, Ohio — Southeastern Ohio TV System. Requests ERP change on uhf Ch. 50 from 91 kw visual and 52 kw aural to 70.4 kw visual and 37.9 kw aural. Filed May 15.

WMEV-TV Marion, Va.—Mountain Empire Bcstg. Corp. Requests studio relocation to Walker Mountain Hwy. 16 near Marion. Assigned uhf Ch. 50. Filed May 13.

WROV-TV Roanoke, Va.—Radio Roanoke Inc. Requests ERP change on uhf Ch. 27 from 105 kw visual and 62 kw aural to 9.6 kw visual and 5.1 kw aural and specify transmitter location at Mill Mt., 2080 Prospect Rd., Roanoke. Filed May 15.

New AM Stations . . .

Applications

Monte Vista, Colo.—San Luis Valley Bcstg. Co., 1240 kc, 250 w unlimited. Estimated construction cost $13,556, first year operating cost $54,000, first year revenue $61,592. P. O. address Monte Vista. Principals are President **George O. Cory** (50.96%), stockholder KUBC Montrose, negative control KRAI Craig, Vice President **Dale Grant Moore** (27%), 5% stockholder in KRAI. Filed May 18.

Morrowville, Kan.—Charles W. Bullimore, 1270 kc, 500 w daytime. Estimated construction cost $10,707, first year operating cost $16,000, first year revenue $36,000. P.O. address Morrowville. Mr. Bullimore operates an appliance service store. Filed May 15.

Alexandria, La.—Winston O. Ward d/b as Rapides Bcstg. Co. (KIMP Mt. Pleasant, Tex. and KBEL Idabel, Okla.), 1270 kc, 500 w daytime. Estimated construction cost $7,900 (transmitter, antenna etc. on hand), first year operating cost $30,000, first year revenue $35,000. P. O. address Box 990, Mt. Pleasant, Tex. Filed May 14.

Lafayette, La.—Gray Lott Sr., 1570 kc, 1 kw daytime. Estimated Construction cost $24,000, first year operating cost $60,000, first year revenue $75,000. P. O. address 314 Jefferson St., Lafayette. Mr. Lott owns a furniture store. Filed May 15.

Pontiac, Mich. — Chief Pontiac Bcstg Co., 1460 kc, 500 w unlimited. Estimated construction cost $34,575, first year operating cost $100,000, first year revenue $100,000. P. O. address 1303 Pontiac State Bank Bldg. President **Abe Lapides** (10%), retail clothier; Vice President **John Pomeroy** (25%), 27% owner of WILS-AM-TV Lansing, Mich., and Treasurer **Charles E. Wilson Jr.** (12.5%), General Motors auto and truck dealer. Mr. Wilson is son of the Secy. of Defense. Filed May 14.

Mt. Jackson, Va. — Richard F. Lewis Jr. (WINC Winchester, Va.; WHYL Carlisle, Pa.; WAYZ Waynesboro, Pa., and 60% holding in WFVA Fredericksburg, Va.), 790 kc, 1 kw daytime. Estimated construction cost $21,650, first year operating cost $50,000, first year revenues $65,000. P. O. address Drawer 65, Winchester, Va. Filed May 12.

Applications Dismissed

Warren, Ark.—Lumber Capital Broadcasters Inc. At request of applicant, dismissed bid for new AM, 800 kc, 250 w daytime. Dismissed May 18.

Dover, Del.—Rollins Bcstg. Inc. At request of applicant, dismissed bid for new AM, 1320 kc, 500 w daytime. Dismissed May 18.

Existing AM Stations . . .

Decisions

WLET Toccoa, Ga. — R. G. LeTourneau. Granted power boost on 1420 kc from 1 kw to 5 kw daytime. Granted May 13.

New FM Stations . . .

Decisions

Gary, Ind.—School City of Gary. Granted noncommercials educational station on Ch. 201 (88.1 mc), ERP 10 w. Granted May 15.

Existing FM Stations . . .

Decisions

KFUO-FM Clayton, Mo.—Lutheran Church-Mo. Synod. Granted ERP change on 99.1 mc from 6.7 to 6.1 kw and antenna height increases from 260 ft. to 520 ft. Granted May 13.

WEVD-FM New York—Debs Memorial Radio Fund. Granted change from Ch. 298 to Ch. 250 (107.5 mc to 97.9 mc), ERP 20 kw. Granted May 13.

WKPT-FM Kingsport, Tenn. — Kingsport Bcstg. Co. Granted ERP boost on 98.5 mc from 4.5 to 10 kw and antenna height change from —85 ft to 960 ft. Granted May 13.

Stations Deleted

WPOE (FM) Elizabeth, N. J.—Radio Elizabeth Inc. Granted cancelation of license and deletion of call letters on Class B. Ch. 244 (96.7 mc), ERP 1 kw. Granted May 11.

WBT-FM Charlotte, N. C.—Jefferson Standard Bcstg Co. Granted cancelation of license and deletion of call letters for Class B. Ch. 260 (99.9 mc), ERP 56 kw. Granted May 12.

KRTV (TV) Little Rock, Ark.—Little Rock Telecasters Inc. Granted transfer of negative control from E. H. Rowley (45%) and Kenyon Brown (5%) to Rowley-Brown Bcstg. Co., which they control. Granted May 15.

KXRJ Russelville, Ark.—Valley Bcstrs. Inc. Granted voluntary assignment of license to same principals, **C. R. Horne** and **Joe Shepherd** d/b as **Valley Bcstrs.** Granted May 12.

WOHS-AM-FM Shelby, N. C.—Western Carolina Bcstg. Corp. Granted voluntary acquisition of control by **Holt McPherson** (formerly (47%) by purchase of 10% from **Mrs. John G. Greene,** who retains 12%. Consideration $7,939. Granted May 11.

WMIX-AM-FM Mt. Vernon, Ill.—Mt. Vernon Radio TV Co. Dismissed request for assignment of license to same company incorporated in Delaware; for lack of prosecution. Dismissed May 15.

Ownership Changes . . .

Decisions

KCRV Caruthersville, Mo.—Pemiscot Broadcasters. Granted assignment of license to new partnership, retaining J. E. Taylor (55%) and Robert L. Harrison (20%) and adding W. Y. Cleveland (25%). Retiring partner Harry Levin receives $31,500; $17,500 from Mr. Cleveland and $7,500 each from Messrs. Taylor and Harrison. Granted May 13.

WSAT Salisbury, N. C.—Mid-Carolina Bcstg. Co. Granted transfer of control from several stockholders to C. H. Wentz (formerly 16-2/3%, now 50%) and newcomers Harry Welch (30%), salesman, and Elbert Sherman (20%), WSAT chief engineer. Consideration $36,000. Granted May 13.

WBCU Union, S. C.—Union-Carolina Bcstg. Co. Granted voluntary transfer of control (99%) to James F. Coggins (acquires 51%) and Edward Osborne (acquires 48%). Transferors are F. W. Symmes, E. H. Hughes, Katherine Wilkinson, Alfred Jordan and John D. Jones. Consideration $63,090. Mr. Coggins owns WEDK Newberry, S. C., and Mr. Osborne is WBCU general manager. Granted May 13.

Applications

WBCO Bessemer, Ala.—Bessemer Bcstg. Co. Inc. Requests transfer of 25% interest of O. S. Burke to corporation for $8,333, thereby raising interest of remaining three partners from 25% to 33-1/3% each. Filed May 12.

KIBE Palo Alto, Calif.—J. B. Rhodes. Requests assignment of license to Sundial Bcstg.

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Corp. [KDFC (FM) San Francisco]. Consideration $60,000. Filed May 15.

WWDC-AM-FM Washington—Capitol Bcstg. Co. Inc. Requests assignment of licenses from District of Columbia Corp. to WWDC Inc., a Delaware Corp. No consideration. Filed May 11.

WRMN Elgin, Ill.—F. F. McNaughton, John McNaughton, William McNaughton and **Joseph McNaughton** d/b as **Elgin Bcstg. Co.** Requests assignment of license to same partnership adding **J. Richard Sutter** (25%) and reducing holding of each partner from 25% to 18.75%. Consideration $15,000. Filed May 18.

KWOS-AM-FM Jefferson City, Mo.—Capitol Bcstg. Co. Requests involuntary transfer of control (97%) of **R. C. Goshorn,** deceased, to **Lenore Goshorn, R. L. Rose** and **Catherine Roer,** executors of his estate. Filed May 15.

KFGT Fremont, Neb.—Walker Newspapers. Requests voluntary assignment of license to Walker Radio Inc. for purpose of separating newspaper and broadcast interests to provide radio managers with interest in station. Filed May 14.

KDYL-AM-FM-TV Salt Lake City—Intermountain Bcstg. & TV Corp. Requests voluntary transfer of control (100%) and subsequent assignment of license to **TLF Bcstg. Corp.** Consideration $2.1 million. **TLF** is wholly owned by **Time Inc.,** which permits **G. Bennett Larson,** new president and general manager of stations, to purchase 20% for about $50,000. Filed May 15.

Opinions and Orders . . .

CONELRAD—FCC ordered modifications of outstanding authorizations of about 1,500 AM stations to enable them to operate in accordance with CONELRAD. Effective May 15.

Columbia, S. C. WIS-TV Corp., grantee of vhf Ch. 10 (BPCT-1560)—By memorandum opinion and order Commission dismissed petition of Spartan Radiocasting Co. (WORD Spartanburg) requesting reconsideration of Feb. 11 grant to WIS-TV and denied alternative request for conditional Ch. 7 Spartanburg grant to WORD, which claimed improper overlap of Grade A contours of WIS-TV's Ch. 10 signal and that of same station's proposed Ch. 7 operation.

Morrisville, Pa. New AM, 1490 kc, 250 w unlimited. Delaware Valley Bcstg. Corp. (BP-8799)—Dismissed motion of Mercer Bcstg. Co., Trenton, N. J., applicant for same facilities—(BP-8714), for dismissal of Delaware bid.

Hearing Cases . . .

KEAR San Mateo, Calif. Power boost from 1 kw to 10 kw unlimited on 1550 kc. (BP-8514)—On protest of KFBK Sacramento, charging interference, FCC postponed effective date of April 1 grant and designated bid for hearing; KFBK made party. Decision and report May 14.

Knoxville, Tenn. New TV, vhf Ch. 9. Mountcastle Bcstg. Co. (WROL) (BPCT-813) and **WKGN Inc. (WKGN) (BPCT-996)**—Designated for hearing June 15.

Knoxville, Tenn. New TV, vhf Ch. 10. Scripps-Howard Radio Inc. WNOX) (BPCT-630); Radio Station WBIR (BPCT-686), and **Tenn. TV Co. (BPCT-1002)**—Designated for hearing June 15.

Trenton, N. J. New TV, uhf Ch. 41. Morrisville Bcstg. Co. (WBUD) (BPCT-1249) and Peoples Bcstg. Co. (WTTM) (BPCT-1526)—Designated for hearing June 15.

Savannah, Ga. New TV, vhf Ch. 3. WSAV Inc. (WSAV) (BPCT-703) and WJIV-TV Inc. (WJIV) (BPCT-1006)—Designated for hearing June 15.

Savannah, Go. New TV, vhf Ch. 11. Savannah Bcstg. Co. (WTOC) (BPCT-712) and Martin & Minard (BPCT-1064)—Designated for hearing June 15.

Allen B. DuMont Labs. Petition for reconsideration of final decision holding that Paramount Pictures Corp. controls DuMont. (Docket 10031, etc.)—By memorandum opinion and order FCC denied request. Decision May 14; reported May 18.

KSGM Ste. Genevieve, Mo. Request to change daytime power on 980 kc from 500 w to 1 kw and limit directional antenna to night only (BP-8448)—Designated for hearing with KMBC Kansas City, Mo., party to proceeding.

Brownfield, Tex. New AM, 1250 kc, 1 kw daytime. Brownfield Bcstg. Co. (BP-8540)—Designated for hearing with KLVT Levelland, Tex., party.

Kane, Pa. New AM, 960 kc, 500 w daytime. Hilltop Management Corp. (BP-8577) and Northern Allegheny Bcstg. Co. (BP-8671)—Designated for consolidated hearing.

Clarification of rebroadcasting rules (Docket 9808)—By memorandum opinion and order FCC denied petitions of Gordon Brown (WSAY Rochester) and Rep. Harry Sheppard (D., Calif.) requesting reconsideration of Oct. 29 memorandum opinion and order affirming, with one reservation, previous determinations. Decision May 13; reported May 14.

Durham, N. C. New TV, uhf Ch. 36. T. E. Allen & Sons Inc. (Docket 10452)—Commission denied motions of WSSB to include consideration of WSSB's competing bid among hearing issues. Decision May 18; announced May 19.

New Petitions . . .

May 13

Spokane, Wash. New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (Docket 10423) — Mr. Wasmer replied to TV Spokane's answer to his opposition to deleting TV Spokane's financial qualifications as hearing issue and expressed willingness to have its financial qualifications included as issue.

KOB Albuquerque. Extension of special service authorization, 770 kc, 50 kw day, 25 kw night (Docket 10336)—KOB stated wish to participate in oral argument requested on behalf of WABC New York. Westinghouse Radio Stations filed similar request May 15. Motion to reopen record filed May 15 by WABC.

Mobile, Ala. New TV, vhf Ch. 5. WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458) — Mobile TV corrected May 11 petition that WKRG-TV's legal qualifications with respect to multiple ownership be added as hearing issue. WKRG-TV filed acceptance of Mobile TV's May 8 petition to strike as hearing issue whether Mobile TV is authorized to operate station in Mobile and further to amend order to find it legally qualified.

Evansville, Ind. New TV, vhf Ch. 7. S. Central Bcstg. Corp. (WIKY) (Docket 10461); Evansville TV Inc. (Docket 10462); On the Air Inc. (WGBF) (Docket 10463), and WFBM Inc. (WEOA) (Docket 10464)—WGBF petitioned to include as hearing issue engineering proposals of itself and WIKY. WEOA requested that all engineering proposals be included.

Scituate, Mass. License renewals of WRUL (1-5), international broadcast stations of World Wide Bcstg. System (Dockets 9503, 9504)—Acting FCC General Counsel petitioned for filing of new renewal applications.

Durham, N. C. New TV, uhf Ch. 46. T. E. Allen & Sons Inc., grantee (WCIG-TV) (Docket 10452)—Allen filed opposition to WSSB's petition for enlargement of hearing issues and designation of WSSB's bid and that of WTOB Winston-Salem (BPCT-1491) with Allen's application for consolidated hearing.

Akron, Ohio. New TV, uhf Ch. 61. Matta Enterprises (Docket 10468) and Allen T. Simmons (WADC) (Docket 10469) — WADC requested 60-day postponement of hearing conference set for May 25.

Superior, Wis.-Duluth, Minn. New TV, vhf Ch. 6. Ridson Inc. (WDSM Superior) (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292)—WDSM moved for dismissal of Head of the Lakes Bcstg. Co. (WEBC Duluth) opposition to Chief of FCC Broadcast Bureau's support of its request to have its merged bid with Lakehead be retained in hearing status.

May 14

San Mateo, Calif. Power boost from 1 kw to 10 kw unlimited on 1550 kc. Bay Radio Inc. (KEAR) (BP-8514)—KEAR requested denial of WFBK Sacramento petition or reconsideration of grant.

Houma, La. Change facilities from 1490 kc, 250 unlimited to 530 kc, 1 kw unlimited. Charles Wilbur Lamar Jr. (KCIL) (Docket 9442) — Applicant requested dismissal of bid.

May 15

San Juan, Puerto Rico. New TV, vhf Ch. 4. Jose Ramon Quinones (WAPA) (Docket 10436) and American Colonial Bcstg. Co. (WKVM) (Docket 10437) — WKVM filed rebuttal to WAPA's opposition to its petition to review FCC's upholding of examiner's denial of per-

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Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Midwest station with AM and VHF TV properties seeks experienced salesman. Guarantee to start, commission when established. Potential $10,000 year and up. Write giving references, experience, present earnings and photo. Box 712W, B•T.

Salesman for 1000 watt fulltime, 200,000 market station, 20% commission, draw: house accounts. Exceptional opportunity. Box 722W, B•T.

Top independent Miami station with specialized audience needs an additional salesman who knows how to make contacts and develop them. Our Pulse and sales keep moving up, let your earnings rise with us. Give complete resume first letter. Box 743W, B•T.

Salesman with successful experience in mid-size markets. Guaranteed salary, liberal commission arrangement. Rapidly increasing volume requires one more good man on congenial staff. Apply in confidence to Station Manager, WKMI, Kalamazoo, Michigan.

Excellent opportunity for experienced salesman with successful 5 kw independent. Must be good producer with proven record. Good draw against liberal commissions. Good list of established accounts to start. Send full details first letter. WRFD, Worthington, Ohio.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B•T.

Staff announcer for kilowatt independent. Small, friendly southern city. Good working conditions with a future for conscientious worker. Forward audition and resume to Box 577W, B•T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B•T.

Announcer-copywriter with some experience. $50 to $60 depending on ability. Immediate opening. Small eastern city. Box 697W, B•T.

Help Wanted—(Cont'd.)

Music and news announcer on his way up by Detroit area radio station with plans to match your ambitions. Send audition and details to Box 717W, B•T.

Announcer-copywriter. Good opportunity with 1000 watt independent in Wisconsin, ready with TV in the fall. Send audition disc or tape and copy sample to Box 731W, B•T.

Staff announcer needed for Arkansas kilowatt. Send audition to Box 732W, B•T.

Experienced announcer, good on news and commercials. Daytime kw, small town, pleasant working conditions. Complete information first letter, KALT, Atlanta, Texas.

Announcer and good all-'round man to file records, do odd jobs, etc. Send disc or tape, salary expected and full details. 1 kw independent, KJBC, Midland, Texas.

Immediate opening for good, permanent combo man with first class ticket. $300 monthly, 40 hour week, 250 watts in heart of fishing and hunting country. Young staff. Contact Owen Allen, KODI, Cody, Wyoming. No collect calls.

Need two experienced announcers. Send tape, details of experience and salary expected in first letter to Socs Vratis, KOLE, Port Arthur, Texas.

Announcer for 250 watt northern Michigan independent. Experience desired but not necessary. Must operate controls. Send letter, audition and salary requirements to WJPD, Ishpeming, Michigan.

"Most Powerful Advertising Influence in the Southwest" has opening for experienced announcer with good background. Forty-hour week, starting at $86.40 with regular raises over 2-year period. Positively no talent fees of any kind paid. Address qualifications and tape or disc to Perry Dickey, Program Manager, WOAI, San Antonio, Texas.

Experienced announcer. Must be versatile. $70. up. Interview necessary. WVSC, Somerset, Pa.

Technical

1st class engineer with car for Ohio 1 kw. Box 383W, B•T.

Engineer, small station experience, with or without first class ticket, near Chicago. Box 518W, B•T.

Help Wanted—(Cont'd.)

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Engineer, 1st phone. Nebraska. Ideal working conditions. Prefer midwest man. 5000 watts—CBS Network. Box 667W, B•T.

Immediate opening for first class operator. WEAV, Plattsburg, N.Y.

First class operator for WFNC, Fayetteville, N. C. 5 kw AM, 14 kw FM. Television application. Excellent working conditions and hours. Apply by letter only. Include references and telephone numbers.

Permanent position open for first phone engineer with car. Fulltime ABC affiliate. Give full details, first letter. WGEM, Quincy, Ill.

If you are presently employed as engineer and can qualify as chief for 250 watt CBS affiliate, taking turn on board with adequate time allowed for maintenance, contact us, giving minimum salary and residence requirements. Also photo and references. No drunks or floaters please. F. E. Lackey, WHOP, Hopkinsville, Kentucky.

First class engineer. $1.50 per hour, 40 hour week, time and a half for overtime. Write WJMS, Ironwood, Michigan.

Transmitter engineer, car necessary, permanent for right man. 1000 watt newspaper affiliated ABC network station. Contact George Egli, WKTY, La Crosse, Wisconsin.

Technicians: Station established radio 26 years now operating TV needs first class license technician. Excellent working conditions assured. Technicians with previous TV experience will start at $79.80 for 45 hour week. Slightly less for non-TV experience. Rapid increase to top rate. Merit pay increases. Call collect, Burton, WLBC-TV, Muncie, Ind.

Transmitter engineer. 200 kw TV, 5 kw AM. Transportation furnished. Union scale. Contact Sherman Egan, WNBF-TV, Binghamton, N. Y.

Production, Programming, Others

PD for rural Penna. market. Must be versatile announcer with small station experience. Tell all and send audition first reply. Confidential. Box 369W, B•T.

Immediate opening for experienced copywriter who can handle volume of business. Some television. Fine Rocky Mountain climate. Send full particulars, copy samples, photo and salary requirements. Box 664W, B•T.

Our copywriter moving to bigger job in June, send complete details and snapshot to KOLE, Port Arthur, Texas.

Immediate opening for experienced commercial copywriter. Rush complete information and samples to Manager, WSAL, Logansport, Indiana.

Television

Managerial

Commercial manager new UHF TV station. One of top ten markets. East. Immediate opening. Exceptional opportunity. TV experience necessary. Box 714W, B•T.

Technical

TV technician experienced maintenance RCA studio equipment. First class license desirable not essential. Write full details to WCOS-TV, Columbia, S. C.

Situations Wanted

Managerial

Profits for problem stations! I've the knowhow—have you the station in mid or north Atlantic state? Family man, presently employed, need greater challenge. Minimum salary plus percentage. Box 521W, B•T.

General manager—twenty years. Management sales experience. Top references. Interested radio or TV. Box 727W, B•T.

Manager, plenty experienced. You'll make money or I'll resign. Salary plus commission. Box 728W, B•T.

Salesmen

Salesman-newscaster-newswriting, announcing, sales experience. Seek sales-news position. Box 719W, B•T.

TV-RADIO SALESMAN

We seek a time salesman to replace a man with an established list. It's a good job - - -

(1) Earnings are substantial and in direct proportion to your ability—you should make over $10,000 yearly.

(2) You'll sell time on a 5,000 watt NBC radio station in competition with 250 watters and daytime independents; on TV, you'll sell time on the only VHF in the city.

(3) You'll be part of a company that operates other radio and TV stations, all of which are leaders in their markets. We have a provable record of recruiting executive personnel from local salesmen's ranks.

(4) You'll work in a stable, beautiful medium-sized market wonderful for raising a family; and if you like sports, we're in the heart of the west Michigan vacation area.

If you're aggressive, can organize your own efforts efficiently and sell honestly and intelligently, we'll be interested. Write, tell us what we should know about you—including a picture. Box 744W, B.T.

Situations Wanted—(Cont'd.)

High-caliber salesman, experienced, desires change. New York or Philadelphia. Box 730W, B•T.

Announcers

Announcer, pianist, novelty DJ. 3 years' experience. Top television material. Married, congenial, reliable, excellent references. Box 413W, B•T.

Sports announcer—play-by-play baseball, football, basketball. One of best. Box 590W, B•T.

Tops: Sports, news, DJ, staff. Three years experience. Limited TV. Available June 15th. Box 597W, B•T.

Over two years experience. Well rounded in staff, DJ, news, special events—all phases of announcing. Presently employed with 5 kw CBS affiliate. Desires metropolitan locality with another good affiliate. Married. Highest references. Will send tape, picture and resume to any locality. Box 666W, B•T.

Hey, New York, New Jersey, Connecticut, Pennsylvania stations! Announcer, veteran, four years experience, available immediately. Box 713W, B•T.

Announcer-writer, news, special events, straight commercials, knows music, sports, public relations. Most sponsored newscaster in top metropolitan market, two years 5 kw regional network affiliate. College graduate, some newspaper, 31, prefer east, midwest. Box 715W, B•T.

DJ-personality, 8 years Philadelphia, Baltimore, Miami AM-TV. Handled morning, late, audience participation shows, 50,000 CBS, 39 commercials daily. Excellent sales testimonials. Desire permanent, solid future. Box 718W, B•T.

Announcer-salesman, good staff man, strong on commercials and news. Family man. Prefer station within radius of 100 miles of Chicago, Ill. Audition, disc. Photo on request. Box 721W, B•T.

Announcer, light experience. Desires staff position. Young, hard worker. Determined career, Free to travel. Available. Disc, photo. Box 724W, B•T.

Announcer, experienced, Army veteran, college graduate. Strong news, sports, DJ, commercials. Available July 1st. Box 737W, B•T.

One used announcer needs job. Proficient in emptying ashtrays to personality shows. Box 740W, B•T.

Sportscaster with 6 years experience. Baseball and basketball a must. Presently employed in 250,000 market. West Coast only, personal interview requested. Box 741W, B•T.

Versatile announcer, six years experience, desires relocation progressive operation. Prefer college city. Married veteran. Box 742W, B•T.

Good, deep voice. Radio announcing school and 20 months experience. Desire announcing position near Minneapolis. Box 748W, B•T.

Combo man third phone. DJ, news, commercials, all staff work. John Friday, 61 Park Hill Avenue, Yonkers, N. Y.

Try a new and different voice. DJ first love, play-by-play, news and interview experience. Sober and conscientious. Bob Karen, 30-11 43rd Street, Long Island City 3, N.Y.

Announcer, experienced, versatile, all-'round staff man. Marty Ladd, 26-11 25th Street, Long Island City, 2, New York.

Technical

1st ticket. 14 months experience with tape, disc recording, DJ, no announcing. Box 688W, B•T.

Commercial photographer, first phone, college, thorough radio training, desires connection with station with TV application. Good voice. West coast. Box 701W, B•T.

Summer job, first phone, college student, two years experience FM-AM transmitters, control room, recording, measurements. New York, Westchester, Connecticut. Box 725W, B•T.

Announcer. First license, strong on commercials, excellent voice. Minimum $75.00. Box 272, Monrovia, California.

Engineer, first ticket. Upper midwest, excellent references. Jack Anderson, 401½ W. Evans, Rice Lake, Wisconsin.

First class engineer. Married, excellent references. Lloyd Blashill, 781 Bryant North, Minneapolis, Minnesota.

First phone; eight years experience. Engineer, 834 Wescott Street, Syracuse 10, N. Y.

Situations Wanted—(Cont'd.)

Production-Programming, Others

Washington newsman wants challenge—4 years reporting, radio, book editor, Variety reviewer, Army Intelligence. Box 716W, B•T.

Good staff man, pleasing voice and sports—DJ—news triple play. Korean vet, single. Box 720W, B•T.

Seeking sales, sports, publicity position or combination. 2 years MGM's New York publicity-exploitation department. Previous 3 with radio station heading topflight sports operation plus publicity, sales, programming duties. TV background. Top references. Married, college grad. Want permanent future. Will produce. Box 723W, B•T.

Radio experience, traffic, continuity, publicity, promotion, mike work, capable department management. Will accept TV offer. Prefer New York state. Consider other locations. Box 735W, B•T.

Program director. Experienced all phases station management, production. Excellent background. Box 736W, B•T.

Mature producer-director with promotional experience can up your sales. Also write and announce. Now in east. Box 739W, B•T.

Television

Salesmen

Sales manager-program director. Early thirties, married, now earning over $7000 in radio. Want to sell TV. Box 677W, B•T.

Topflight salesman, anxious to sell television. 4 years successful advertising space sales, east coast. College graduate, veteran. Highest references. Box 746W, B•T.

Technical

Rocky Mountain or west coast area. 4 years TV—accent transmitters, maintenance. Desire responsible position new TV. Family. Interview available June. Box 681W, B•T.

Summer job, first phone, college student, two years experience FM-AM transmitters, control room, recording, measurements. Want to get into TV New York, Westchester, Connecticut. Box 726W, B•T.

Chief engineer—First phone and four years in television broadcasting. All-round experience in station planning; engineering administration; equipment installation, operation and maintenance. Detailed background furnished in first letter. Box 729W, B•T.

Chief engineer available. 15 years radio, 4 years television. Layout, construction, installation experience. References. Box 733W, B•T.

My experience will help your organization. No breaking in period. TV studio technician desires permanent position with future. Camera, video, mike boom, lighting, floor manager. Box 745W, B•T.

Production, Programming, Others

Creative program manager and assistant station manager. Fourteen years writing, creating network shows. Currently writing network show. Seeking TV station, to write, produce low budget live programs. Thorough knowledge programming. Box 734W, B•T.

Television director in south or southeast. Age 30. Currently employed as technician and cameraman. Three years experience, over 5000 live shows as cameraman. Have directed many shows, know television from director, technician and cameraman standpoints. Box 738W, B•T.

For Sale

Stations

Profitable exclusive 500 watt midwest daytime independent. Ill health. Cash only. Box 639W, B•T.

Stations west of the Mississippi. All prices. Jack L. Stoll & Associates. 4958 Melrose Avenue, Los Angeles 29, Calif.

Equipment, etc.

RCA BTF-3B transmitter in excellent condition. Many long years of life left due to careful maintenance. Used two years for functional music type operation. New England. $2,900. FOB. Box 591W, B•T.

Attention FM stations: One GE 7D21 tube in carton never opened. Price $270.00 prepaid anywhere in U. S. Box 756, Fort Smith, Ark.

Rek-O-Cut challenger disc recorder used only few times with low impedance microphone, stand, 100' cable and 20 12" discs—$300.00 Also Presto K-8 recorder in excellent condition—$125.00. Bell tape recorder in excellent condition—$60.00. Doug Kahle, KCSJ, Pueblo, Colorado.

Field intensity meter. RCA WX2C. Made by Clarke Inst. Co. New condition. With calibration certificate. Cost $797.80 last year. Reasonable offer accepted. WKBZ, Muskegon, Michigan.

Demonstrator AM-FM tuners. Guaranteed perfect condition. Limited quantity. Browning RJ-12B with PF-12 power supply—Spec. 108.00, Browning RJ-20A—special 119.00; Pilotuner AF-821—reg. net 99.95, Special 79.00; Craftsmen C-10—Special 109.00; Money refunded if you're not happy. 25% with order, balance C.O.D. express collect. Alvo Recording Co., 240 Pine Street, Williamsport, Pennsylvania.

New #10 bare copper wire and copper strapping for ground systems. J. L. Clark Metals Company, 2108 S. Ashland Avenue, Chicago 8, Illinois. Phone Haymarket 1-4533.

300' Milliken (Blaw-Knox) self-supporting tower, will sell f.o.b. Henderson for $4000. Hecht Lackey, phone 3923, Henderson, Ky.

250 watt Gates transmitter with monitors, like new. Will install. Also complete office set-up. J. H. Mayberry, Crystal City, Texas.

300 foot guyed, insulated Fisher tower complete with lighting. Suitable to support TV or FM antenna. Contact Syndicate Theatres, Inc., Franklin, Indiana.

Used Presto 6-N in 1-B case with recently reconditioned 1-C head $350.00; Rek-O-Kut V-Deluxe turntable in C-7 console $195.00; KV2A microphones $39.00; 44BX like new—make offer; WE eight ball $45.00; reconditioned Magnecord PT6JAHX $310.00—in case $345.00; Ampex 300 console, factory reconditioned—make offer; Altec 11A microphone system $135.00; Presto 900-R-1 mechanism, poor condition, $69.50. United Radio Supply, Inc., 22 N. W. 9th Avenue, Portland, Oregon.

Wanted to Buy

Equipment, etc.

Buyer for middlewest 250 to 1000 watt independent or affiliate station. Full details kept confidential. Box 602W, B•T.

Fifty kilowatt amplitude transmitter to be operated at one thousand kilocycles, must meet FCC specifications. Air cooled preferred. Box 615W, B•T.

We're looking for good 5 and 10 minute shows suitable for syndication to local TV stations. Box 710W, B•T.

(Continued on next page)

Available

AN EXCEPTIONAL OPPORTUNITY

WIRED MUSIC BROADCASTING STATION

CHANCE TO STEP INTO THE BROADCASTING FIELD

Established ten years. Business serves subscribers with music on broadcasting station principles. Enviable reputation. High grade clients. Profitable operation. Expansion wide open. Principals only. $250,000 cash. For details write

RADIO BROADCASTING CO.
INQUIRER BLDG.
PHILADELPHIA 30, PA.

Wanted to Buy—(Cont'd.)

10 watt FM transmitter and antenna for educational station. Rush details and prices to Gale Mix, General Manager, KUOI, University of Idaho, Moscow, Idaho.

Miscellaneous

Anyone knowing present whereabouts of William "Archie" Brammer, please call collect ATlantic 0464, Omaha, Nebraska.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Tex., phone 3-3901.

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, California.

Help Wanted

Television

NEW TV STATION SEEKING KEY MEN

KFSD-TV, San Diego, California, is planning to commence its television operations on Channel 10 around September 1, 1953.

We are now seeking key men to commence employment around July 1, 1953. Also applicants for lesser skills to commence around August 1, 1953. We are now seeking:

PROGRAM DIRECTOR
PRODUCTION MANAGER
FILM DIRECTOR
CAMERA MEN
TRANSMITTER ENGINEERS
STUDIO ENGINEERS

Recent experience in television operation is necessary.

If interested, write at once and give full background information including photograph, date you would be available for employment, amount of salary at which you would be willing to start, etc.

Do not phone or come to station. If requested, replies will be held confidential.

WRITE AT ONCE TO:

RADIO STATION KFSD
U. S. Grant Hotel
San Diego, California

Salesmen

HELP WANTED SALESMEN

We are now accepting applications from time salesmen. Please include complete personnel and job history, present income, complete information on past and present sales record, photo. Write Box 747W, B • T.

GERITY BROADCASTING CO.
WABJ, Adrian, Mich.
WGRO, Bay City (VHF application)
Pontiac (1460 granted)

mission to relocate its transmitter and further moved that examiner's denial be reversed.

Knoxville, Tenn. New TV, vhf Ch. 10. Scripps-Howard Radio Inc. (WNOX) (BPCT-630)—Radio Station WBIR Inc. (Docket-686), and Tenn. TV Inc. (BPCT-1002)—WBIR requested leave to amend bid in several respects.

Ft. Wayne, Ind. New TV, uhf Ch. 33. Northeastern Ind. Bcstg. Co. (WKJG) (Docket 10299) and News Sentinel Bcstg. Co. (WGL) (Docket 10300) — WKJG requested waiver of 40-day stay of effect period following examiner's initial decision in its favor and further asked that decision be finalized. Time for filing exceptions elapsed May 14.

Portland, Me. New TV, vhf Ch. 13. Guy Gannett Bcstg. Services (WGAN) (BPCT-639) and Community Bcstg. Service (WABI Bangor) (BPCT-752)—WABI answered WGAN's May 5 request for conditional grant or election between its application and Mt. Washington TV bid for vhf Ch. 8 Poland, Me. Mt. Washington TV Inc. May 18 also filed opposition to petition to require an election.

Production, Programming, Others

WANTED:

PROMOTION DIRECTOR

Network-owned, major-market 50,000-watt radio station with a national reputation for its advertising and promotion has an immediate opening for an *alert, aggressive* man capable of running his own promotion department at top speed. He must be well grounded in sales presentations, audience promotion, research and exploitation, and should be able to make calls with salesmen on occasion. He will be given a substantial budget and wide scope for his creative abilities. Station experience highly desirable. Send *complete* resume, with photograph, reference, salary brackets, to Box 749W, B•T.

Situations Wanted

MANAGER AVAILABLE

Presently general manager successful AM independent. Excellent references and record for creative selling, imaginative programming, sound administration. Sober, intelligent, personable, ambitious. Age 37, family man, active in community projects. Thoroughly convinced of AM future and own ability. Prefer permanent association good market in south, southwest, or southern California. Relocating for personal reasons. Available two weeks. Box 711W, B•T.

Wanted to Buy

WANTED

5 kw transmitter in good working condition. Western Electric or RCA Victor preferably. Write stating price to Jesus Gonzalez, P. O. Box 628, Monterrey, Mexico.

Miscellaneous



May 18

Mobile, Ala. New TV, vhf Ch. 5. WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458)—WKRG-TV opposed Mobile TV's May 8 motion that FCC's designating hearing be amended so as not to find WKRG-TV financially qualified and to add its financial qualifications to hearing issues.

KBIG Avalon, Calif. Application for license to cover CP of New AM, 710 kc, 10 kw daytime, directional. John Poole Bcstg. Co. (BL-4897)—CBS filed response to May 11 supplemental response of KBIG and renewed request for expedited consideration of case, claiming that interference persists to KCBS San Francisco and KMPC Los Angeles.

WMTV (TV) Madison, Wis. Bartell TV Corp. (BMPCT-1054)—Bartell opposed May 8 petition of WMT-AM-FM-TV Cedar Rapids, Iowa, for cancellation of call letters because of potential confusion.

KOB Albuquerque. Extension of special service authorization, 770 kc, 50 kw day, 25 kw night. Albuquerque Bcstg. Co. (Docket 10336)—KOB requested extension from May 18 to May 28 for filing reply to exceptions and brief of AB-PT to initial decision.

Evansville, Ind. New TV, vhf Ch. 7. S. Central Bcstg. Corp. (WIKY) (Docket 10461); Evansville TV Inc. (Docket 10462); On the Air Inc. (WGBF) (Docket 10463), and WFBM Inc. (WEOA) (Docket 10464)—WIKY opposed petitions of WEOA and WGBF to add engineering proposals to hearing issues.

Chattanooga, Tenn. New TV, vhf Ch. 12. Southern TV Inc. (Docket 10472); Tri-State Tcstg. Corp. (Docket 10471) and WDEF Bcstg. Co. (WDEF) (Docket 10473)—Tri-State petitioned that engineering proposals be included in hearing issues.

Allentown, Pa. New TV, uhf Ch. 67. Penn-Allen Bcstg. Co. (Docket 9045) and Allentown TV Corp. (Docket 10495)—Allentown TV petitioned for leave to amend its application.

Portland, Ore. New TV, vhf Ch. 8. Westinghouse Radio Stations (KEX) (Docket 9238); Portland TV Inc. (Docket 10245); N. Pacific TV Inc. (Docket 10319), and Cascade TV Co. (Docket 10324)—N. Pacific opposed Cascade's April 27 petition to review examiner's denial of petition for leave to amend.

Harrisburg, Pa. New TV, uhf Ch. 27. Kendrick Bcstg. Co. (WHGB) (Docket 10278) and Rossmoyne Corp. (WCMB) (Docket 10279)—WCMB filed proposed findings of fact and conclusions.

Hearing Calendar . . .

Hearings in Progress

Chattanooga, Tenn.—New TV, vhf Ch. 3. WDOD Bcstg. Corp. Docket 10438) and Mountain City Television Inc. (Docket 10439). Further hearing. Examiner J. D. Bond.

Fort Wayne, Ind.—New TV, uhf Ch. 69. Further hearing. Examiner Annie Neal Hunting. Contestants: Radio Fort Wayne Inc. (WANE) (Docket 10425) and Anthony Wayne Bcstg. (Docket 10424).

Durham, N. C.—New TV, uhf Ch. 46. Oral argument. T. E. Allen & Sons Inc. (grantee) (Docket 10452). Parties respondent: Public Information Corp. (WSSB).

Lebanon, Pa.—New TV, uhf Ch. 15. Contestants: Lebanon TV Corp. (Docket 10459) and Steitz Newspapers Inc. (Docket 10460). Examiner Benito Gaguine.

Evansville, Ind.—New TV, vhf Ch. 7. Contestants: South Central Bcstg. Corp. (WIKY) (Docket 10461), Evansville TV Inc. (Docket 10462), On the Air Inc. (WGBF) (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464). Examiner Herbert Sharfman.

Evansville, Ind.—New TV, uhf Ch. 62. Contestants: Trans-American TV Corp. (Docket 10465), Premier TV Co Inc. (Docket 10466) and W. R. Tuley (Docket 10467). Examiner Fanney Litvin.

Akron, Ohio—New TV, uhf Ch. 61. Contestants: Matta Enterprises (Docket 10468) and Allen T. Simmons (WADC) (Docket 10469). Examiner James D. Cunningham.

Mobile, Ala.—New TV, vhf Ch. 5. Contes-

tants: WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458). Examiner H. Gifford Irion.

Chattanooga, Tenn.—New TV, vhf Ch. 12. Contestants: Southern TV Inc. (Docket 10472), Tri-State Telecasting Corp. (Docket 10471) and WDEF Bcstg. Co. (WDEF) (Docket 10473). Examiner J. D. Bond.

May 26

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423).

May 27

Honolulu, Hawaii—New TV, vhf Ch. 2. Contestants: Royaltel (Docket 10474) and Pacific Frontier Bcstg. Co. (KULA) (Docket 10474). Examiner Thomas Donahue.

May 29

Shreveport, La.—New TV, vhf Ch. 3. Con-Salisbury Bcstg. Corp. (Docket 10478). Exam- and International Bcstg. Corp. (KWKH) (Docket 10477). Examiner Basil Cooper.

Worcester, Mass.—New TV, uhf Ch. 14. Salisbury Bcstg. Corp. Docket 10478). Examiner William G. Butts.

June 1

Portland, Ore.—New TV, vhf Ch. 6. Further hearing. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 10316) and Pioneer Bcstrs. Inc. (KGW) (Docket 9136). Respondent: KPOJ.

Lancaster, Pa.—New TV, vhf Ch. 8. Prehearing conference. Examiner J. D. Bond. Peoples Bcstg. Co. (Docket 10365) and WGAL Inc. (WGAL-TV) (Docket 10366).

San Juan, P. R.—New TV, vhf Ch. 4. Further hearing. Contestants: American Colonial Bcstg. Corp. (WKVM) (Docket 10437) and Jose Ramon Quinones (WAPA) (Docket 10436). Examiner Benito Gaguine.

June 3

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa) (Docket 10253), Orange TV Bcstg. Co. (Docket 10255) and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa) (Docket 10330).

June 8

Allentown, Pa.—New TV, uhf Ch. 39. Contestants: B. Bryan, Olivia and Reuel Musselman and Albert Paul Wentz (BPCT-958) and Queen City TV Co. (BPCT-1001).

Allentown, Pa.—New TV, uhf Ch. 67. Contestants: Penn-Allen Bcstg. Co. (BPCT-468) and Allentown TV Corp. (BPCT-1241).

June 15

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd, d/b as Cal Tel Co. (Docket 10341) and Maria Helen Alvarez (Docket 10340).

Savannah, Ga.—New TV, vhf Ch. 11: Savannah Bcstg. Co. (WTOC) and Martin & Minnard.

Savannah, Ga.—New TV, vhf Ch. 3: WSAV Inc. (WSAV) and WJIV-TV Inc. (WJIV).

Knoxville, Tenn.—New TV, vhf Ch. 10: Scripps-Howard Radio Inc. (WNOX); Radio Station WBIR (WBIR), and Tenn. TV Inc.

Knoxville, Tenn.—New TV, vhf Ch. 6: Mountcastle Bcstg. Co. (WROL) and WKGN Inc. (WKGN).

WANT A DIFFERENT TV SHOW?

Popular, well rated, entertaining?

The Sportsman's Club

52 great 15 minute hunting, fishing and outdoor panel shows. Write for audition prints.

SYNDICATED FILMS

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Trenton, N. J.—New TV, uhf Ch. 41: Morrisville Bcstg. Co. (WBUD) and Peoples Bcstg. Co. (WTTM).

August 13

KDIA August, Calif.—License renewal. Hearing set for Auburn. Examiner not designated. (Docket 10405).

Hearings Without Date

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) (Docket 9013) and Sacramento Telecasters Inc. (Docket 10298).

Sacramento, Calif.—New TV, uhf Ch. 36. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Salinas-Monterey, Calif.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 8 to Salinas Bcstg .Corp. (KSBW) Salinas) (Docket 10445) and Monterey Radio-TV Co. (KMBY Monterey) (Docket 10446). Protestant is KICU (TV) there.

Wichita, Kan.—New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH) (Docket 10259), Taylor Radio & TV Corp. (KANS) (Docket 10260) and Wichita TV Corp. (Docket 10261).

KVOL Lafayette, La.—Modification of permit to change daytime power from 1 kw to 5 kw, operating on 1330 kc full time, directional night (Docket 9739; BMP-5098). Applicant has petitioned for grant without hearing.

Muskegon, Mich.—New TV, uhf Ch. 35. Further Hearing. Sec. 309(c) protest proceeding. Versluis Radio & TV Inc., permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co., operator WGRD Grand Rapids. Examiner Gifford Irion. (Docket 10442).

Duluth, Minn.-Superior, Wis.—New TV, vhf. Ch. 6. Further hearing. Examiner Herbert Scharfman. Contestants: Ridson Inc. (WDSM) Superior (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292). Merger has been proposed and Lakehead seeks dismissal. [B•T, March 30]. Head of the Lakes Bcstg. Co., Duluth, Ch. 3 applicant, seeks amendment to Ch. 6.

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Scharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

Rochester, N. Y.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 10 to WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447). Protestant is WSAY there.

Durham, N. C.—Sec. 309(c) protest hearing on grant of uhf Ch. 46 to T. E. Allen & Son (Docket 10452). Protestant is WSSB there.

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) (Docket 10272) and Stark Telecasting Corp. (WCMW) (Docket 10273). Additional uhf channel to be sought after June 2.

Portsmouth, Ohio—New TV, uhf Ch. 30. Woodruff Inc. (Docket 10440). FCC to decide whether to retain application in hearing status after Brush-Moore Newspaper dismissal.

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion (Docket 10089). Parties respondent: WBMD Baltimore and WGSM Huntington, N.Y.

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Anne Neal Huntting. Contestants: Port Arthur College (KPAC Port Arthur) (Docket 10285) and Smith Radio Co., Port Arthur (Docket 10352).

Port Arthur, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC) (Docket 10285) and Smith Radio Co. (Docket 10352).

Theatre Television—Allocation of frequencies for exclusive theatre TV circuits. Before Commission en banc. (Docket 9552).

KEAR San Mateo, Calif.—Power boost from 1 kw to 10 kw unlimited on 1550 kc (BP-8514). KFBK Sacramento party to proceeding.

KSGM Ste. Genevieve, Mo.—Power boost on 980 kc from 500 w to 1 kw and limit directional antenna to night only (BP-8448). KMBC Kansas City made party.

Brownfield, Tex.—New AM, 1250 kc, 1 kw daytime. Brownfield Bcstg. Co. (BP-8540). KLVT Levelland, Tex., made party.

Kane, Pa.—New AM, 960 kc, 500 w daytime. Contestants: Hilltop Management Corp. (BP-8577) and Northern Allegheny Bcstg. Co. (BP-8671).

Routine Roundup . . .

May 14 Decisions

BY COMMISSION EN BANC

Advised of Hearing

KALM Alton, Mo., Robert Neathery — Is being advised that application (BMP-6092) for further extension of time to complete station authorized April 4, 1951 (1290 kc, 1 kw, D) indicates necessity of hearing.

License Renewals

Granted renewal of licenses of following stations on regular basis:

KRAM Las Vegas, Nev.; KCKN Kansas City, Kan.; KFGT Fremont, Neb.; KGFW Kearney, Neb.; KGLC Miami, Okla.; KGWA Enid, Okla.; KIHN Hugo, Okla.; KNEB Scottsbluff, Neb.; KOCY Oklahoma City, Okla.; KSAL Salina, Kan.; KSEK Pittsburg, Kan.; WKY Oklahoma City, Okla.

May 14 Applications

ACCEPTED FOR FILING

License for CP

WAPF McComb, Miss., The Southwestern Bcstg. Co. of Miss.—License to cover CP (BP-8482) which authorized increase in power, installation of new trans. and changes in ant. system. (BL-5001).

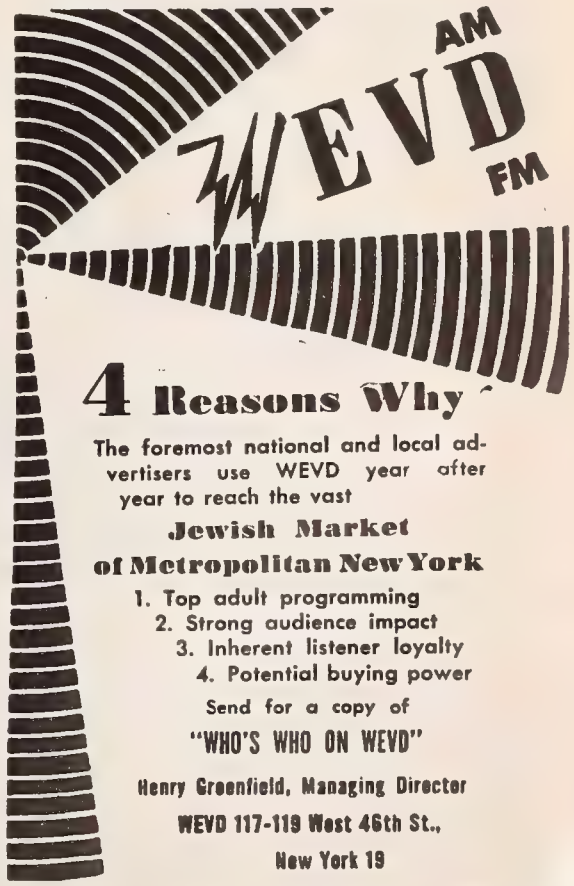
WMRN Marion, Ohio, The Marion Bcstg. Co. — License to cover construction permit (BP-7023, as mod.) which authorized installation of new vertical ant. and mount FM ant on AM tower. (BL-5003).

WPXY Punxsutawney, Pa., Jefferson Bcstg. Co.—License to cover CP (BP-8387, as mod.) which authorized AM (BL-5005).

KPFA Berkeley, Calif., Pacifica Foundation —License to cover construction permit (BPH-1581 as modified which authorized a new FM B/c. Station) (BLH-887).

WTCN-FM Minneapolis, Minn., Minnesota Television Public Service Corp. — License to cover construction permit (BPH-1837 which authorized changes in licensed station) (BLH-889).

WWNY-FM Watertown, N. Y., The Brockway Co. — License to cover CP (BPH-1790)



which authorized changes in licensed station (BLH-891).

WMRN-FM Marion, Ohio, The Marion B/cg. Co. — License to cover CP (BPH-523 as mod.) which authorized new FM B/c. station (BLH-890).

WBRE-FM Wilkes Barre, Pa., Louis G. Baltimore — License to cover CP (BPH-1820) which authorized changes in licensed station (BLH-888).

Remote Control

WHDL-FM, Alleghany, N .Y., WHDL, Incorporated—301-A, application to operate by remote control (BRCH-24).

KXJK Forrest City, Ark., Forrest City Bcstg. Co., Inc. (BRC-54); **KFFA Helena, Ark.,** Helena Bcstg. Co. (BRC-52); **WNLC New London, Conn.,** Thames Bcstg. Corp. (BRC-55); **WHOD Homestead, Pa.,** Steel City Bcstg. Corp. (BRC-56); **WPAZ, Pottstown, Pa.,** Pottstown Bcstg. Co. (BRC-53).

Renewal of License

KTUC Tucson, Ariz., Tucson Bcstg. Co. (BR-102); **KRE Berkeley, Calif.,** Central California Bcstrs Inc. (BR-3); **KSPA, Santa Paula, Calif.,** Santa Paula Bcstrs Inc. (BR-2231); **WIRA Fort Pierce, Fla.,** Indian River Bcstg. Co. (BR-1282); **WELL, Battle Creek, Mich.,** Federated Publications Inc. (BR-311); **WHLB Virginia, Minn.,** Head of The Lakes Bcstg Co. (BR-891); **KFRU, Columbia, Mo.,** KFRU Inc. (BR-624); **WDOS Oneonta, N. Y.,** Ottaway Stations Inc. (BR-1813); **KNOX Grand Forks, N. D.,** Community Radio Corp. (BR-1656); **WMAN, Mansfield, Ohio,** Richland, Inc. (BR-1037); **WPAY, Portsmouth, Ohio,** The Scioto Bcstg. Co. (BR-275); **WDAS, Philadelphia, Pa.,** Max M. Leon Inc. (BR-362); **KRUN Ballinger, Tex.,** Runnels County Bcstg Co. (BR-1601); **KRIS Corpus Christi, Tex.,** Gulf Coast Bcstg. Co. (BR-929); **KDDD, Dumas, Tex.,** North lains Bcstg. Corp. (BR-2044); **KEPO El Paso, Tex.,** Rowley-Brown Bcstg. Co. (BR-1957); **KCUL Fort Worth, Tex.,** East West Bcstg. Co. (BR-2397); **KGBS Harlingen, Tex.,** Harbenito Bcstg. Co. (BR-1138); **KTRH Houston, Tex.,** KTRH Bcstg. Co. (BR-391); **KSEL Lubbock, Tex.,** Lubbock Bcstg. Co. (BR-1388); **KTEM Temple, Tex.,** Bell Bcstg. Co. (BR-904); **WLOW Portsmouth, Va.,** Commonwealth Bcstg. Corp. (BR-1465); **KYAK Yakima, Wash.,** Yakima Bcstg. Corp. (BR-1886).

KRIC-FM Beaumont, Tex., The Enterprise Company — Renewal of license (BRH-565).

KRLD-FM Dallas, Tex., KRLD Radio Corporation — Same as above (BRH-199).

WRR-FM Dallas. Tex., City of Dallas, Texas —Same as above (BRH-474).

KXYZ-FM Houston, Tex., Shamrock B/cg. Co. — Same as above (BRH-566).

KPRC-FM Houston, Tex., The Houston Post Co. — Same as above (BRH-165).

WSLN Delaware, Ohio. The Trustees of the Ohio Wesleyan University — Same as above (BRED-26).

WHKW and WHRM Madison. Wis., State of Wisconsin. State Radio Council — Same as above (BRED-27).

Modification of CP

Kermit Barker and Charles W. Hobbs, a Partnership d/d as South Missouri Bcstg. Co., Charleston, Mo. — Modification CP (BP-8625) which authorized new AM for approval of ant. and trans. location and change type of trans. (BMP-6206).

Install New Transmitter

WIAC Santurce, Puerto Rico, Radio Station WIBS, Inc.—CP to install new trans. as auxiliary trans. (at present location of main trans.) to be operated on 740 kc 1 kw, employing DA-DIV for auxiliary purposes only (BP-8865).

KLYN Amarillo, Tex., Plains Empire Bcstg. Co.—License to cover CP (BP-8501, as mod.) which authorized changes in ground system. (BL-5002).

CP for New AM

Lloyd Gochenour, Willard F. Ganoe, Charles E. Heatwole, Carl W. Fleming, a partnership d/d as American Home Bcstg. Co., Staunton, Va. — Construction permit for new AM to operate on 900 kc, 1 kw amended to change name to Lloyd Gochenour, Willard F .Ganoe, and Charles E. Heatwole, a partnership d/b as American Home Bcstg. Co. (BP-8713, Amended).

Increase Power

KIMA Yakima, Wash. Cascade Bcstg. Co., Inc. — Construction permit to increase power from 500 w-n, 1 kw-d to 5 kw d-n, install new trans. and DA-N, make changes in ant. system and change trans. location. Amended to change location of new tower (BP-8704 Amended).

APPLICATIONS RETURNED

Modification of CP

WPXY Punxsutawney, Pa., Jefferson Bcstg. Co.—Modification of construction permit (BP-8387, as mod., which authorized a new AM station) to increase power from 500 w to 1 kw.

Renewal of License

WGBG Greensboro, N. C., Greensboro Bcstg. Co. (BR-2391).

KSAM Huntsville, Tex., Huntsville Bcstg. Co. (BR-981).

May 18 Applications

ACCEPTED FOR FILING

License for CP

WRMA Montgomery, Ala., The Southland Bcstg. Co. of Montgomery, Ala. — License to cover CP (BP-8240) as mod. which authorized new AM (BL-5004).

Remote Control Operation

WJBF Augusta, Ga., Georgia-Carolina Bcstg. Co. (BRC-57).

License Renewal

Following stations request renewal of license:

WAVE-TV Louisville, Ky., WAVE Inc. (BRCT-74); KPRC-TV Houston, Tex., The Houston Post Co. (BRCT-12).

KNOW Austin, Tex., Pioneer, Bcstg. Co. (BR-413).

May 19 Decisions

BY BROADCAST BUREAU

Request Granted

KFGQ-AM-FM Boone, Iowa, Boone Biblical College — Granted request for waiver of Sec. 3.71 of rules for authority to operate 5 hours a day for period beginning 5-18-53 through 5-31-53.

Granted CP

WKAI, Macomb, Ill., The Macomb B/cg. Co. —Granted CP to change trans. location (same city) (BP-8812).

Quill to Feature Facts About TV News

Special articles about television news—How to Set Up a TV News Program; How to Make TV News Rights of TV Newscasters Pay; Covering the News About TV; Educational Aspects of TV News; TV News and the Law—are scheduled in the July Quill.

By-liners will include such television pointers as John Cameron Swayze, Camel Caravan newscaster; Jack Gould, radio-TV editor, New York Times; Walter Annenberg, publisher TV Guide; Richard B. Hull, director WOI-TV; William Ray, NBC central division news manager; Richard Oberlin, WHAS-TV Louisville; James Byron, WBAP-TV Fort Worth; and others.

Salient aspects of the First National Television News seminar, co-sponsored by the Radio and Television News Directors association and Northwestern University's Medill School of Journalism, will be covered.

For a round-up of what you want to know about television news, you'll want to read the July Quill.

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New Grantees' Commencement Target Dates

* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

KRBC-TV Abilene, Tex. (9)	4/16/53 8/1/53	..... Pearson
WROW-TV Albany N. Y. (41)	4/16/53 Oct. '53	....
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
KSPJ (TV) Alexandria, La. (62)	4/2/53 Unknown	....
KMMT (TV) Austin, Minn. (6)	3/26/53 8/1/53	..... Pearson TV
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHBF-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	..... Blair TV
Rudman TV Co., Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
WBLN (TV) Bloomington, Ill. (15)	3/4/53 10/1/53	..... Hollingbery
KDSH-TV Boise, Idaho (2)	5/14/53 Unknown	....
E. Anthony & Son, Boston, Mass. (50)	3/26/53	....
KXLF-TV Butte, Mont. (6)	2/26/53 Unknown	....
Sparton Bcstg. Co., Cadillac, Mich. (13)	4/8/53 Nov. '53	....
WTAO-TV Cambridge, Mass. (56)	3/11/53 Sept. '53	....
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53 Unknown	....
D. L. Hathaway, Casper, Wyo. (2)	5/14/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/27/53	CBS Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	..... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 Summer 1953	....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif., (12)	3/11/53 8/1/53	..... Grant
Rounsaville-Clark TV Co., Cincinnati, Ohio (54)	5/14/53 Unknown	....
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
WDAT (TV) Columbus, Ga. (28)	3/11/53 Unknown	....
WOSU-TV Columbus, Ohio (34)	4/22/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
Rib Mountain Radio Inc., Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....
KOMU-TV Columbia, Mo. (8)	1/15/53 9/15/53	....
WGLV (TV) Easton, Pa. (57)	12/18/52 Unannounced	..... Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	..... Hollingbery
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	..... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	....
Eugene (Ore.) TV Co. (13)	5/14/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 8/1/53	..... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	..... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/15/53	..... Pearson

Location & Channel	Date Granted & Target for Start	Network Representative
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53	.....
KJEO (TV) Fresno, Calif. (47)	Unknown	.....
WTVS (TV) Gadsden, Ala. (21)	4/9/53	.....
KFXJ-TV Grand Junction, Colo. (5)	11/6/52	.....
KMON-TV Great Falls, Mont. (3)	August	Weed TV
WNCT (TV) Greenville N. C. (9)	3/26/53	.....
WGLV (TV) Greenville, S. C. (23)	5/1/54	Holman
WCRS-TV Greenwood, S. C. (21)	4/9/53	.....
WGCM-TV Gulfport, Miss. (56)	Unknown	.....
KHQA-TV Hannibal, Mo. (7)	3/11/53	.....
WSIL-TV Harrisburg, Ill. (22)	2/11/53	.....
WSVA-TV Harrisonburg, Va. (3)	Unknown	.....
WHKP-TV Hendersonville, N. C. (27)	3/11/53	.....
American Bcstg. Stations Inc., Honolulu, T.H. (4)	Nov. '53	.....
KID-TV Idaho Falls, Idaho (3)	3/11/53	.....
KIFI-TV Idaho Falls, Idaho (8)	Sept. 1	NBC Devney
WNES (TV) Indianapolis, Ind. (67)	3/11/53	.....
WJRE (TV) Indianapolis, Ind. (26)	Midsummer '53	.....
WKNE-TV Keene, N. H. (45)	5/14/53	.....
Television Services of Knoxville, Knoxville, Tenn. (26)	Unknown	.....
Harold C. Burke, Lancaster, Pa. (21)	3/26/53	.....
Las Vegas TV, Las Vegas, Nev. (8)	Oct. '53	.....
WMRF-TV Lewiston, Pa. (38)	3/26/53	.....
KTVE (TV) Longview, Tex. (32)	.....	.....
KFYO-TV Lubbock, Tex. (5)	4/2/53	.....
KTRE-TV Lufkin, Tex. (9)	Unknown	.....
WETV (TV) Macon, Ga. (47)	2/5/53	.....
WMAZ-TV Macon (Warner Robins), Ga. (13)	July '53	Weed TV
WMRI-TV Marion, Ind. (29)	4/2/53	.....
WMEV-TV Marion, Va. (50)	Unknown	.....
KRIO-TV McAllen, Tex. (20)	5/7/53	.....
KBES-TV Medford, Ore. (5)	Fall '53	Taylor
Miami TV Co., Miami, Okla. (58)	3/11/53	.....
KMID-TV Midland, Tex. (2)	1954	Taylor
Rudman TV Co., Minot, N. D. (10)	2/12/53	NBC
WTCN-TV Minneapolis, Minn. (11) (ST-WMIN-TV)	8/1/53	Headley-Reed
KGVO-TV Missoula, Mont. (13)	3/11/53	CBS, DuM
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	9/27/53	Katz
WCOV-TV Montgomery, Ala. (20)	3/11/53	.....
WPAQ-TV Mt. Airy, N. C. (55)	Unknown	.....
WLBC-TV Muncie, Ind. (49)	3/11/53	.....
	Unknown	Donald Cooke
	2/18/53	.....
	Sept. '53	.....
	3/4/53	.....
	Unknown	.....
	4/22/53	.....
	Unknown	.....
	2/11/53	.....
	Unknown	.....
	2/11/53	.....
	Late Summer-Early Fall '53	.....
	4/16/53	.....
	9/15/53	.....
	3/11/53	.....
	Spring 1954	Gill-Perna
	2/19/53	.....
	[CP stayed]	.....
	9/18/52	CBS
	4/6/53	Taylor
	3/11/53	.....
	Fall 1953	.....
	10/30/52	ABC, CBS,
	4/15/53	NBC, DuM, Walker-N.Y.; Halman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53	.....
Home News Pub. Co. New Brunswick, N. J. (47)	Unknown	.....
WKST-TV New Castle, Pa. (45)	4/2/53	.....
WJMR-TV New Orleans, La. (61)	Unknown	.....
CKG Co., New Orleans, La. (26)	9/4/52	.....
Community TV Corp., New Orleans, La. (32)	3/20/53	Meeker
New Orleans TV Co., New Orleans, La. (20)	2/18/53	.....
	Sept. '53	Bolling
	4/2/53	.....
	Fall 1953	Gill-Perna
	4/2/53	.....
	Unknown	.....
	2/26/53	.....
	Unknown	.....

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THE SCOPE OF THIS LIST

B•T's New Grantees' Commencement Target Dates table includes call letters, target dates, networks and representatives on all grants issued since the closing of the TELECASTING YEARBOOK forms on Feb. 10, 1953. Construction permits issued prior to that time are included in that volume.

Where there have been *changes* in call letters, target dates, networks or representatives from the information in the YEARBOOK the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the YEARBOOK. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.

Location & Channel	Date Granted & Target for Start	Network Representative
WACH (TV) Newport News, Va. (33)	2/5/53	.....
WMGT (TV) North Adams, Mass. (74)	June	.....
KLPR-TV Oklahoma City, Okla. (19)	2/18/53	.....
KTVQ (TV) Oklahoma City, Okla. (25)	10/15/53	Walker
WJMD (TV) Panama City, Fla. (7)	2/11/53	.....
WTAP (TV) Parkersburg, W. Va. (15)	Unknown	.....
WTVH-TV Peoria, Ill. (19)	2/11/53	.....
KOAM-TV Pittsburg, Kan. (7)	Unknown	.....
WTVQ (TV) Pittsburgh, Pa. (47)	2/11/53	.....
Metro. Pittsburgh (Pa.) Educ. TV (13)	9/1/53	.....
KJRL-TV Pocatello, Idaho (6)	3/11/53	.....
KWIK-TV Pocatello, Idaho (10)	Unknown	.....
WPMT (TV) Portland, Me. (53)	12/18/52	.....
	6/1/53	Petry
	2/26/53	.....
	8/1/53	.....
	12/23/53	.....
	August	Headley-Reed
	5/14/53	.....
	Unknown	.....
	2/26/53	CBS
	Unknown	.....
	3/26/53	.....
	Spring 1954	Hollingbery
	2/11/53	ABC, CBS,
	9/1/53	DuM, NBC
		Everett-McKinney-N.Y.
		Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53	.....
New England TV Co. of R. I., Providence, R. I. (16)	Unknown	.....
WNOA-TV Raleigh, N. C. (28)	4/8/53	.....
WEEU-TV Reading, Pa. (33)	.....	.....
Blue Grass TV Co., Richmond, Ky. (60)	10/16/52	CBS
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	5/28/53	Avery-Knodel
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	9/4/52	NBC
	4/15/53	Headley-Reed
	4/29/53	.....
	Unknown	.....
	3/11/53	.....
	Unknown	.....
	3/11/53	.....
	Unknown	.....
WRYN-TV Rochester, N. Y. (27)	4/2/53	.....
Greater Rockford (Ill.) TV Inc. (13)	Unknown	.....
WROM-TV Rome, Ga. (9)	5/14/53	.....
WKNX-TV Saginaw, Mich. (57)	Unknown	.....
KUTV (TV) Salt Lake City, Utah (2)	2/11/53	.....
Alamo Television Co., San Antonio, Tex. (35)	6/1/53	Weed TV
WJON-TV St. Cloud, Minn. (7)	10/2/52	.....
KFEQ-TV St. Joseph, Mo. (2)	4/1/53	Gill-Perna
WIL-TV St. Louis, Mo. (42)	3/26/53	ABC
St. Louis (Mo.) Educ. TV Comm. (9)	Fall '53	Hollingbery
WCOW-TV St. Paul, Minn. (17)	3/26/53	.....
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	.....	.....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	1/23/53	.....
WBOC-TV Salisbury, Md. (16)	Late Oct. '53	Rambeau
KFSD-TV San Diego, Calif. (10)	10/16/52	CBS
L. A. Harvey, San Francisco (20)	July '53	Headley-Reed
KSAN-TV San Francisco (32)	2/12/53	.....
KVEC-TV San Luis Obispo, Calif. (6)	Late 1953	.....
WARM-TV Scranton, Pa. (16)	5/7/53	.....
WGBI-TV Scranton, Pa. (22)	Unknown	.....
KDRO-TV Sedalia, Mo. (6)	3/11/53	.....
Sherman TV Co., Sherman, Tex. (46)	10/1/53	.....
WICS (TV) Springfield, Ill. (46)	3/19/53	.....
KCMC-TV Texarkana, Tex. (6)	Unknown	.....
KCOK-TV Tulare, Calif. (27)	2/15/53	.....
KCEB (TV) Tulsa, Okla. (23)	11/15/53	.....
KLIX-TV Twin Falls, Ida. (11)	4/16/53	.....
WGOV-TV Valdosta, Ga. (37)	9/15/53	.....
KNAL-TV Victoria, Tex. (19)	2/19/53	.....
Tri-State TV Inc., Waterloo, Iowa (15)	[CP stayed]	.....
WLTV (TV) Wheeling, W. Va. (51)	3/11/53	.....
Tri-City Bcstg. Co. Wheeling, W. Va. (7)	10/1/53	.....
KEDD (TV) Wichita, Kan. (16)	3/19/53	.....
WILK-TV Wilkes-Barre, Pa. (34)	Unknown	.....
WTOB-TV Winston-Salem, N. C. (26)	3/11/53	.....
KIMA-TV Yakima, Wash. (29)	10/1/53	.....
WNOW-TV York, Pa. (49)	2/26/53	.....
KAGR-TV Yuba City, Calif. (52)	Early '54	.....
KIVA (TV) Yuma, Ariz. (11)	3/4/53	.....
	Late Summer, '53	.....
	2/26/53	.....
	Unknown	.....
	2/5/53	.....
	July 1953	Taylor
	4/2/53	DuM
	Fall '53	.....
	2/26/53	.....
	Unknown	.....
	3/19/53	.....
	Unknown	.....
	2/26/53	.....
	Nov. '53	Southern TV & Radio Sales
	3/26/53	.....
	.....	.....
	4/16/53	.....
	10/1/53	.....
	2/11/53	.....
	October	.....
	4/22/53	.....
	Late Fall '53	.....
	2/18/53	.....
	5/15/53	.....
	10/2/52	ABC-DuM
	8/1/53	Avery-Knodel
	2/5/53	NBC, DuM
	July-August	.....
	12/4/52	.....
	7/1/53	Weed TV
	7/11/52	DuM
	Mid-Summer '53	Hollingbery
	3/11/53	.....
	Unknown	.....
	3/25/53	.....
	Unknown	.....

Fulltime Network

Successful eastern facility geared to low operating cost with combination operation. Excellent financing available with $30,000.00 cash required.

Southern Fulltime

This independent located in ideal market has big potential for owner-manager or partnership. 100% of station to be delivered for $65,000.00, with some financing available.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Turning to the Job at Hand

THERE'S a super-abundance of windy debate about the FCC's lethargy in authorizing television service in so-called "white areas" and in the one-station markets. Goaded by constituent pressure, almost everybody in Congress is having his say.

Last week, the FCC unfolded some of its plans to speed up the licensing processes. Sen. Edwin C. Johnson jumped into the fray with an original proposal that the FCC be given an additional $618,440 to hire 40 "examiner teams" to expedite comparative hearings. That now has been reduced to seven teams, at a $300,000 boost.

All these projects are well-meaning, but unrealistic. The answer will come, not through revision of procedures, but through the willingness of the FCC to meet its problem head-on. The right men are neded in the critical positions. Good laws and good regulations are meaningless if there's bad administration.

The problem, as we see it, is squarely before the new FCC Chairman, Rosel H. Hyde. The Commission looks to him for leadership. He is under mandate from the Administration to reorganize the Commission. He is under instruction to remove from authority those staff executives who heretofore have been responsible for administration, if not policy. They are the people responsible for the current unsavory mess.

Mr. Hyde has been under terrific pressures since he took office a month ago. He probably is reluctant to effect staff changes until he gets his fourth Republican member—to take office on June 30 when the term of Paul A. Walker expires. The FCC is now made up of three Republicans (Hyde, Sterling, Doerfer); three Democrats (Walker, Hennock, Bartley), and an Independent (Webster).

Mr. Hyde, in the judgment of many observers, now has a working majority on personnel appointments. Except for Comr. Hennock, who appears to have installed herself as the militant anti-Hyde minority, it's a reasonable bet that Mr. Hyde can pull most of the other members' votes on staff changes involving substitution of Republicans for hold-over Democrats. There's a sense of political fair-play on such matters. A political appointee takes that calculated risk.

What has happened since the change in administration last January? Most of the unreconstructed New Dealers are still holding forth. But a few of them appear to have reversed their political ideologies. They're suddenly good Republicans, or perhaps deserving independents. But they continue to pursue their devious ways of holding up cases they oppose, and of expediting those they support.

Chairman Hyde, in his month's tenure, probably has been the most harassed official in Washington. He has encountered a steady stream of Congressional hearings, budget meetings, staff sessions, banquets, inspection tours and conventions.

He realizes, as do his colleagues, that the first task is to resolve the manpower problem. A new general counsel, secretary, bureau chiefs, and key lawyers are essential. Once that is accomplished, with a staff owing allegiance only to the *present* Commission, the second job of invoking changes in procedure can be effected.

The FCC is not a court. It can introduce flexibility in its operations. It can prevail upon competing parties to shorten processing by stipulating records, taking depositions, and ruling out dilatory tactics. It can issue conditional grants.

In no other way can the new order at the FCC win the confidence of the White House and of Congress.

We hope there will be a moratorium on Congressional fishing expeditions, inspection tours, and other extra-curricular activities until the Hyde regime effects its staff reorganization and eliminates the road-blocks that are artificially depriving many areas of needed and desired television service.



Drawn for BROADCASTING • TELECASTING by Dick Wang

"Yes, he is good, but unfortunately we're a little overstocked on musical talent just now."

Conelrad's Other Half

WE HAVE it on no less authority than that of FCC Comr. George E. Sterling that the Conelrad emergency radio plan, which began operating May 15, is technically ready for service in the unpleasant event of enemy attack.

Mr. Sterling gave these assurances after inspecting radio installations in the West and Midwest and conferring with officials of the Air Defense Command and telephone companies. But he emphasized that his assurances pertained only to the technical capacity of the system. What use the system will be put to, in case of enemy attack, is still somewhat up in the air.

The unhappy truth is that Civil Defense officials have lagged in making plans to utilize Conelrad. Until that phase of Conelrad planning is brought up to the levels of the technical achievements, the Conelrad system is of uncertain value.

The theory of Conelrad is to create a national communications system which, while preventing enemy bombers and missiles from homing on radio signals, can be used, first, as a warning device and, second, as a means of disseminating vital Civil Defense information to the public. At its present stage, it apparently is capable of carrying out its first phase but not its second. The alarm would be sounded but the all-important follow-up—telling the public what to do in the aftermath of attack—would be haphazard at best.

As a trade journal in the broadcasting field, we cannot help but be proud that the nation's broadcasters have cooperated so handsomely (at a voluntary cost of some $2 million to themselves) in adapting their facilities to Conelrad. As a U. S. citizen, however, we cannot help but be appalled that Civil Defense authorities have not been similarly enterprising in carrying out their part of this burden.

We hope that Comr. Sterling's timely warning will be heeded by Civil Defense officials. Conelrad could be of inestimable value in saving U. S. lives and resources, but not if its job is only half done.

Jockeying for Position

EVERY EYE in or around television is focused on New York. The NBC television affiliates are meeting with their network. The problems are economic. It's a question of contract.

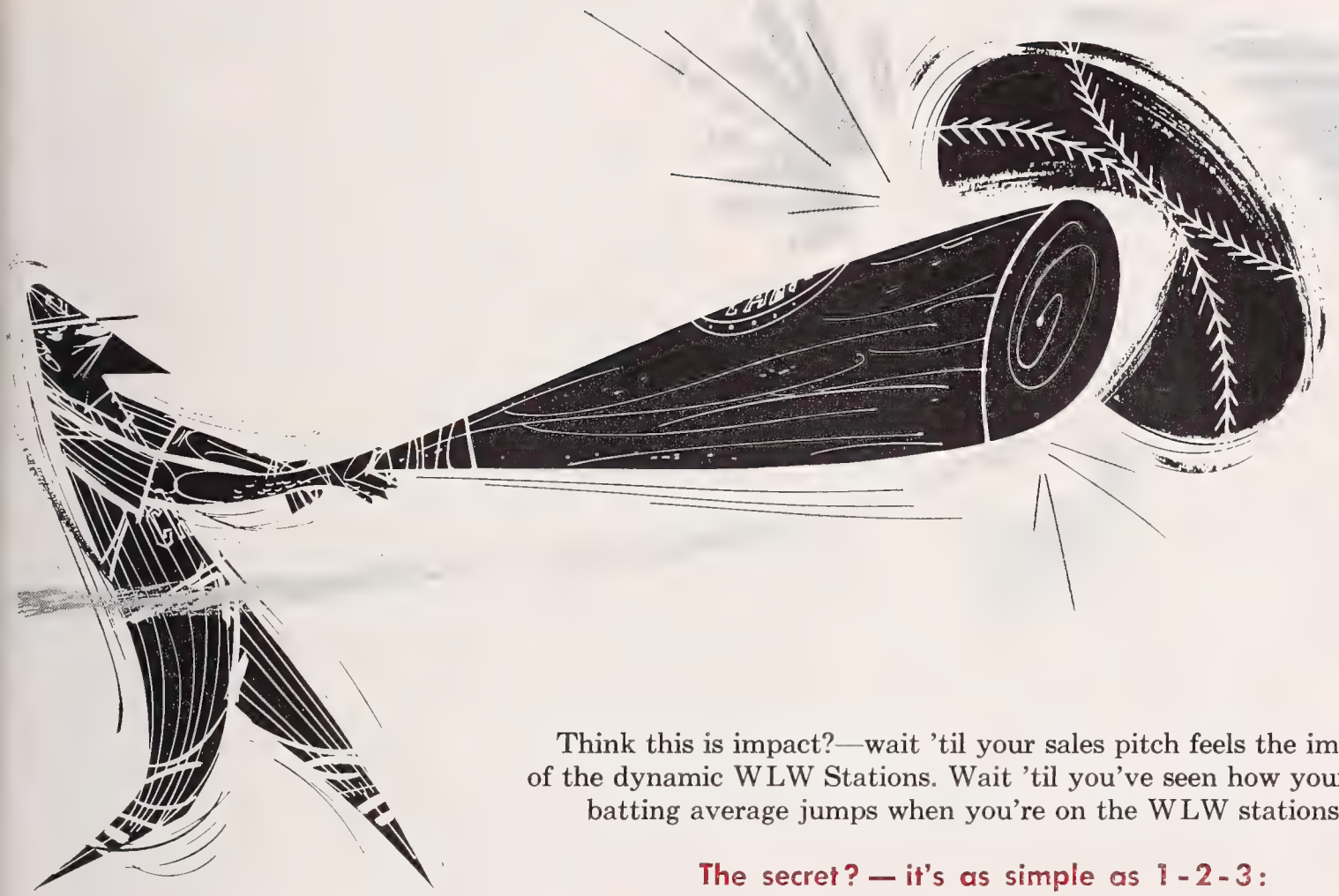
CBS, in a free competitive economy, is pitching for improvement of its position. It has had conversations with present NBC affiliates, both AM and TV, looking to affiliation switches. It has worked both ways—propositions have come from the network; others from the stations.

Before television, there had been jockeying for prime affiliations. The fact that there are one-station markets in television has heightened the interest. Everyone wants to get the best deal with the best network.

The network that is best today may not be tomorrow. And "tomorrow" will bring the end of the one-station station markets.

If there is one hopeful sign, it is that nothing can be taken for granted in the dynamic art of broadcasting. Whatever the outcome, whatever the moves of the pawns on the chess-board, the end result will be harder competition and a greater awareness of the mutuality of interest between network and affiliate.

TALK ABOUT IMPACT



Think this is impact?—wait 'til your sales pitch feels the impact of the dynamic WLW Stations. Wait 'til you've seen how your sales batting average jumps when you're on the WLW stations.

The secret? — it's as simple as 1-2-3:

1. The WLW radio and television stations cover more than 1/10th of America. A lot of people who buy a lot of things.
2. The WLW Stations have the talent, the programs, the facilities to do a super selling job on your products—give you more for your money.
3. The WLW Stations have the only Client Service Department in broadcasting to give your advertising the plus of promotion and merchandising that insures sales success.

So, when you think of impact, think of the Crosley WLW Stations.

as your ad dollar is directed, so your sales message "scores"

CROSLEY broadcasting corporation

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD.

Television Station Representatives

WEED TELEVISION

New York · Chicago · Detroit
Boston · San Francisco
Atlanta · Hollywood

JUNE 1, 1953

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

ashington printers
re on strike again
last week.
is issue was printed
offset. Typography
is by Varitype,
ther than Linotype.
ll editorial coverage
f the week's news
provided, as usual.
will return to normal
hedules as soon as
conditions permit.

22ND year



The bonus Summer coverage of **WCCO**

The lakes of Paul Bunyan land cover more than two million acres . . . and a million tourists come here each summer to join the three million who live here. Summer selling at its best!



The Paul Bunyan Buy!

Car Radios and Home Radios are on; Television Sets in the lodge draw the cabin dwellers. WCCO offers you a million radio homes and almost a half million Television Sets in its coverage area!

RADIO 50,000 WATTS 830 KC

WCCO

CBS

MINNEAPOLIS • ST. PAUL

100,000 WATTS TV Channel 4

National Representatives Radio Spot Sales

National Representatives Free and Peters

Fables of the leopard and the hippo — 10

ON MUSHROOMS AND TOADSTOOLS



THE HIPPO: "After foraging everywhere for delicacies—mushrooms in particular—I'm often left with crippling indigestion."



THE LEOPARD:

"No doubt because you've eaten toadstools too, believing they were mushrooms. I've found the difference quite important."

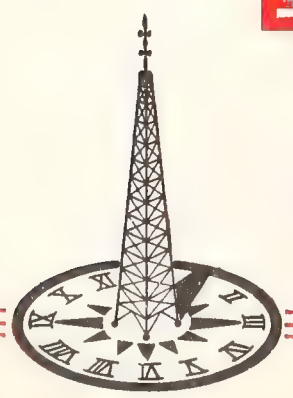
THE MORAL: TV advertisers (who are wily like the Spotted Leopard) know that among the rapidly expanding number of TV markets there are "mushroom" markets. And "toadstool" markets. Sometimes growing right next to one another.

That's why many more national advertisers are using **Spot TV.**

Because with Spot TV you can choose just the true "mushroom" markets . . . markets where your advertising easily keeps sales profitable. You don't **have** to buy any markets but these. When you choose Spot TV, choose these prime markets. Choose these thirteen well-viewed stations. They make sales mushroom!

WSB-TV	**Atlanta**
WBAL-TV	**Baltimore**
WFAA-TV	**Dallas**
KPRC-TV	**Houston**
KECA-TV	**Los Angeles**
KSTP-TV	**M'p'l's-St. Paul**
WSM-TV	**Nashville**
WABC-TV	**New York**
WTAR-TV	**Norfolk**
KMTV	**Omaha**
WOAI-TV	**San Antonio**
KGO-TV	**San Francisco**
KOTV	**Tulsa**

REPRESENTED BY



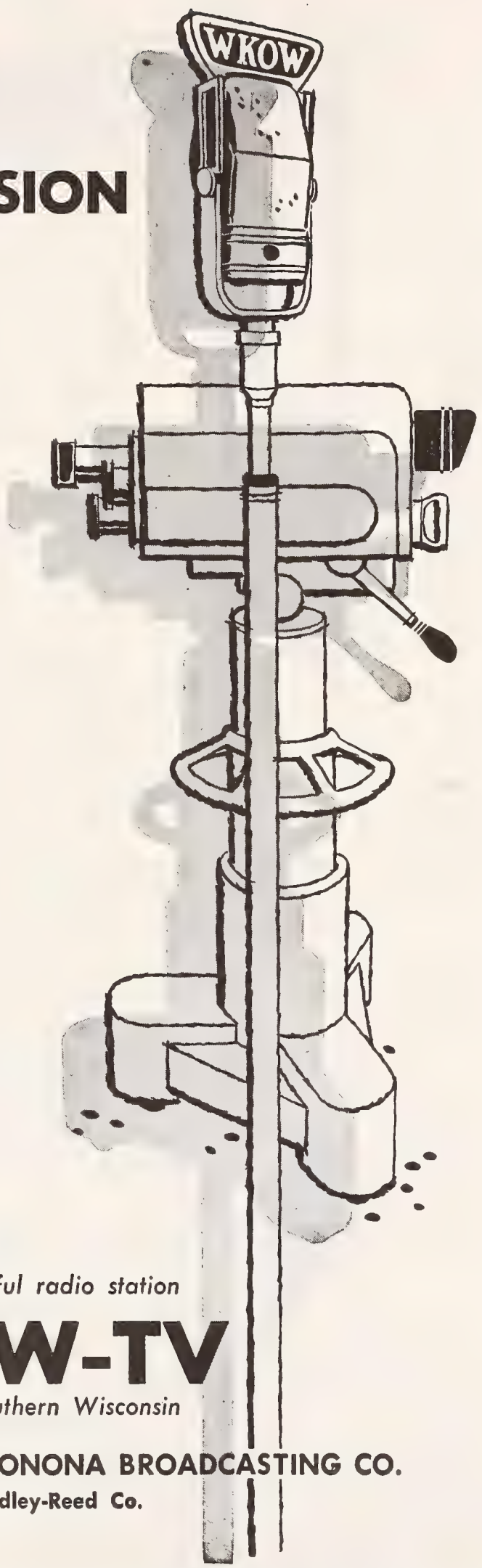
EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS



in RADIO with TELEVISION



And growing with the market, WKOW and WKOW-TV, with the leading record of performance for sales results. Ask our representative to prove it.

WKOW 1070 CBS
10,000 WATTS

50 counties
605,290 radio homes
$2 1/3 Billion in retail sales
139,140 radio farm homes
$8,055 average income per farm

WKOW-TV Channel 27 CBS

8 counties
$1/2 Billion in retail sales

MADISON METROPOLITAN AREA

16th in per family income ($6,575)
74th in per capita retail sales
97th in retail sales
103rd in population

WKOW

Wisconsin's most powerful radio station

WKOW-TV

First in Southern Wisconsin

CBS IN MADISON, WISCONSIN **MONONA BROADCASTING CO.**

Represented nationally by Headley-Reed Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL·TV

NBC • CBS • ABC • DuMont

Lancaster, Pa.

In its fifth year... serving people selling products

An enviable record of public service, an enthusiastic, buying audience—that's the WGAL-TV story as another anniversary rolls around. In the years to come WGAL-TV will continue to give its advertisers profit for their sales message . . . continue to serve its ever-growing loyal viewing audience with the best in stimulating local-interest and public service programs, top shows from four networks. The **Channel 8** large, rich Pennsylvania market area—including Harrisburg, York, Reading, Lebanon, Lancaster—offers advertisers a great profit potential. Increase your sales, profitably, economically—buy WGAL-TV, **Channel 8.**

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

WGAL

AM TV FM

Steinman Station

Clair McCollough, President

closed circuit

SENTIMENT revived in House for "ripper" bill to reduce FCC from seven to five members. Whether it gets off ground depends upon White House. It would eliminate need for selecting successor to Comr. Paul A. Walker, who retires June 30, and would permit President Eisenhower to reappoint five of present six members, dropping one Democrat. FCC then would comprise three Republicans (Hyde, Sterling and Doerfer), one Democrat (probably Bartley) and one Independent (Webster). It also would be economy measure, saving $30,000 in commissioner salaries, aside from staffs and assistants, amounting to another $70,000.

WITH FCC approval of WPTZ (TV) sale by Philco to Westinghouse for record figure of $8.5 million (see story page xx), way may be opened for other major deals. WPTZ approval had been temporarily delayed by inquiry from Sen. Edwin C. Johnson (D-Colo.) who raised question about attribution of $5 million figure as value of WPTZ's network affiliation (NBC). This aspect had been cleared up to satisfaction of both FCC and Sen. Johnson.

NOT CONTENT with available estimates on TV market potential, NARTB's Research Dept. will come out this month with own answer to most-asked video question: How large must markets be to support television?

AT LONG last, FCC proposes to "get tough" on strike applications in television. Last week it instructed staff to draft indictments in individual cases with possibility that revocation proceedings may be resorted to in extreme situations. Difficulty in nailing down down evidence has occasioned delay, it's contended. But action now can be expected within days.

THAT CBS intends to play ball with old line AM affiliates on eventual TV alignment reflected in contract entered with WHBQ (TV) Memphis, scheduled to begin operation on Ch. 13 in mid-September. Contract specifies "primary supplementary" affiliation. It contains six-months cancellation clause, making it interim affiliate. WREC, owned by Hoyt Wooten, is CBS radio affiliate and applicant for Ch. 3, which also is being applied for by WMPS.

WHILE NARTB is close-mouthed about its upcoming revision of five-year-old Radio Standards of Practice, there's one safe bet—revamped code will not contain any enforcement weapon like TV Code's seal.

CONGRESSIONAL leaders' call for speedup with possible adjournment *sine die* July 31 doesn't necessarily mean legislation on radio-TV also will be prodded. Rather, last minute rush could mean most radio-connected measures will be spindled for next year.

WHAT WILL Paul A. Walker, 71-year-old former FCC chairman, do when his term expires next June 30? FCC's only charter member will draw less than $4,000 in retirement pay. Best guess: He will wind up with educational television group—possibly National Citizens Committee, which has Ford Foundation funds--and may conduct lecture tour.

WHILE FCC has no real enthusiasm for time-sharing in TV, it nevertheless prefers it to merging of AM applicants. In time-sharing, there's no problem of disposing of one AM station to avoid duopoly. To date, FCC has approved only one merger (Macon uhf) while it has okayed four time-sharing proposals—Salinas-Monterey, Calif., St. Paul, Rochester and Phoenix (see page xx).

STILL UP in air is question whether Senate Foreign Relations subcommittee, headed by Sen. Tobey (R-N.H.), will hold hearings on ratification of North American Regional Broadcast Agreement (NARBA) at this session. Clear Channel Broadcasting Service steadfastly opposes ratification on ground that Mexico is not signatory and therefore treaty would afford no protection. Both State Dept. and FCC are pressing for hearings but roadblock is Foreign Aid Program priority.

WITH PUBLICATION in *Federal Register* last week of FCC's new "clarifying" procedure on TV rules, speedier method of handling cases will become immediately operative and FCC expects brisk action through resolving of conflicts of competitive applicants. Elimination of seven-day "waiting period" on cleared applications, it's thought, will spell end of last minute "strike" applications.

SPECIAL shortwave antenna with power gain of 500 has been developed by Associated Broadcasters Inc., San Francisco, which has submitted specifications to Patent Office. This compares with best 50 gain curtain antenna now available, according to Associated engineers.

CONCERN HAS developed over move to appoint as executive officer of International Frequency Registration Board, John H. Gayer, son-in-law of Sen. Dwight Griswold (R-Nebr.). Recommended for this highly skilled post by FCC is A. L. McIntosh, chief, Frequency Allocation & Treaty Division, to succeed Paul A. Miles, formerly of FCC, who is returning to U. S. from Geneva headquarters. Former FCC Comr. Eugene H. Merrill, who left with change in administration, is espousing Gayer candidacy. It's said not dozen people in U. S. who are qualified for it.

WILDROOT CO., through BBDO, New York, understood to be lining up eight-second "midget" spots in radio, as many as 20 to 40 per week, as soon as availabilities come through.

BELIEF GROWING that Canadian government before end of August will lift monopoly of Canadian Broadcasting Corp. TV in Winnipeg and Vancouver, by licensing private stations. End of CBC-TV monopoly at Montreal and Toronto is not expected to follow till considerably later.

SOME 10-11,000 mimeographed copies of Sen. Tobey's (R-N.H.) statement on educational TV reservations sent by him to educators (induding Joint Committee on Educational Television and National Citizens Committee on Educational TV) and to broadcast stations who have expressed interest in educational TV. Statement, which warned of "full scale" investigation if FCC weakens or deletes any of 242 channel reservations (B•T May 18), was distributed, it was said, to clear up "confusion".

Printers' Strike In Second Week

THIS is another "printers' strike" edition of BROADCASTING•TELECASTING—the second in as many weeks. But unlike last week's issue, this one is printed by the offset process. Virtually all of the composition is by Varitype, rather than linotype.

Of necessity, this is an improvised magazine. No linotype composition was available either in Washington or in nearby cities. Our decision was to get to our subscribers a publication containing as nearly as possible our usual budget of spot news. Feature copy, we felt, was expendable during the strike emergency.

There is no indication when the Graphic Arts Assn., representing all of Washington's commercial printing plants, and the Columbia Typographical Union 101, AFL, may come to terms. The controversy concerns wages and fringe benefits. All other major unions previously had contracted with the Washington publishing houses.

We ask the indulgence of our subscribers and our advertisers during this strike emergency. We will return to normal schedules as soon as circumstances permit.

NOW YOU CAN COVER ALMOST

ALL OF ARKANSAS

WITH ONE ULTRA-MODERN STATION—

THE NEW 50,000-WATT

KTHS!

(CBS SOON!)



- the *only* 50,000-watt Class 1-B clear channel station in the State
- the only Arkansas station with 28 years of continuous broadcasting experience —
- formerly located at Hot Springs with 10,000 watts on 1090 KC. —
- now broadcasting from Little Rock, with 50,000 watts on 1090 KC.
- now offers primary daytime coverage of 1,002,758 people, of whom more than 100,000 do not receive primary daytime service from any other station
- secondary coverage (between .5 and .1 contours) adds another 2,369,675 people!
- superb new equipment — superb new programming planned for every segment of Arkansas' population
- same ownership and operation as KWKH, Shreveport, whose KNOW-HOW has made KWKH one of the South's great stations
- **EFFECTIVE JUNE 15th, KTHS JOINS THE CBS RADIO NETWORK**
- ask your Branham Man! Several truly unusual "charter opportunities", now open, may not be available again for years

Represented by The Branham Co.
Henry B. Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

THE NEW 50,000-WATT (CBS SOON!)

KTHS

BROADCASTING FROM LITTLE ROCK, ARKANSAS

at deadline

ABC RADIO EXPANDS SPECIALIZED PROGRAMMING-- Expanding its plan for specializing in one type of programming each evening, already under way with musical programming on Saturday ("Dancing Party"), Sunday ("American Music Hall") and Monday ("American Concert Studios"), ABC Radio last week announced that Tuesday evening programming will lean toward lectures and forums such as "America's Town Meeting of the Air"; Wednesday will be "One Night of Love" with programs of a romantic flavor; Thursday night programming will have dramatic impact and Friday's will feature comedy.

A ninety minute variety show will go into ABC weekday afternoon schedule (2:30-4 P.M.) in September, to be replaced Jan. 1, 1954, by Martin Block. Early evening programming will include "Lone Ranger" alternating with "Space Ranger" and new Tuesday-through-Friday series, "Three City Byline," featuring columnists from New York, Chicago and Hollywood. New "Horatio Hornblower" series will go on ABC Radio in fall, day and time not yet set.

As announced by Robert M. Weitman, ABC vice president in charge of talent and programming, new format is part of four-fold plan that calls for strengthening present ABC Radio schedule, building new afternoon program pattern, allocating each evening to categorized facet of entertainment and finally, overall plan of creating and producing new properties.

NBC-TV FALL SELLOUT-- Complete sell-out for NBC-TV's fall nighttime schedule reported with Andrew Jergens Co., Cincinnati, buying Mon. 7:30-45 P.M. period, starting Aug. 17, and Serutan Co. (Jeritol, liver and iron extract) signing for Mon. 9-9:30 P.M. segment with "Juvenile Jury," starting July 6 and expected to run into fall. Jergens show format unset, but agency, Robert Orr & Assoc., N. Y., is preparing it. Serutan agency is Edward Kletter Assoc., N. Y.

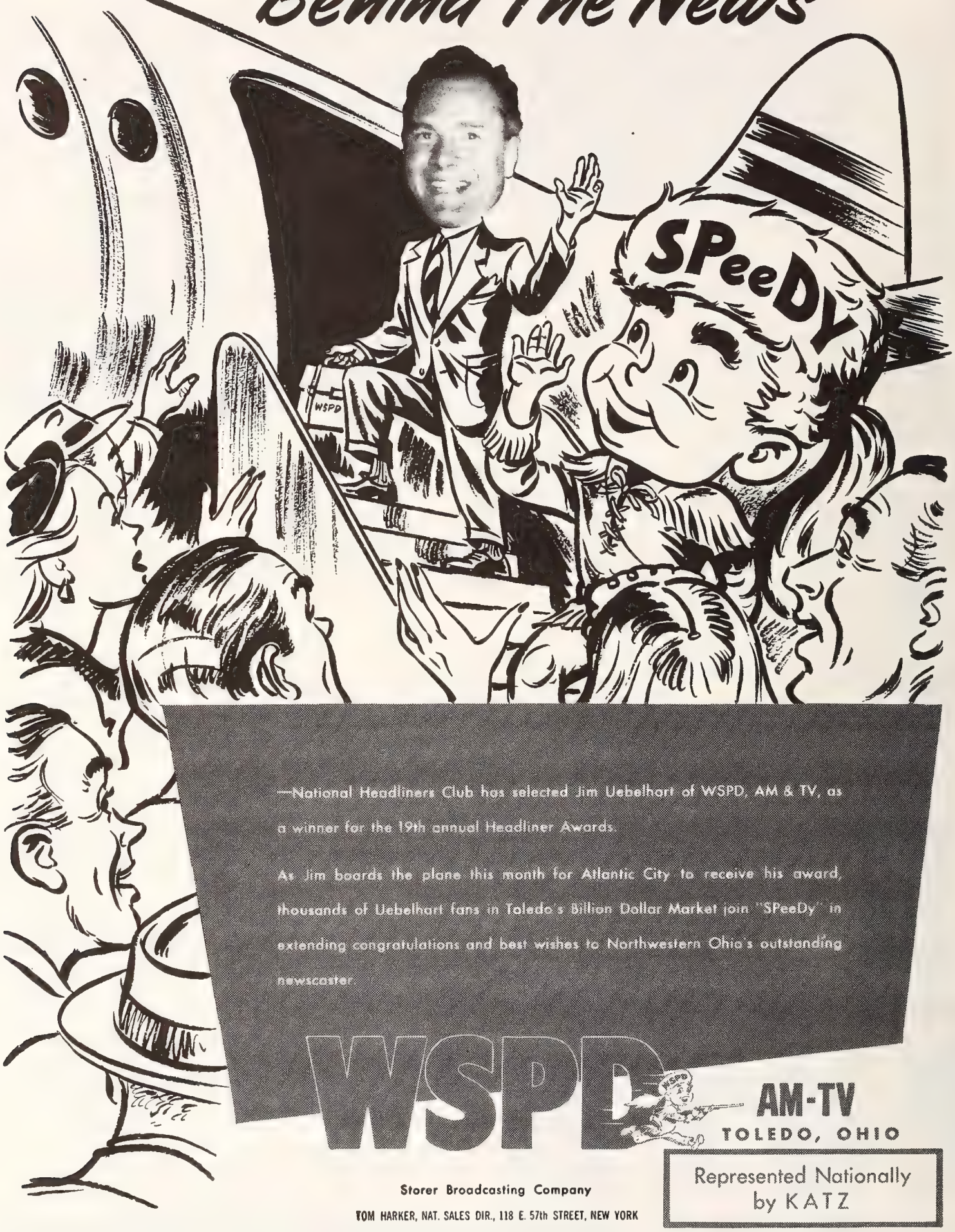
NEW GAS PROMOTED-- New summer gasoline to be promoted by Standard Oil Co. of Indiana on 32 radio stations in 28 key midwestern cities, 167 times each week, according to Wesley I. Nunn, advertising manager. TV audiences will see films on seven stations. Tests in Mojave Desert will be described.

VICK BUYS FOR FALL-- Vick Chemical Co., annual seasonal radio spot advertiser usually using about 100 markets, lining up morning and afternoon availabilities to start in September and October, through Morse International, New York.

FORD DEALERS PLACING-- Ford Dealers, through J. Walter Thompson Co., New York, is placing its usual 13-week radio spot announcement campaign in several Ford districts (which are composed of more than one radio market), starting in June.

WALA-AM-TV OPTIONED FOR $2 MILLION TO TEXAS GROUP-- Agreement reached by W. O. Pape, owner and founder of WALA-AM-TV Mobile, for sale of properties for $2 million gross to group headed by Gene Cagle and Charles Jordan of Texas State Network. Transaction, subject to FCC approval, will be completed this week, it was reported, following procurement of option to purchase by Texas State interests. WALA, founded by Mr. Pape in 1930, operates on 1410 kc with 5,000 w, and is affiliated with NBC. WALA-TV began operation last January on Ch. 10 and is affiliated with NBC-ABC.

"To Honor Those Behind The News"



—National Headliners Club has selected Jim Uebelhart of WSPD, AM & TV, as a winner for the 19th annual Headliner Awards.

As Jim boards the plane this month for Atlantic City to receive his award, thousands of Uebelhart fans in Toledo's Billion Dollar Market join "SPeeDy" in extending congratulations and best wishes to Northwestern Ohio's outstanding newscaster.

WSPD AM-TV
TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company

TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

SMALL MARKET VIDEO PROBLEMS OUTLINED AT VIRGINIA MEETING-- Television stations in small communities will be forced to fight hard for their advertising dollars under present operating costs but they can be expected to shatter gloomy predictions of experts, Thad H. Brown Jr., NARTB television vice president, told Virginia Assn. of Broadcasters last week at Colonial Williamsburg.

James H. Moore, VAB president, presided at the Wednesday-Thursday meeting as association president.

In conceding definition of small market keeps shrinking, Mr. Brown said $150,000-a-year seems to be about minimum operating cost for film and/or network only station. He said national network dollars are likely to be concentrated in top 168 markets. He cited figures from article by Peter Levin in April 27 B.T suggesting TV advertising may run around 0.4% of retail sales in community.

VAB's agenda included labor discussion led by Richard P. Doherty, NARTB labor vice president, as well as panels on radio sales, programming and related problems.

R. H. Smith, WCYB Bristol, Va., elected VAB president Thursday. Other officers: Frank E. Koehler, WROV-AM-TV Roanoke, vice president; Charles Maillet, WFLO Farmville, secretary-treasurer. New board: Charles Blackley, WTON Staunton; Ray P. Jordan, WDBJ Roanoke; Earl Key, WKEY Covington; Irvin Abeloff, WLEE Richmond; John Cole, WHLF South Boston.

NARTB TV PLAN BROADENED-- Intensification of research program for Television Information Committee indicated Thursday after session of committee in New York. NARTB slated to handle immediate research projects, collecting existing data on such questions as, for instance, incidence of crime and juvenile delinquency in TV areas as compared to non-TV areas. Full membership on hand for meeting. NARTB President Harold E. Fellows is chairman.

CORONATION SPONSOR-- Handmacher Vogel Inc., N. Y. (women's apparel), signs to sponsor discussion and commentary programs dealing with Coronation of Queen Elizabeth 2D tomorrow (Tues.) on ABC-TV, 8-8:15 and 10:25-10:30 P.M. (EDT), in periods immediately preceding and following ABC-TV's presentation of BBC film coverage of Coronation.

WPTZ (TV) TRANSFER-- To mark transfer of WPTZ (TV) from Philco to Westinghouse, approved last Thursday by FCC, special live telecast will be presented June 2, 9-9:30 P.M., using early Westinghouse talent. Program, whipped together under direction of W. B. McGill, Westinghouse Radio Stations Inc. advertising manager, includes Dave Garroway, Betty Furness, Wally Cox ("Mr. Peepers"), Hamilton Trio and KYW Philadelphia orchestra. Gwilym Price, Westinghouse president; William Balderson, president of Philco; E. V. Huggins, president of WRS and Joseph Baudino, executive vice president will participate.

FLORIDA SHIFTS-- In four-way agreement to free two Florida channels for prompt grants, WCOA Pensacola dismissed vhf Ch. 3 bid and asked for grant to competitor WEAR there while WEAR gave up second bid for uhf Ch. 36 at Jacksonville, asking FCC to grant Ch. 36 to WJHP Jacksonville, under common ownership with WCOA. WGAR Cleveland dismissed TV bid for uhf Ch. 65, leaving uncontested application of WERE there.

CHEVROLET DEALERS ON WNAC-TV-- Chevrolet Dealers Assn. (Mass., R. I., N. H., Conn.) signed with WNAC-TV Boston for what station described as largest sale of feature films in Boston TV history, Linus Travers, WNAC-TV executive vice president and general manager, said. Series of film programs begins today (Monday), will consist of feature films, Mon.-Thurs.-Sat. at 11 P.M. Agency: Chamber & Wiswell Inc., Boston.

Greetings

WTIC

HARTFORD, CONN.

one of the nation's great stations

on the

20TH

ANNIVERSARY

of our association together

On July 1st 1933, we started as national sales representatives of WTIC, the 50,000 watt, NBC outlet for Hartford, Connecticut. We are pleased that in each of 19 of the 20 intervening years we have shown an increase* over the year preceding. This could only be possible on a great station, well managed.

WTIC, we are proud to serve you.

*WEED BILLING
WTIC, HARTFORD

1933	$ 19,465.37
1934	71,815.00
1935	92,116.30
1936	144,077.50
1937	160,077.50
1938	182,966.70
1939	218,123.23
1940	313,982.50
1941	416,090.57
1942	438,232.23
1943	458,612.00
1944	568,141.36
1945	569,235.30
1946	576,062.60
1947	596,575.95
1948	615,769.27
1949	621,111.17
1950	705,505.91
1951	740,406.20
1952	621,554.66

RADIO STATION REPRESENTATIVES

WEED AND COMPANY

NEW YORK BOSTON DETROIT ATLANTA CHICAGO HOLLYWOOD SAN FRANCISCO

at deadline

DUMM STATIONS CONTINUE LATIN AMERICAN SERVICE-- Continuance of American shortwave broadcasts to Latin and South America was assured when Associated Broadcasters Inc. received go-ahead from State Dept. and FCC, Wesley I. Dumm, president and owner, announced last week. Spanish-language programs will be continued on private basis, Mr. Dumm said. Associated, licensee of KSFO and KPIX (TV) San Francisco, will transmit programs three hours nightly. They will be repeats of regular KSFO music programs, with Spanish interpolations, and of baseball coverage.

Using facilities of its 100 kw KWID No. L on 15.285 mc and of 50 kw KWID No. 2 on 17.760 mc, Associated will fill void left when the Voice of America ceased its Latin and South American service May 23.

As part of its Spanish service, Associated will produce and transmit two or three times a week pro-American dramas under State Dept. supervision. These will be paid for out of $100,000 Congress gave State Dept. under P.L. 495 which permits payment for private international broadcasting.

One of benefits of Associated's move in continuing to program on two frequencies vacated by VOA is that other nations may not preempt wavelengths. They are assigned for U. S. use, but if not occupied could be taken over by other nations, including Russia.

FCC APPROVES SALE-- Sale of third interest in KAFY-AM-TV Bakersfield, Calif., by George Crome and R. F. Harlowe to Sheldon Anderson, 16-2/3% owner, for $120,000, granted by FCC. Mr. Anderson's mother retains 16-2/3%, giving control to family. FCC approved 10-year lease of KGA Spokane by Bankers Life & Casualty Co. for $40,000 annually from Gonzaga U.

DUMONT ADDS SIX-- DuMont TV Network announces signing of six new stations as affiliates, raising total to 166. New affiliates: WSUN-TV St. Petersburg, Fla., WNAO-TV Raleigh, N. C., KFSA-TV Fort Smith, Ark., WDAY-TV Fargo, N. D., WGLV (TV) Easton, Pa., and KTYL-TV Phoenix.

SQUIBB ON NBC-TV-- E. R. Squibb & Sons, in first use of network TV, today (Mon.) starts two one-minute participations per week on NBC-TV's "Today" show (Mon.-Fri., 7-9 A.M. EDT and CDT), and Chase and Sanborn Coffee signs for 78 participations in "Today" between June and December, inclusive. Squibb contract, through Cunningham & Walsh, N. Y., is for 26 weeks with option for another 26 weeks. Chase and Sanborn agency: Compton Adv., N. Y. Contracts brought "Today" participations signed for in May to 107.

PEOPLE-- GERALD HIGGINS, John J. Dowd Inc., Boston appointed assistant to president of James Thomas Chirurg Co., N. Y. and Boston agency . . . WALTER L. EMERSON, ABC Central Div. attorney, named counsel for NBC Chicago succeeding THOMAS COMPERE, who enters private practice . . . LESLIE G. ARRIES SR., formerly DuMont sports-special events director, named ABC-TV sports director . . . JAMES WEATHERS, World Broadcasting System sales representative in Southeast, named Western Division sales manager replacing MAYNARD MARQUARDT, who takes leave to operate own station, KATY San Luis Obispo. Replacing Mr. Weathers will be JACK WHEELER, who sells interest in WKEV Griffin, Ga.... HAROLD C. LUND, WDTV (TV) Pittsburgh general manager, elected president of Pittsburgh Radio & Television Club...JOHN H. THOMPSON, KNBC San Francisco news-public affairs manager, named program director, taking duties relinquished by GEORGE GREAVES who continues as assistant general manager with WILLIAM COTHRAN named public affairs director. . . EARL H. GAMMONS, CBS vice president, called on President Eisenhower Thursday in capacity of vice chairman of President's Committee on Employment of the Physically Handicapped.

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

You'll
GET THIS
TYPE OF

AND

ON
RADIO STATION

WSAZ

1. Courtesy Announcements
2. Newspaper Advertising
3. Monthly Mailings to Grocers and Druggists
4. Special Mailings
5. Car Cards
6. Trade Calls
7. Point of Sale Displays

•

National Representatives:
THE KATZ AGENCY
OR
C. TOM GARTEN
Station Manager

5000 WATTS DAY
1000 WATTS NIGHT
930 KC



RADIO STATION
WSAZ

index

BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

The complete departmental index normally appearing in this space has been eliminated in this emergency issue. At Deadline news appears on pages 5, 7, 9 and 11. Regular news departments begin on page 35.

Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

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BUREAUS

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William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 isues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.

WJTV Mississippi's First Television Station

The REASON is because . . .

The reason for what?

The reason Mississippi's televiewers and America's leading national spot and network advertisers re enthusiastic about the performance of WJTV, Mississippi's finest television station.

The reason is

. . . because from the first week of commercial operation WJTV has given its audience through-the-day programming, going on the air each day at ten o'clock in the morning and continuing straight through to about midnight.

. . . because only four months after "hitting the air" WJTV is producing live programs and building local television personalities whose enthusiastic mail response is testimony to their popularity. The live programs that WJTV is regularly producing . . . with multiple camera operation . . . number more than 35 each week, plus regularly scheduled remotes.

. . . because WJTV's interconnected network programming brings eight of the nation's ten most-watched shows (according to Videodex's April ratings) to Mississippi viewers.

. . . because WJTV is consistently reaching viewers 55 miles away in all directions from the broadcasting site. This remarkable coverage was established in a survey conducted throughout the area by the Product Performance Division of Philco Corporation.

. . . because foremost national spot, network, regional and local advertisers are finding that WJTV does the job for them. Reaching most of the viewers most of the time, and all of the viewers much of the time, WJTV's operation has proved to the industry that it gets RESULTS . . . profitable RESULTS. The response to one weekly program . . . where viewers were told it was necessary to send their names once and only once . . . was more than 13,000 replies.

AND . . . for a final because there is the fact that the number of sets continues to increase. From ewer than 5000 four months ago, just prior to the time WJTV began operations, sets in the area have increased to 17, 138 according to Jackson's monthly independent agency survey.

Those are the reasons WJTV knows it is offering central Mississippi viewers and America's leading national spot and network advertisers an unbeatable combination: UHF INTERFERENCE – FREE PICTURE PLUS VHF COVERAGE.

WJTV UHF CHANNEL 25 JACKSON, MISSISSIPPI

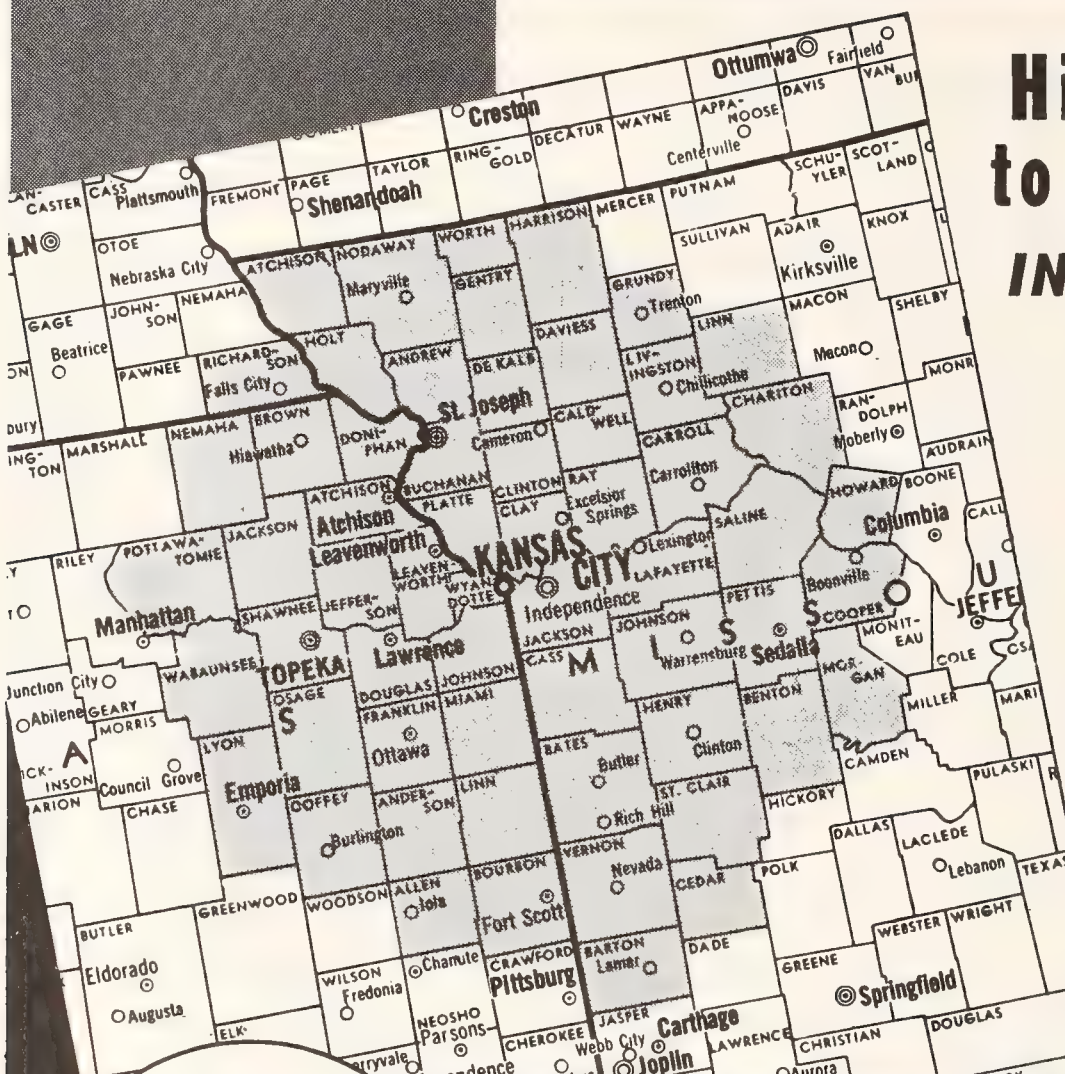
MISSISSIPPI'S FIRST TELEVISION STATION

Owned by Mississippi's two state-wide newspapers
The Clarion Ledger and JACKSON DAILY NEWS

John Rossiter, General Manager
CBS PRIMARY AFFILIATE . . . NBC . . . DUMONT . . . ABC

Represented Nationally by THE KATZ AGENCY

NOW 100,000 WATTS



The .1 millivolt signal strength line bisects the outside tier of counties shown in the map. Set sales, mail response and other data substantiate the inclusion of these 58 counties as the good coverage area of WDAF-TV.

Hitch Your Produc to a Great Station..

IN A GREAT MARKET

- POPULATION IN THESE 58 COUNTIES — 1,806,400
- NUMBER OF FAMILIES — 608,700
- SET SALES — OVER 300,000
- RETAIL SALES — $1,908,353,000
- FOOD SALES — $ 360,126,000
- DRUG SALES — $ 85,600,000
- EFFECTIVE BUYING INCOME — $2,663,950,000

New Power Increase Adds 146,000 Families In This Rich Market.

WDAF·TV

Channel 4

KANSAS CITY

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, In

A 2-WAY EXCHANGE OF LIFE INSURANCE INFORMATION

The Institute of Life Insurance provides the public with life insurance information—and in turn, interprets public attitudes to the business.

Three out of every four families now own life insurance.

As America's most popular form of thrift, there is, naturally, a wide interest in how life insurance operates and in the benefits it provides.

In carrying out its first objective of providing a clearer understanding of life insurance, the Institute of Life Insurance does these things:

—collects, analyzes and distributes life insurance statistics to radio and television stations and networks, to editors, economists, librarians, writers and researchers.

—helps schools and colleges to meet needs in the instruction of life insurance by preparing and distributing, on request, such teaching aids as booklets, films and charts.

—furnishes monthly news services to radio commentators, newspaper editors and magazine editors.

—aids librarians in selecting and securing life insurance information.

—develops material on life insurance and related phases of money management for women's organizations, social welfare workers, doctors, lawyers, and other community groups.

—publishes a series of advertising messages designed to broaden the understanding of life insurance.

And for its second objective, the Institute continuously studies public opinion concerning the performance of the life insurance business and makes its findings available to the companies. In doing this, it enables the companies to serve better the interests of 88 million life insurance policyholders.

Institute of Life Insurance

Central Source of Information about Life Insurance
488 MADISON AVENUE, NEW YORK 22, N. Y.

The TIME of Your Life—

on the

New WJAS AM & FM

$ $ $

MONEY

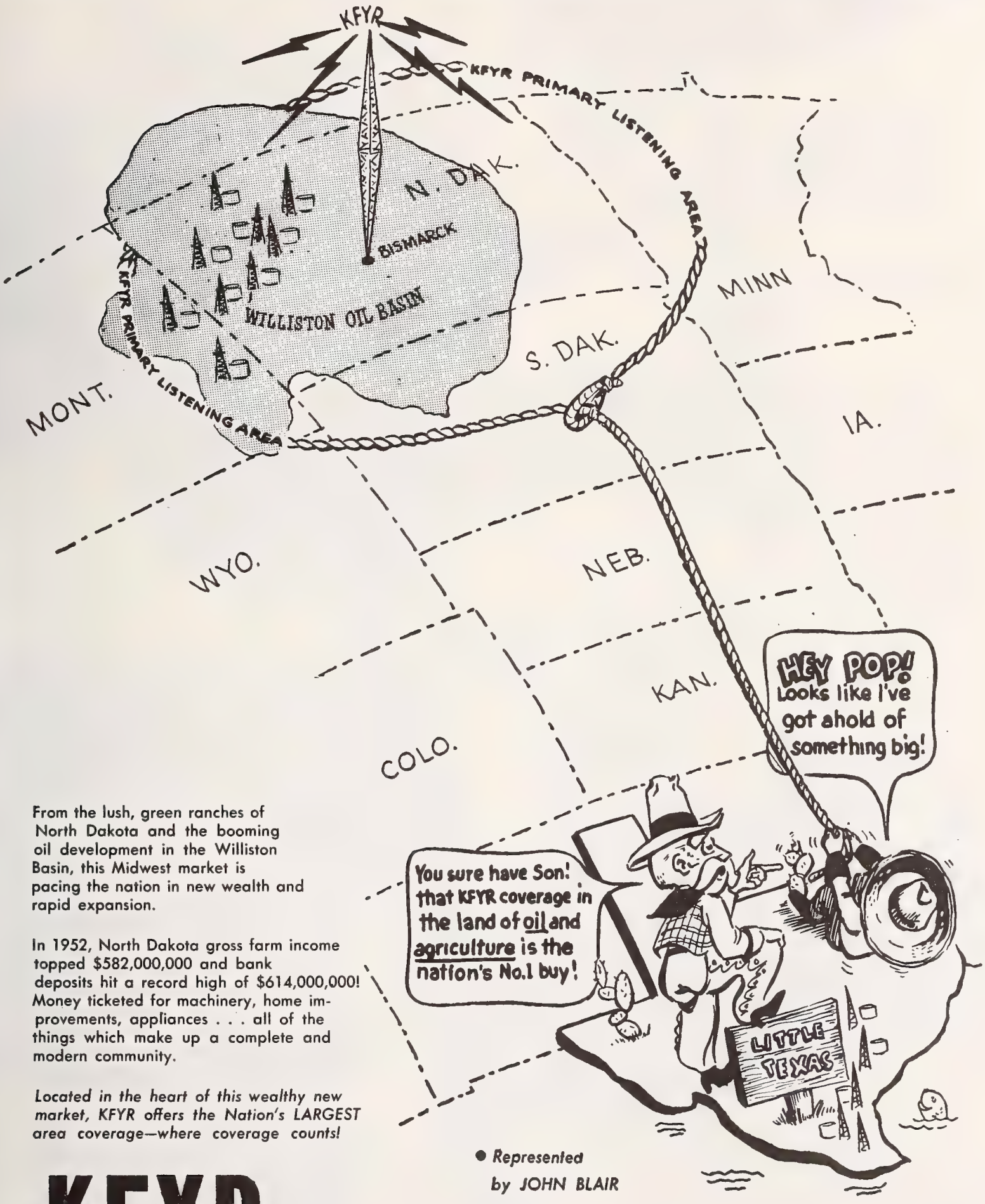
THE SUNNY SIDE OF THE DIAL

5000 Watts

Serving the GREATER PITTSBURGH Metropolitan Area...

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

KFYR of the DAKOTAS



From the lush, green ranches of North Dakota and the booming oil development in the Williston Basin, this Midwest market is pacing the nation in new wealth and rapid expansion.

In 1952, North Dakota gross farm income topped $582,000,000 and bank deposits hit a record high of $614,000,000! Money ticketed for machinery, home improvements, appliances . . . all of the things which make up a complete and modern community.

Located in the heart of this wealthy new market, KFYR offers the Nation's LARGEST area coverage—where coverage counts!

• *Represented by JOHN BLAIR*

KFYR BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS

Moving Day!



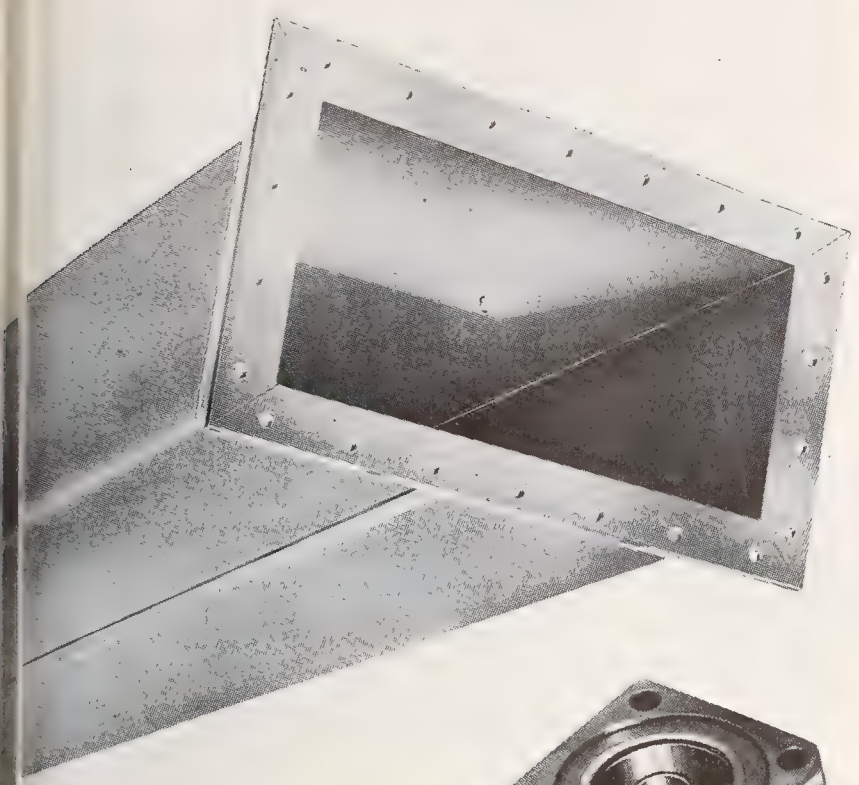
Today our Southern offices

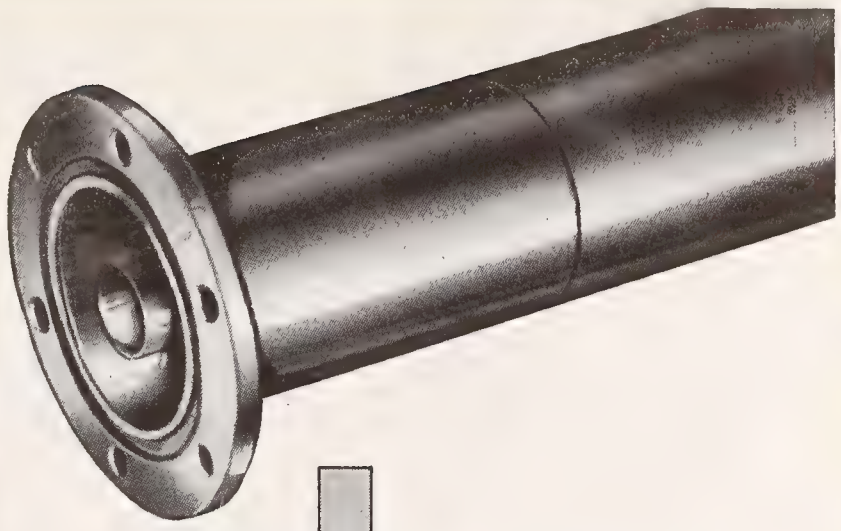
(formerly located in Memphis)

are moving to a new address:

31 THIRD STREET, NE
ATLANTA 5, GA.

ANDREW





VHF TV Transmission Line

UHF TV Transmission Line
Waveguide

The oldest in the field—still a pioneer —designing, engineering and producing transmission lines for the ever advancing needs of the industry. Aided by the industry's finest research, Andrew's vast experience in solving transmission problems has produced the most advanced TV transmission line and waveguide available today.

For complete electrical and mechanical specifications, request Bulletin 81. The special Andrew Nomographs in this Bulletin permit direct graphical computation of efficiency of 10 to 2000 foot runs of line.

ANDREW Type Number	Size	Impedance	Insulator Bead Material
	TRANSMISSION LINE FOR VHF-TV		
451	1⅝"	51.5 ohms	steatite
551-4	1⅝"	51.5 ohms	Teflon*
452	3⅛"	51.5 ohms	steatite
552-1	3⅛"	51.5 ohms	Teflon*
T-453	6⅛"	51.5 ohms	steatite
	TRANSMISSION LINE FOR UHF-TV		
561	1⅝"	50.0 ohms	Teflon*
562	3⅛"	50.0 ohms	Teflon*
563	6⅛"	75.0 ohms	Teflon*
	WAVEGUIDE FOR UHF-TV		
565	Copper-clad steel 7½" x 15" rectangular cross-section, RTMA designation WR-1500, 10 foot section		
564	Copper-clad steel waveguide WR-1150, 11½" x 5¾" inside dimensions, 10 foot section		

*trademark for DuPont tetrafluoroethylene

Andrew CORPORATION

363 EAST 75TH STREET, CHICAGO 19

ANTENNA SPECIALISTS

TRANSMISSION LINES FOR AM-FM-TV-MICROWAVE • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT

The 17th State's* Top
Disc Jockey



Earle Pudney presents a daily show on WGY full of variety and informality which provides top entertainment and an ideally relaxed atmosphere for many thousands of families to start their busy days—thus furnishing an ideal sales medium for you.

Coming on the air at 7:10, Earle entertains for twenty minutes. Then, there's a 15-minute "break" for news and Earle returns to the mike from 7:45 to 8:00, from 8:05 to 9:00 and from 9:05 to 9:15.

Earle, who plays and sings the popular hits, augments his program with top recordings of the day. He includes many features in his program which appeal to every type of audience.

Earle is especially proud of the devotional page which features a three minute message from one of the area ministers and a hymn each morning. The station received an award from the Institute for Education at Ohio State University for this feature.



Earle is WGY-Land's main contact with the musical world. Here he is interviewing Fred Waring during one of the band leader's recent visits to Schenectady. Phone and taped interviews with other top musical stars are often featured on Earle's morning show.

The WGY area is so-named because its retail sales are exceeded by only 16 states.

WGY *Studios in Schenectady, New York.*

A GENERAL ELECTRIC STATION

Represented Nationally By Henry I. Christal Co. New York—Detroit—Chicago—San Francisco

Cut to film clip of plane:

A technically simple, low-cost insert procedure of limitless possibilities. Gives variety—complete change of pace—to "live" shows. Most effective and economical . . . when you

USE EASTMAN FILM





For technical assistance on selecting and handling film, write to:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California



Agents for the distribution and sale of Eastman Professional Motion Picture Films

W. J. German, Inc.,

Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

This is Attaway-Easterlin Pontiac, Inc.



This is what it's owners say

"The nicest thing that could have happened to us was sponsoring Mutual's Fulton Lewis, Jr., on WAKE (Greenville, S. C.)," say Mr. A. Attaway and Mr. J. B. Easterlin. *"His straightforward, authoritative commentary has won him the acclaim of listeners in this area . . . and us their enthusiastic support. Many thanks for WAKE's excellent handling of the broadcast, and hats off to Fulton Lewis for a superb job."*

This is Fulton Lewis, Jr.



whose 5-times-a-week program is available to local advertisers at local time cost plus low pro-rated talent cost. Currently sponsored on 364 stations by more than 750 advertisers (among them 64 automotive firms), the program offers a tested means of reaching customers and prospects. For availabilities, check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).



FARLAN I. MYERS

on all accounts

A FORMER concert pianist, Farlan I. Myers today has found a satisfying field as account supervisor and secretary of Factor-Breyer Inc., Los Angeles.

He joined F-B in 1951 as radio-TV director and was promoted to his present position last January. He supervises radio-TV activities of Sav-On Drugs, Los Angeles chain; Necchi & Edna Sewing Machines (California distributors); Farmers Insurance Group of Southern California, and Union Mortgage Co.

Born at Los Angeles in 1918, Mr. Myers spent his early youth performing in concerts. He was graduated from UCLA in 1941, worked for KNX Hollywood and did a short stint with the Office of Civilian Defense.

He entered the Army in December 1941, became a pilot and was discharged as a captain after overseas duty. After the war he studied medicine at UCLA, also working as a KNX stagehand, and sold two songs, then quit UCLA to become a KNX publicist. A year and a half later he was studying music at Boston's New England Conservatory and at Julliard in New York.

In 1949 he joined Platt-Forbes, New York, as a radio copywriter, and later became radio-TV director, handling the Peter Paul and Italian Swiss Colony Wine accounts.

In 1950 he began writing *Panorama of Research,* transcribed radio series for American Medical Assn., and the next year joined Factor-Breyer. He supervises all TV film commercials for Maier Brewing Co. (Brew 102) and is active in the schedules of Siroil Labs, LeRoy's Jewelers and Wilshire Club Beverages.

A bachelor, he spends leisure time playing tennis and composing music.

There is a REASON

Advertisers stay year after year with KTLA

of all advertisers . . . .

62% were on KTLA 1 year ago
54% were on KTLA 2 years ago
39% were on KTLA 3 years ago

RESULTS all the way That's Why They Stay

on

KTLA

Channel 5

KTLA Paramount Television Productions Inc

KTLA Offices and Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-3181
Eastern Offices • 1501 Broadway, New York 18 • BRyant 9-8700
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA – THE BEST ADVERTISING BUY IN LOS ANGELES

Get the LION'S SHARE



. . . in the great
MEMPHIS MARKET

Because the shows are always the greatest— the greatest audience keeps tuned to WREC. It's the ONE station that holds BOTH rural and metropolitan audiences with high quality programming that keeps listener-interest alert. 76 rich counties in this rich $2 Billion market are completely covered with a single schedule on Memphis No. 1 Station. Latest Standard Audit and Measurement Reports and Hooper ratings *prove it!* You save in another way, too! WREC rates are 10% LESS per thousand listeners than in 1946!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

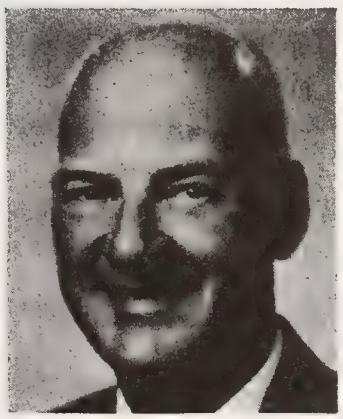
AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

AP NEWS = Rising Sales Curves!

"Sales Increased 50% Through Sponsorship Of AP News"

". . . that's the record scored by Schreiber & Miller Furniture Co.," says James W. Bradner, Jr., Owner-Manager of KGBC, Galveston, Texas. "Other sponsors report sales increases ranging from 11% up to 700%."

Of the sales increase at Schreiber & Miller, Jack Miller says: "A case in point was a promotion of General Electric Wringer Washers. We advertised them only on our three Sunday newscasts — nowhere else. By noon Monday, we sold out our entire stock of 21 washers at $119.95 each. During the three years we have sponsored KGBC-AP News we have won every G.E. district sales contest. And last year we were named one of the top ten dealers in the nation."



James W. Bradner, Jr.
Owner-Manager, KGBC.
Galveston, Texas

"30% Of Our Revenue Comes From AP News"

". . . and 90% of our AP news sponsors have been with us for more than three years," says C. C. Thompson, General Manager of KSOK, Arkansas City, Kansas.

"If a sponsor of another type of program cannot see direct results, we sell him an AP newscast or news participation . . . that usually does it.

"News on Parade, a 30-minute roundup, is sold on a participation basis and has a waiting list that has had no openings during the past two years.

"I contacted Bridges Style Shop, which is now in its third year of co-sponsorship of News on Parade. Mrs. Lydia Bridges, owner, told me that News on Parade has done a consistently fine job for my firm the past three years. Just this month one announcement on this AP newscast brought out one of the largest crowds she ever had to an after-Easter sale."



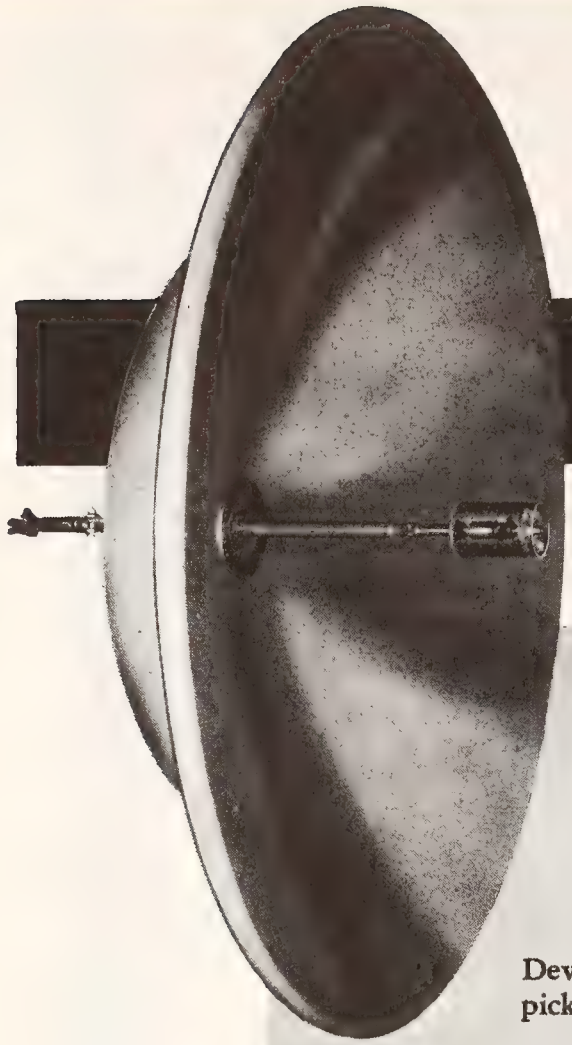
S. C. Thompson
General Manager, KSOK,
Arkansas City, Kansas

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.

Hundreds of the country's finest stations announce with pride,

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."



the TOP choice for TV...

Federal's FTL-27C

MICROWAVE RELAY LINK

. . . the most widely accepted system for the relaying of video signals

Developed specifically for studio-transmitter links, inter-city relays and remote pick-up service, Federal's FTL-27C provides design features of the highest order.

Among these outstanding features are: Automatic unattended operation . . . immediate on-air operation . . . self-contained test circuits . . . and numerous other facilities for *dependable* operation and *simplified* maintenance.



TRANSMITTER

- Direct frequency modulated
- Reflex klystron power oscillator
- 5 watts *minimum* power output
- Crystal controlled
- Built-in wavemeter, r-f power measuring devices and local monitoring facilities
- Internal receiver for off-air monitoring



RECEIVER

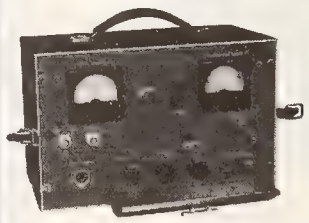
- Single superheterodyne type
- Crystal controlled
- Double tuned preselector
- Wide frequency response
- High signal to noise ratio
- Constant video level over wide range of input signals



INSTALLATION

- Circular parabolic antenna for both receiver and transmitter
- Antenna may be ground-mounted for use with tower-mounted reflectors
- Provides stable klystron operation and simplifies maintenance
- Reduces transmission line costs

SOUND CHANNEL



- Exclusive FTL development
- Allows simultaneous transmission of audio and video over TV link
- Eliminates need for leasing high-quality telephone lines
- Fully self-contained

FEDERAL TELECOMMUNICATION LABORATORIES · FTL · AN I T & T ASSOCIATE

Distributed by GraybaR ELECTRIC COMPANY

Federal Telecommunication Laboratories, Inc.

500 WASHINGTON AVENUE • NUTLEY, NEW JERSEY

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P.Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

KTVH

(KTVH)

HUTCHINSON
WICHITA

TELEVISION CENTER
FOR CENTRAL KANSAS

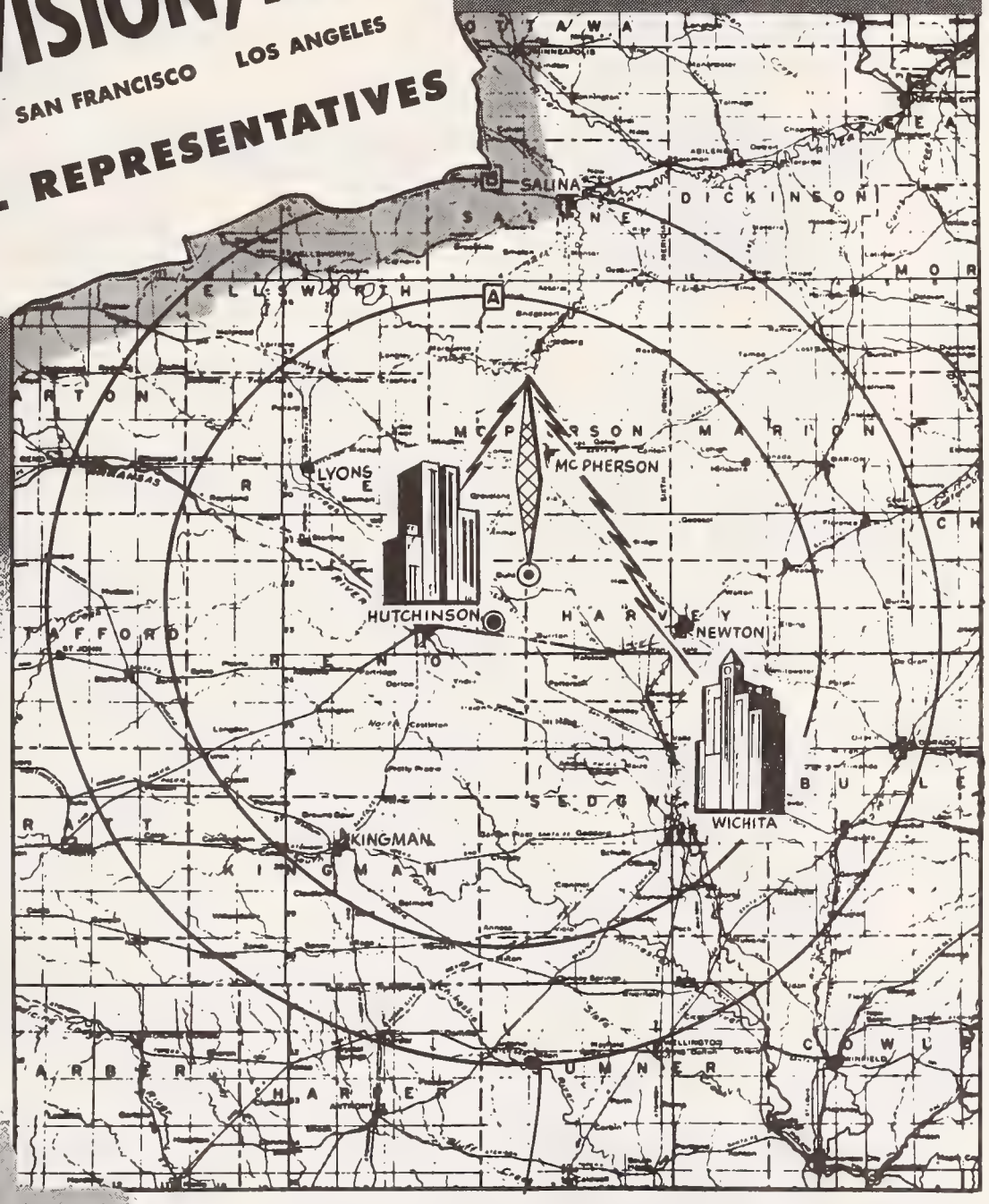
announces the appointment of

H-R TELEVISION, inc.

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

as NATIONAL REPRESENTATIVES

ON THE AIR
COMMERCIALLY:
JULY 1st



CBS BASIC
CHANNEL 12

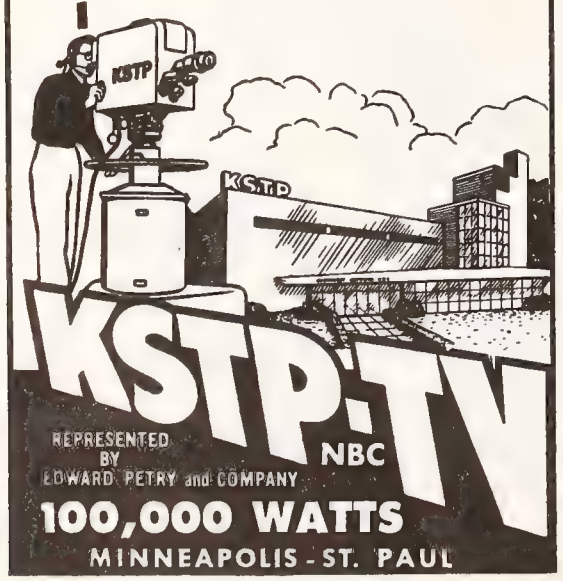
KTVH

KANSAS FIRST VHF STATION

316,000 KW—ERP HUTCHINSON, KANSAS

IN THE
Upper Midwest...

Nine out of
the Top Ten
multi-weekly
shows are on
Channel 5
where over
1,250,000 people
view
KSTP-TV
regularly



our respects

to LESTER COX



A NATIVE of Greene County, Missouri, Lester Cox has lived most of his years inside an area radiating 20 miles from Springfield.

Those years have been active ones, marked by a score of business enterprises and civic connections. Latest honor was the award last Monday of an honorary Doctor of Laws degree by Drury College, which he attended before World War I and has served as trustee.

Always a music lover, Mr. Cox formed a boys band in Republic (Mo.) High School, where he earned spending money by doing janitor work after school. Next came college—colleges, to be accurate, including Southwest Teachers College and Drury, in Springfield; Chicago U. and U. of Southern California. At 21 he joined Langenberg Milling & Grain Co., of Republic.

After earning a flyer's commission in World War I he set up an auto distributorship in the Springfield area. Three years later his love for music led him into Martin Music Co., Springfield, as vice president and general manager. In six years he achieved three important records—he built the store into the Midwest's second largest; formed the world's largest Boy Scout Band, which performed all over the nation, and brought leading concert artists to the city.

After that successful music venture he bought Ozark Motor & Supply Co., Springfield. The business included distribution of radio receivers, leading to later ventures in commercial broadcasting. Long active in the Springfield Chamber of Commerce, he interested the chamber in bringing KGBX from St. Joseph, Mo., to Springfield. Owners of the station were Ralph Foster and Arthur Johnson, who later joined him in starting KWTO Springfield, for some years operated jointly with KGBX. With separation of the stations, Mr. Cox directed his interests toward KWTO.

Now there are a dozen more busines activities, including a Frisco railroa directorship; presidency of Pioneer Adv Co., an outdoor firm; operation of thre distribution outlets in four states, hand ling 15% of the total Ford agricultura implement output, plus a fertilizer plan in Oklahoma and a furniture factory. Th long list of charitable and civic activi ties includes Burge Hospital, chairma of board; Special Television Committee U. of Missouri Board of Curators, chair man; Southern Methodist U., board mem ber. He is in the national Methodis Church Hall of Fame & Philantropy For years he has been active in Masonry

At Missouri U. Mr. Cox was the powe behind grant of a commercial TV licens to the school. Any profits will be turne back into programs available to the stat and into training courses leading t masters degrees in TV station manage ment, programming and similar profes sional careers. The TV outlet is t open in September. Mr. Cox contends colleges have been lax in developin high-calibre training for radio and TV careers. Missouri uses KFRU Columbi as a training ground for radio students and next term plans to supply radio-TV instruction matching its famed journalism courses.

Mr. Cox and his wife, the former Mil red Lee, are parents of a son and tw daughters, and have four grandchildren The son, Lester Lee, is 37½% owner o KOAM Pittsburg, Kan., has 0.5% interes in KCMO Kansas City, and is 49% owne of Springfield Television Inc., a TV grantee. The elder Cox owns 12½% o KOAM, which has a TV grant, is chair man of the board of KWTO, owning 49 of 1,000 shares, and owns 49½% of KCM (Tom L. Evans also as 49½%). KCMO i a TV applicant.

FROM HERE TO ISTANBUL



"Our correspondent in Nairobi . . ."

In May of 1945, television was hardly more than what Fred Allen called "the face on the barroom wall" but that's when NBC first set up its television news film operation with two editors and one pair of scissors. Now in its eighth year the NBC-TV news film operation is larger than any other news film company including the newsreels and other networks.

In the average week NBC news cameramen shoot a hundred different stories. In a year's time NBC films over 2,500,000 feet of raw stock. If that were all shown as one feature, it would last 300 hours, which is even longer than some features seem.

40 newsmen and 31 cameramen cover the continental United States from 6 vantage points for NBC, and of course news film is sent in from NBC affiliates in 60 other cities and towns. NBC staff correspondents can be found in all the world's major news centers.

And NBC correspondents can also be found in such exotic areas as Jakarta, Karachi and Istanbul. Our correspondent in Nairobi gave NBC a notable beat on the Mau Mau disorders.

Just to be sure that we don't miss *anything*, NBC also has first call on the films of seven major foreign newsreel companies in Europe.

It's a huge job and it's a lot of trouble, but we believe that having the largest and most active news film operation accounts in a major way for NBC's leadership in TV news. Viewers evidently like it because we consistently find the biggest audiences tuned to our daily news shows. Our sponsors like it too. Such as the sponsors on Today (7 to 9 a.m.) easily the hottest news show around. *You* can be a sponsor on Today for less than the cost of two round-trip tickets to Istanbul.

NBC

a service of Radio Corporation of America

18 YEARS OF PROGRESS



1953

... and Still Going Strong!

Back in 1935 . . . when Oshkosh B'Gosh, Inc., started advertising on WLS . . . their product consisted chiefly of overalls and their annual sales volume was quoted in six figures.

In 1953 . . . after eighteen consecutive years of WLS advertising . . . Oshkosh B'Gosh products include more than thirty classes of work clothing such as jeans, matched shirts and pants, coveralls, coats, caps, etc., in addition to overalls . . . the floor space of their plant has been increased nearly fifty per cent, and the efficiency more than doubled . . . and their sales volume amounts to millions of dollars annually.



We don't claim that WLS did it all . . . but the very fact that Oshkosh B'Gosh, Inc., has advertised consistently on WLS for eighteen consecutive years, is convincing evidence of the part WLS has played in this progress.

WLS can get comparable results for *you*. See your John Blair man . . . or contact us . . . today.

WLS GETS RESULTS *for the* **CLOTHING INDUSTRY**



A Clear Channel Station

WLS The PRAIRIE FARMER STATION CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

"31 Third Street NE, Atlanta 5!"

Goodbye, Memphis! Atlanta, here we are!

As of *this morning at 9:00 o'clock*, CBS Radio Spot Sales' new Southern offices in Atlanta are open for business. The address: 31 Third Street NE, Atlanta 5.* (Telephone Elgin 0727.) And with this move from Memphis to Atlanta, we're set up to provide Southern advertisers and their agencies with even faster access to the services of 14 of the nation's biggest and most sales-effective radio stations... the stations represented by **CBS RADIO SPOT SALES**

New York, Chicago, Detroit,
Los Angeles, San Francisco, Atlanta



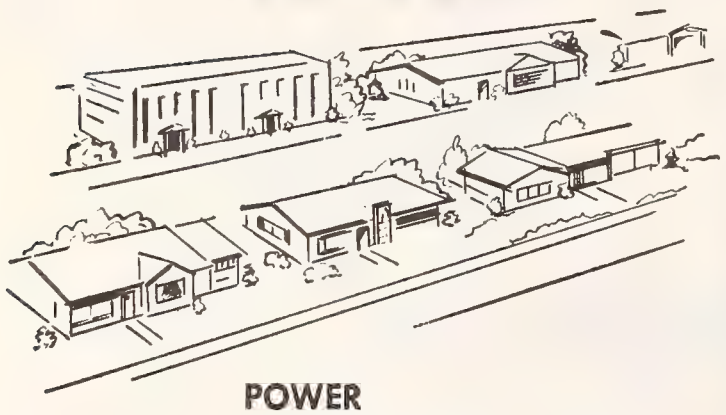
CBS RADIO SPOT SALES represents: WRVA, Richmond
WBT, Charlotte—WMBR, Jacksonville—WAPI, Birmingham
WCBS, New York—WBBM, Chicago—KNX, Los Angeles—WCAU, Philadelphia
KMOX, St. Louis—WCCO, Minneapolis-St. Paul—WEEI, Boston
WTOP, Washington—KSL, Salt Lake City—KCBS, San Francisco
Columbia Pacific Radio Network—Bonneville Radio Network

*After December 1: 800 Peachtree Street, Atlanta 5.

A house-to-house Salesman



everyone is GLAD to see!



POWER
The only maximum power (100KW) station in the area.

COVERAGE
140 mile radius
based on special study just completed.*

AUDIENCE
Leads five out of seven nights.**

PROGRAMS
Leads in 9 of Top 15.***

PRESTIGE
In the tradition of WOAI, radio leader for 32 years in the Southwest.

The Quality Station with the Quality Picture

NBC AFFILIATE
WOAI-TV
CHANNEL 4
SAN ANTONIO

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York — Chicago — Los Angeles — St. Louis
Dallas — San Francisco — Detroit

*Write or ask Petry for copy. **Hooper, April 1953. ***Hooper, April 1953.



We've got news for you– daily news

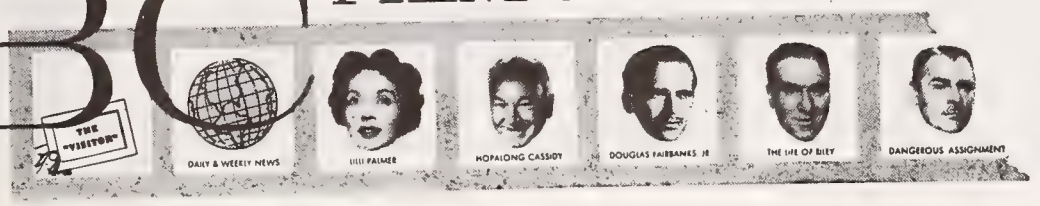
(and weekly summaries, too)

You can have NBC's world-wide news coverage in your local markets at a local price . . . the *big* news filmed as it happens . . . rushed to your TV audiences as soon as it happens.

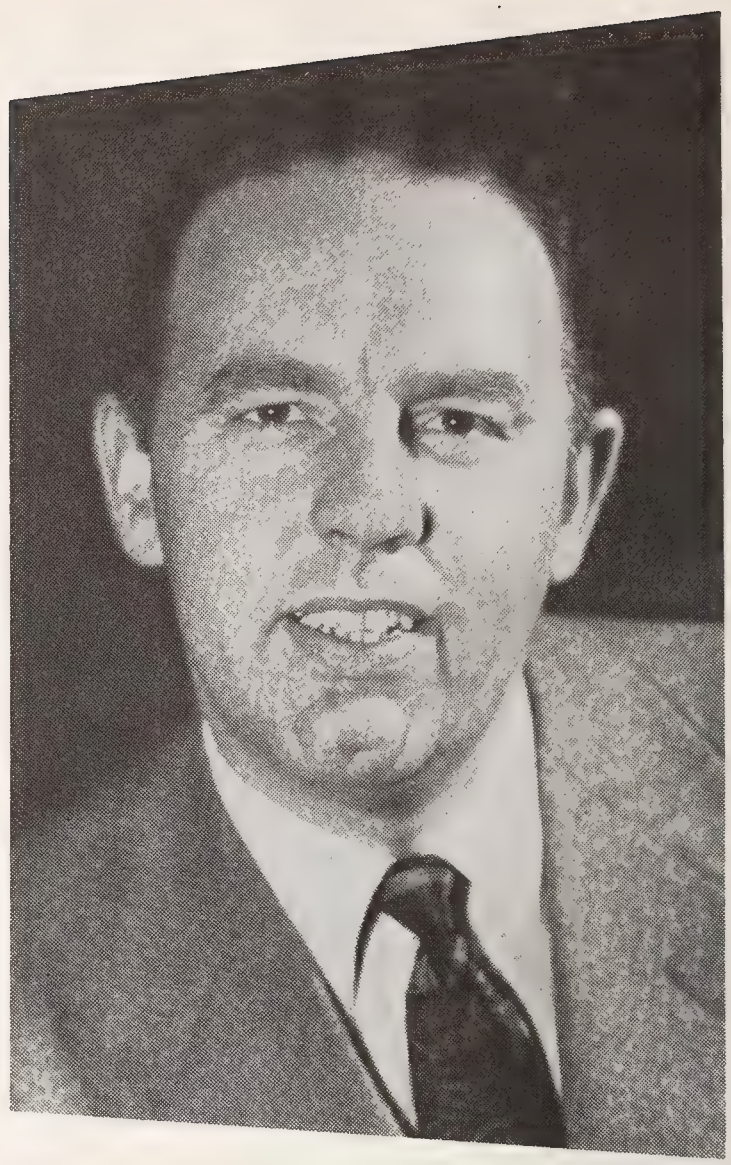
Gathered by on-the-scene NBC cameramen throughout the world, this 15-minute NBC Daily News Report is flown from New York to local stations several times a day. This gives you an exclusive up-dated news program daily. A weekly 15-minute news summary is also available.

Sponsorship may still be open in your local markets. For further information write, call or wire:

NBC FILM DIVISION



NEW YORK, CHICAGO, LOS ANGELES



Another Reason Why WPTF is North Carolina's Number One Salesman

Mr. Sportscaster. . . . JIM REID

North Carolinians are the most rabid sport fans in America. Jim Reid is their dish. He's called the shots on the year-round B. C. Sports Review since 1941 and for ten years voiced the play-by-play on the Atlantic Sports Network in the Carolinas and Virginia. His 9 a.m. straight news and his 7:30 a.m. weather summary also rates top flight in those leagues. Jim Reid helps supply the proven punch which makes W P T F the Number One Salesman in North Carolina, the South's Number One State.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

June 1, 1953 Vol. 44, No. 21

NBC AFFILIATES APPEASED BY SARNOFF PRESENTATION

THE GENERAL put out the fire.

Even skeptics among NBC-TV affiliates — and there were some who privately expressed doubts or reserved decision — conceded last week after hearing a two-hour exposition of RCA-NBC policy, history, and intentions by Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC, that he had quelled any incipient "uprising" that threatened.

The affiliates heard Gen. Sarnoff and other top executives of the network detail accomplishments and plans at an all-day meeting at Princeton on Tuesday, then adopted by what was termed unanimous vote a resolution reaffirming "our complete confidence in the NBC and heartily (endorsing) its program as revealed to us by Gen. Sarnoff."

Questions — some of them pointed — which had been prepared to be directed at Gen. Sarnoff went unasked. Walter Damm of WTMJ Milwaukee, chairman of the Affiliates Committee, reportedly arose to say that "here's one affiliate who won't switch." The general was given a standing ovation.

While most of the approximately 70 NBC station men on hand for the three-day meeting appeared impressed, if not overwhelmed, by the RCA-NBC presentation — which included a demonstration of compatible color TV — there remained some who appeared still unsatisfied.

Their consensus — and this group included some prominent broadcasters — was that the affiliates would go home, reflect on what they had seen and heard, and make final judgments contemplatively.

Gen. Sarnoff made clear that he is actively at the helm of NBC operations, and assured the affiliates, it was reported, that so long as he is taking this active interest he will take the responsibilities that go with it.

He also told the affiliates that NBC President Frank White, now vacationing in Europe to recuperate from near-exhaustion, is expected to return completely well — and that, assuming he does return recovered, he will continue as president if he wishes.

He gave no indication as to who the new president might be if Mr. White does not resume, but other associates of Mr. White expressed confidence that he will return to the presidency later this month and continue in the post. Members of Mr. Damm's committee meanwhile sent President White an affectionate cablegram urging him to "take it easy" but "hurry home soon."

In apparent answer to speculation as to the future role of John K. West, vice president in charge of West Coast operations but on temporary assignment in New York during Mr. White's absence, Gen. Sarnoff was said to have told the affiliates that Mr. West wants to return to the coast as soon as possible, although the West Coast organization is functioning well in his absence — which he called a tribute to Mr. West's administrative ability.

Participants also said there was no indication that grounds exist for speculation that Niles Trammell, former NBC president and board chairman and now a consultant to the network and also a TV applicant, may return to NBC in an active role. Mr. Trammell attended last week's session with RCA-NBC officials but took no active role, it was said.

NBC authorities appeared confident that the threat that several major affiliates might switch to CBS had been averted. They said they expected not more than one to join WTAR-AM-TV Norfolk, which announced a fortnight ago that it is moving to CBS (B•T, May 25.) CBS-TV officials were still active, however, and it was known that other top-ranking stations held discussions with Columbia officials even after the Princeton meeting.

In contrast to the general air of satisfaction signified by affiliates as they adjourned Wednesday, they had started out the week loaded with questions they wanted answered. One list had been submitted to the management earlier, for its guidance. In an all-afternoon meeting among themselves Monday, the affiliates drew up what was described as a new and briefer list of queries having to do with management, organization and personnel, long-range as well as immediate plans, and specifically, the long-standing question of daytime programming on NBC-TV.

Informed of the new list, Gen. Sarnoff reportedly answered that his own talk and



Brig. Gen. David Sarnoff addresses the NBC Affiliates. Mr. Damm is at his right.



CONVERSING at the NBC Affiliates meeting are (l to r): Arden X. Pangborn, WOAI-TV San Antonio; Herbert Mayer, WPTV(TV) Portland, Ore.; Frank Folsom, president of RCA, and Stan Hubbard, KSTP-TV St. Paul - Minneapolis.

the presentations to be made by other officials were all calculated to provide answers to the questions in the minds of affiliates, and that if the affiliates wanted to launch the session with questions, then the other officials might handle the chore.

Affiliates said afterwards that his talk seemed to answer the broad, basic questions if not all the details.

Color television – 16 affiliates signed contract supplements giving them NBC colorcast rights within 24 hours after the demonstration, although NBC said it had not intended to start signing them immediately – plus a detailing of plans for spending $3.5 million on weekday TV programs for the 10:30-12 noon period, a new TV discount structure to attract more daytime advertisers, and reports on the NBC-TV sales outlook all were spelled out in support of Gen. Sarnoff's reassurance that RCA intends NBC to maintain leadership.

Speakers at the Princeton session, in addition to Gen. Sarnoff, were Sylvester L. Weaver Jr., vice chairman of the NBC Board; Charles C. Barry, programming vice president; John K. Herbert, sales president, and Hugh M. Beville, director of research and planning. RCA president Frank M. Folsom also was among the RCA-NBC officials on hand.

All sessions were private. The affiliates met among themselves Monday afternoon, went to Princeton for the sessions with management there on Tuesday, and held a windup meeting among themselves in New York Wednesday morning.

In the Princeton sessions, top officials of the network spelled out their plans in a series of talks and presentations in which:

• Gen. Sarnoff assured the affiliates that NBC not only has been the leader over the years but that RCA intends it shall continue to be, and he derided CBS for appearing to think that leadership can be claimed on "brief" possession of higher ratings or what he called a few extra dollars in billings.

• NBC's schedule for launching regular color TV programming was detailed, calling for the first year to be devoted to practical experimentation in developing procedures through colorcasting some of NBC's established black-and-white programs.

• Plans for daytime TV programming involving the expenditure of $3.5 million on the weekday 10:30-12 noon period were outlined, with other monies to be spent in developing "distinctive" new programming for the noon hour.

• NBC sales during the past three weeks alone were placed at more than $20 million in gross annual billings, including over $11 million in renewals and over $9 million in new business, and NBC-TV summer business was said to be running ahead of last year's.

• In evening programs, the affiliates were told, NBC-TV not only leads the Nielsen rating parade but has increased leadership over the past year.

• A new TV discount structure was unveiled, said to be more comparable to that of CBS-TV and designed to stimulate additional daytime advertising volume.

• Plans were revealed for launching a cooperative advertising campaign for the TV network next fall, similar to the one for the radio network.

In his two-hour talk, Gen. Sarnoff stressed the RCA-NBC concept of leadership as quality based on solid foundations. Raiding an artist, a sponsor, or a station may get publicity, but constitutes "promotion," not leadership, he declared, asserting that the real evidence of leadership are creation and development of new arts and industries, such as radio and TV, and creation and development of compatible color TV to its full potentialities.

RCA-NBC's tradition, he continued, is one of research and development which create long-range values and continued advances – not, he said, to meet momentary expediencies. And, he asserted, NBC's affiliates have been the first stations to share in such progress.

To emphasize this point, he cited RCA's developmental work on compatible color TV, which he said has put NBC in the forefront in its ability both to provide color TV service and to help affiliates in setting up their own color operations.

Gen. Sarnoff stressed RCA-NBC activities from the beginning of broadcasting, in building radio as a national service, developing monochrome TV, pioneering uhf and color – all as evidences of NBC leadership, which he said RCA is determined to have continue.

'Be It Resolved'

TEXT of resolution adopted by NBC-TV affiliates reaffirming their confidence in the network after hearing Brig. Gen. David Sarnoff, Board Chairman of RCA and NBC, and associates outline plans for NBC at the affiliates' meeting last week:

"Be it resolved:

"That we, the television affiliates of the National Broadcasting Company, who today at Princeton had the privilege of reviewing in detail with General Sarnoff the position of RCA and NBC in broadcasting and television hereby reaffirm our complete confidence in the National Broadcasting Company and heartily endorse its program as revealed to us by General Sarnoff.

"This confidence is predicated upon the unquestionable leadership displayed by RCA and NBC in radio and television over the past years and the steadfast belief that General Sarnoff's position with respect to color television and various other current and future developments in the broadcasting field are fully as sound and unerring as previous decisions and predictions which he has made including his prophecy of the assured future of television, pronounced at Atlantic City in 1947.

"The rapid approach of color television and RCA's tremendous strides in that area in our opinion more than justify our confidence in our future as NBC affiliates and a careful analysis of the present and projected program and sales plans of NBC leave us with the conviction that they cannot be successfully assailed by expedient competitive attack or propaganda.

"In this confidence we adjourn our meeting with unanimous approval and endorsement of the RCA-NBC program as outlined to us today."

Gen. Sarnoff said he accepted the resolution as an expression of confidence in the NBC staff. "They will be more encouraged by this than by any personal words of praise from me," he asserted.

The resolution was presented by a committee composed of Walter Damm of WTMJ-TV Milwaukee, chairman of the affiliates group; Robert E. Dunville, Crosley Broadcasting Corp.; Robert D. Swezey, WDSU-TV New Orleans, and Harold Hough, WBAP-TV Fort Worth.

CBS Answers

IN ANSWER to ridicule which Brig. Gen. David Sarnoff, RCA and NBC board chairman, turned upon the idea that "leadership" can be claimed on the basis of "brief" holding of "a few higher program ratings or a few extra dollars in billings" CBS, which claimed a few weeks ago to have taken the TV leadership to go with its sales advantages in radio, issued this statement: "Our record speaks for itself. It is based on nothing other than creative management supported by an imaginative and well coordinated staff."

In the same vein Mr. Damm, presenting Gen. Sarnoff, noted that Gen. Sarnoff urged NBC affiliates in 1947 to go into TV, and said those who took this advice are now in the vanguard of profitable TV station ownership.

NBC's plans for launching colorcasts as soon as FCC approves compatible color standards — (RCA authorities have indicated they will apply to FCC by July 1) — were laid out by Mr. Weaver, who said the preliminary schedule calls for two evening half-hours per week in color, plus additional color programing in daytime from one of the two fully equipped color studios NBC now has, plus continuous experimentation and occasionaly color programming from its other existing studio.

The network also has ordered additional color cameras and color camera chains to equip five more studios, Mr. Weaver said. Also, he reported, NBC's color-equipped mobile unit will be used for pickups for insertions in regular black-&-white programs, where suitable, and for outstanding special events.

He estimated the cost of equipping a TV station to carry network color programs would be about $15,000.

In the immediate realm of black-and-white, daytime program plans were spelled out by Mr. Barry, who said the new morning lineup would be:

After the leadoff *Today* series, seen Monday through Friday from 7-9 A.M., EDT and CDT, the fast-rising *Ding Dong School* feature will continue from 10-10:30 a.m. and be followed, starting July 6 by a 10:30-11 a.m. program called *Glamour Girl,* in which a woman chosen from the audience will be glamourized by top beauticians and fashion experts and shown "before" and "after" to the audience.

Into the 11-12 noon period will go four quarter-hour serials — the veteran *Hawkins Falls* at 11-11:15 a.m., and *The Bennett Story,* a new series from Chicago, at 11:15-11:30 a.m., both effective July 6, with two other series yet to be announced going into the reamining half-hour effective Aug. 3.

Adrian Samish, it was announced, has been named supervisor of morning operations. Mr. Samish, an agency and network veteran, most recently with Dancer-Fitzgerald-Sample, joined NBC a few weeks ago as a member of the creative programming group and program executive.

Mr. Barry gave the affiliates a rundown of Nielsen rating figures, showing NBC-TV in first place in evening ratings, with its margin of leadership having been increased from 7% in March 1952 to 12% in March this year. He said the figures for evening once-a-week programs show NBC with six of the top ten, nine of the top fifteen, and thirteen of the top twenty. Further, he said, in the daytime period from 9 a.m. to 6 p.m. NBC led in average ratings, and, for daytime multi-weekly shows, had eight of the top ten; twelve of the top fifteen, and seventeen of the top twenty.

Mr. Herbert, in addition to reporting over $20 million in gross billings signed during the past three weeks, said NBC's salesmen already are at work on the new morning lineup; that special sales units may be set up for some of the programs, and that a national sales meeting will be held next month to concentrate on the morning shows.

Turning to the two-hour early-morning *Today* series, Mr. Herbert said sales volume for the first five months this year is up more than 100% — 465 segments sold as against 211 for the same period last year — and that gross billings have tripled. With almost 400 segments of *Today* ordered during the past two weeks, he said, current sales and prospects indicate this year's total billings on the series will be $3,750,000.

On summer sales generally, he reported that NBC-TV as of the third week in May had booked as much summer business as it had in August last year, and is expected to exceed its 1952 summer sales performance. For the fall, he continued, the network appears headed for a sold-out evening schedule and a much stronger daytime position.

Wish You Were Here

TEXT of cable sent to NBC president Frank White, vacationing in London, by members of the NBC-TV Affiliates Committee, headed by Walter Damm of WTMJ-TV Milwaukee, following NBC presentation at Princeton Tuesday:

"Dear Frank:

Had you been in Princeton Today and heard the many wonderful things the gang said about you and heard General Sarnoff laud your future with America's No. 1 network you would have decided being on earth was worth it. The session was solid the entire spirit was wonderful. Have a good time, take it easy, hurry home soon where we all await with sincere admiration for you. It has been a great day for the General, the network, its president and we affiliates.

"Love,
"All the Damm Affiliates."

Mr. Beville, as director of research and planning, pointed out daytime TV's substantially lower cost-per-thousand for advertisers aiming primarily at the housewife audience, and also gave details of the new TV discount system being inaugurated by NBC.

While satisfaction and in many cases rousing enthusiasm appeared to mark the affiliate's reception of the management's presentation at Princeton, they had come to the three-day meeting well armed with questions.

They had a list which had been submitted to President White on May 1 as a guide for management in preparing for the sessions, and they had a list compiled subsequently for follow-up discussion in their private meetings before being joined by the network officials. The two lists were prepared for the affiliates by committee chairman Walter Damm to expedite their closed sessions.

The May 1 queries covered a broad range extending from "Who is at present in the NBC organization?" — which took cognizance of "numerous rumors and



FIVE of the six members of NBC-TV Affiliates' committee on daytime programming, headed by E.R. Vadeboncoeur (c) of WSYR-TV Syracuse, are shown here (l to r): John M. Outler Jr., WSB-TV Atlanta; John Murphy, Crosley Broadcasting Corp.; Chairman Vadeboncoeur; Harold P. See, KRON-TV San Francisco, and D. L. (Tony) Provost, WBAL-TV Baltimore. Sixth committeeman, Ed Wheeler of WWJ-TV Detroit, was not present when picture was made.

NBC AFFILIATES APPEASED

reports to the effect that there are still further major changes in the offing" — through a query as to "where do we go from here?" to the further question "is or is not NBC going to get the Gillette fights to start on time?"

Complaints and questions about NBC's seemingly permitting "exploitation" of the motion picture industry through too prominent mention of too many movies on too many TV shows; about "poor engineering quality" on the *Kate Smith Show* and *Camel Newsreel*; about instances of one advertiser "sharing" commercial time with another "compatible" advertiser, and about NBC's compliance with its own and the NARTB TV standards of practice were other highlights of the pre-meeting "agenda" of the affiliates.

Another question raised pointedly in the list which had been submitted to President White:

"What are NBC's plans as to a basic must-buy network?"

In amplification, the summary continued that "it would seem that the time has come when NBC must declare itself as to what its intentions are. . .Affiliates in one-station markets want to know so that they can make their future plans. . . .If (newer affiliates in small markets) are not to be included in the basic must-buy setup they ought to know and be sold on the reasons why."

Summer sales, the fall schedule, the specific sponsorship situations were among other points on which affiliates had sought information in the May 1 query.

The second list given the affiliates by committee leaders consisted of "matters for discussion" at the private meeting on Monday, and in many cases the subjects were listed without comment. For example, it was noted that the following are subjects which had been raised relating to the affiliation contracts:

1. Increased compensation for affiliates, via reduction of "free hours" and higher percentage of compensation.
2. Elimination of rate protection for advertisers taking summer hiatus.
3. Change in Saturday and Sunday afternoon rates
4. Revision of option hours for stations in non-DST areas.
5. Recapture, by the stations, of option time when the network does not furnish any service.
6. Special rate for programs sold on a co-sponsorship basis; also for alternate-week programs where the advertisers exchange commercials, on the theory that such exchange in effect makes the programs co-sponsored; also for participating programs paid for at the card rate but in which three announcements are sold.

NBC-TV DISCOUNT PLAN PRESENTED

NEW NBC-TV discount structure, intended to meet competition and to attract more advertisers to NBC-TV, particularly during the daytime hours, will go into effect July 1, affiliates were told last week by Hugh M. Beville, NBC director of research and planning.

Main features of the new plan involve reduction of the minimum discount period from 39 to 26 weeks, an upping of the hour discount rate from 7% to 8%, cumulative calculation of discounts permitting an advertiser to combine his programs for discount purposes instead of figuring discounts on each program individually, and a reduction from five to two days a week necessary for a daytime sponsor to be eligible for the contiguity rate.

In combining program times for discount calculations the same ratio will be followed as is used in establishing rates, Mr. Beville said. That is, a quarter-hour will be counted as 40% of an hour, a half-hour as 60% of an hour. At present, an NBC-TV sponsor of a half-hour and a quarter-hour each week would earn discounts of 6% on his half-hour time charges and 5% on his quarter-hour time charges, provided both programs were kept on for 39 weeks. After July 1, he can combine the two and earn the hour discount rate of 8% (40% for the quarter-hour plus 60% for the half-hour making 100% or a full hour for discount purposes) after 26 weeks. If another quarter-hour is added the discount mounts to 12% and still another brings the discount to 15%, maximum allowed on a weekly basis. An additional 10% is allowed for 52 weeks of consecutive sponsorship.

Advertisers maintaining a minimum of 200% of a unit hour on NBC for 52 consecutive weeks may, in lieu of the weekly discount plus continuity discount take a straight 25% overall discount, Mr. Beville said. For example, R. J. Reynolds Tobacco Co., Sponsoring *Camel News Caravan* five nights a week the year 'round, meets this qualification (five X 40% equals 200%) and so is entitled to 25% discount on all its NBC-TV business. Only exceptions, Mr. Beville said, are sponsors participating in *Today* and other NBC-TV participating programs which have special discounts of their own to which the overall discounts are not applicable.

To match CBS, he said, NBC-TV has reduced its contiguity time rate requirements for daytime advertisers. Formerly, an advertiser on NBC-TV had to sponsor a program five days a week to make him eligible for contiguity rates on other daytime shows on the network. Now, he need sponsor a program only twice weekly to be eligible. Contiguity rate means that the sponsor of a daytime quarter-hour program at least twice a week can add another quarter hour on one of the same days and, for that day, combine the two quarter-hours, paying the half-hour rate (60% of the hour rate) for the combination instead of the rate for two quarter-hours (two 40% or 80% of the hour rate). This extra 25% discount, now available to twice-a-week daytime sponsors, NBC hopes will encourage them to further increase their use of its daytime TV facilities.

NBC AFFILIATES SIGN FOR COLOR

THOUGH officials said they had no planned to start signing up stations im mediately, NBC officials reported tha by noon last Wednesday 16 affiliates or their own initiative had signed affiliation contract supplements giving them righ to carry NBC color telecasts when color casting is launched. This followed NBC's demonstration of its compatible color system to the affiliates Tuesday noon, and the outlining of colorcasting plans that afternoon. The 16 which had signed were listed by NBC as follows showing both stations and signers:

WBRE-TV Wilkes-Barre, David M Baltimore, General Manager; WJAR-TV Providence, R. I., Norman Gittleson managing director; WSYR-TV Syracuse E. R. Vadeboncoeur, president and gen eral manager; WJAC-TV Johnstown, Pa. Alvin D. Schrott, Manager; WJIM-TV Lansing, Mich., Willard E. Wallbridge executive vice president and genera manager; WLWD Dayton, WLWC Columbus WLWT Cincinnati, Robert E. Dunville President, Crosley Broadcasting Corp. WSAZ-TV Huntington, Lawrence H. Rogers III, general manager; WDSU-TV New Orleans, Edgar B. Stern, president; KSTP-TV St. Paul-Minneapolis, Stanley E. Hubbard, president and general man ager; WKY-TV Oklahoma City, P. A Sugg, manager; KCBD-TV Lubbock Joseph H. Bryant, president and genera manager; WBAP-TV Fort Worth, Harold Hough, vice president and director KPRC-TV Houston, Jack Harris, genera manager, and KPTV (TV) Portland, Ore. Herbert Mayer, president, Empire Coi Co., owners.

'PER INQUIRY' PLANS OFFERED; FELLOWS DENIES ANY INDORSEMENT

THE mail order business, frequent trouble-maker for stations, last week promised a sky-high summer for the kiddies.

Two firms launched toy baloon enterprises. One of them offered a novelty in per inquiry selling—implied approval of NARTB President Harold E. Fellows, longtime foe of this type of account.

Prompt disclaimer came from Mr. Fellows in a telegram to William L. Mezger, whose name was signed to a baloon P. I. offer from Val U. Service, 23 Monterey Ave., Dayton 9, Ohio.

The Mezger letter offered five toy balloons for $1, with the station getting 40 cents out of each order. One of the balloons was described as a "flying saucer" that makes a militant noise as it deflates.

The letter concluded with this statement, "As a personal reference I suggest Harold E. Fellows, president of NARTB, Washington, D. C."

Mr. Fellows told B•T Mr. Mezger was a former employe when he managed WEEI Boston before assuming the NARTB presidency. He said his wire to Mr. Mezger included this statement;

"Had not realized that your plan involved the purchase of station time on a per inquiry basis. I cannot personally or officially endorse this type of advertising. Regret that I must ask you to withdraw any statement or intimation that I have endorsed the plan. I still stand on my opinion of you personally but cannot endorse or countenance any intimation of endorsement of per inquiry broadcasting."

North Carolina Assn. of Broadcasters is investigating the Dayton P. I. deal as well as another balloon project submitted by Per-Men Adv. Inc., 8251 Beverly Blvd., Los Angeles, according to Jack Younts, WEEB Southern Pines, N. C., executive secretary of the association.

The second account proposes to buy six five-minute periods a day on stations—at the half-hour rate. For $1 plus 25 cents for handling the company says it will send 18 latex balloons. Some are three feet long and there are puppies and other novelties.

Mr. Younts said NCAB has investigated many mail order accounts in recent years in response to complaints from stations that have been forced to refund money for non-delivery of merchandise. "These accounts often make enemies for the station," he added.

You Can Buy Radio Time 'Free'

THE secret's out at last.

It's a secret "so valuable that it has been carefully guarded by a handful of big-time advertising agencies," according to Sterling Adv. Agency, Suite 923, Garrick Bldg., 64 West Randolph St., Chicago 1, Ill.

In a nutshell the secret formula is a way of advertising on radio stations from coast-to-coast "without investing a single penny in advance. . .without paying the high time rates charged by radio stations."

Many advertisers "have spent $500 to $1,000 for this information," according to Sterling.

Incidentally, Sterling says "the power of radio advertising is terrific. Fortunes are being made. Yes, others are 'cleaning up' with P.I. advertising. . . .and so can you."

Sterling has a list of over 400 stations "that will cooperate," according to a Sterling direct mail piece. The list will be supplied for "only $10."

The valuable "secret" is described this way:

"Certain radio stations will accept 'P. I. radio advertising.' What is 'P. I.?' It means 'per inquiry.' Instead of paying the station's regular rate, you pay only 'per inquiry' or per sale received. You pay the station a commission on the goods sold. . . .after you make the sale, not before. The station broadcasts your advertising message. The orders come into the station. The station forwards the orders to you to be filled. You pay the station a percentage of your profits on each order received. A fool-proof, no-risk, no-investment money making proposition for you."

Results - 'Phenomenal'

THREE weeks of radio, four weeks of television — with that much introduction, $65,000 worth of a new product, Fab Spray, was sold to the responsive radio and television audience. The agency, D. A. Marks Adv., Detroit, said Henderize Inc., Sacramento, Calif., allocated $7,000 to TV spot in Lansing and an undisclosed sum for radio in Jackson, Saginaw, Bay City and Flint, all in Michigan. The results, said the agency, were "phenomenal." So successful was the drive that a similar radio-TV campaign was started in Detroit May 23 with a test budget of $25,000, and Toledo and Grand Rapids are scheduled for this fall. Radio ineffective? Television too expensive? No, sir. Henderize Inc. has proved otherwise.

Booth, Hill Join Esty, Potter Named V.P.

TWO MEN have been added to the William Esty & Co. staff and another has been named vice president, James J. Houlahan, agency president, announced last week.

William P. Booth, vice president on the Kever Bros. account, Sullivan, Stauffer, Colwell & Bayles, joins Esty as vice president and member of the service group for Colgate-Palmolive-Peet Co.

H. Ross Potter, who has served on the Colgate account at Esty for the past two years and continues in that assignment, was named a vice president.

John J. Hill, Jr., with Kenyon & Eckhardt for the past 18 years, joins Esty as art director.

CBS Radio Announces $3 Million Sales

CBS RADIO'S sale of 10 quarter-hours a week to Toni Co. and Manhattan Soap Co. (B•T., May 25) represents combined gross annual billings exceeding $3 million, John Karol, vice president in charge of network sales, estimated last week.

Described as one of the largest network radio time sales in recent months, the contract calls for the two advertisers to alternate daily in sponsoring Walter O'Keefe in the *Wizard of Odds* audience participation series (Mon.-Fri., 3:45-4:00 p.m. EDT) and Mercedes McCambridge in a dramatic series entitled *Family Skeleton* (Mon.-Fri., 7:15-30 p.m. EDT), both effective June 8. On June 29, *Family Skeleton* will move into the 7-7:15 p.m. EDT period now occupied by *Beulah*.

AD BUDGET SIZE ISSUE OUTLINED

PRIMARY responsibility for determining the size of advertising budgets should rest with advertisers, Thomas D'Arcy Brophy, Board Chairman, Kenyon & Eckhardt, told the Chicago Tribune's Fourth Annual Distribution & Advertising Forum last week. Panel sessions were held Tuesday and Wednesday in the WGN Chicago audience studios.

Edgar Kobak, appearing as president of Advertising Research Foundation Inc., traced ARF's history and its study of listener and reader motivations. Mr. Kobak, business consultant and owner of WTWA Thomson, Ga., said his group's work "may take three, four or five years but we feel we have made the right start." He stressed the need for continuity in advertising, which he termed one reason for radio's success.

Mr. Brophy said "some advertisers have refused to accept the fact that the advertising dollar doesn't go as far to-

day" and noted rising costs in other fields.

William J. Sanning, advertising director, Kroger Co., said his firm spent nearly $9 million in advertising last year, with $603,000 for radio and $375,000 for TV – all spot.

Messrs. Kobak, Brophy and Sanning appeared in a Wednesday morning panel on ad budget practices along with other agency and advertiser representatives. Leadoff discussions Tuesday were headed by Fairfax Cone, president of Foote, Cone & Belding. He said advertisers can frequently turn to product users for a sales theme.

NEW BUSINESS

Spot

Campbell's Tomato Juice planning radio spot announcement test campaign in seven West Coast markets starting June 1 for eight weeks. Agency: Compton Adv., N. Y.

National Carbon Ltd., Toronto (batteries), and **Northern Electric Co. Ltd.**, Montreal (receivers), will sponsor broadcasts of Western and Eastern Canadian rugby football games this fall on 14 Canadian stations. Agency: Harry E. Foster Adv. Ltd., Toronto.

Network

American Tobacco Co. renews *Jack Benny Program* on CBS Radio for ninth year, Sun., 7 - 7:30 p.m. EDT, starting Sept. 13. Show goes off air after June 7 for summer. Agency: BBDO, N. Y.

Jacques Kreisler Mfg. Co., North Bergen, N. J. (watchbands), signs to participate in sponsorship of *Crime Files of Flamond,* Wed., 8 - 8:30 p.m. EDT, *Official Detective,* Thurs., 8 - 8:30 p.m. EDT and *Take a Number,* Fri., 8 - 8:30 p.m. EDT on MBS under network's "Multi-Message" plan, for 12 weeks, starting July 1. Agency: Foote, Cone & Belding, N. Y.

Rexall Drug Co. to sponsor *Richard Diamond, Private Detective* on CBS Radio as summer replacement for *Amos 'N' Andy,* effective May 31, Sun., 7:30 - 8 p.m. EDT. Agency: BBDO, N. Y.

Gospel Broadcasting Assn., L.A., renews *The Old Fashioned Revival Hour* on ABC radio, Sun., 4 - 5 p.m. EDT, for 52 weeks from June 21. Agency: R. H. Alber Inc., L. A.

Sunnyvale Packing Co., Sunnyvale, Calif. (Rancho soups), started participating sponsorship of *Chet Huntley News* and *Bob Garred News* on 18 ABC Western Radio stations, Mon., Wed., Fri., 7:30 - 7:40 a.m. PDT, Tues., Thurs., 5:30 - 5:45 p.m. PDT, for six weeks from May 25. Agency: Brooke, Smith, French & Dorrance, S. F.

Coca-Cola Ltd., Toronto, has started *Eddie Fisher Show* twice weekly on 34 Dominion network stations, for 26 weeks, Wed. & Fri., 8 - 8:15 p.m. Agency: D'Arcy Adv. Co., Toronto.

Agency Appointments

Famous Brand Jewelers Inc., Chicago (group of independent retail credit jewelers), appoints Allan David Agency, same city, TV will be used.

H. J. Caruso, Dodge - Plymouth dealer, L. A., appoints Warwick & Legler Inc., same city. Radio - TV is being used.

Cultiller Co., New Brunswick, N. J., appoints Walter Chittick Co., Phila., for farm implements.

Consolidated Royal Chemical Corp. appoints Dancer-Fitzgerald-Sample, Chicago, effective June 1.

Mitchell Brewing Co., El Paso, appoints Ringer & Assoc., L. A., **Raymond E. Prochnow** is account executive. Spot announcement campaign has started on 30 radio-TV stations.

Bluhill Foods, Denver (whlsle. foods), appoints Glasser-Gailey Inc., L. A. **Grace Glasser** is account executive.

Crustywise Piecrust Co., Pico, Calif. (frozen dough products), appoints L. J. Swain Adv., Whittier. **Norman Church** is account executive.

Mercantile Trust Co., St. Louis, appoints Krupnick & Assoc. Inc., that city. **John T. Alden** is account executive.

TWO FIRMS SHOP FOR TIME PERIODS

AT LEAST five national advertisers have expanded their television budgets with network buys, while a sixth advertiser is still seeking an hour on alternate weeks on one of three networks, and a seventh is looking for a half-hour network show on alternate weeks.

The five expanding advertisers are General Mills, Commercial Solvents Corp., Bristol-Myers, Armour & Co., and Falstaff Brewing Co. seeking time periods are U. S. Steel Corp. and Sherwin-Williams Paint Co.

General Mills expands when it places its *Lone Ranger* series on CBS-TV, Sat., 1-1:30 p.m., effective June 13, in addition to continuing sponsorship of *Lone Ranger* on ABC-TV, Thurs., 7:30-8 p.m. Dancer-Fitzgerald-Sample, New York, is the agency.

Commercial Solvents Corp. will more than triple its television budget this fall, when it starts sponsorship Sept. 12 of a quarter-hour Saturday evening sports show with Red Barber on CBS-TV. Exact time will be decided later. Program will be heard on 30 stations. Firm had been sponsoring *Peak of the News* on a regional basis in about 10 to 14 markets. Fuller & Smith & Ross, New York, is the agency.

Bristol-Myers Co., New York, is expanding its TV budget, a spokesman of the company told B•T, by setting sponsorship of the Paul Hartman *Pride of the Family* series on ABC-TV on alternate weeks, starting early in October (Fri., 9-9:30 p.m.). This buy is in addition to its weekly half-hour *Time to Smile* on CBS-TV. Doherty, Clifford, Steers & Shenfield, New York, is the agency.

Meanwhile Armour & Co., Chicago, through Foote, Cone & Belding, Chicago, has signed to sponsor the other week of *Pride of the Family,* thus increasing its TV budget.

Falstaff Brewing Co., St. Louis, a heavy radio advertiser (*Game of the Day* on MBS, spot campaigns and local baseball series) is launching a television baseball series, *Game of the Week,* on ABC-TV, Saturdays, starting May 30 in about 20 markets. The program will not be carried in major league baseball cities nor in minor league cities where a home game is being played. Other markets than the 20 for Falstaff are available on a co-operative sponsorship basis. Dancer-Fitzgerald-Sample, New York, is the Falstaff agency.

U. S. Steel Corp. officially announced that it would sponsor a full-hour television program, to be known as *United States Steel Theatre* (B•T, May 4) starting in the fall on an alternate-week basis.

Negotiations are underway to obtain the services of the Theatre Guild as producers. Meanwhile the firm will discontinue its radio program on NBC Sundays for the past eight years, after the June 7 broadcast. All three networks, ABC-TV, CBS-TV and NBC-TV, are offering time periods to the U. S. Steel agency, BBDO, New York, an agency spokesman told B•T, but no decision had been reached last week.

Sherwin-Williams Paint Co., Cleveland (Kem-Tone), through Fuller & Smith & Ross, New York, is looking for a show and a network period, for a half-hour program on alternate weeks.

Sano Cigarette Sales Up Because of TV

AN INCREASE in sales for Sano cigarettes was noted as a result of the firm's sponsorship of *Martin Kane, Private Eye* (NBC-TV, Thursday, 10-10:30 p.m. EDT), L. A. Bantle, vice president of U.S. Tobacco Co., makers of Sano, told company sales representatives.

Mr. Bantle said: "The full facilities of our company have been put behind Sano cigarettes in advertising and sales promotion which have made thousands of additional smokers acquainted with Sano cigarettes, resulting in more sales to these new people."

NBC-TV SERIES SOLD IN 26 MKTS.

NBC-TV's *'Victory at Sea'* series, which concluded a cycle on the network May 3, has been sold in 26 markets since it became available for syndication, John B. Cron, national sales manager for the NBC Film Div. announced last week.

The 26-part filmed series, which won a Peabody Award, will be re-run by NBC's owned and operated stations as well as carried by other outlets, starting in most cases in the fall, according to Mr. Cron. He pointed out that KTYL-TV Mesa, Ariz., will begin the series next month, under sponsorship of Richfield Oil Co.

Other recent sales by the NBC Film Div. include those of the *'Douglas Fairbanks Presents'* series, currently in 71 markets, to Kenyon & Eckhardt for sponsorship by the National Brewing Co. on WTOP-TV Washington; to the Walker & Downing Agency for sponsorship by Duquesne Brewing Co. and to WDAY-TV Fargo, N. D.

Mr. Cron also reported that both *'Hopalong Cassidy'* and *'Dangerous Assignment'* currently are presented in 110 markets

UTP Stock Footage Available for Sale

A COMPLETE library of stock shot footage will be made available to television stations for outright sale, United Television Programs announced last week in disclosing plans for marketing the UTP "Five Foot Film Shelf."

A UTP spokesman said the library consists of five reels and encompasses more than 50 categories. He said the library would be sold for $200 to $400, depending on the size of the market, and said this is the first time a complete library of stock shot footage had been offered to TV stations for outright sale.

The library was compiled and edited by Elbert Kapit of General Film Productions, New York.

TAP Charges Fraud, Sues Fairbanks, NBC

FRAUD, conspiracy to defraud and breach of contract are charged in a $500,000 damage suit filed Monday in Los Angeles Superior Court against Jerry Fairbanks Inc., the producer individually and NBC by Television Arts Productions Inc. of Berkeley, Calif., over the TV filmed five-minute *Crusader Rabbit* cartoon series. Suit also asks a temporary injunction and restraining order to prevent NBC from carrying out a court sanctioned foreclosure on the programs and their disposal at public sale.

The complaint alleges that J. T. Ward and A. H. Anderson Jr., owners of TAP, in August 1950 entered into an arrangement with Fairbanks for him to produce the series. NBC, according to the suit, subsequently made a deal with the Hollywood producer under which it acquired title to the series, but in February 1952 sold the property back to him for $175,000 chattel mortgage. After he defaulted on payments, NBC recently foreclosed and obtained a court order to dispose of the cartoons by public sale.

NBC did not name TAP a defendant in its suit against Fairbanks, the complaint states, and the only knowledge the Berkeley firm had of the network's obtaining the decree of foreclosure was from news stories.

CBS-TV Film Sales Announces Expansion

AS PART of an overall expansion program, CBS Television Film Sales is enlarging its New York office and opening new offices in Dallas and San Francisco, it was announced last week by General Sales Manager Wilbur S. Edwards.

Announcement also was made that the southern office of CBS-TV Film Sales and CBS-TV Spot Sales, along with CBS Radio Sales, will move today (Monday) from Memphis to temporary headquarters in Atlanta at 31 Third St., N.E. After Dec. 1, it was said, permanent headquarters for the three units will be established in Atlanta at 800 Peachtree St. H. H. Holtshouser, who has been functioning as manager for both Television Spot Sales and Film Sales, will serve in the former capacity only and a new Film Sales Manager will be named shortly. H. W. Maier Jr. heads CBS Radio Spot Sales office in the southern region.

To assist in expanded Film Sales activities, Mr. Edwards announced, Charles (Chuck) Reeves, account executive in the Chicago office of CBS-TV Film Sales, has been transferred to New York headquarters. He also announced the appointments of Carter Ringlep, of KMBC Kansas City, to head the Dallas office and Glenn Ticer, of KCBS San Francisco, to head the San Francisco office of the unit.



WHP-TV Harrisburg, Pa., signs up for Consolidated Television Sales' Station Starter Plan. A.K. Redmond, WHP-TV general manager pens the contract as program director Richard Redmond looks on.

Film Sales

Five Star Productions Inc., Hollywood, is preparing TV film commercials for the American Brewing Co. (Regal Beer), through Walker Saussy Adv., both New Orleans, and Loma Linda Food Co., Arlington, Calif. (Ruskets), through Elwood J. Robinson & Co., Los Angeles.

Production

Interstate Television Corp., Hollywood, is producing "General Delivery," a half-hour film starring Ethel Barrymore, for inclusion in the "Ethel Barrymore Theatre" television series. William Calihan Jr. is producer and Lewis Allen is the director.

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Frank Wisbar Productions, Hollywood, is producing "The Man from Comstock" and "The Uncrossed River," two half-hour films for NBC-TV's "Fireside Theatre." Both films star Bruce Bennett.

Random Shots

Edward Beloin, producer of NBC-TV's "My Hero" television film series, sponsored by Philip Morris Co. for Dunhill cigarettes, has been advised to delete from all scripts the words "cool" and "lucky."

NBC Film Div. Adds Syndication Tasks

EXPANSION of the NBC Film Div. into a syndication service for feature films was announced last week by Robert W. Sarnoff, vice president in charge of the division.

Mr. Sarnoff noted that since its formation as an NBC operating unit three months ago, the film division had concentrated on sales and distribution of film series, such as *Victory at Sea, Douglas Fairbanks Presents, The Visitor, Dangerous Assignment,* and *Hopalong Cassidy.* Feature films, he added, will round out the division's products.

Negotiations are currently underway, Mr. Sarnoff said, for the acquisition of two packages of 13 feature films, which will be first run for TV. He said they will be distributed to local stations and regional advertisers.

The Houston-Fearless Corp., Los Angeles, has designed a new 16 mm film processor for TV stations which develops, fixes, washes, dries and reels 16 mm film ready for showing at the rate of 20 to 40 feet per minute. Up to 1,000 feet of film can be loaded in one of the magazines. An automatic refrigeration unit maintains solution temperatures so that the machine is always ready for use. Light-tight hoods over the first three processing tanks permit the machine to be operated in ordinary light, according to the company. Model number of the new processor is 16R40.

Film People

Lloyd Lind, head of Interstate Television Corp.'s department, has been elected vice president in charge of sales. His headquarters will be in New York.

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Wayman A. Robertson, veteran of motion pictures and broadcasting, has been appointed chief sound engineer for Kling Studios Inc., Chicago, Fred A. Niles, vice president of Kling's television and motion picture division, announced. During the last 20 years Mr. Robertson was associated with Paramount Pictures and previously was with NBC. Last year he toured the country filming Adlai Stevenson's principal campaign speeches for TV.

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Marshall G. H. Lewis, formerly with Pep Boys, has been named director of advertising and public relations for Louis W. Kellman Productions, Philadelphia, a division of News Reel Laboratory (Television and business films).

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Dr. A. W. Tueman, president of the U. of New Brunswick, and former member of the board of governors of the Canadian Broadcasting Corp., has been appointed director of the Canadian government's National Film Board, Ottawa, at $15,000 a year.

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Ted Post, under a non-exclusive contract to Meridian Pictures, Hollywood, as director on CBS-TV's "Schlitz Playhouse of Stars," has signed a non-exclusive contract with Screen Gems Inc., Hollywood, for probably assignment on "The Law Strikes Back" and NBC-TV's "Ford Theatre," both half-hour film series. Screen Gems is a subsidiary of Columbia Pictures Corp.

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David D. Osborn, public relations director of Transfilm Inc., New York, elected vice president of the National Visual Presentation Assn.

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J. Arthur West, independent film writer and consultant, joins Fletcher Smith Studios, New York, in an executive capacity.

PROMISE PROPER RATINGS FOR UHF

DANGER that the rating services may sell uhf short, pointed out by Humboldt J. Greig, president of WHUM-TV Reading (Ch. 61) in his talk at the May 21 workshop session of Radio & Television Executives Society, can and will be avoided, spokesmen for Hooper, Nielsen and Pulse told B • T last week.

Problem as outlined by Mr. Greig is that when vhf TV sets are converted for uhf reception. uhf signals may be brought into the receiver on any vhf channel not utilized in the area. Asked by an interviewer about TV watching, one person may say he is looking at Ch. 2, another at Ch. 5 and a third at Ch. 9, when all three are in reality watching Ch. 61, he said, each answer depending on how the individual set was converted.

C. E. Hooper said that his interviewers ask for both program and channel and so could soon overcome any initial confusion over uhf reception. His diaries, he said, are being altered to provide for listing of call letters as well as channel numbers in uhf areas. Sydney Roslow, director, Pulse Inc., told B • T that Pulse interviewers also ask for program identification as well as channel number and that, while it might be a difficult matter at first, uhf stations will receive proper audience credit in Pulse surveys. A Nielsen representative reported that the various uhf channels are properly identified on each receiver along with the vhf channels at the time the Audimeter is installed, so the record of the various stations dialed on that set can be decoded accurately, no matter where on the dial the uhf programs are tuned in.

TOP 10 AM SHOWS RATED BY PULSE

TOP 10 network radio programs for evening, Monday-Friday daytime and Saturday and Sunday daytime classifications for the March-April period, as compiled by Multi-Market Radiopulse, are as follows:

	Program Average Rating	
EVENING	Mar. Apr.	Jan. Feb.
Amos 'n' Andy (CBS)	8.5	9.3
Jack Benny (CBS)	8.3	9.6
Lux Radio Theatre (CBS)	8.0	8.6
Bergen-MCCarthy (CBS)	7.3	8.4
You Bet Your Life (NBC)	6.7	6.8
My Little Margie (CBS)	6.4	6.9
Bob Hawk (CBS)	6.2	6.6
Fibber McGee & Molly (NBC)	6.2	6.5
My Friend Irma (CBS)	6.2	6.5
Mr. & Mrs. North (CBS)	6.1	

	Program Average Rating	
DAYTIME MONDAY-FRIDAY	Mar. Apr.	Jan. Feb.
Arthur Godfrey (CBS)	7.7	7.6
Helen Trent (CBS)	7.3	7.1
Ma Perkins (CBS)	7.2	7.0
Road of Life (NBC)	7.0	6.9
Our Gal Sunday (CBS)	6.9	6.9
Wendy Warren (CBS)	6.9	6.7
Young Dr. Malone (CBS)	6.9	6.6
Aunt Jenny (CBS)	6.8	6.6
The Guiding Light (CBS)	6.7	6.6
Grand Slam (CBS)	6.6	
Perry Mason (CBS)	6.6	6.4

	Program Average Rating	
DAYTIME SATURDAY & SUNDAY	Mar. Apr.	Jan. Feb.
The Shadow (MBS)	4.9	4.6
Stars Over Hollywood (CBS)	4.5	4.6
Theatre of Today (CBS)	4.4	4.6
True Detective Mysteries (MBS)	4.3	4.4
City Hospital (CBS)	4.0	4.2
Give & Take (CBS)	4.0	3.8
Fun For All (CBS)	3.9	4.0
Godfrey's Roundtable (CBS)	3.7	
Grand Central Station (CBS)	3.7	
Counterspy (NBC)	3.6	3.9
Music With The Girls (CBS)	3.6	3.9
Under Arrest (MBS)	3.6	

*Weighted program average for 18 regular Pulse Markets.

Subscription TV Survey Taken By Purdue Panel

REPLY to a postcard survey by the Purdue U. opinion panel has indicated that 65% of some 23,000 viewers would pay $1 to see a championship fight on their TV receivers through means of subscription TV. The figure was released by H. H. Remmers, professor of psychology and education at Purdue. The survey was taken in the Chicago – Milwaukee area.

Prof. Remmers said that among fight fans, 76% indicated they would be willing to pay a fee if a "pay-as-you-see" TV system were in operation. Others indicated they would pay, not for fights, but for football games opera, good movies, drama and other program fare.

Census Funds Restored

FUNDS for Census of Business and Manufactures as well as for Census of Agriculture were restored to the commerce Dept. appropriation bill by the Senate Appropriations Committee late Wednesday. Committee voted $9,400,000 for business-manufacturers census (House allowed nothing) and $2,200,000 for farm census (House allowed nothing). No funds were voted, however, for proposed census of mining and transportation.

NARTB AM BOARD TO SEE NEW SET OF STANDARDS

A "MODERNIZED" Radio Standards of Practice will be submitted to the NARTB Radio Board when it meets in Washington June 17-19.

Aware of growing public and business resentment against "bait advertising" and similar practices, the NARTB Radio Standards of Practice Committee last week completed a revised version of the code at a New York meeting.

The revision process started last year. It is in charge of a committee headed by John F. Meagher, KYSM Mankato, Minn., newly elected to the NARTB board last winter. The present code was adopted in 1948.

While NARTB headquarters said the text of the revised code would not be made public prior to the board meeting, it was known that the committee had combed the document from creed to conclusion. Most of the changes are believed to be refinements based on the long-range policy of reviewing the code to keep it abreast of industry developments.

Members of the Radio Standards of Practice Committee, besides Chairman Meagher, who attended last week's meeting were Carleton D. Brown, WTVL Waterville, Me.; William B. McGrath, WHDH Boston; William D. Pabst, KFRC San Francisco; Walter E. Wagstaff, KIDO Boise, Idaho. Absent were Clyde W. Rembert, KRLD Dallas, and E. B. Vadeboncoeur, WSYR Syracuse. .

The NARTB Television Code Review Board, which meets several times a year, will review TV code enforcement problems at a meeting to be held June 10 at Hot Springs, Va. John E. Fetzer, WKZO-TV Kalamazoo, Mich., will report to the NARTB TV Board as chairman of the code group. The TV Board will meet June 18 in Washington.

NARTB announced Tuesday that 27 stations have signed as TV Code subscribers within the last few weeks, bringing the number ot station subscribers to 121. All four TV networks are subscribers.

The new code signatories are WAKR-TV Akron, Ohio; WBBM-TV Chicago; WEAU-TV Eau Claire, Wis.; WFBG-TV Altoona, Pa.; WFTL-TV Fort Lauderdale, Fla.; WFTV (TV) Duluth, Minn., WHIZ-TV Zanesville, Ohio; WMT-TV Cedar Rapids, Ia.; WNAM-TV Neenah, Wis.; WTRF-TV Wheeling, W. Va; WTVU (TV) Scranton, Pa.; Sparton Broadcasting Co., Cadillac, Mich.; KCEB (TV) Tulsa; KCJB-TV Minot, N. D.; KEYT Santa Barbara, Calif.; KGNC-TV Amarillo; KIMA-TV Yakima, Wash.; KKTV (TV) Colorado Springs; KLAS-TV Las Vegas, Nev.; KMJ-TV Fresno, Calif.; KMO-TV Tacoma, Wash.; KPIC (TV) Salem, Ore. KSBW-TV Salinas, Calif.; KTNT-TV Tacoma; KTXL-TV San Angelo, Tex.; KTYL-TV Mesa, Ariz.; KVTV Sioux City, Ia.

COMMUNITY TV PLANS COME TO BOIL

NEW DEVELOPMENT in the community television field is due to break. Plans for programming and the selling of time by the closed circuit operators has progressed far enough to foretell that it will be the number one topic of conversation at the second annual convention of the National Community Television Assn. at New York's Park Sheraton Hotel June 8.

Reported ready to begin commercial closed circuit TV for communities which do not have their own television signals — and are too far away to receive larger city's signals — are the following: Television Cable Co., Oil City, Pa.; Community TV Systems Inc., Florence, S. C.; Service Electric Co., Mahoney City, Pa.; Trans Video Corp., Pottsville, Pa.; and Potomac Valley Television Co., Cumberland, Md.

General approach by those who have acknowledged their plans for local programming — mostly films and kinescopes — are to originate programs for sale to local or national advertisers. Some also envisage live pickups of local events (civic meetings, ball games, etc.) and, later, studio presentations.

In the Oil City case, General Manager Ned Cogswell announced that the local programs would be fed on the third channel of its tri-channel system. It will continue to pick up and deliver to its 1,800 subscribers signals from WDTV Pittsburgh and WJAC-TV Johnstown, Pa.

In Florence, S. C., Community TV Systems, which already claims more than 1,000 customers, intends to set up an out-and-out closed circuit system. Florence is too far from any TV station to permit pickup and redistribution, Murray Borkon, Community TV president said. His aim is to build up a number of small, TV-less areas throughout the south, then sell them to advertisers as a package. Mr. Borkon was involved in the struggle to establish a community TV system in Asheville, N. C., but ran afoul of local broadcaster opposition (B • T, Dec. 29, 1952). He operates a regular fee-TV service in Waynesville, N. C.

Oliver S. Gramling, assistant general manager for radio-TV, The Associated Press, will be the principal speaker at the NCTA convention. A technical panel will be led by Dr. Frank G. Kear and an administrative panel by Martin F. Malarkey Jr., president of the organization. Equipment is scheduled to be displayed by RCA, DuMont, Jerrold Electronics, Spencer-Kennedy Labs., International Telemeter Corp., Entron Co., and Times Appliance Co.

40 Meetings Planned For RTMA Convention

FORTY committee and section meetings have been scheduled by Radio-Television Mfrs. Assn. during the association's annual convention to be held June 15-18 in Chicago, according to James D. Secrest, RTMA executive vice president. The board will hold meetings June 17-18, with the latter session to be devoted to election of officers and installation of new directors.

Second RTMA Medal of Honor will be presented to Dr. W. R. G. Baker, vice president of General Electric Co. and director of the RTMA Engineering Dept. Dr. Baker will report on progress of color television in his capacity as chairman of National Television System Committee.

Arrangements for the convention are in charge of Leslie F. Muter, of Muter Co., and Charles M. Hofman, Raytheon Mfg. Co. A. D. Plamondon Jr., RTMA chairman and president, will submit his annual report at the annual membership meeting June 18. The Fred Waring Show cast will entertain June 18 at the industry dinner.

SCBA Elects Burke

FRANK BURKE Jr., general manager, KFVD Los Angeles, has been elected president of the Southern California Broadcasters Assn. He succeeds Calvin J. Smith, president and general manager, KFAC that city. Norman Ostby, vice president, KHJ Hollywood and Don Lee Broadcasting System, has been named the association's vice president, with Thelma Kirchner, general manager, KGFJ Hollywood, re-elected secretary-treasurer for a second term.



Newly elected to the board of directors is Gene DeYoung, president and general manager, KERO Bakersfield. William J. Beaton, general manager, KWKW Pasadena; Robert J. McAndrews, commercial manager, KBIG Avalon, and A.E. Joscelyn, CBS Hollywood director of operations, were re-elected for a second year, with Robert O. Reynolds, vice president and general manager, KMPC Hollywood, starting his seventh term as a board member.

TRADE ASSNS.

HUNT TV IDEAS, SCAAA TOLD

AGENCY executives as well as those of television stations must look for new commercial approaches to ward off criticism of TV, John Vrba, sales manager of KTTV (TV) Hollywood, told the Southern California Advertising Agencies Assn. at its annual meeting at Hotel Del Coronado, Coronado.

"The combination of sight and sound, plus newness of the medium, adds immeasurably to the problems of both agency and station executives," he stated.

Mr. Vrba said three ways a TV station can better service the agency are: (1) programming, through development of staff talent into "selling personalities"; (2) merchandising and promotion, to keep retailers, distributors and salesmen enthusiastic about the advertising campaign and also move the product, and (3) make-sense sales presentations, with facts and figures, for the agency executive and his client.

Stanley Spero, account executives, KMPC Hollywood, urged agency executives to use the experience and knowledge of station account executives and representatives whose "financial solvency depends upon their ability to understand and explain the medium."

Ralph Yambert, president, Yambert-Prochnow Inc., Beverly Hills, was elected SCAAA president. He succeeds Kai Jorgensen, executive vice president, Hixson & Jorgensen Inc., Los Angeles. Other new officers, all of Los Angeles, are Alfred A. Atherton, owner Atherton Adv. Agency, first vice president; Douglas R. Young, owner Taggart & Young Adv., second vice president, and Walter Tilds, co-owner, Tilds & Cantz Adv., Secretary-Treasurer.

NBA's 20th Meet Features Speakers

NEBRASKA Broadcasters Assn. held its 20th annual convention May 22 at Hastings, with KHAS Hastings acting as host to some 50 representatives of 28 state radio and TV stations.

Scheduled speakers at the meeting included former U.S. Sen. Fred Seaton, part-owner of KHAS and KGGF Coffeyville, Kan., and of a chain of several Midwest newspapers; Wendell Harding, state civil defense director; James Olson, superintendent of Nebraska Historical Society; Robert K. Richards, NARTB administrative vice president; George Round, U. of Nebraska public relations director, and Virgil Sharpe, program director of KOWH Omaha, who was to have talked on "Nebraska Network" activity.

NBA claims to be one of the oldest state broadcasters associations in the nation, with 100% membership by all state radio and TV outlets.

GOVERNMENT

FCC APPROVES $8.5 MILLION WPTZ (TV) SALE TO WESTINGHOUSE

LARGEST single station sale in history was approved by FCC last week as the Commission authorized Philco Corp. to sell pioneer WPTZ (TV) Philadelphia to Westinghouse Radio Stations Inc. for $8.5 million (B•T, March 30, Feb. 23).

Comr. Paul A. Walker dissented, favoring a request for more information. Comr. Frieda B. Hennock concurred in the grant, but recalled an earlier FCC decision involving Westinghouse's WOWO Fort Wayne, Ind., in which she wished to explore anti-trust issues.

Breakdown of the consideration shows that physical assets (land and equipment) are sold for $2 million; goodwill, $1.5 million, and NBC-TV affiliation contract, $5 million.

Earlier top price for a going TV operation was the $6 million paid by CBS to American Broadcasting-Paramount Theatres for WBKB (TV) Chicago, now WBBM-TV.

Acquisition of WPTZ gives Westinghouse its second TV station. It is the licensee of WBZ-TV Boston, which began operation in 1948. Philco has no other commercial broadcast stations.

WPTZ started operating experimentally in 1932 and was the third commercial TV station in the U. S. when FCC gave it a permit in 1941. WPTZ operates on vhf Ch. 3 with effective radiated power of 16 kw visual and 8 kw aural. Class A one-hour, one-time rate is $1,500. Representative is NBC Spot Sales.

WPTZ, it is understood, grossed nearly $4 million and showed a profit of almost $2 million in 1952. Westinghouse told FCC in the transfer application that it expects future operation of WPTZ to total $2,090,000 with gross revenue of $3,850,000.

For the last five years, WRS has had a working arrangement with WPTZ that virtually amounted to first refusal rights in the purchase of the TV outlet. Westinghouse's 50-kw clear channel KYW (on 1060 kc) and the Philco TV station have cooperated in their operations through the use of similar background identifying announcements. KYW also is an NBC affiliate. Eventual integration of the two outlets is expected, but no changes in the WPTZ staff and operating policies are to be made at this time, FCC advised.

Westinghouse owns and operates KDKA-AM-FM Pittsburgh; KEX-AM-FM Portland, Ore.; WBZ-AM-FM-TV Boston; WBZA-AM-FM Springfield, Mass; WOWO-AM-FM Fort Wayne, Ind.; and KYW-AM-FM Philadelphia. WRS is TV applicant at Pittsburgh for vhf Ch. 11 in competition with WJAS and WWSW there. At Portland, WRS seeks vhf Ch. 8 in competition with North Pacific Television Inc. and Portland Television.

RULE 1(d) BILL CLEARS HURDLE

SEN. Edwin C. Johnson's (D-Colo.) Interstate and Foreign Commerce subcommittee last week approved unanimously the senator's bill (S 1396) which would permit baseball to reinstate its former rule 1 (d).

Sen. Johnson said he expected the full committee, which now must consider the bill, would take up the measure soon.

Before its repeal in 1951, the rule prohibited broadcast or telecast of major or minor league games within a 50-mile territory around the "home" game's ball park. Hearings by the Johnson subcommittee ended May 12. The senator then said he anticipated the bill's clear passage in the Senate (B•T, May 18).

If the full committee and the Senate approve the legislation, the measure then will go to the House where hearings most likely will be held.

Three New AM CPs Granted by FCC

THREE new daytime standard stations were approved by FCC last week and applications in two other cases were set for hearing. New grants are:

Millville, N.J. – Union Lake Broadcasters, 1 kw daytime on 1440 kc directional.

Hodgenville, Ky. – Lincoln Memorial Bcstg. Co., 1 kw daytime on 1320 kc.

Perry, Fla. – Palatka Bcstg. Co. (WWPF Palatka), 250 w daytime on 1220 kc.

FCC set for hearing the competitive bids of South Plains Broadcasters, Slaton, Tex., and KDUB-TV Lubbock, Tex. both seeking 500 w daytime on 970 kc; WGGA Cedartown, Ga.'s, bid for change from 250 w fulltime on 1340 kc to 1 kw daytime on 980 kc also was set for hearing, with WKLF Clanton, Ala., made party.

New AM station bid for 500 w daytime on 1390 kc at Neosho, Mo., was filed by Ozarks Playground Broadcasters.

Principals in the Union Lake grant for Millville, N. J., include John C. Price 40%, Washington, D. C., sales engineer for Gates Radio Co.; George Gautney, 10% Washington consulting engineer; Harry J. Daly, 10%, Washington attorney, and John H. Norris, 40%, manager of WGCB Re Lion, Pa.

FCC REPORTS 'SILENCE' ON NEW ALLOCATIONS BIDS

PROSPECTIVE telecasters are "strangely silent" about plans to petition for changes in channel allocations, FCC spokesmen observed last week on the eve of the June 2 "deadline" for such requests. Tuesday marks the end of the one-year ban on filing of requests for allocation revisions and the Commission, beginning Wednesday, will accept such requests for consideration

Tuesday marks the first anniversary of the date on which the Sixth Report and Order legally took effect. Issued April 14, 1952, and taking effect last June 2, the Sixth Report constituted the final TV reallocation plan and ended the 3½-year "freeze" on new TV station construction. To provide stability in initial TV processing, the Sixth Report contained a "one-year rule" forbidding consideration of requests for allocation amendments, with certain exceptions.

Beginning Wednesday, FCC can consider petitions:

(1) To change a channel from "reserved for education" to "commercial," or from commercial to reserved status.

(2) To add a new TV channel to any city, whether it presently has channels allocated to it or not.

(3) To remove a channel from any city and assign it to another city.

(4) To substitute or swap channels among cities, vhf or uhf.

(5) To request a change in the minimum mileage separation required between a channel in one city and a co-channel or adjacent channel in another city.

(6) To change the character of an operating educational station from noncommercial to commercial. The educator, however, would have to face possible competition in its bid for a commercial license.

Each petition for an allocation change will be considered separately, FCC has pointed out. The Commission emphasized the case-by-case approach a fortnight ago in a special pronouncement to stem general false belief in some quarters that June 2 was a deadline for acceptance of noncommercial, educational applications or that after June 2 all educational reservations would end. FCC pointed out that the reservations continue indefinitely and an appropriate rule-making proceeding must be instituted in each case where the removal of a reservation is sought (B•T, May 18).

WGGG Gainesville, Fla., is the only station believed to be on public record to date planning to request that FCC remove and educational reservation. WGGG has advised the state legislature it will seek commercial use of reserved Ch. 5 there (B•T, May 11).

A footnote to the Sixth Report also provides that "before a noncommercial educational station operating on a channel reserved for noncommercial use may apply for a license to permit it to operate commercially, it would be appropriate rule making proceedings be required to petition for a change in the character of the channel assignment involved. It will then have to file an application for a new license, in competition with any others who seek the channel.

CBS, ZENITH VIE FOR CHICAGO

OPPOSING requests for operation on Chicago's TV Ch. 2 were submitted last Wednesday to the FCC by CBS and Zenith Radio Corp. CBS asked for special temporary authority to operate WBBM-TV on Ch. 2 moving over from its present Ch. 4. Zenith asked for joint participation with CBS in the operation of a TV station on Ch. 2, or, in the alternative, that the Commission appoint an independent trustee to operate on Ch. 2 using the technical facilities of Zenith and the studio facilities and programs of CBS.

Both requests were in answer to the FCC's invitation to file recommendations on how Chicago's Ch. 4 could be vacated in order to free other moves involved in its Sixth Report and Order. Commission action came after the U. S. Court of Appeals in Washington stayed its order requiring CBS to move WBBM-TV from Ch. 4 to Ch. 2. Ruling was made on the request of Zenith, which appealed to the Court against the Commission's dismissal of its application for Ch. 2 without a hearing (B•T, May 25).

Since 1939, Zenith has been operating experimentally on Ch. 2 in Chicago. CBS bought the Ch. 4 facilities of WBKB when the Commission approved the merger of ABC and United Paramount Theatres. It paid $6 million for the station.

CBS maintained in its request to be given temporary permission to move over to Ch. 2 that the Court – which had listed various alternatives for the Commission to take if it desired to free Ch. 4 without waiting for a decision on the Zenith appeal – did not mean to require the Commission to make the move.

Zenith claimed that the Court's order was a mandate that the Commission take one of the four steps permitted. It also disclosed that CBS turned down a suggestion that the two companies confer regarding joint operation.

COMMENT ASKED ON FCC RULES

IN LINE with his testimony May 18 before the Senate Interstate & Foreign Commerce Committee, FCC Chairman Rosel H. Hyde last week submitted drafts of proposed TV rules changed to the Federal Communications Bar Assn. for cooperative consideration of solutions to the hearing bottleneck (B•T, May 25).

Chairman Hyde on Monday afternoon sent the drafts to the FCBA Committee on Practice and Procedure, under the chairmanship of William C. Koplovitz, which began prompt study of the proposals the next day. On Thursday, the FCBA group was to meet with a committee of FCC representatives to continue joint attack on the hearing problems.

Four specific matters are under review. They are: (1) Elimination of excessively long hearing records, possibly through partial written presentation and limited oral examination where possible; (2) reduction of interlocutory appeals to the Commission from hearing examiners' rulings, a practice which frequently has delayed hearings for lengthy periods; (3) establishment of a cut-off date on amendments to applications in hearing, and (4) rules to facilitate mergers or consolidations of competitive applicants to reduce channel conflicts.

Serving with Mr. Koplovitz on the FCBA committee are Henry G. Fischer, Thad Brown Jr. (NARTB), W. Theodore Pierson, James A. McKenna Jr. and Jeremiah Courtney. The FCC committee, under the supervision of Chairman Hyde, is composed of Joseph M. Kittner, assistant chief of the Broadcast Bureau; Frederick W. Ford, chief of the Hearing Division; Arthur Scheiner, chief of the Rules & Standards Division and Hearing Examiner Fanney N. Litvin.

6 FMs Go Off Air, 3 Crosley Outlets

SIX FM licenses were turned back to FCC last week, bringing to 23 the total reduction since the first of the year. Now outstanding are 560 FM licenses.

Most significant of the deletions were those canceling three Crosley Broadcasting Corp. outlets: WLWH (FM) Cincinnati, WLWB (FM) Dayton and WLWF (FM) Columbus, all Ohio.

Crosley told the Commission that "without any derogation to the concept of FM broadcasting, we do not feel that money expended in FM service is commensurate with benefits to the public..."

Also newly off the air is WCAE-FM Pittsburgh, owned by Hearst Corp. It gave no reason for the action.

FCC GRANTS SHARE-TIME OPERATION FOR KOY, KOOL PHOENIX ON CH. 10

SHARE-TIME stations on vhf Ch. 10 at Phoenix, Ariz., were granted by FCC last week to KOY and KOOL there, former competitors for the channel who worked out the share-time plan just a fortnight ago (B•T, May 25).

Joint studio and transmitter facilities are planned for the share-time stations, but separate staffs and operations will be maintained, FCC was told. The two stations will alternate weekly in airing daytime and night programs. The grants specify effective radiated power of 316 kw visual and 160 kw aural with antenna height above average terrain 1,270 ft. Site is 840 North Central Ave. Phoenix.

Comr. Frieda B. Hennock dissented in the share-time grants on the basis that "serious questions of possible undue concentration of ownership and control of broadcasting facilities in the major cities of a single state (Arizona) ... require further inquiry on our part." She noted that Gene Autry and associates, who own 95% of KOOL, also control KOPO-AM-TV Tucson and KNOG Nogales while the principals in KOY also have interests in KYMA Yuma and KTUC Tucson.

In other TV actions, FCC granted permit for uhf Ch. 27 at Stamford, Conn., to Stamford-Norwalk TV Corp. with ERP of 19.5 kw visual and 11 kw aural and antenna 240 ft. Principals include President Prentiss M. Brown (42.5%), attorney and board chairman, Detroit Edison Co.; Vice President Vincent M. Gaughan (15%), attorney, secretary-treasurer and one-third owner of WBES-TV Buffalo, and Wendell Lund (42.5%), Washington attorney.

Competitive bids of Lorain Journal Co. and WEOL Elyria-Lorain for uhf Ch. 31 at Lorain, Ohio, were designated for comparative hearing in Washington June 26.

FCC extended to June 15 its deadline for comments on proposal to add vhf Ch. 5 to Glenville, W. Va., and turned down Lawrence A. Harvey's bid for the assignment of uhf Ch. 58 to Beverly Hills, Calif.

WORD Asks Review Of TV Protest Denial

CHARGING a TV grant to a competitor did not change its status as an interested party, WORD Spartanburg, S. C., petitioned FCC last week to reconsider a 4—to—3 ruling which denied WORD's protest and found that no overlap of Grade A contours would occur between new WIS-TV Columbia, S. C., on vhf Ch. 10 and a proposed Ch. 7 station under common ownership at Spartanburg (B•T, May 18). WORD seeks Ch. 7 in competition with WSPA there, whose licensee is majority owner of WIS-TV.

WORD told the Commission that since its rights were not changed by the grant, it is entitled to require Broadcasting Co. of the South, WSPA licensee and 81% owner of WIS-TV, to elect which of three applications it wishes to prosecute: Ch. 10 at Columbia, Ch. 7 at Spartanburg, or Ch. 9 at Charlotte, N. C., where it owns WIST. WORD contends overlap among the outlets would violate FCC's multiple ownership rules. WORD also asks FCC for conditional grant of its Ch. 7 bid pending outcome of the litigation.

Gadsden TV Permit Returned to FCC

CONSTRUCTION permit for uhf Ch. 21 at Gadsden, Ala., was returned to FCC last week by sole owner Jacob A. Newborn Jr., making the fourth permit that has been surrendered since lifting of the TV freeze last year and resumption of TV processing. Mr. Newborn told the Commission he did not wish to continue construction of WTVS (TV) because program sources and advertising has failed to materialize. WTVS was the only TV grant to Gadsden, a city of 55,725 persons (1950 pop.). Earlier permits returned to FCC were all for Texas (B•T, May 25) and included KGKL's CP for vhf Ch. 3 at San Angelo, Tom Potter's permit for uhf Ch. 24 at Austin and Permian Basin TV Co.'s permit for vhf for Ch. 2 at Midland.

KTRH Order Reversed

DENIAL of the KTRH Houston bid to modify its daytime directional antenna system was set aside by FCC Tuesday and the request was consolidated for further hearing with Texas Star Broadcasting Co., application for a new Dallas outlet on the same frequency—740 kc. KTRH broadcasts on 50 kw unlimited with directional antenna. Texas Star seeks nighttime power of 5 kw, daytime 10 kw using directional array full time.

Texas Star, partly owned by Mayor Roy Hofheinz of Houston, had its application granted in January, 1950, after a hearing with KTRH. Democrat Printing Co. (KSEO Durant, Okla.) fought the grant up to the District of Columbia Circuit Court of Appeals, which reversed FCC's action last June and remanded the matter to it for further proceedings.

'DOUBLE-EXPOSURE' PLAN CLARIFIED

TAKING issue with criticism of the "double exposure" plan he announced in mid-May (B•T May 18), James M. Gaines, General Teleradio vice president in charge of WOR-AM-TV New York, said last week that the purpose of the plan had been misinterpreted.

"Double exposure" contemplates the re-running by WOR-TV of film programs originally shown on other New York television stations, at no cost to the advertisers.

Mr. Gaines said last week that the plan was designed "with two simple and aboveboard aims in mind. First, WOR-TV seeks to make substantial improvement in its program service to viewers, and the re-presentation of outstanding shows on different evenings at different times will accomplish this. Second, WOR-TV seeks to make television program investments more productive-per-dollar for advertisers, and the plan of waiving time charges will accomplish this."

Mr. Gaines said that the procedure of a network or station absorbing time costs because of values received in program quality was well established in both radio and television. "Every time a $30,000 half-hour is sold for, say, $20,000, with losses recovered in time charges, a clear parallel to the 'double exposure' plan has been witnessed," he said.

"The main difference," he said, "is that WOR-TV is here putting all its cards face-up on the table. Without subterfuge or deceit, we offer qualified advertisers an opportunity to reach added viewers economically, because we thereby bring our own viewers added entertainment values on this channel."

Topmiller WCKY V.P.

CHARLES H. TOPMILLER, WCKY Cincinnati station manager since 1947, has been named executive vice president effective June 1, L. B. Wilson, president-general manager, said last week.



Mr. Topmiller, who joined WCKY in 1930 as a transmitter engineer, became chief engineer in 1933 and supervised WCKY's increase from 5 kw parttime to 10 kw full-time and later to its present 50 kw. During 1941-45 he served with OWI's Overseas Branch as chief engineer of the radio section of Psychological Warfare Div., both in the Mediterranean and South Pacific war theatres

NEW OUTLETS FALL BEHIND ON PLANS FOR BEGINNING

LESS than a fortnight ago, nine television station grantees were hopeful of beginning commercial programming on or before June 1. Most of them didn't make it.

WSUN-TV St. Petersburg, Fla., was to have started programming yesterday (Sunday), and KSWS-TV Roswell, N. M., WDAY-TV Fargo, N. D., and WMTV (TV) Madison, Wis., were "probably" going to begin today.

Assuming WSUN-TV got its programming underway yesterday, the number of operating commercial stations in the U.S. stands at 173. This is the same total which was reported last week (B • T, May 25) because KVOS-TV Bellingham, Wash., which was counted on the air May 15, did not make that date and now expects to begin Wednesday (June 3).

There are 33 vhf and 32 uhf stations commercially operating, a total of 65 post-thaw commercial outlets. One noncommercial education station raises the post-thaw stations-on-the-air total to 66. There were 108 stations operating when the four-year television freeze was lifted, all vhf.

At B • T's presstime, the status of grantees planning operation within the next two weeks was this:

ON THE AIR: WSUN-TV St. Petersburg-Tampa-Clearwater, Fla., Ch. 38. TODAY (Monday): KSWS-TV Roswell, N. M., Ch. 8; WDAY-TV Fargo, N. D., Ch. 6, and WMTV (TV) Madison, Wis., Ch. 33. JUNE 2: WFTV (TV) Duluth, Minn., Ch. 38. JUNE 3: KVOS-TV Bellingham, Wash., Ch. 12.

JUNE 7: WGBI-TV Scranton, Pa., Ch. 22. EARLY JUNE: KIDO-TV Boise, Idaho, Ch. 7. JUNE 1-15: WFAM-TV Lafayette, Ind., Ch. 59.

JUNE 15: KROC-TV Rochester, Minn., Ch. 7; KFOR-TV Lincoln, Neb., Ch. 10; and KAFY-TV Bakersfield, Calif., Ch. 29. JUNE 20: WROM-TV Rome (Ga.) – Chattanooga (Tenn.), Ch. 9.

JUNE 21: WKOW-TV Madison, Wis., Ch. 27. JUNE 15-JULY 1: KCTY-(TV) Kansas City, Mo., Ch. 25; KMJ-TV Fresno, Calif., Ch. 24; KTVH (TV) Hutchison-Wichita, Kan., Ch. 12; WNOK-TV Columbia, S. C., Ch. 67; WTPA (TV) Harrisburg, Pa., Ch. 71, and WTVH-TV Peoria, Ill., Ch. 19.

JULY 1: KRDO-TV Colorado Springs, Colo., Ch. 13; WAKR-TV Akron, Ohio, Ch. 49, and WTVI (TV) Belleville (Ill.)-St. Louis (Mo.), Ch. 54. JULY 15: WATR-TV Waterbury, Conn., Ch. 53. LATE JULY: KFEQ-TV St. Joseph, Mo., Ch. 2, and WNAO-TV Raleigh, N. C., Ch. 28. INDEFINITE: WGLV (TV) Easton, Pa., Ch. 57, and WCSC-TV Charleston, S. C., Ch. 5. (Vhf channels: 2 to 13. Uhf channels: 14 to 83.)

• Greater Rockford Television Inc., which holds a CP for vhf Ch. 13 in Rockford, Ill., reports it is swinging into immediate action to get the station on the air in the least possible time. Although no definite target date for commercial operation has been set, the board of directors appointed Soren H. Munkhof general manager, and instructed President Lou E. Caster to "get the station on the air as soon as possible."

Mr. Munkhof was program director of WOW-TV Omaha, but left after the first of this year to work as a station planning consultant. Mr. Caster is a nationally-known figure in the baking industry. He went into business in 1920 and became president of the Keig-Stevens Baking Co., a position he still holds. In 1930 he was elected president of Rainbo Bread, Aurora, and Rainbo Baking Co., Joliet, and in 1951 was elected chairman of the board of the two firms. Mr. Caster was president of the American Institute of Baking from 1942 to 1950 and now is chairman of the board. He has been a member of the board of governors of the American Bakers Assn. since 1936 and on the executive committee since 1941.

• KAFY-TV Bakersfield, Calif., uhf Ch. 29, is making good progress, reports Sheldon Anderson, owner. He said KAFY-TV will be affiliated with all four networks. Target date is June 15.

KCOK-TV, uhf Ch. 27, to be located east of Fresno, Calif., also is owned by Mr. Anderson who said construction will start immediately after KAFY-TV is on the air. It will be a DuMont affiliate with studios in Fresno. The two stations, according to Mr. Anderson, will be sold as the Cal-Central Network, and will cover Merced, Madera, Fresno, King, Tulare and Kern counties in the San Joaquin Valley. Forjoe & Co. represents both stations.

• RCA Victor, Camden, N. J., has sent WOC-TV Davenport, Iowa, a 25 kw amplifier, one of the largest TV broadcast transmitter units ever supplied by RCA for commercial use. The new amplifier will enable WOC-TV to increase its effective radiated power from 22.9 kw to 100 kw visual when the station moves from vhf Ch. 5 to vhf Ch. 6. The WOC-TV shipment weighed 7,500 pounds, RCA reported.

• Two western TV stations have purchased the 1 kw uhf and 10 kw vhf transmitters exhibited by RCA at the NARTB Convention in Los Angeles.

KUSC-TV Los Angeles, noncommercial education outlet on uhf Ch. 28, the first educational station to receive RCA equipment, will install the 1 kw uhf transmitter at its Mount Wilson transmitter site. KUSC-TV, underwritten by the Allen Hancock Foundation, will receive an RCA uhf antenna in a few weeks.

KFEL-TV Denver, Colo., vhf Ch. 2, bought a 10 kw vhf transmitter to replace the interim equipment it has used since the nation's first post-thaw station went on the air last July.

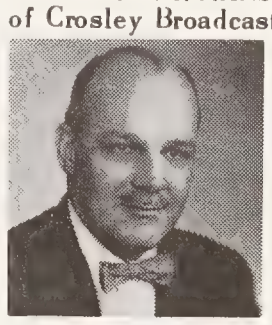
• KONA-TV Honolulu, vhf Ch. 11, reports "enthusiastic" response from viewers "on all the (Hawaiian) islands." The station, airing a test pattern after increasing its power to 35 kw from 5 kw and adding a six-bay antenna, has not broadcast commercial programming since March 11 pending FCC approval of new ownership by KGU (*The Honolulu Advertiser* is licensee) and KPOA Honolulu.

• KMJ-TV Fresno, Calif., uhf Ch. 24, started its test pattern transmission May 26. Fresno's first TV station expects to begin regular programming between June 15 and July 1.

• KELO-TV Sioux Falls, S. D., vhf Ch. 11, began programming 7 p.m. May 19, broadcasting with an effective radiated power of 57.5 kw visual from its 580-foot tower southeast of Sioux Falls, the station reported. KELO-TV claims to be the first midwest TV station to broadcast from an RCA 12-bay antenna. The NBC-TV affiliate, which also carries CBS-TV and ABC-TV programs, reports it covers South Dakota, Minnesota, Iowa and Nebraska, which KELO-TV reports has a population of 744,000 in the primary and secondary coverage area.

Robinson Appointed Crosley Atlanta Head

WILLIAM P. ROBINSON will be president of Crosley Broadcasting of Atlanta Inc., it was announced last week by James D. Shouse, chairman of the Atlanta board, and Robert E. Dunville, chairman of the board's executive committee. The organization he heads operates WLWA (TV) there, the fourth TV outlet of Crosley Broadcasting Corp. of Cincinnati.



Mr. Robinson has been in broadcasting since 1928, and has held positions at WWVA Wheeling, W. Va.; WCLO Janesville, Wis., WLAP Lexington, Ky., and KWBG Hutchinson, Kans. He joined the sales staff of Crosley Broadcasting in 1938, working in the New York and Chicago offices, and was named programming vice president for WLW Cincinnati in 1947.

Crosley purchased the Georgia TV outlet last winter, and Mr. Robinson was sent there in March to head its operation. He also will serve as director for WLWA (TV). John T. Murphy, vice president of the Cincinnati company, also becomes vice president of the Atlanta operation.

WNBQ TV Ups Power To Add New Viewers

WNBQ (TV) Chicago, NBC o & o outlet, last Monday increased effective radiated power to "triple" its previous power of 23.25 kw visual and 12.29 kw aural, according to Howard Luttgens, NBC Chicago technical operations manager. According to FCC, WNBQ (TV) holds special temporary authority from May 13-Nov. 13 for ERP of 75 kw visual and 37.5 kw aural. The station's permit calls for a maximum ERP of 100 kw.

Mr. Luttgens said the power increase will aid fringe reception and add thousands of viewers. Alterations on the WNBQ transmitter atop the Kemper Insurance Bldg. have been taking place several weeks to accommodate the increased power, Mr. Luttgens said.

RADIO ON JOB DURING DISASTERS

THREE separate tornadoes last month—accompanied by death and disaster—have shown the nation what radio can do in public service and coverage.

The destruction began with a tornado in Hebron, Neb., on May 9, which wrecked two-thirds of the city, killed four and left $2 million damages. On May 11, Waco and San Angelo, Tex., received the brunt of the worst storm, with more than a hundred killed. Damage in Waco, the worst hit, was estimated at $25 million. On May 21, a third tornado struck the Port Huron, Mich.-Sarnia, Ont., area, killing five and damaging property exceeding $5 million.

In each case radio proved itself a public servant. KFAB Omaha, 150 miles away from Hebron, sent a mobile unit to the scene to air casualty reports, damage and emergency appeals for manpower equipment (B·T, May 18). For its help, KFAB was thanked by Hebron's Mayor Ralph Hawkins in a special letter.

Although much of radio's work in the Waco-San Angelo disaster has been told (B·T, May 18, 25), last week brought more reports on the assistance by KGKB Tyler, Tex., and a television station, KDUB-TV Lubbock, to the stricken area with food, money and supplies.

KGKB General Manager Marshall H. Pengra reports his station raised $4,400 for Waco in less than three days after one of its sponsors, Harvey Pontiac, ordered its commercials canceled and appeals for Waco funds broadcast instead. The money was sent in installments as rapidly as KGKB collected it.

KDUB-TV, one of the first post-freeze outlets to go on the air, telecast appeals for certain supplies needed in the stricken area with the result that enough supplies to load a truck, van and station wagon were shipped, including 152 flashlights.

In the most recent tornado, May 21 at Port Huron, Mich.-Sarnia, Ont., WTTH Port Huron received warnings of the storm on AP wires and broadcast them at noon, plus repeats and more reports at 4 p.m., 30 minutes before the storm struck. WTTH disc jockey Robin Busse is credited with saving many lives by describing the storm as it approached and giving instructions to listeners on what to do. Then the tornado hit, cutting WTTH off the air.

WTTH fed stories to AP, NBC, ABC and stations in Michigan via telephoned tape recordings made at the scene, and when power was restored later, went on the air for the rest of the night, working with law enforcement and civil defense workers and airing damages, casualties, power restoration and other information. WTTH also aired Red Cross information and the next day broadcast a half-hour interview with Gov. Mennen Williams on the disaster.

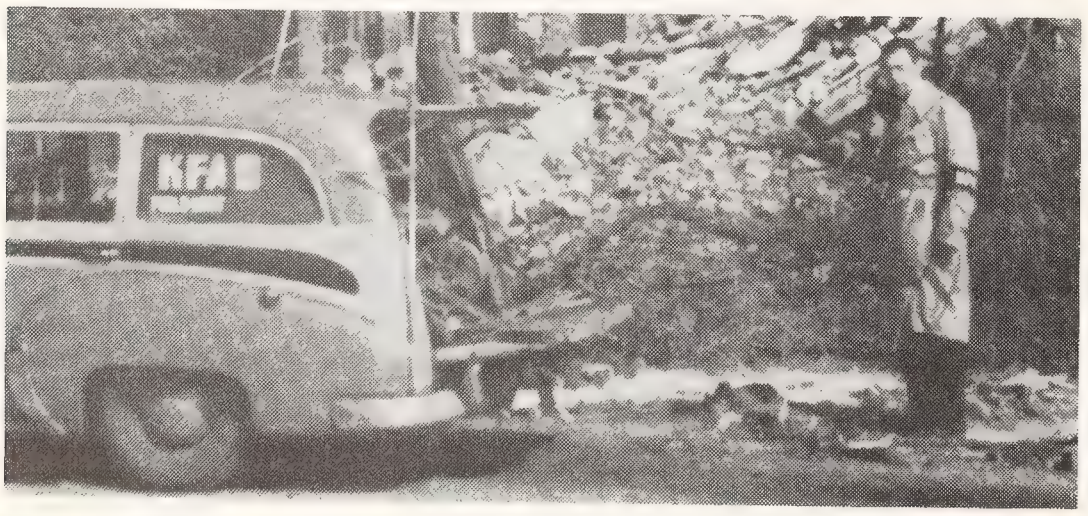
CHOK Sarnia also was put out of commission, but went on the air shortly after the storm struck with emergency power from the CHOK transmitter building outside the city. CHOK made public service announcements continuously during the evening after returning to the air.

WLWA (TV) Expansion

WLWA (TV) Atlanta, Ga., plans construction of a new transmitter and tower, William P. Robinson, Crosley Broadcasting Corp. of Atlanta Inc., has announced. The station has purchased ten acres to accommodate the proposed facilities. Operating hours have been extended to include early morning hours, and further increases are expected, Mr. Robinson said.

E. C. Dix Dies

E. C. DIX, 79, Ohio station owner and newspaper publisher, died May 14 at Miami Beach. He was president of the Republican Printing Co., which owns WWST Wooster, headed by son Raymond, and four newspapers. Survivors include five sons—Albert, Raymond, Gordon and Robert, each of whom published one of the newspapers—and Harland, a physician. Albert and Gordon Dix hold interest in WTRE Bellaire.



KFAB Omaha mobile unit is shown as it visited scene of destruction wreaked by a tornado May 9 at Hebron, Neb.

MORE NEW TALENT SIGNED BY ABC

CONTINUING its moves toward acquisition of new talent, ABC announced last week it has signed the Will Mastin Trio featuring singer-comedian-dancer-mimic Sammy Davis Jr., to an exclusive long term contract to appear on ABC radio and television.

ABC President Robert E. Kintner noted the network earlier had signed long term contracts with comedian Joel Grey, George Jessel, Danny Thomas and Martin Block. As with these personalities, negotiation for the services of the Will Mastin Trio were conducted for ABC by Robert M. Weitman, vice president in charge of talent and programming.

The hubbub of talent activity at ABC began several weeks after the merger of ABC with United Paramount Theatres on Feb. 10, 1953, to form AB-PT, parent organization of ABC. Mr. Weitman is a veteran showman and was a vice president of United Paramount Theatres at the time of the merger.

Mr. Davis Jr. will be launched on a regular weekly half-hour program on ABC TV and ABC radio in the fall, Mr. Weitman said.

1 AM, 3 TV Stations Affiliate with ABC

SIGNING of one radio and three TV station affiliates was announced May 22 by ABC, bringing its radio total to 364 and TV total to 116. TV stations are KVTV (TV) Sioux City, on vhf Ch. 9 and owned by Cowles Broadcasting Co. with Robert Tincher as general manager; WCSC-TV Charleston, S.C., on vhf Ch. 5 and owned by John M. Rivers, who also is general manager, and KSWS-TV Roswell, N.M. on vhf Ch. 8 and owned by John A. Barnett with J. C. Porter as general manager. WCSC-TV and KSWS-TV signings are effective today (Monday).

New radio affiliate is KLFY Lafayette, La., which joins ABC about Aug. 15. It is on 1420 kc with 1 kw day and 500 w nights. Station is owned by Camellia Broadcasting Co. with William Patton as general manager.

Kiermaier To Sales Post

APPOINTMENT of John W. Kiermaier as administrative sales manager for the NBC Film Div. was announced last week by Robert W. Sarnoff, vice president in charge of the division. Mr. Kiermaier, formerly assistant production manager for the division, has been working in sales administration for the past several months.

RADIO-TV NETWORKS READY FOR CORONATION COVERAGE

RADIO and television networks were busily completing last-minute preparations last week for the extensive coverage of the Coronation of Queen Elizabeth II of England tomorrow (Tuesday.)

Live coverage will be provided by all radio networks, which have sent teams of correspondents to London for on-the-spot reporting. Coverage will begin at 5:30 a.m. EDT and will continue at various time periods for a total of about three and a half hours or to conclusion. Sponsorship of the Coronation on ABC radio will be by Pepperell Mfg. Co., Boston; on CBS radio by Willys-Overland, and on NBC by General Motors.

NBC has assembled a staff of some 50 employes in London, including such commentators as Morgan Beatty, George Hicks, Henry Cassidy, Merrill Mueller, and Ray Henle, to handle radio and TV coverage. ABC radio will be represented by Mary Margaret McBride, Ted Malone, Frederick B. Opper, Blevins Davis, and Robert Sturdevent.

Mutual's coverage will be provided by Hazel Markel, Barbara Welles, and Davis Crippen. CBS' team of radio and television commentators and reporters will include Douglas Edwards, Edward R. Murrow, Walter Cronkite, Robert Trout, Richard C. Hottelet, Alexander Kendrick, and David Schoenbrun.

In the absence of trans-Atlantic television, TV coverage of the event on early morning network programs will consist of film clips, still photographs and the audio portion of the ceremonies. NBC-TV claimed last week that it would bring the first photographs of the event to the U. S. on Coronation Day on its early morning news and feature show, "*Today*" (Monday-Friday, 7-9 a.m. EDT and CDT), by use of a special news facsimile receiver called Mufax.

The machine, developed by Muirhead & Co. Ltd., Beckenham, England, is said to be capable of receiving photographs via trans-Atlantic radio-photo facilities in three to five minutes after they are taken. According to NBC-TV, the photographs will be flashed "almost instantaneously" on America's TV screens.

Both NBC-TV and CBS-TV have gone to considerable expense and effort to speed films of the event taken in London by their staffs and BBC to the U. S. They have chartered planes to be used as shuttling services and as "flying laboratories" to process both their own films and kinescopes of the actual Coronation rites, to which BBC was given exclusive rights. NBC-TV and CBS-TV will transmit these network programs from Boston, the nearest landing point from Europe. Depending on the time of arrival, these programs tentatively are scheduled to be presented tomorrow at 6 p.m. and again at 10:30 p.m. EDT. As in radio, General Motors will sponsor on NBC-TV and Willys-Overland on CBS-TV.

ABC-TV will present BBC films of of the Coronation tomorrow from 8-10:30 p.m. EDT. They will be transmitted by CBC from Toronto to Buffalo and by ABC-TV to New York where they will be placed on the network.

BBC commentators who will be heard on ABC-TV's telecast include Wynford Vaughn, Thomas Talbott, Duck Morton and John Snagge.

A spokesman at the DuMont TV Network said that no plans have been formulated for dxtensive film coverage of the Coronation tomorrow. It was pointed out that DuMont's efforts would only duplicate those of other networks. He added that it appeared film coverage was likely to be unsatisfactory because of "darkness and crowded conditions" at the Coronation itself.

The DuMont spokesman said that the network, in place of actual coverage of the Coronation had decided to present a "preview" of the religious phases as enacted at the Cathedral Church of St. John the Divine in New York. The telecast was to be carried over DuMont yesterday (Sunday), 7:30-9 p.m. EDT.

DuMont also plans to use newsreel film of the Coronation as soon as it is available.

The actual Coronation ceremonies inside Westminster Abbey will be broadcast and telecast only by BBC but recordings and films will be made available to all networks. The Coronation ceremonies will be described by BBC commentators Howard Marshall and John Snagge.

'Junior Omnibus' Set

NEW television series tentatively titled *Junior Omnibus* will be produced by the Ford Foundation's TV-Radio Workshop and will be on NBC-TV, 3:30–4 p.m. New York time, starting in September, (Closed Circuit, May 18).

Series is intended primarily for young people in the 8-16-year-old age group, according to Robert Saudek, director of the Workshop, and will be patterned after the Workshop's 90–minute *Omnibus* program. Mr. Saudek said the new program will be available for sponsorship by two advertisers.

Mr. Saudek added that *Omnibus* on CBS-TV will be telecast on Sunday afternoon, starting at 5 p.m. instead of 4:30 p.m., beginning in October.

CBS-TV Reports Sales

CBS-TV took occasion last week, coincident with NBC's TV affiliates meeting, to report four additional time sales and call attention to sales announced earlier in May when CBS-TV claimed to have taken the sales leadership among TV networks (B•T, May 11). At the same time CBS-TV claimed to have 28% more commercial hours than any other TV network.

The additional sales announcements related to contracts with American Oil Co. (B•T, May 18); General Mills; Commercial Solvents Corp. and Converted Rice (B•T, May 11).

CBS Names Lochridge

APPOINTMENT of Ben Lochridge, western advertising manager of Ideal Publishing Co., as sales manager of the Detroit office of CBS Radio, effective today (Monday), was announced last week by W. Eldon Hazard, CBS Radio sales manager.

KPTV TV Joins NBC

KPTV (TV) Portland, Ore., has signed fullterm basic affiliation contract with NBC. Herbert Mayer, president of Empire Coil Co., owner and operator of KPTV, signed for station; Harry Bannister, NBC vice president in charge of station relations, for network. KPTV, which went on air Sept. 18, 1952, was nation's first commercial uhf TV station.

CBS-TV Signs WHBQ-TV

SIGNING of WHBQ-TV Memphis as a primary, supplementary, interconnected affiliate of CBS-TV, effective Sept. 15, was announced last week by Herbert V. Akerberg, the network's vice president in charge of station relations. The contract brings CBS-TV's network list to 116 stations. WHBQ-TV, which will operate on Ch. 13, is owned by Harding College Inc. and John Cleghorn is general manager.

Pitt. - St. Louis Relay

NEW radio-relay system between Pittsburgh and St. Louis has been put into operation, providing initially four channels, two each way, in a second microwave route which augments the Pittsburgh-Chicago relay completed Sept. 1, 1950, AT&T announced Monday. Three eastbound channels from Dayton to Columbus also have been equipped for network TV transmission, replacing other facilities formerly used to provide network service in that area.

RADIO UNHURT BY TV--BONFIG

THE ADVENT of television, instead of eliminating the need for radios, has accelerated their use as impulse-purchase, small-unit items, with each member of the family having his own set in his own room, H. C. Bonfig, Zenith Radio Corp. vice president, said last Monday in a talk to the National Assn. of Electrical Distributors in Chicago.

Mr. Bonfig, differing with the prediction made by Brig. Gen. David Sarnoff, RCA Board Chairman, in his keynote speech at the recent NARTB convention that subscription wouldn't become popular, declared that pay-as-you-see TV would bring premium attractions into the home. Giving other reasons for favoring pay-see TV, he offered his audience prints of a 16 mm sound film telling the story of Zenith's Phonevision system.

Meanwhile, Rogan Jones, president of KVOS Bellingham, Wash., which is scheduled to put KVOS-TV on the air June 3-28 on a limited operation and begin full operation the latter date, strongly protested a previous speech on pay-see TV made by Mr. Bonfig to the Chicago Federated Advertising Club.

Protesting an alleged statement by Mr. Bonfig that "free" TV stations cannot operate profitably in markets under 100,000 (Bellingham has 350,000, said Mr. Jones), he said in a letter to the Zenith vice president: "If phonevision can't stand on its own feet without having to throw rocks at television, there is certainly something wrong somewhere."



TROPHIES for outstanding performance in service to TV set owners were awarded four managers of RCA Service Co. television branches by Frank M. Folsom (c), president, RCA. The "President's Cup" awards came after a nation-wide competition initiated to create prestige for the TV servicing industry and good-will for RCA Victor dealers. At presentation ceremonies are (l to r): E. C. Cahill, president, RCA Service Co.; Ernest A. Steinkraus, Auburn, N.Y. branch; Francis X. Diamond, Baltimore branch; W. L. Rothenberger, New York regional manager for RCA; Mr. Folsom; R. N. Baggs, general sales manager, RCA Service Co.; Robert C. Scully, Bridgeton, N. J., branch; Orrin Dunlap Jr., vice president in charge of advertising and publicity for RCA, and Stanley T. Burek, Kalamazoo, Mich., branch.

Philco Sales High

PHILCO Corp. sales during the 1953 first quarter totaled $129,058,000, largest for any quarter in company history, William Balderston, president, has reported. Earnings after Federal and state income taxes and accrual of excess profits taxes at the rate of 30% were $3,401,000 – 94 cents per share of common stock after preferred dividends, he said. Sales for the first 1952 quarter were $84,239,000 and net income, $2,341,000 – 64 cents per share.

Presto 8-Hour Tape

PRESTO Recording Corp. has announced development of a tape recording unit which carries eight hours of taped material. The reproducer, which utilizes the dual-track principle, is designed for use in the wired music field. The model, PB-17, has an automatic mechanism which reverses the tape at the end of the reel and plays back the adjoining track.

Color by '54 Seen If FCC Okays NTSC

COLOR television can become a TV merchandising factor by the fall of 1954 and start to develop fully by 1955, providing FCC approves the compatible system now being tested by the National Television System Committee, electrical distributors were told in Chicago last week.

The occasion was the 45th annual convention of the National Assn. of Electrical Distributors at the Conrad Hilton Hotel. The prediction was made by Dr. W. R. G. Baker, vice president in charge of electronics, General Electric Co., and head of NTSC and RTMA's own TV Committee.

Dr. Baker said NTSC should complete its technical work by September and plans to petition the FCC in October or early November for a hearing. He felt a ruling might be given by the Commission by next March. If favorable, he added, "some color programs would be available in key city markets shortly thereafter" and "color programs, out on the networks, might actually be available in local markets certainly by the middle of 1954."

Dr. Baker stressed that colorcasting will prove a supplementary service for years and perhaps never replace completely black and white TV. Color TV will comprise less than 1% of all sets sold next year and less than 20% in 1955, he said. Cost of color programming will pose a real economic problem, he conceded.

H. C. Bonfig, vice president, Zenith Radio Corp., claimed color television is "just around the corner." But Fran Friemann, president of Magnavox Co. felt color sets are at least two years a way for home use. He estimated the would cost over $1,000. Dr. Baker pre dicted a color receiver will cost a least $800 and that monochrome set will dominate the market for years

ROESCH Announces Set With 3-D Effect

NEW TV receiver designed to give a 3-D effect, has been announced by D. J. Roesch Co., Los Angeles manufacturer Equipped with a 27-inch tube and to retail at the $600 level, the receiver provides greater depth detail than has been possible, according to D.J. Roesch president. The set also is equipped with complete remote control facilities.

Pointing out that the set, to be called Douglas Tri-D, attains only the illusion of depth, Mr. Roesch said "true third-dimension television, as in motion pictures, can only be achieved at present with double images and glasses."

New RCA Recorder

RCA VICTOR Div. will show a new portable tape recorder for the consumer in mid-June, W. W. Watts, vice president of the engineering products department, has announced. Mr. Watts said the machine will be available "at a price that will be competitive with other tape recorders on the market today." Details will be announced shortly, he said.



Like hard crabs go with beer

Low-cost results and W-I-T-H go together just like hard crabs go with beer. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any station in town!*

Here's why: W-I-T-H delivers more-listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

Advertisers

William F. Edwards, sales manager, Shavex Co., L. A. (electric shaver accessories), elected to vice-president in sales.

Rhona Lloyd appointed director of public relations, Fels & Co., Phila.

Agencies

Stephens Dietz, Ted Bates Inc., N. Y., to Hewitt, Ogilvy, Benson & Mather, same city, as vice president and group supervisor.

E. F. Hascall, Jr., executive vice president of Henri, Hurst & McDonald Inc., Chicago, named general manager.

John S. Williams, creative director on Super Suds account for Cunningham & Walsh, N. Y., named vice president.

George DePue, Jr., executive vice president, Robert W. Orr & Assoc., N. Y., to French & Preston, same city, as executive vice president.

Joseph G. Standart, Jr., vice president and account executive, becomes general assistant to **Don C. Miller**, head of Detroit office of Kenyon & Eckhardt, effective June 4. T. J. Henry, N. W. Ayer & Son, Detroit, succeeds Mr. Standart at K & E.

William J. Haughey, senior account executive, and **Glenn C. Livezey**, account executive, both with John C. Dowd Inc., Boston, appointed vice president and assistant to president, respectively, of Ingalls-Miniter Co., Boston.

Lee Morris, CBS-TV New York, appointed head of radio-TV, Riedl & Freede Inc., Paterson, N. J.

George F. Dixon, Jr., sales promotion, Lever Bros., S. F., to Warwick & Legler Inc., L. A., as merchandising director.

Lee Williams, vice president of Foote, Cone & Belding, Chicago, to account manager group, Biow Co., N. Y.

Dom La Monica, **Kenneth Nelson** and **Edward Yaxley**, account executives at G. M. Basford Co., N. Y. and Cleveland, promoted to account managers.

John L. Sullivan, account executive, BBDO, S. F., promoted to radio-TV director. He succeeds **Maury Baker**, who goes to MCA-TV Ltd., that city, as film division representative.

R. A. Baumgaertner becomes copy chief, Jewell Adv. Agency, Oakland, Calif.

Arthur K. Magee, account executive, Fletcher D. Richards Inc., N. Y., to Arthur G. Rippey & Co., Denver, in same capacity.

Thomas E. Peacock, Jr., head of Peacock Research Assoc., L. A., appointed director of marketing, media and research, Lavenson Bureau of Adv., Phila.

Robert A. Burke, Benton & Bowles, N. Y., to Grey Adv., that city, as assistant timebuyer.

Frederick R. Brewster, assistant public relations manager for Pratt & Whitney, East Hartford, Conn., to John Mather Lupton Co., N. Y., as executive in public relations department.

Herschell Goodman, formerly with Ruthruff & Ryan Inc., to copy staff of Waldie & Briggs Inc., Chicago.

Dale J. Stephens, Anderson-McConnell Adv., L. A., to Dozier, Eastman & Co., that city, as production manager.

Philip W. Lennen, board chairman, Lennen & Newell, N. Y., appointed to board of Advertising Council to serve as advertising agencies representative.

Hal Stebbins, president, Hal Stebbins Inc., L. A., named committee chairman on public information and education for Braille Institute of America Inc.

Robert W. Robb, public relations director and account executive on Prudential Insurance Co. account, Calkins & Holden, Carlock, McClinton & Smith, N. Y., named assistant executive director of American Heritage Foundation and will conduct Crusade for Freedom program in U. S.

Elaine K. Sewell, public relations director, Anderson-McConnell Adv., L. A., elected president of L. A. Alumnae Assn. of Theta Sigma Phi, national professional journalism organization for women.

Stations

John S. Hayes, president of WTOP Inc., Washington, elected vice president of Washington Post Co., which controls WTOP-AM-FM-TV.

Norman H. Rogers, vice president and general manager, KRNO San Bernadino, Calif., elected president of Western Empire Bcstrs. Inc., license of station. **George W. Brock**, vice president, elected secretary-treasurer. **James W. Gerrard**, former president, continues as director of corperation.

George E. Curtis, Jr., administrative assistant to Me. Gov. **Murton M. Cross**, named station manager of WPMT (TV) Portland, Me.

Henry C. Rogers, executive staff of WWJ-AM-TV Detroit, appointed business manager of WWJ-AM-FM-TV.

Edward F. Graham, founder of Videodex and recently with *Wall Street Journal*, to WHAS-TV Louisville, Ky., on sales staff.

Richard Beesemyer, account executive, Foster & Kleiser, L. A., to KHJ-TV that that city, as member of sales staff.

Edwin Metcalfe, sales service manager, KECA-TV Los Angeles, promoted to special sales representative. Succeeding him is **Milton H. Klein**, operations manager, KLAC-TV Hollywood.

Robert C. Canepa, merchandising manager, KMOX St. Louis, and **Bill Weber**, salesman at KSD St. Louis, appointed to sales staff, KMOX. **Anthony E. Bello**, public relations and advertising manager for group of St. Louis employment agencies, named merchandising manager, KMOX.

James Willingham, former promotion manager, WIRE Indianapolis, returns to station as account executive, replacing **E. Berry Smith**, who has resigned.

Harrison W. Moore, Jr., commercial manager, WBSM New Bedford, Mass., to WNOR Norfolk, Va., as account executive.

Joseph Stamler, account executive, WMGM New York, to similar post at WABC-TV same city.

Wallace Morton named station manager of WRDB Reedsburg, Wis.; **Charles Dehler**



From a dazzling dance of Tek Toothbrushes in stop motion this TV spot by Sarra moves smoothly into live action. Sales points are made subtly, delicately. . . the inner arch of a hand, between thumb and forefinger, demonstrates how Tek fits the arch of the mouth. No china smile! A closing shot of Tek's counter display assures point-of-sale identification. Produced by SARRA for Tek-Hughes, Inc., division of Johnson & Johnson, through Batten, Barton, Durstine & Osborn, Inc.

SARRA INC.

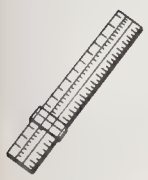
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

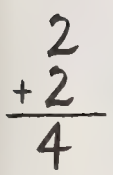
No matter how you add it up—



Whether you use an abacus, slide rule or adding machine, there's only *one right answer* when it comes to Connecticut Television.



WNHC-TV reaches more than 1,245,000 people in Connecticut and adjacent areas —- and with a signal so steady, bright and clear that more than 125 newspapers and magazines from Springfield, Mass. to Montauk Point, L. I. publish its program schedules.



It figures, fact for fact. It all adds up to one right answer: WNHC-TV in New Haven, is Connecticut's first, one and only VHF station.

WNHC-TV

NEW HAVEN

New England's first complete broadcasting service.

Represented Nationally By The Katz Agency, Inc.

appointed commercial manager; **Mrs. Fred Wacholtz**, program director; **Theresa Liegel**, promotional director; **Gordon Locke**, **Harry Dobson** and **William Christianson** to announcing staff, and **L. Stanley Sadler** named chief engineer.

Bloyce Wright, KGO, TV San Francisco, named program director of WAKR-TV Akron, Ohio.

George T. Land, operations director of WJTV (TV) Jackson, Miss., to WDAT-TV Columbus, Ga., as program manager. **John Kennedy**, program director of KFYO Lubbock, Tex., has resigned.

Ken McClure, promotion manager of WAYS Charlotte, N. C., appointed promotion manager, KROD-TV El Paso, Tex.

Richard Stopler and **James Owen** to KVOA Tucson as account executive and technician, respectively. **Donald Hansen** to station as art director for KVOA-TV, scheduled to start operations Sept. 15.

Raymond J. Cheney, operations manager at WCSS Amsterdam, N. Y., to WMIX-AM-FM Mt. Vernon, Ill., as news director.

John Wehrhiem, comptroller, WMAQ and WNBQ (TV) Chicago, transfers to KNBH (TV) Hollywood, in same capacity.

Albert Nicolay, transmitter supervisor, State Dept. Voice of America radio station in Tangier, N. Africa, to KBIG Avalon, Calif., as supervising engineer. He succeeds **Judson Edwards**, who transfers to KPIK (TV) Los Angeles.

Dr. Leslie Tater, former Hungarian official and writer-producer of TV films in Hollywood, to conduct *Hungarian-American Theatre of the Air*, bi-lingual series on WWRL Woodside, L. I.

Les Lye to CKEY Toronto, as announcer.

Bruce Hayward named director of news and special events at WTVI (TV) St. Louis.

Art Weber, announcer-recording director at KGVO Missoula, Mont., to announcing staff at KFBB Great Falls, Mont.

Stan Weinberg, WBBZ Ponca City, Okla., appointed news director of KGWA Enid, Okla.

Mel Quinn appointed announcer and night supervisor, WBAL-TV Baltimore.

Bill Day to KISW (FM) Seattle, as announcer-technician.

Richard Yale Plowman, free lance Hollywood photographer, to KTLA (TV) that city, as member of publicity staff. He succeeds **Robert Reagan**, assistant to **Howard Wormser**, publicity director, who is on leave of absence with U. S. Army.

James Silman, Jr., assistant director, and **William Randolph**, floor director, both at WTOP-TV Washington, promoted to summer replacement director and assistant director, respectively.

F. M. Randolph, assistant professor of speech in charge of radio at Tulsa U., to KOTV (TV) Tulsa, Okla.

Frances O'Connor Shappeck, assistant food editor, *Better Homes & Gardens*, to KBTV (TV) Denver, as home economist.

Claire D. McMullen, chief copywriter, named assistant director of advertising and promotion, WFIL Philadelphia.

Joe Williams, following separation from U. S. Army, rejoins KLAC-TV Hollywood as prop man.

Donald W. Thornburgh, president and general manager of WCAU-AM-TV Philadelphia, received award in behalf of station from Boys' Club of America "In appreciation for. . .interpreting and promoting National Boys' Club Week."

Charles H. Crutchfield, executive vice president of Jefferson Standard Bcstg. Co. and general manager of WBTV (TV) Charlotte, N. C., received special certificate of merit from Patriotic Order, Sons of America, for outstanding public service.

Kenneth Stowman, general sales manager of WFIL-AM-TV Philadelphia, elected to board of directors of The Poor Richard Club.

Harry McTigue, general manager of WINN Louisville, Ky., elected to board of directors of Louisville Advertising Club, and director of Louisville Chamber of Commerce.

Jack Thompson, CKOY Ottawa, elected vice president of Advertising & Sales Club of Ottawa.

Cliff Gill, operations manager, KBIG Avalon, Calif., appointed to membership and public relations committees of Los Angeles Tuberculosis Assn. for second year.

Allen Ludden, m.c. of *Mind Your Manners*, WTIC Hartford, received citation from *Scholastic Teacher Magazine*. Program was voted "outstanding teen-agers' program of the year" by National Assn. for Better Radio and TV.

Carl E. George, general manager of WGAR Cleveland, named to board of trustees of Cleveland Better Business Bureau.

Stan Gee, production manager of WGAR Cleveland, father of girl.

Terry Lee, sales manager of WFAA-TV Dallas, father of girl, Cathy Patricia, May 15.

Dave Willock, m. c. on KNBH (TV) Hollywood *The Sky's the Limit*, father of girl, Teresa, May 1.

George Otte, engineer, KECA Los Angeles, father of girl, Brooke Louise, May 20.

Keith L. Reising, program director at WLRP New Albany, Ind., father of boy, May 19.

Bob Ray, Transmitter engineer at WNAX Yankton, S. D., father of boy, May 10.

Joe Bleeden, press department, NBC Hollywood, father of girl, Patricia Claire, May 22

Networks

Mike Devery, president, Space Patrol Enterprises, Hollywood, adds duties as executive producer, ABC-AM-TV *Space Patrol*, succeeding the late **Mike Moser**. **Dik Darley**, director, adds duties as program producer, with **Bela Kovacs**, production assistant, promoted to associate producer.

Ralph Levy resigns as producer-director of CBS-TV *George Burns and Gracie Allen* to devote his time to CBS-TV *Jack Benny Show* and to develop new properties for the network.

Adolph L. Seton to ABC New York pub-



Sarra balances live action with animation in TV commercials for Martin-Senour's Nu-Hue Enamel in Custom Colors. Home scenes pose the decorating problems; store scenes at the Nu-Hue Color Bar solve them and rapidly convince the viewer that perfect color matches are hers to order. The color wheel motif in the store display is deftly repeated by dots dancing on a paint brush in the animated finale. And a can revolves to show sales-clinching slogans. Just released in 1-minute and 20-second versions to tie in with a special sales-training film also made by SARRA. Created for The Martin-Senour Company.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

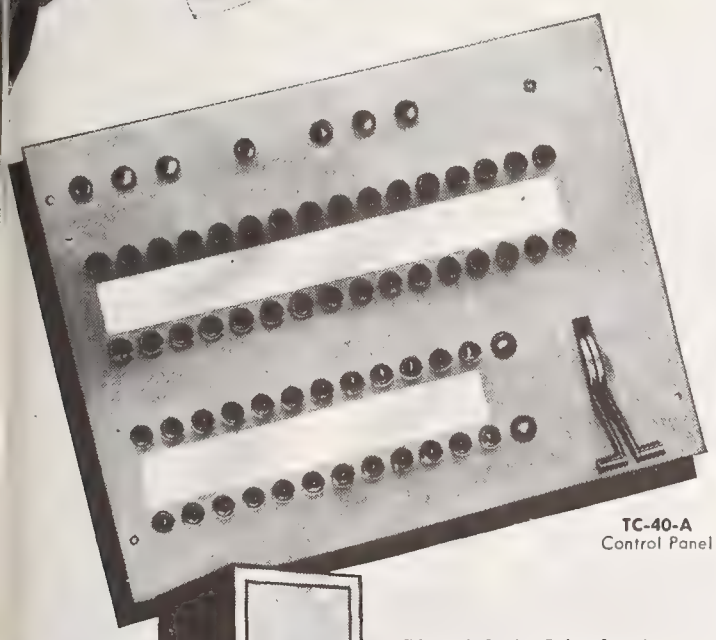
ONE STUDIO? TWO STUDIOS? THREE STUDIOS?

Here's your MOST VERSATILE TV PERFORMER!

MEDIUM TO LARGE STUDIO OPERATIONS	
STUDIO	INPUTS
G-E Studio Camera Channel or Portable Camera Chain	4
Special Effects	1
Monoscopes	1
Film Camera Channel	4
Network Operation	1
Remote Operation	2
EXTRAS	
Studio or Film Camera	2

Up to 12 non-composite (in increments of 4) and 3 composite inputs for any equipment combination you need!





TC-40-A
Control Panel



TC-41-A Studio Relay Switching System with TC-40-A Control Panel in monitoring console plus Mixing and Relay Assemblies for rack mounting.



G-E STUDIO RELAY SWITCHING SYSTEM

OUTSTANDING versatility in the control of programs and commercials is the reason why General Electric designed this remarkable studio relay switching system. The success of any medium to large TV broadcasting operation can well hinge on equipment switching ability. Here then is the answer to your ultimate performance requirements . . . provision to switch, fade or dissolve up to twelve non-composite plus facilities for switching three composite inputs!

Block-built for easy expansion, you'll benefit, too, from these other G-E plus features. Two "extra" inputs permit adding cameras where they will increase profit the most. The mixer section can be by-passed permitting instant equipment changes in emergency. These facilities all add up to the performance you demand—the operational ease you prefer. For complete information write today to: *General Electric Company, Section 263-1, Electronics Park, Syracuse, New York.*

Features that mean versatile performance!

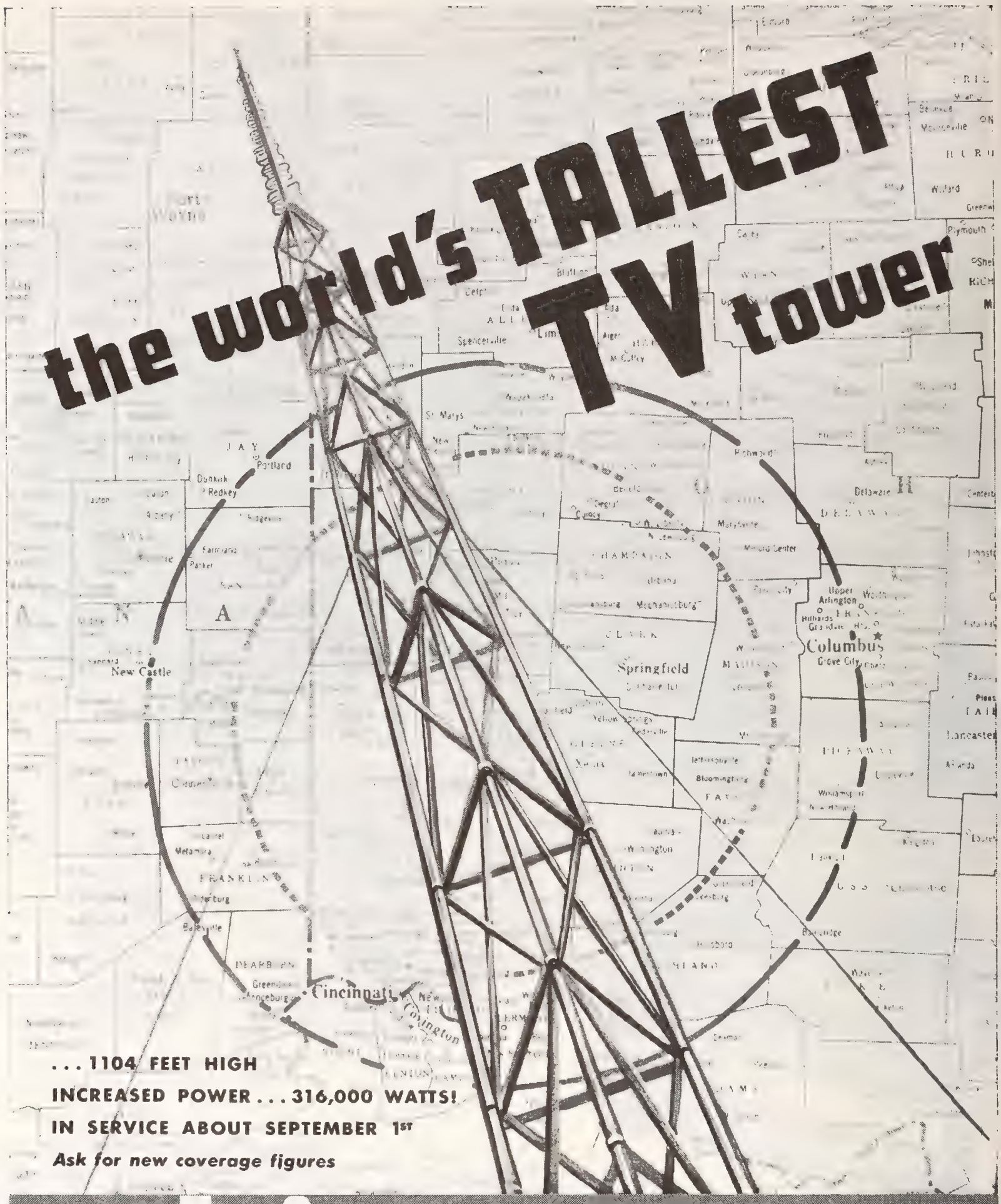
- TRANSIENT-LESS SWITCHING results from special on-air switching system
- BLOCK-BUILT for easy expansion—Inputs or outputs or both!
- EXCELLENT MAINTENANCE ACCESSIBILITY
- PREVIEW SUPER POSITIONS before going on-air
- WIDE BAND WIDTH and NO CROSS TALK in picture!
- PLUG-IN INTERCONNECTIONS throughout the system. Sub-assemblies used in switch panel
- CLAMPING-IN MIXING AMPLIFIER eliminates bounce tendencies
- VIDEO AND AUDIO SWITCHED SIMULTANEOUSLY ON COMPOSITE SWITCHES
- VIDEO PUSH BUTTONS GLOW when depressed

Switching combinations for any TV station operation!

Complete television equipment for VHF or UHF

GENERAL ELECTRIC

the world's TALLEST TV tower



. . . 1104 FEET HIGH

INCREASED POWER . . . 316,000 WATTS!

IN SERVICE ABOUT SEPTEMBER 1ST

Ask for new coverage figures

whio-tv *channel* 7

CBS • ABC • DUMONT •

DAYTON, OHIO

national representative

GEORGE P. HOLLINGBERY CO.

licity staff, as copy chief, following release from Navy.

Donn Tatum, director of television and **Frank Latourette**, news editor, both ABC Western Div., named advisor to board of directors and honorary campaign chairman, respectively, of Los Angeles United Cerebral Palsy 1953 Campaign. Mr. Tatum succeeds the late **Mike Moser**.

Al Woolley, recording sales division, NBC Hollywood, father of girl, Margretta, May 17.

Tom Hulbert, communications operator, NBC Hollywood, father of boy, Jeffrey Patrick, May 17.

Manufacturing

Al Friedman, vice president in charge of sales, elected dirdctor of Olympic Radio & Television Inc., N. Y.

C. J. Harrison appointed marketing manager for TV transmitter div., Allen B. Du Mont Labs. Inc., Clifton, N. J.

Cyrus D. Samuelson, engineering staff of WOR New York, appointed chief patent counsel of Gluton Mfg. Corp., Metuchen, N. J.

John C. McDevitt appointed Kansas City area regional manager, and **Elmer B. Freeman**, New England regional manager for Admiral Corp.

TELESTATUS®

Weekly TV Set Summary— June 1, 1953—Telecasting Survey

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	.....	.....
Amarillo	KGNC-TV, KFDA	18,046	.....
Ames	WOI-TV	131,369	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	215,000	.....
Atlantic City	WFPG-TV	.....	9,308
Austin	KTBC-TV	23,339	.....
Baltimore	WAAM, WBAL, WMAR-TV	467,417	.....
Bangor	WABI-TV	16,000	.....
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	151,000	.....
Bloomington	WTTV	221,800	.....
Boston	WBZ-TV, WNAC-TV	1,029,151	.....
Bridgeport	WICC-TV	.....	.....
Buffalo	WBEN-TV	336,931	.....
Charlotte	WBTV	307,805	.....
Chicago	WBBM-TV, WBNK, WGN-TV, WNBQ	1,363,674	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	402,000	.....
Cleveland	WEWS, WNBK, WXEL	739,702	.....
Colorado Springs	KKTV	16,500	.....
Columbus	WNBS-TV, WLWC, WTVN	279,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	246,871	.....
Davenport	WOC-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	272,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	19,545	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	246,871	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	233,961	.....
Greensboro	WFMY-TV	156,548	.....
Holyoke	WHYN-TV	.....	.....
Honolulu	KGMB-TV	17,597	.....
Houston	KPRC-TV	237,000	.....
Huntington-Charleston	WSAZ-TV	180,996	.....
Indianapolis	WFMB-TV	332,000	.....
Jackson	WJTV	.....	11,300
Jacksonville	WMBR-TV	109,000	.....
Johnstown	WJAC-TV	621,244	.....
Kalamazoo	WKZO-TV	241,832	.....
Kansas City	WDAF-TV	281,228	.....
Lancaster	WGAL-TV	212,412	.....
Lansing	WJIM-TV	171,350	.....
Lawton	KSWO-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,536,852	.....
Louisville	WAVE-TV, WHAS-TV	232,693	.....
Lubbock, Tex.	KDUB-TV	22,104	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	194,987	.....
Miami	WTVJ	174,700	.....
Milwaukee	WTMJ-TV	416,706	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	360,100	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Nashville	WSM-TV	107,108	.....
New Britain	WNKB-TV	.....	36,600
New Castle	WKST-TV	.....	27,763
New Haven	WNHC-TV	349,000	.....
New Orleans	WDSU-TV	174,485	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth Newport News	WTAR-TV	161,585	.....
Oklahoma City	WKY-TV	193,700	.....
Omaha	KMTV, WOW-TV	181,433	.....
Peoria	WEEK-TV	.....	18,075
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,217,138	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	584,000	.....
Portland, Ore.	KPTV	.....	72,839
Providence	WJAR-TV	284,000	.....
Pueblo	KDZA-TV	13,000	.....
Reading	WHUM-TV	.....	84,748
Richmond	WTVR	164,742	.....
Roanoke	WROV-TV, WSLS-TV	50,100	19,000
Rochester	WHAM-TV	177,500	.....
Rock Island	WHBF-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
St. Louis	KSD-TV	490,000	.....
Salt Lake City	KDYL-TV, KSL-TV	121,100	.....
San Antonio	KEYL, WOAI-TV	133,721	.....
San Diego	KFMB-TV	173,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	558,200	.....
Schenectady-Albany-Troy	WRGB	261,400	.....
Seattle	KING-TV	243,000	.....
Sioux City	WSBT-TV	35,556	.....
South Bend	KVTV	.....	30,669
Spokane	KHQ-TV, KXLY-TV	24,701	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	.....	.....
Syracuse	WHEN, WSYR-TV	217,263	.....
Tacoma	KTNT-TV	.....	.....
Toledo	WSPD-TV	224,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	142,360	.....
Utica-Rome	WKTV	89,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	443,680	.....
Wichita Falls	KWFT-TV	.....	.....
Wilkes-Barre	WBRE-TV	.....	52,000
Wilmington	WDEL-TV	132,121	.....
York	WSBA-TV	.....	28,534
Youngstown	WFMJ-TV, WKBN-TV	88,000	22,000

Total Sets in Use 22,594,040

Total Stations on Air 155* . Total Markets on Air 103*..

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U.S. however, is unduplicated estimate.

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area

NOW

272,000

TELEVISION HOMES

IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why

KRLD-TV

is your best buy

Channel 4 Represented by

The BRANHAM Company

— PROGRAMS & PROMOTIONS

BIG RETURN

POSTCARDS totaling 188,814 added up to one of the biggest mail counts in the history of Crosley television, reports WLWC(TV) Columbus. The cards were in response to a contest to determine the most popular high school in Central Ohio. Run by "Spook" Beckman on his *Shoot the Works* program, the contest featured a grand prize of a Seeburg Select-O-Matic phonograph and 100 popular and classical records valued at $1,000. Prize went to St. Mary's High School, Columbus.

GOOD COMMUNITY RELATIONS

A SINKING news broadcast on WHIP Mooresville, N.C., has been replaced by a new program, *Voice of Mooresville,* designed to put more life into small-town community relations. On Sundays, the 12:15-12:45 p.m. program presents a tape-recorded interview from the town's textile mill. Against a background of noises from the plant, which are "introduced" by the announcer, local announcements are made and an "old-timer of the week" is presented.

'MISTER DEE JAY, U.S.A.'

WSM Nashville is airing a new show, *Mister Dee Jay, U.S.A.,* 7:00-7:30 p.m., Fridays. Each week a different country music disc jockey from another station is interviewed briefly to establish who he is and what he does. Then the program is turned over to him to conduct in his own fashion.

PETROLEUM EXPOSITION

THOUSANDS of people unable to attend the International Petroleum Exposition in Tulsa received a front seat view of the multi-million dollar show for the first time via TV, reports KOTV (TV) Tulsa. KOTV, using its remote telecasting and motion picture equipment, provided daily coverage of the exposition. Opening day ceremonies were televised with one camera located in the "crow's nest" of a half-million dollar rotary drilling rig. The problem of hoisting the camera high into the derrick rigging was solved by oilmen who used their drilling cables to secure the camera, tripod and related equipment.

'RODEO ROUNDUP'

KNBH (TV) Hollywood *Rodeo Roundup,* new weekly hour-long program, features a regularly scheduled rodeo with 150-200 cowboy members of Cowboy Assn. of America competing for prizes. Originating from Iverson Ranch, Chatsworth, Calif., facilities to accomodate viewers have been set up. Program features shooting, roping and whip exhibitions and stars Cowboy Slim as m.c. and participant.

TALK ABOUT IMPACT



as your ad dollar is directed, so your sales message "scores".



Think this is impact?—wait 'til your sales pitch feels the impact of the dynamic WLW Stations. Wait 'til you've seen how your sales batting average jumps when you're on the WLW stations.

The secret? — it's as simple as 1-2-3:

1. The WLW radio and television stations cover more than 1/10th of America. A lot of people who buy a lot of things.
2. The WLW Stations have the talent, the programs, the facilities to do a super selling job on your products—give you more for your money.
3. The WLW Stations have the only Client Service Department in broadcasting to give your advertising the plus of promotion and merchandising that insures sales success.

So, when you think of impact, think of the Crosley WLW Stations.

CROSLEY broadcasting corporation

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD

FCC Clarification Of TV Procedure

FCC by an order May 22 "clarified" TV processing rules and put on notice all applicants and prospective applicants that the Commission henceforth will consider promptly those applications which become free for action upon merger with their competitor or through withdrawal of their competitor for the same channel (B.T., May 25).

The change of procedure applies to TV applications "passed over" by the Commission because they are in conflict and includes those sent McFarland letters but not formally designated for hearing.

Text of the order: IN THE MATTER of Amendment of Footnote 10 of Section 1.371 of Part 1 of the Commission's Rules (Temporary Processing Procedure for Television Broadcast Applications)

ORDER

1. The Commission desires to amend Footnote 10 of Section 1.371 of its Rules by the addition of a subparagraph (m), which reads as follows:

"(m) Where an application upon which processing has been temporarily suspended because of mutually exclusive applications becomes unopposed or where a new application is filed in place of the several competing applications and the applicant formed by such a merger is composed of substantially the same parties as the parties to the original application or applications, the remaining application may be available for consideration on its merits by the Commission at a succeeding regular meeting as promptly as processing and review by the Commission can be completed."

2. In accordance with its temporary processing procedure, as amended, pursuant to the Sixth Report and Order, mutually exclusive applications (i.e. those which compete for the same channel in the same community or require competitive hearing for other reasons) have been passed over. This has enabled the Commission to process non-competitive applications so that TV service could be made available in the shortest possible period of time, and the Commission is virtually current in the processing of non-competitive TV broadcast applications. The provision here made is of a clarifying nature and is a further step designed to bring television service to the public as promptly as possible consistent with basic requirements of public interest.

3. Authority for the adoption of this amendment is contained in Sections 1, 4(i), 4(j), and 303 (r) of the Communications Act of 1934, as amended.

4. In view of the fact that the amendment adopted herein is procedural in nature, constituting a clarifying amendment, prior publication of notice of proposed rule making under the provisions of Section 4 of the Administrative Procedure Act is unnecessary, and the amendment may become effective immediately.

IT IS ORDERED, This 22nd day of May, 1953, that, effective upon publication in the Federal Register, Footnote 10 of Section 1.371 of the Commission's Rules and Regulations is amended as set forth herein.

FEDERAL COMMUNICATIONS COMMISSION

T. J. Slowie
Secretary

Released: May 22, 1953

Commissioner Hennock dissenting and issuing a dissenting opinion (attached);

Commissioner Bartley concurring in the Commission action and stating: "I do not believe, however, the adoption of a rule is necessary. There has been no rule preventing prompt consideration of non-conflicting applications heretofore. I do not oppose public notice of this fact."

DISSENTING OPINION OF COMMISSIONER HENNOCK

I must register my strong disspproval for the new processing rule adopted today. It is, in my opinion, a sharp violation of the due process the Commission should give in this area of television development to protect the public interest. This new rule can and undoubtedly will cause real damage to the Commission's efforts to secure the finest possible licensees for television. It represents a surrender to haste. Waste as well as inequities and undesirable grants must be its natural products.

A rule permitting Commission consideration and action of the remaining application (after a conflict is disposed of) on its next meeting day is deceptively simple; its dangers may not be apparent at first blush. For given such a rule, it is clear that the dismissal of an application or a merger may be so timed as to give only the barest notice to other parties. Thus, dismissal or merger on Tuesday would permit Commission consideration and grant at its Wednesday meeting with no opportunity for notice to be circulated concerning the new, changed situation. Tuesday afternoon and early evening should hereafter be a busy time at the Commission. Present applicants on other channels, prospective applicants and persons having knowledge of important facts they may wish to bring to the Commission's attention would, by this rule, be left in the dark and deprived of an opportunity to be heard or to adjust their own situation to the new circumstances.

So understood, the new rule is a substantial modification and relaxation of the present "sever-day procedure", an informal, internal processing provision of which the public has never had formal notice. This provided that upon resolution of a conflict the staff should bring the remaining or new application before the Commission in not less than seven days and in not more than 13 days. The procedure was bad enough. For it worked out in

---

WALDO ABBOT, director of broadcasting for the U. of Michigan, Ann Arbor, has compiled a list of FM receiving sets available from various manufacturers with prices where given. The list may be obtained by request to him at the U. of Michigan.



A new series of 1-minute TV commercials by Sarra sells Northern Tissue with masterly finesse. Quick shots of "little things that count" – finishing touches on a flower arrangement or guest towels – establish the theme. Northern's sales story of new softness at no extra cost is put over with woman to woman conviction by expertly cast "housewives." Their home settings give strong display to Northern products with unforced naturalness. Created by SARRA for Northern Paper Mills, through Young & Rubicam, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

practice, considering the normal delays in the Commission's public notices and the time required to bring such action to local attention outside of Washington, that other parties generally had less than seven days notice in which to take such action as they deemed necessary before Commission final action and grant of the application. The rule adopted today is certain to cut the notice of substantial change in the application picture even further -- down to a bare minimum -- down to a point, in fact, where it may reasonably be contended that no real notice whatsoever is given.

In instances of possible mergers or combinations of conflicting interests (whether or not a new corporation is involved), this new rule may be particularly harmful. Thus, an applicant now on file competing, for good and valid reasons, against other parties for another channel in that same city may decide that the public interest would best be served and his chances for a grant bettered if he went to hearing with the new merged applicant. But he needs, of course, some reasonable notice and opportunity to dismiss his application on one channel and resubmit it on the other. The new processing rule will in effect deny him this opportunity even though giving such notice to him might still permit an immediate grant to the remaining applicant on the channel which he vacates, as well as permit the Commission's securing the best qualified and available applicants to both channels. In addition, prospective applicants for all channels have some right to rely on a given state of affairs at the Commission (which has the applications in conflict requiring a hearing) and to be given some reasonable notice that such state of affairs has changed so that their competitive applications may be filed. For a merger may often result in an entirely different situation which may evoke completely new responses from the local community. The Commission should give an opportunity for them to be manifested. Thus, where it may previously have appeared that two existing AM stations in a particular community were competing for a single TV channel, a sudden merger by them may combine their interests in a television station and thereby present a new problem of monopoly of the vital mass media of communications. This monopoly may result in local protest where none previously existed and it may spur the filing of a competitive application by leading citizens seeking to preserve some measure of diversification in the ownership and control of these mass media in their community. These are very real situations which have already occurred and will occur with greater frequency in the future. Yet, the processing rule adopted by the Commission disregards these bona fide interests in television development.

Given the existing framework and groundrules of the American broadcasting system, it is particularly important that every reasonable opportunity be afforded for the securing of the finest possible licensees of television stations which are such a vital force in American life. Notice of substantial changes in applica-

Advertisement



From where I sit
by Joe Marsh

Bad Case of the "Ztutters"

Our copyboy is out sick. So the editor (me) is taking over some of his chores—which include things like running the addressing machine on "mailing-out night."

Last week I didn't have the usual number of papers left over for sale at the office. Couldn't figure what had happened—until Chub Zimmer called to ask why he'd gotten 56 copies.

Then I realized —"Zimmer" is the last name the machine prints. Guess I forgot to turn it off . . . and it just kept grinding out Chub's name on all the remaining copies. That machine just didn't know when to stop.

From where I sit, people are like that machine sometimes. They often don't know exactly when to stop. Like those who are prejudiced against someone with an accent, perhaps . . . or against someone who likes a cool bottle of beer with his supper. So, in these columns I try to persuade everyone to "throw the switch" on prejudice so it won't get repeated.

Joe Marsh

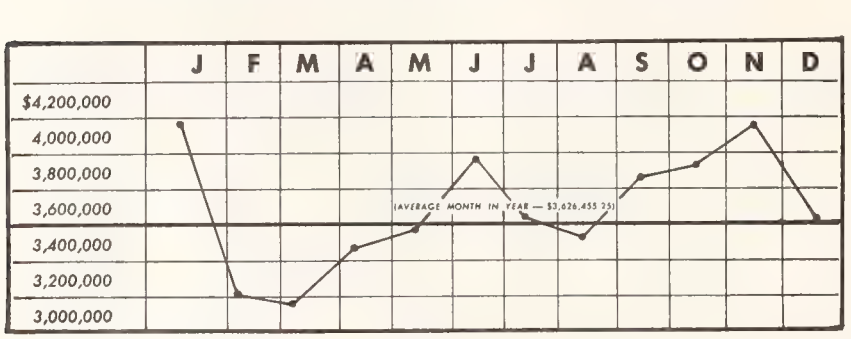
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WOODland! TV



Woodland is summer's cool spot for hot profits

Take it from the tax collector. There are more people spending more moola in this area in summer than in the average months for the rest of the year! And these sales tax figures from Michigan's Revenue Department prove it.



Based on 1952 receipts from 19 Woodland counties. Receipts of each month reflect sales of month preceding.



The U.S. Department of Commerce gets into the act by estimating three to four million tourists spend more than $200,000,000 in Western Michigan each year. Most of this boom business occurs in summer, of course.

So, "Dig that cra-a-azy Woodland market", Hazel. You'll hit paydirt every time.

WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — Basic; CBS, ABC, DuMONT — Supplementary
National Representatives: Katz Agency
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.

tions on file would appear to be a basic factor in obtaining such highly qualified licensees. The establishment of television service or multiple television service at the earliest possible time is, of course, an important consideration for the

Commission and the public interest. But it should not be the sole overriding factor to which all other considerations, vital though they may be, are subordinated. A balance of interests is obviously called for here. The Commission has struck a serious imbalance by placing on the scale nothing but the necessity of securing as many TV grants as possible, as soon as possible. This, in my opinion, is a most unfortunate error for which our television service and the public will be forced to pay for many years to come.

Nor is the protest procedure of Section 309 (c) of the Communications Act a sufficient safeguard or corrective against the Commission's new processing rule. For the right of protest is substantially hedged by the requirement that the protestant be a "party in interest" and that, "Economic injury" be suffered by it. Furthermore the Commission has in the past months limited this right of protest by restrictive interpretations as to who is a "party in interest," etc. In addition, 309 (c) providing only that a grant be stayed until a hearing is held on such protest is, in figurative terms, locking the Commission's door after the license has been granted. It scarcely provides an adequate substitute for the reasonable notice that is so vital to other interested parties who may then come in on a comparative basis rather than challenge a *fait accompli*.

A further serious defect in the Commission's new rule is that it is adopted effective almost immediately without adequate prior notice. Thus, in yet another way, the Commission is effecting a substantial change in the present procedure without affording interested parties, again including present applicants, prospective applicants and others an opportunity to re-evaluate and readjust their own positions in terms of the changed situation. This is particularly unfortunate in view of the past feeling of security which the Commission's processes and actions have engendered, which should not suddenly be shattered without due notice. Administrative shifts of this kind are scarcely fair play. Nor does the bare legality of the Commission's action, assuming it to be legal, very much salve its basic injustice.

I believe that the Commission's *entire* television processing and hearing procedures should be immediately revised so as to permit the establishment of television service as promptly as possible *consistent* with the basic requirements of due process and the preservation of important substantive policies of the Commission. In such revision the the Commission should, in my opinion, establish by rule that when a conflict is resolved, notice be given to the local community and that it be in the form of adequate advertisement in the local press. It should also be established that a reasonable period of 30 days be required after the dismissal or merger before the Commission takes final action on the remaining or new application. And certainly such basic modifications in our processing procedure should be adopted by the Commission, to be effective 30 days after publication in the Federal Register to permit interested persons throughout the country an adequate opportunity to take such action as they deem necessary in light of it.

ACTIONS OF THE FCC

May 21 through May 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

NEW TV STATIONS

Decisions

HARLINGEN, Tex.--Magic Triangle Televisors Inc. (KGBS). Granted vhf Ch. 4 (66-72 mc); ERP 13 kw visual, 6.9 kw aural; antenna height above average terrain 410 ft. Estimated construction cost $240,303.00 first year operating cost $180,000.00, revenue $240,303.00. Post Office address: P. O. Box 711, Harlingen, Tex. Transmitter location two mi. S. E. of Harlingen. Geographic coordinates 26° 09' 31'' N. Lat., 97° 49' 45'' W. Long. Transmitter DuMont, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President McHenry Tichenor (50%), Vice President J. C. Looney (40%), Secretary-Treasurer Troy R. McDaniel (10%). Granted May 20.

NOTE: Also see Hearing Cases for final decision granting uhf Ch. 33 at Fort Wayne, Ind., to WKJG there.

Call Letters Assigned

WOTV (TV) Lakeland, Fla.--WONN-TV Inc uhf Ch. 16.

WDAK-TV Columbus, Ga.--TV Columbus, uhf Ch. 28. Formerly WDAT (TV).

WTCN-TV Minneapolis, Minn. TV Public Service Corp., vhf Ch. 11.

KETC (TV) St. Louis--St. Louis Educational TV Commission, vhf Ch. 9*.

WWLA (TV) Lancaster, Pa.--Harold C. Burke, uhf Ch. 21.

WCEE-TV Knoxville, Tenn.—TV Services of Knoxville, uhf Ch. 26.

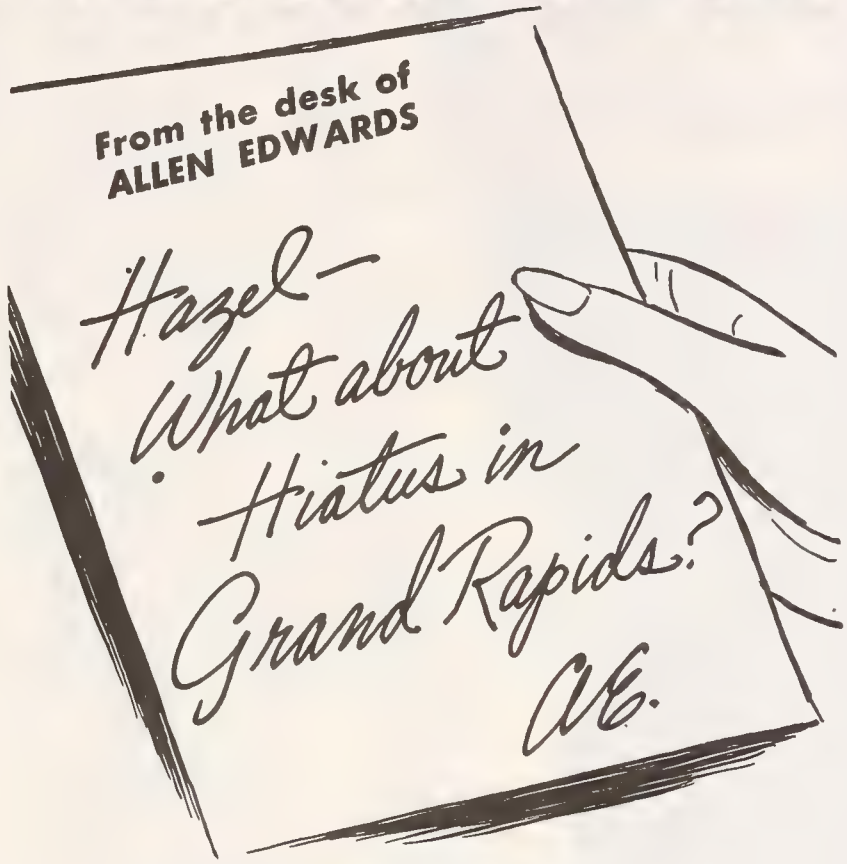
KFYO-TV Lubbock, Tex.--Plains Radio Bcstg. Co., vhf Ch. 5.

Applications

Anchorage, Alaska–Kiggins & Rollins, vhf Ch. 2 (54-60 mc); ERP 15.85 kw visual, 9.5 kw aural; antenna height above average terrain 137 ft., above ground 150 ft. Estimated construction cost $104,000.00, first year operating cost $250,000.00, revenue $300,000.00. Post Office address 841 Turquoise St., San Diego. Studio and transmitter location 3rd and F. Sts., Anchorage. Geographic coordinates 61° 13' 8'' N. Lat., 149° 53' 45'' W. Long. Transmitter composite, antenna RCA. Legal counsel Andrew G. Haley, Washington. Consulting engineer James G. Duncan, San Diego. Principals include equal partners Keith Kiggins, former ABC vice president, and Richard R. Rollins, realtor and former minority stockholder, KIOA Des Moines. Filed May 22.

SACRAMENTO, Calif.–N. Central Calif. Assn. for Educational TV, noncommercial educational vhf Ch. 6 (82-88 mc); ERP 69.2 kw visual, 39.8 kw aural; antenna height above average terrain 1474.5 ft., above ground 483.5 ft. Estimated construction cost $400,000.00, first year operating cost

WOODland! AM



Easy on that hiatus, Hazel



Maybe you have pegged Grand Rapids as a typical midwestern city. And maybe some of these cities do look like good axe bait for your summer cut-back. But, hold it, Hazel, Grand Rapids is different.

There are more people in and around Grand Rapids in summer than in winter. And they spend more dough. Because Grand Rapids is right smack dab in the middle of "The Vacationland of the Midwest". (Western Michigan, of course.)

Not only do Michiganders know how lucky they are and stay home summers . . . millions come up from less fortunate states to enjoy the woods and the lakes and the weather. A glance at the opposite page will tell you they come "loaded".

So play it smart. Keep your schedules on WOOD and WOOD-TV this summer. Tell the client why (Katz has all the dope) and he'll tag you as a real smart doll, Hazel.

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MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO

WABB	Mobile, Ala.
KTHS	Little Rock, Ark.
KFWB	Los Angeles, Calif.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WHYN	Springfield-Holyoke, Mass.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
KMO	Tacoma, Wash.
KIT	Yakima, Wash.
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
WHYN-TV	Springfield-Holyoke, Mass.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KFDA-TV	Amarillo, Texas
KRLD-TV	Dallas, Texas
KMO-TV	Tacoma, Wash.
KIT-TV	Yakima, Wash.

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REX DALE
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WCKY CINCINNATI

$150,000.00. Post Office address 1333 Grand Ave., Del Paso Hts., Calif. Studio location to be determined. Transmitter location Pine Hill Lookout, Green Valey Rd., 2.2 mi. N. W. of Rescue, Calif. Geographic coordinates 38° 43' 5" N. Lat., 120° 59' 23" W. Long. Transmitter and antenna RCA. Legal counsel John E. Malone, Sacramento Consulting engineer Louis Bourget, Sacramento. Principals include local educators, businessmen and lay groups, including principals from six colleges and municipal school systems. Filed May 25.

FAIRBANKS, Alaska—Kiggins & Rollins, vhf Ch. 2 (54-60 mc); ERP 15.85 kw visual, 9.5 kw aural; antenna height above average terrain 109.7 ft., above ground 168 ft. Estimated construction cost $84,000.00, first year operating cost $250,000.00, revenue $300,000.00. Post Office address 841 Turquoise St., San Diego. Studio and transmitter location 1st and Lacy Sts., Fairbanks. Geographic coordinates 64° 50' 20" N. Lat., 147° 43' 3" W. Long. Transmitter composite, antenna RCA. Legal counsel Andrew G. Haley, Washington. Consulting engineer James G. Duncan, San Diego. Principals include equal partners Keith Kiggins, former ABC vice president, and Richard R. Rollins, realtor and former minority stockholder, KIOA Des Moines. Filed May 22.

DENVER—School District, City and County of Denver, noncommercial educational vhf Ch. 6* (82-88 mc); ERP 19.85 kw visual, 10.7 kw aural; antenna height above average terrain 947 ft., above ground 210 ft. Estimated construction cost $299,044.00, first year operating cost $82,000.00. Post Office address 414 14th St., Denver. Studio location 13th and Glenarm Sts. Transmitter location 2.5 N., 225° E. of Golden, Colo. Geographic coordinates 39° 43' 47" N. Lat., 105° 14' 59" W. Long. Transmitter and antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include members of board of education and superintendent of schools. Filed May 22.

GAINESVILLE, Fla.—U. of Fla. (WRUF-AM-FM), noncommercial educational vhf Ch. 5*. (76-82 mc); ERP 5.28 kw visual, 2.64 kw aural; antenna height above average terrain 356 ft., above ground 405 ft. Estimated construction cost $168,750.00, first year operating cost $92,000.00. Post Office address Gainesville. Studio location school stadium. Transmitter location Newberry Rd., 6 mi. W. of Gainesville. Geographic coordinates 29° 38' 36" N. Lat., 82° 25' 00" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals are state appointed members of board of control of university. Filed May 21.

BOSTON—CBS, vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,000 ft., above ground 1,006 ft. Estimated construction cost $1,904,887.00, first year operating cost $800,000.00, revenue $1,270,000.00. Post Office address 485 Madison Ave., New York. Studio location 182 Tremont St., Boston. Transmitter location NW corner Central and Summer Sts., Framingham. Geographic coordinates 42° 18' 45" N. Lat., 71° 24' 50" W. Long. Transmitter and antenna GE. Legal counsel Julius F. Brauner, New York. Consulting engineer Jay W. Wright, New York. CBS is licensee or permitee of WCBS-AM-FM-TV New York; WBBM-AM-FM-TV Chicago; WEEI-AM-FM Boston; KNX-AM-FM and KNXT (TV) Los Angeles; KMOX St. Louis and bidder for Ch. 4 there; KCBS-AM-FM San Francisco; 45% stockholder in WTOP-AM-FM-

TV Washington and KQV Pittsburgh, and 47% owner of WCCO-AM-TV Minneapolis. Filed May 19.

OXFORD, Ohio—President and Trustees of Miami U., noncommercial educational uhf Ch. 14* (470-476 mc); ERP 197 kw visual, 118 kw aural; antenna height above average terrain 774 ft., above ground 827 ft. Estimated construction cost $519,320.00, first year operating cost $150,000.00. Post Office address Oxford. Studio and transmitter location school campus. Geographic coordinates 39° 30' 54" N. Lat., 84° 43' 48" W. Long. Transmitter and antenna RCA. Legal counsel Attorney General of Ohio, Columbus. Consulting engineer Robert C. Higgy, Columbus. School has operated WMUB (FM), noncommercial educational outlet, since Feb. 1, 1950. Filed May 20.

CLARKSBURG, W. Va.—J. Patrick Beacom & Assoc. uhf Ch. 22 (518-524) mc); ERP 21.55 kw visual, 11.65 kw aural; antenna height above average terrain 495 ft., above ground 199 ft. Estimated construction cost $161,323.00, first year operating cost $80,000.00, revenue $100,000.00 Post Office address 92 Fairmont Ave., Fairmont, W. Va. Studio location to be determined. Transmitter location Pinnickinnick Mtn., Clarksburg. Geographic coordinates 39° 17' 5" N. Lat., 80° 19' 48" W. Long. Transmitter and antenna RCA. Legal counsel A. R. Putnam, Fairmont. Consulting engineer A. D. Ring & Assoc. Principals include President J. Patrick Beacom (40%) majority interest in WVVW Fairmont, WETZ New Martisville; Secretary-Treasurer Timothy P. Beacom (40%), retired Hearst Newspapers Corp. official, and Vice President Jennings Randolph (20%), minority stockholder WVVW and assistant to President, Capital Airlines. Filed May 22.

Applications Amended

Evansville, Ind.—Evansville TV Inc. Amends bid for vhf Ch. 7 to specify studio location at N. of New Harmony Rd. 2.5 mi. NW of Evansville. Filed May 22.

Evansville, Ind.—Premier TV Inc. Amends application for uhf Ch. 62 to change aural ERP 54.1 kw to 48.6 kw. Filed May 22.

Winston-Salem, N. C. —Piedmont Pub.Co. Amends bid for vhf Ch. 12 to change name to Triangle Bcstg. Corp.; change aural ERP from 158 kw to 159 kw and reduce antenna height above average terrain from 500 ft. to 357 ft. Ch. 12 competitor Mary Pickford Rogers will acquire one-third interest in Triangle under merger proposal. Filed May 22.

Corpus Christi, Tex.—KEYS-TV Inc. Amends bid for vhf Ch. 10 to boost ERP from 55 kw visual and 27.5 kw aural to 214 kw visual and 114 kw aural; increase antenna height above average terrain from 464 ft. to 650 ft., and relocate transmitter at Hwy. 44 near Robstown, Filed May 18.

Applications Dismissed

Savannah, Ga.—Martin & Minard, Requests dismissal of Ch. 11 bid one week after designation for hearing with WTOC application. M&M cited inability to arrange substitute and additional financing to maintain both proposed TV and recently granted Florida AM outlet. Filed May 22.

Evansville, Ind.—W. R. Tuley. Requests dismissal of Ch. 62 application, in hearing with Premier TV Inc. Consideration out-of-pocket expenses. Third competitor for channel, Trans-American TV Corp., dismissed week before. Filed May 22.

Waycross, Ga.—Teletronics Inc. At request of applicant, dismissed uncontested

Fashion Editor
OF THE ERIE DISPATCH
DONS BATTLE GEAR!

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Hy Yaple as she appears in Korea and Indo-China with battle gear.

WICU-TV is proud that her coverage of the prisoner-exchanges at Freedom Village has been accepted by the principal wire services of the world. Yet, she is primarily concerned with rendering a service for the good folks of Erie and the Tri-State (Western New York, Eastern Ohio and Northwestern Pennsylvania) area.

EDWARD LAMB, *President*

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WJBO
WBRL (FM)

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bid for uhf Ch. 16. Dismissed May 19.

EXISTING TV STATIONS. . .

Decisions

WIRK-TV West Palm Beach.—WIRK-TV Inc. Granted ERP on change on uhf Ch. 21 from 22 kw visual and 11.5 kw aural to 24 kw* visual and 13 kw. aural. Granted May 20.

KSTM-TV St. Louis—Broadcast House Inc. Granted ERP drop on uhf Ch. 36 from 275 kw visual and 145 kw aural to 215 kw visual and 110 kw aural. Granted May 19.

KLAS-TV Las Vegas—Las Vegas TV Inc. Granted ERP drop on vhf Ch. 8 from 31 kw visual and 16.5 kw aural to 29 kw visual and 14.5 kw aural. Granted May 22.

WBUF-TV Buffalo, N. Y.—WBUF-TV Inc. Granted ERP decrease on uhf Ch. 17 from 165 kw visual and 83 kw aural to 78 kw visual and 39 kw aural. Granted May 21.

WDAY-TV Fargo, N. D.—WDAY Inc. Granted STA to commence commercial operation on vhf Ch. 6, effective May 22-Sept. 15. Granted May 18.

WHIZ-TV Zanesville, Ohio—Southeastern Ohio TV System. Granted STA to commence commercial operation on uhf Ch. 50. Granted May20.

WFAA-TV Dallas—A. H. Belo Corp. Granted ERP boost on vhf Ch. 8 from 27 kw visual and 13.6 kw aural to 316 kw visual and 160 kw aural. Granted May 21.

Applications

KNXT (TV) Los Angeles—CBS. Requests ERP drop on vhf Ch. 2 from 54 kw visual and 27 kw aural to 47 kw visual and 23.5 aural. Filed May 22.

WKNB-TV New Britain, Conn.—Requests studio relocation to Corbin Corners, W. Hartford, 3/4 mi. NE of New Britain. Assigned uhf Ch. 30. Filed May 22.

WTVM (TV) Muskegon, Mich. Versluis Radio & TV Inc. Requests ERP change on uhf Ch. 35 from 270 kw visual and 140 kw aural to 268 kw visual and 140 kw aural. Filed May 22.

WHAM-TV Rochester, N. Y.—Stromberg-Carlson Co. Seeks to increase antenna height above average terrain from 500 ft. to 511 ft. Assigned vhf Ch. 6. Filed May 22.

WEWS (TV) Cleveland—Scripps-Howard Radio. Requests ERP change on vhf Ch. 5 from 16 kw visual and 8 kw aural to 93 kw visual and 46.5 aural. Filed May 22.

WHIO-TV Dayton, Ohio—Miami Valley Bcstg. Corp. Seeks increase of antenna height above average terrain from 1140 ft. to 1145 ft. Assigned vhf Ch. 13. Filed May 22.

WMAC-TV Massillon, Ohio—Midwest TV Co. Requests ERP drop on uhf Ch. 23 from 99 kw visual and 50 kw aural to 14.6 kw visual and 7.3 aural, and relocate studio-transmitter from 5½ mi. NW of city to 12th St. extension and Woodlawn Ave., 3 mi. E. of city. Antenna height 583 ft. Filed May 22.

KBES-TV Medford, Ore.—Southern Orange Bcstg. Co. Seeks ERP boost on vhf Ch. 5 from 19 kw visual and 9.8 kw aural to 29.2 kw visual and 15.9 aural and decrease in antenna height above average terrain from 460 ft. to 429 ft. Filed May 22.

KRIO-TV McAllen, Tex.—Tex. State Network. Requests ERP change on uhf Ch. 20 from 86 kw visual and 49 kw aural to 565.6 kw visual and 296.4 kw aural; relocate transmitter and studio from US Hwy. 281, 1.5 mi. N. of Pharr city limits to (transmitter) Donna Rd., 3 mi S of Southern Pacific RR, N of Donna and to (studio) S of US Hwy. 83, 0.8 mi. W of E city limits, McAllen. Filed May 22.

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KBST
KTRN
KGKL

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250 Watts

★ KTRN - Wichita Falls
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See Discounted Rates Under

West Texas Packaged Stations

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John E. Pearson Co.

TV Station Deletions

WTVS (TV) Gadsden, Ala.—Jacob A. Newborn Jr. Requests deletion of CP for Uhf Ch. 21, granted Nov. 11, 1952. Cites engineering difficulties due to mountainous terrain and "failure of programming and advertising to materialize as expected." Requested May 22.

KTVA (TV) Austin, Tex.—Tom Potter. Requests deletion of CP for uhf Ch. 24, citing difficulties of locating site and obtaining equipment. Mr. Potter is permittee of WTVT (TV) Chattanooga. Requested May 22.

NEW AM STATIONS . . .

Decisions

Decatur, Ala.— J. B. Falt Jr., granted 1490 kc, 250 w unlimited. Estimated construction cost $11,785, first year operating cost $26,400, first year revenues $32,000. PO address Box 405, Huntsville, Ala. Mr. Falt is president and 60% owner of WFUN Huntsville. Granted May 20.

Fairfield, Ill.—Wayne County Bcstg. Co., granted 1390 kc, 500 w day. Estimated construction cost $18,866, first year operation cost $36,000, first year revenues $50,000. PO address Box 31, Carmi, Ill. Equal partners are Thomas Smoot Land, general manager and 9.4 owner of WROY-AM-FM Carmi, and Bryan Davidson, general manager WRAY Princeton, Ind. Granted May 20.

Lake City, S. C.—Lake City Bcstg. Co., granted 1260 kc, 1 kw daytime. Estimated construction cost $22,589, first year operating cost $26,500, first year revenues $32,500. PO address 211 S. Alexander St., Florence, S. C. Principals are President James O. Tice Jr., (41%), former CBS announcer, and Mrs. John Truluck (23%), farm manager. Granted May 20.

Call Letters Assigned

KVPI Ville Platte, La.—Ville Platte Bcstg. Co., 1050 kc, 250 w daytime.

KCHR Charleston, Mo.—S. Mo. Bcstg. Co., 1350 kc, 500 w daytime.

WDIX Orangeburg, S. C.—WRNO Inc., 1450 kc, 250 w unlimited. Changes from WRNO effective July 4.

KCSU Provo, Utah—Central Utah Bcstg. Co., 1400 kc, 250 w unlimited. Formerly KLDS.

Applications

Dickson, Tenn.—Joe M. Macke, 1260 kc, 1 kw daytime. Estimated construction cost $40,000, first year operating cost $60,000, first year revenues $80,000. PO address 322 E. 2nd St., Covington, Ky. Mr. Macke is a farmer and distributor of surgical supplies. Filed May 13.

Application Dismissed

Winchester, Ky.— Marvin L. Thompson. At request of attorney, dismissed bid for 1380 kc, 500 w daytime. Dismissed May 20.

EXISTING AM STATIONS.

Decisions

KUGN Eugene, Ore.—KUGN Inc. Granted power change on 590 kc from 1 kw unlimited to 5 kw day, 1 kw night. Granted May 20.

Application

WBUT Butler, Pa.—Eagle Printing Co. Requests power drop on 1050 kc from 500 w to 250 w. Filed May 22.

NEW FM STATIONS. . .

Decisions

Lenoir, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co. (WLIL), granted new FM station on Ch. 246, ERP 9 kw. Estimated construction cost $6,600, first year operating cost $1,500, first year revenues $500. Granted May 20.

Call Letters Assigned

KCHR-FM Charleston, Mo.—S. Mo. Bcstg. Co., 100.1 mc, ERP 450 w. Formerly KCHR (FM).

EXISTING FM STATIONS . . .

Decisions

WKFM KFML Roanoke Rapids, N. C.—WCBT Inc. Granted ERP drop on 98.5 mc from 16 kw to 10 kw. Granted May 20.

WRRN (FM) Warren, Pa.—Northern Allegheny Bcstg. Co. Granted ERP change on 92.3 mc from 2.3 kw to 3 kw. Granted May 20.

KCMS (FML Manitou Springs, Colo.—Garden of the Gods Bcstg. Co. Requests frequency change from 100.0 mc to)04.9 mc; ERP 623. Filed May 21.

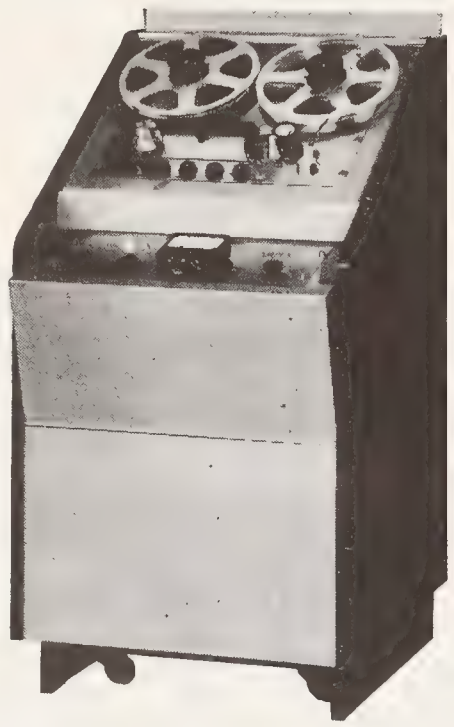
OWNERSHIP CHANGES . . .

Decision

WBRC-AM-TV Birmingham, Ala.—Birmingham Bcstg. Co. Granted transfer of control from Eloise H. Hanna to Storer Bcstg. Co., which acquires all stock for $2.4 million. Conditional on Storer's selling WSAI-AM-FM Cincinnati. Granted May 20.

ANNOUNCING

THE **AMPEX 350** TAPE RECORDER



AMPEX MODEL 350

Tape speeds—7½ & 15 in/sec. or 3¾ & 7½ in/sec.

Frequency response

15 in/sec. —± 2 db from 30 to 15,000 cycles
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± 4 db from 30 to 15,000 cycles
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• **A NEW MODEL** *by the leader in tape recording*

Ever since the first AMPEX (the Model 200) set a milestone in progress by making recorded sound "come to life," the broadcasting and recording industries have rightly expected new AMPEX models to set the pace.

• **A NEW SLANT** *on operating convenience*

With introduction of the AMPEX 350, a new 30° slant on the top plate puts the reels, editing knobs and all controls within easier reach of any operator—tall or short, standing or sitting. Tape editing is faster and less tedious. Servicing is simplified by pivoting of the top plate and sliding out of the internal assemblies.

• **A NEW STANDARD** *of reliability*

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28,000 sets
DuMont
Research
Report

March 1953
37,790 sets
Television
Magazine
Report

April 1953
56,147 sets
Radio-TV
Manufacturers
Assoc. by Counties
Report



KOLN-TV
Channel
12

LINCOLN, NEBRASKA

Contact
Your
Nearest
WEED Television
Representative

DuMont
26,900 Watts-Visual
13,400 Watts-Aural

FOR THE RECORD

Applications

WOWL Florence, Ala.--Radio Muscle Shoals Inc. Requests acquisition of negative control by President Richard Biddle (presently 33%) through purchase of newly issued stock. Consideration $5,000. Filed May 22.

KCNA-AM-TV Tucson--Catalina Bcstg. Co. Requests voluntary acquisition of control by Erskine Caldwell, fiction writer, who increases holding from 32.8% to 51 %. Involves withdrawal of stockholders William Small, William H. Johnson and Mrs. Claire Ellinwood (total 44%) and transfer of stock to mr. Caldwell, minority stockholder John B. Mills and new party, H. H. Davis, son of Don Davis, WHB Kansas City. Consideration $39,159. Filed May 21.

KFVD Los Angeles--Standard Bcstg. Co. Requests assignment of license to new partnership, deleting William M. Burke, deceased, and adding several minors of Burke family. Transfer accomplished as gifts. Filed May 20.

KBOP Pleasanton, Tex.--Atascosa Bcstg. Co. Requests assignment of license to Ben L. Parker, present 50% partner, by purchase of half interest of Marguerite Drain for $15,000. Filed May 21.

HEARING CASES . . .

Decisions

Fort Wayne, Inc.--Northeastern Indiana Bcstg. Co. (WKJG), FCC announced final decision granting uhf Ch. 33 (584-590 mc); ERP 270 kw visual, 143 kw aural; antenna height above average terrain 775 ft.. Estimated construction cost $292,000, first year operating cost $224,325, revenue $225,000. Post Office address: 220 East Jefferson St., Fort Wayne 2, Ind. Studio location: 220 East Jefferson St. Transmitter location: Maples Road off Decatur Road. Geographic coordinates 41° 00' 10" N. Lat., 85° 05' 50" W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer George E. Gautney, Washington. Principals include President Clarence L. Schust (28.52%), Vice President and Treasurer H. Leslie Popp (28.52%), Vice President and Secretary Edward G. Thoms (18.76%) and Walter L. Thoms (18.76%) Final decision May 21.

Evansville, Ind. New TV, vhf Ch. 7. S. Central Bcstg. Corp. (WIKY) (Docket 10461); Evansville TV Inc. (Docket 10462); On the Air Inc. (WGBF) (Docket 10463), and WFBM Inc. (WEOA) (Docket 10464)--FCC granted petition of Chief of

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Broadcast Bureau to determine whether WEOA proposal would constitute hazard to air navigation and denied WIKY petition to modify hearing issues to change certain references from "applications" to "applicants." Action May 21; announced May 22.

Ft. Wayne, Ind. New TV, uhf Ch. 33. Northeastern Indiana Bcstg. Co. (WKJG) (Docket 10299) and News Sentinel Bcstg. Inc. (WGL) (Docket 10300)--Commission affirmed initial decision granting facilities to WKJG (see New TV Stations, Decisions). No exceptions had been filed. Ordered May 21; reported May 22.

Honolulu--New TV, vhf Ch. 2. Royaltel (Docket 10475) and Pacific Frontier Bcstg. Co. (KULA) (Docket 10474)--Examiner Thomas H. Donahue granted indefinite continuance of hearing from May 27 on petition of KULA.

Gardner, Mass.--Nashua, N. H. For facilities: 1340 kc, 250 w unlimited. Gardner Bcstg. Co. (WHOBL K

Gardner Bcstg. Co. (WHOB) (Docket 9911) and City Bcstg. Corp., Nashua. (Docket 9910)--In final decision, granted WHOB bid to change from 1490 kc to contested facilities and denied City Bcstg. application for new station thereon. Commr. Bartley voted to deny both bids. Decision May 21; reported May 25.

Shreveport, La. New TV. vhf Ch 12. Southland TV Co. (BPCT-992) and Radio Station WRMD (KRMD)--Designated for hearing June 19. Ordered May 20; reported May 21.

KLCN Blytheville, Ark.--Harold L. Sudbury (BMP-5961). By memorandum opinion and order, FCC removed from hearing and reinstated previous grant to change from 1 kw daytime on 900 kc to 5 kw daytime on 910 kc. Decision May21; report-May 22.

NEW PETITIONS . . .

May 18

Chattanooga, Tenn. New TV, vhf Ch. 12. Southern TV Inc. (Docket 10472); Tri-State Tcstg. Corp. (Docket 10471), and WDEF Bcstg. Co. (WDEF) (Docket 10473)-- Tri-State petitioned to enlarge issues to include background and experience and also proposals with respect to management, operation and programming. On May 22 it petitioned for leave to amend its bid to revise financial and programming data and change studio location.

May 19

Coral Gables,. Fla. New AM, 1490 kc, 250 w unlimited. Alan Henry Rosenson (BP-8152)--Applicant sought conditional grant in view of alleged invalid renewal application of WTTT for same facilities and abandonment of station.

WWPF Palatka, Fla. Application to change facilities from 800 kc to 1200 kc, 500 kw unlimited. Palatka Bcstg. Co. (BP-8740)--WFBN Indianapolis petitioned that bid be designated or hearing on ground that proposed operation would with its 1260 kc, 5 kw directional night signal.

Muskegon, Mich. New TV, uhf Ch. 35. Versluis Radio & TV Inc. (grantee) (Docket 10442)--Versluis asked that modification of CP filed May 15 be consolidated in hearing docket.

Steubenville, Ohio. New TV, vhf Ch. 9 WSTV Inc. (WSTV) (BPCT-1049) and John R. Osborne (BPCT-1680)--Mr. Osborne supplemented May 12 reply to WSTV answer to petition to strike or oppose petition to dismiss his bid.

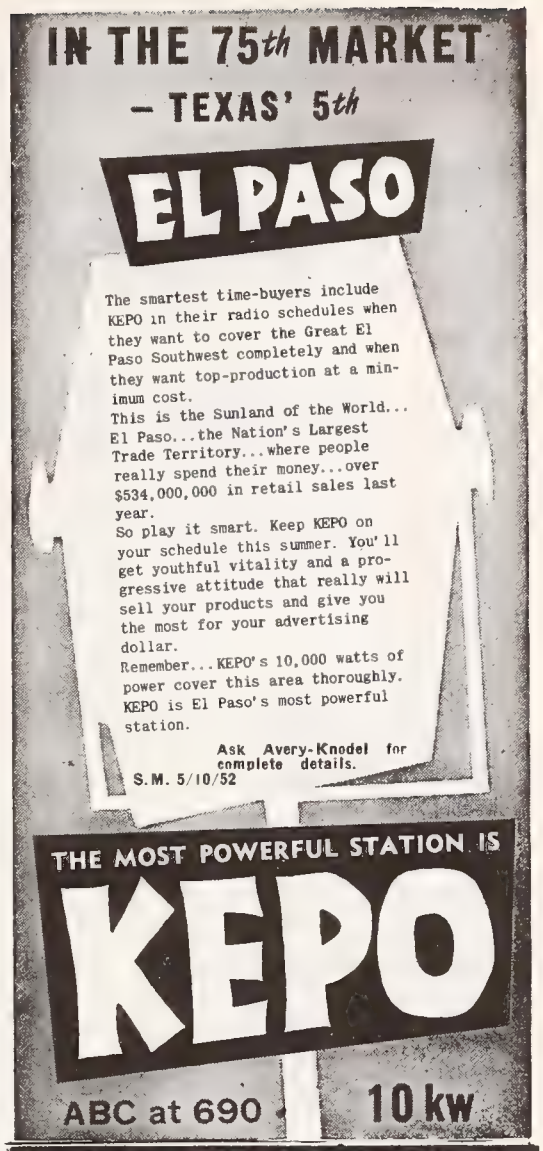
Denver, Colo. New TV, vhf Ch. 4. KMYR Bcstg. Co. (KMYR) (Docket 9043) and Metropolitan TV Co. (KOA) (Docket 10238) --NBC replied to KMYR's May 12 petition to strike its memorandum on ground it is no party. KMYR May 22 filed answer to KOA reply to its motion to strike certain of KOA's proposed findings as evidentiary, hence inadmissable, since record is closed.

May 20

Knoxville, Tenn. New TV, vhf Ch. 6. Mountcastle Bcstg. Co. (WROL) (Docket 10510) and WKGN Inc. (WKGN) (Docket 10511)--WKGN requested leave to amend bid to change studio and transmitter locations and operational and programming data.

Mobile, Ala. New TV, vhf Ch. 5. WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458)--Mobile TV answered WKRG-TV's opposition to its motion to add to hearing issues determination of WKRG-TV's financial qualifications. On same day Chief of FCC Broadcast Bureau sought to enlarge hearing issues to include determination whether Mobile TV's proposal would constitute hazard to air navigation. Also WKRG-TV filed opposition to Mobile TV's request to include whether grant to WKRG-TV would constitute violation of rules respecting multiple station ownership; in addition WKRG-TV filed statement of matters to be relied upon.

Beaumont, Tex. New T., vhf Ch. 6. Enterprise Co. (KRIC) (Docket 10268); Beaumont Bcstg. Corp. (KFDM) (Docket





10287), and KTRM Inc. (KTRM) (Docket 10288)--Chief of FCC Broadcast Bureau filed proposed findings of fact and conclusions regarding engineering proposals only. On May 25 KTRM, KFDM and KPIC filed full proposed findings of fact and conclusions.

May 21

Savannah, Ga. New TV, vhf Ch. 11. Savannah Bcstg. Co. (WTOC) (Docket 10519) Martin & Minard (Docket 10520)--Martin & Minard filed petition to dismiss without prejudice, citing inability to arrange supplemental financing to maintain both proposed TV and new Florida AM outlet.

Worcester, Mass. New TV, uhf Ch. 20. WTAG Inc. (WTAG) (Docket 10496) and Wilson Enterprises (Docket 10497)--WTAG petitioned for leave to amend application.

Lancaster, Pa. New TV, vhf Ch. 8. Peoples Bcstg. Co. (Docket 10365) and WGAL Inc. (WGAL-TV) (Docket 10366)--WGAL petitioned for review of examiner's ruling and pleaded that no depositions be taken by Peoples. On May 25 Chief of FCC Broadcast Bureau also asked that depositions not be taken.

May 22

Glenville, W.Va. Proposed assignment of vhf Ch. 5 (Docket 10470)--West Virginia Research Center petitioned that proposed channel be reserved for education. Appalachian Bcstg. Corp. requested that time for filing comments be extended from May 25 to June 3.

Evansville, Ind. New TV, uhf Ch. 62. Premier TV Inc. (Docket 10466) and W.R. Tuley (Docket 10467)--Mr. Tuley requested that his application be dismissed without prejudice. Consideration from Premier: out-of-pocket expenses.

World Wide Bcstg. System, Scituate, Mass. Renewal of licenses for WRUL (1-5) (Dockets 9503, 9504)--World Wide replied to Acting FCC General Counsel's petition requesting that new renewal applications be filed, accepting his point of view but requesting that filings be put off until Sept. 1 or that abbreviated applications be accepted July 1.

WMTV (TV) Madison, Wis.--Bartell TV Corp. (BMPCT-1054)--WMT-AM-FM-TV replied to Bartell's opposition to its request that subject call letters be canceled because of potential confusion.

HEARING CALENDAR. . .

Hearings in Progress

Chattanooga, Tenn.--New TV, vhf Ch. 3. WDOD Bcstg. Corp. (Docket 10438) and Mountain City Television Inc. (Docket 10439). Further hearing. Examiner J. D. Bond.

Evansville, Ind.--New TV, vhf Ch. 7 Contestants: South Central Bcstg. Corp. (WIKY) (Docket 10461), Evansville TV Inc. (Docket 10462), On the Air, Inc (WGBFL (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464). Examiner Herbert Sharfman.

Spokane, Wash.--New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423).

Sacramento, Calif.--New TV, vhf, Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) (Docket 9013) and Sacramento Telecasters Inc. (Docket 10298).

Shreveport, La.--New TV, vhf Ch. 3. Con Salisbury Bcstg. Corp. (Docket 10478). Examand International Bcstg. Corp. (KWKH) (Docket 10477). Examiner Basil Cooper.

Portland, Ore.--New TV, vhf Ch. 6. Further hearing. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 10316) and Pioneer Bcstrs. Inc. (KGW) (Docket 9136). Respondent: KPOJ Merger is proposed between (98* and KGW to eliminate hearing (B.T., May 25).

Lancaster, Pa.--New TV, vhf Ch. 8. Pre-hearing conference. Examiner J.D. Bond. Peoples Bcstg. Co. (Docket 10365) and Pioneer Bcstrs. Inc. (KGW) (Docket 10366).

San Juan, P.R.--New TV, vhf Ch. 4. Further hearing. Contestants: American Colonial Bcstg. Corp. (WKVM) (Docket 10437) and Jose Ramon Quinones (WAPA) (Docket 10436). Examiner Benito Gaguine.

June 3

Tampa-St. Petersburg, Fla.--New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa) (Docket 10255) and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa) (Docket 10330).

June 8

Allentown, Pa.--New TV, uhf Ch. 39. Contestants: B. Bryan, Olivia and Reuel Musselman and Albert Paul Wentz (BPCT-1001).

Allentown, Pa.--New TV, uhf Ch. 67. Contestants: Penn-Allen Bcstg. Co. (BPCT-468) and Allentown TV Corp. (BPCT-1241).

Lebanon, Pa.--New TV, uhf Ch. 15. Contestants: Lebanon TV Corp. (Docket 10459) and Steitz Newspapers Inc. (Docket 10460). Examiner Benito Gaguine.

June 15

Sacramento, Calif.--New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd. d/b as Cal Tel Co. (Docket

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10341) and Maria Helen Alvarez (Docket 10340).

Savannah, Ga.--New TV, vhf Ch. 11: Savannah Bcstg. Co. (WTOC) and Martin & Minnard.

Savannah, Ga.--New TV, vhf Ch. 3: WSAV Inc. (WSAV) and WJIV-TV Inc. (WJIV).

Chattanooga, Tenn.--New TV, vhf Ch 12. Contestants: Southern TV Inc. (Docket 10472). Tri-State Telecasting Corp. (Docket 10471) and WDEF Bcstg. Co. (WDEF) (Docket 10473). Examiner J.D. Bond.

Knoxville, Tenn.--New TV, vhf Ch. 10: Scripps-Howard Radio Inc. (WNOX); Radio Station WBIR (WBIR), and Tenn. TV Inc.

Knoxville, Tenn.--New TV, vhf Ch. 6: Mountcastle Bcstg. Co. (WROL) and WKGN Inc. (WKGN).

Trenton, N.J.--New TV, ufh Ch. 41: Morrisville Bcstg. Co. (WBUD) and Peoples Bcstg. Co. (WTTM).

June 19

Shreveport, La.--New TV, vhf Ch. 12. Contestants: Southland TV Co. (BPCT-992) and Radio Station KRMD (KRMD).

June 22

Evansville, Ind.--New TV, ufh Ch. 62. Contestants: Premier TV Co. Inc. (Docket 10466) and W.R. Tuley (Docket 10467). Examiner Fanney Litvin. Tuley has requested dismissal of his bid.

June 29

Akron, Ohio--New TV, uhf Ch. 61. Contestants: Matta Enterprises (Docket 10468) and Allen T. Simmons (WADC) (Docket 10469). Examiner James D. Cunningham.

August 13

KDIA August, Calif.--License renewal. Hearing set for Auburn. Examiner not designated. (Docket 10405).

Hearings Without Date

Sacramento, Calif.--New TV, uhf Ch. 36. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Salinas-Monterey, Calif.--Sec. 309 (c) protest hearing on share-time grants on vhf Ch. 8 to Salinas Bcstg. Corp. (KSBW Salinas) (Docket 10445) and Monterey Radio-TV Co. (KMBY Monterey) (Docket 10446). Protestant is KICU (TV) there.

Honolulu, Hawaii--New TV, vhf Ch. 2. Contestants: Royaltel (Docket 10474) and Pacific Frontier Bcstg. Co. (KULA) (Docket 10474). Examiner Thomas Donahue.

Wichita, Kan.--New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH) (Docket 10259), Taylor Radio & TV Corp. (KANS) (Docket 10260) and Wichita TV Corp. (Docket 10261).

KVOL Lafayette, La.--Modification of permit to change daytime power from 1 kw to 5 kw, operating on 1330 kc full time directional night (Docket 9739:BMP-5098). Applicant has petitioned for grant without hearing.

Muskegon, Mich.--New TV, uhf Ch. 35. Further hearing Sec. 309 (c) protest proceeding. Versluis Radio & TV Inc. Permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co. operator WGRD Grand Rapids. Examiner Gifford Irion. (Docket 10442).

Duluth, Minn.-Superior, Wis.--New TV, vhf Ch. 5. Further hearing. Examiner Herbert Scharfman. Contestants: Ridson Inc. (WDSM) Superior (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292). Merger has been proposed and Lakehead seeks dismissal. (B.T., March 30). Head of the Lakes Bcstg. Co., Duluth. Ch. 3 applicant, seeks amendment to Ch. 6.

Duluth, Minn.-Superior, Wis.--New TV, vhf Ch. 3. Hearing to begin. Examiner Examiner Herbert Scharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

Rochester, N.Y.--Sec. 309 (c) protest hearing on share-time grants on vhf Ch. 10 to WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447). Protestant is WSAY there.

Canton, Ohio--New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHEC) (Docket 10272) and Stark Telecasting Corp. (WCMW) (Docket 10273). Additional uhf channel to be sought after June 2.

Portsmouth, Ohio--New TV, uhf Ch. 30. Woodruff Inc. (Docket 10440). FCC to decide whether to retain application in hearing status after Brush-Moore Newspaper dismissal.

WVCH Chester, Pa.--Existing AM. Application to increase power from 250 w to 1 kw. Operating daytime on 740 kc. Examiner Gifford Irion (Docket 10089). Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Beaumont-Port Arthur, Tex.--New TV, vhf Ch. 2. Hearing to begin. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC Port Arthur) (Docket 10285) and Smith Radio Co. (Docket 10352).

Port Arthur, Tex.--New TV, vhf Ch. 4. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC) (Docket 10285) and Smith Radio Co. (Docket 10352).

Theatre Television--Allocation of frequencies for exclusive theatre TV circuits. Before Commission en banc. (Docket 9552).

KEAR San Mateo, Calif.--Power boost from 1 kw to 10 kw unlimited on 1550 kc

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(BP-8514). KFBK Sacramento party to proceeding.

KSGM Ste. Genevieve, Mo.--Power boost on 980 kc from 500 w to 1 kw and limit directional antenna to night only (BP-8448). KMBC Levelland, Tex., made party.

Brownfield, Tex.--New AM, 1250 kc, 1 kw daytime. Brownfield Bcstg. Co. (BP-8540). KLVT Levelland, Tex., made party.

Kane, Pa.--New AM, 960 kc, 500 w daytime. Contestants: Hilltop Management Corp. (BP-8577) and Northern Allegheny Bcstg. Co. (BP-8671).

Fort Wayne, Ind.--New TV, uhf Ch. 69. Further hearing. Examiner Annie Neal Huntting. Contestants: Radio Fort Wayne Inc. (WANE) (Docket 10425) and Anthony Bcstg. (Docket 10424).

Mobile, Ala.--New TV, vhf Ch. 5. Contestants: WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458). Examiner H. Gifford Irion.

Worcester, Mass.--New TV, uhf Ch. 14. Salisbury Bcstg. Corp. (Docket 10478). Examiner William G. Butts.

May 21 Decisions

BY COMMISSION EN BANC

Advised of Hearing

WVOK Birmingham, Ala., Voice of Dixie Inc. — Is being advised that application (BP - 8548) to increase height of SW tower and change ant. system involves interference considerations which indicate necessity of hearing.

Highlite Bcstg. Co., Killeen, Tex. — Is being advised that application (BP - 8288), for new AM on 1050 kc, 250 W-D, involves considerations which indicate necessity of hearing.

WWPA Williamsport, Pa., Williamsport Radio Bcstg. Assoc. Inc. — Is being advised that application (BP - 8699) to change operation from 1340 kc, 250 w unl. to 1330 kc, 5 kw, DA-DN, unl., involves interference and other engineering considerations which indicate necessity of hearing.

Abbeville Bcstg. Co., Abbeville, S. C. — Is being advised that application (BP - 8743) for new AM on 1300 kc, 1 kw-D, involves interference considerations which indicate necessity of hearing.

May 21 Applications

ACCEPTED FOR FILING

Modification of CP

Luther M. Jones, Jackson, Ohio — Mod. CP (BP - 8435), which authorized new AM, for approval of ant. and trans. location; specify studio location, and change type trans. (BMP - 6209).

WJWS South Hill, Va., Mecklenburg Bcstg. Corp. — Mod. CP (BP - 8710), as reinstated, which authorized new AM, for approval of ant., trans. and studio locations (BMP - 6208).

Renewal of License

Following stations request renewal of license:

WGBG Greensboro, N. C., Greensboro Bcstg. Co. (BR - 2391) Resubmitted); KAKC Tulsa, Okla., Public Radio Corp. (BR - 1535); KCRW (FM) Santa Monica, Calif., Santa Monica School Board (BRED - 10); WJAC - TV



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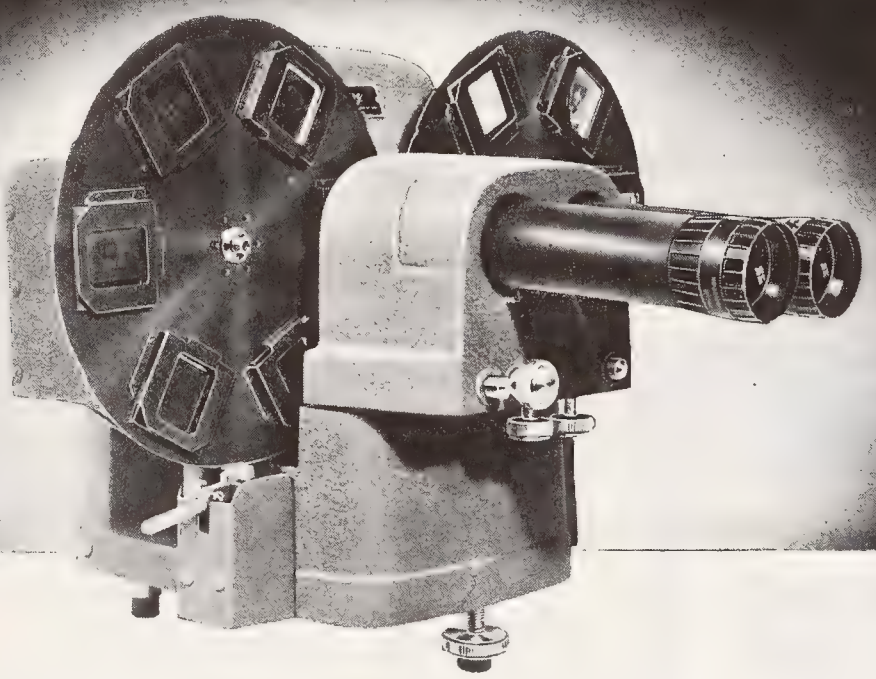


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Johnstown, Pa., WJAC Inc. (BRCT - 37); WPTZ (TV) Philadelphia, Pa., Philco Corp. (BRCT - 4); WPAL-TV San Antonio, Tex., Southland Industries Inc. (BRCT - 45).

May 22 Decisions

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock

American Colonial Bcstg. Corp., San Juan, P. R. — Granted petition to withdraw petition for enlargement of issues and petition to enlarge was dismissed (Docket 10437; BPCT - 1036).

Radio Station WFVG, Fuquay Springs, N. C. — Granted petition for acceptance of late filing of appearance in proceeding re-application of Merchant & Farmers Station, Raleigh, N. C. (Docket 10406; BP - 8379).

WEAT Palm Beach, Fla., James Robert Meachem — Granted petition to amend application (Docket 10146; BP - 8179) in order to submit Exhibit 3d, which is extension of option shown as Exhibit 3 in said application.

KOB Albuquerque, N. M., Albuquerque Bcstg. Co. — Granted petition for extension of time from May 18 to May 28 to file reply to exceptions and brief of American Bcstg. - Paramount Theatres Inc. to initial decision re KOB application for extension of SSA (Docket 10336).

WAYS Charlotte, N. C., Inter-City Adv. Co. of Charlotte — Granted petition for acceptance of late filing of appearance re Darlington S. C. (Docket 10403; BP - 8158).

WJR Flint, Mich., The Goodwill Station Inc. — Granted petition for extension of time to and including June 8, to file exceptions to initial decision re application and that of Trebit Corp. and W. S. Butterfield Theatres Inc., Flint (Dockets 10268 et al).

By Hearing Examiner Benito Gaguine

The Penn-Allen Bcstg. Co., Allentown, Pa. — Granted petition to amend application for CP for TV station (Docket 9045; BPCT - 486), so as to add new stockholders and subscribers, expanded financing on basis of such new stockholders and subscribers, and consequent expanded facilities and programming and changes in trans. site.

Allentown Television Corp., Allentown, Pa. — Granted petition to amend application for CP for new TV to show acquisition of interest in broadcast station by Vic Diehm Assoc. Inc., and additional commitment for funds (Docket 10495; BPCT - 1008).

By Hearing Examiner J. D. Bond

Tri-State Telecasting Corp., Chattanooga, Tenn. — Granted petition to amend application for CP for new TV (Docket 10472; BPCT - 983) to show recent changes in minority stock ownership, in estimated cost of operation, in estimated revenues and in programming plans of applicant.

WGAL - TV Lancaster, Pa., WGAL Inc. and Chief, Broadcast Bureau — Denied motions that depositions proposed by Peoples Bcstg. Co., Lancaster, Pa., be not taken; ordered that deposition taking indicated by notice shall not serve to postpone commencement of hearing in this proceeding (Dockets 10365, Peoples application for CP for new TV); (Docket 10366, WGAL-TV application for CP to change site, increase power and ant. height and for regular operation on Ch. 8.)

Peoples Bcstg. Co., Lancaster, Pa. and WGAL-TV Lancaster, WGAL Inc. — Ordered that hearing of evidence in this proceeding (Dockets 10365; 10366) shall be commenced in Washington, D. C., on June 1.

Southern Television Inc., Chattanooga, Tenn. — Granted petition to amend TV application to show resignation of secretary-treasurer and election of new one (Docket 10471; BPCT - 931).

By Hearing Examiner Herbert Sharfman

Evansville Television Inc., Evansville, Ind. — Granted petition to amend application for CP for new TV by (1) increasing estimated cost of construction and expenses of operation; (2) changing method of financing; (3) proposing changes in program classifications and percentages and program change; (4) proposing additional studio, and (5) proposing certain engineering mathematical recomputations (Docket 10462; BPCT - 934).

By Hearing Examiner James D. Cunningham

Abraham Klein, New York, N. Y — Granted petition to amend application for CP for one-way signaling station in Domestic Public Land Mobile Radio Service (Docket 10443) to change type ant. originally specified.

By Hearing Examiner Thomas H. Donahue

Pacific Frontier Bcstg. Co., Honolulu, T.H. — Upon agreement of parties granted petition for indefinite continuance of hearing, now scheduled for May 27, re application and that of Royaltel, Honolulu (Docket 10474; BPCT - 923) (Docket 10475; BPCT - 945).

By Hearing Examiner H. Gifford Irion

WKRG - TV Inc., Mobile, Ala. — Granted petition to amend application for CP for new TV so as to specify addresses of main and auxiliary studios (Docket 10457; BPCT - 690).

By Hearing Examiner Basil P. Cooper

KTBS Inc., Shreveport, La., International Bcstg. Corp. — Granted petition of KTBS Inc. to amend TV application to make current the financial proposals of corporation and to reflect current financing arrangements and estimates (Docket 10476; BPCT - 464); granted petition of International to amend TV application (Docket 10477; BPCT - 505) to make certain corrections and substitutions, reflect interest in recently filed TV application, etc.

By Hearing Examiner Annie Neal Huntting

The Enterprise Co., Beaumont, Tex.— Granted in part petition for corrections in various respects to transcript of hearing re application (Dockets 10286 et al); certain of requested corrections which seemed appropriate as well as corrections in certain other minor details were made.

Beaumont Bcstg. Corp., Beaumont, Tex.— Granted petition for extension of time from May 18 to May 25 for filing proposed findings and conclusions of law in proceedings re application for CP for new TV (Docket 10287 et al).

Radio Ft. Wayne Inc., Ft. Wayne, Ind.— Granted petition for continuance of further hearing from May 15 to May 22 re application and that of Anthony Wayne Bcstg., Ft. Wayne, Ind. (Docket 10424; BPCT - 1040); (Docket 10425; BPCT - 1400).

By Comr. Frieda B. Hennock

North Pacific Television Inc., Portland,

CONSULTING RADIO & TELEVISION ENGINEERS

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National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
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JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
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501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
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Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLETT & ASSOCIATES
982 NATL. PRESS BLDG. NA. 8-3373
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1052 Warner Bldg. National 8-7757
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Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
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RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
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WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 3-5670
WASHINGTON 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

WILLIAM L. FOSS, Inc.
Consulting Radio Engineers
EDWARD W. DEETERS
EDMUND E. PENDLETON
927 15th St. N.W. Republic 7-3883
Washington 5, D. C.

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
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Republic 7-6646
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LYNNE C. SMEBY
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GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 I St., N. W., Wash. 6, D. C.
Executive 3-1230 *Executive 3-5851*
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

H. W. HOLT
RADIO ENGINEER
AM 33-2129 TV
41 Four Mile Road
West Hartford, Connecticut

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
S.C. Grimwood, Pres. Ralph J. Bitzer, Ch. Eng.
Chestnut 4977
2026 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1932

THE ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS
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QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU DESIRE TO JOIN THESE ENGINEERS
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BROADCASTING • TELECASTING
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WASHINGTON 4, D. C.

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THEIR FIELD

52 SHOWS READY FOR YOU
The Sportsman's Club
15 minutes hunting, fishing and outdoors with Dave Newell. Panel type show. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

GET TEXAS MONEY!
Over Half Million Dollars a day Pouring from our East Texas Oil Field Alone!
KFRO
"Voice of Longview" — TEXAS

WORLD FAMOUS
S-5
synchronous magnetic film recorder for motion pictures and television
STANCIL-HOFFMAN
921 N. Highland Hollywood 38, Calif.
send for particulars

Roy Thompson,
WITH 28 years . . .
RADIO experience and . . .
TRADE know how, operates . . .
ALTOONA's most community-conscious station . . .
. . . and from community service comes community interest in your product.
Represented by Robert Meeker Associates
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Custom-Built Equipment
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1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO
MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

FOR THE RECORD

Ore.—Granted petition for extension of time to May 18 to file reply to petition to review order of hearing examiner filed by Cascade Television Co. on April 27.

May 22 Applications
ACCEPTED FOR FILING
License for CP

WCSH Portland, Me., Congress Square Hotel Co.—License for CP (BP-8810) which authorized installation of new trans. as auxiliary trans. (BL - 5011).

WHEB Portsmouth, N. H., WHEB Inc. — License for CP (BP - 8661) which authorized installation of new trans. (BL-5006).

WLFH Little Falls, N. Y., Rock City Bcstrs. — License for CP (BP - 8642) which authorized increase in power and change type trans. (BL - 5010 Resubmitted).

WLSE Wallace, N. C., Duplin Bcstg. Co. — License for CP (BP - 8171), as mod., which authorized new AM (BL - 5009).

WATS Sayre, Pa., Thompson K. Cassell — License for CP (BP - 8331) which authorized change in frequency (BL - 5007).

WLAF La Follette, Tenn., La Follette Bcstg. Co. — License for CP (BP - 8033), as mod., which authorized new AM (BL - 5008).

License Renewals

Following stations request renewal oi license:

WJLD Jefferson County, Ala., Johnston Bcstg. Co. (BR-1174); KELD El Dorado, Ark., Radio Enterprises Inc. (BR-864); KAYS Hays, Kan., KAYS Inc. (BR-2163); WTCM Traverse City, Mich., Midwestern Bctsg. Co. (BR-1100); WFOR Hattiesburg, Miss., Forrest Bcstg. Co. (BR-725); WMIN St. Paul, Minn., WMIN Bcstg. Co. (BR-894); KVLF Alpine, Tex., Big Bend Bcstrs. (BR-1490); KGNC Amarillo, Tex., Plains Radio Bcstg. Co. (BR-389); KLYN Amarillo, Tex., Plains Empire Bcstg. Co. (BR-2272); KHUZ Borger, Tex., Radio Station KHUZ Inc. (BR-1436); KURV Edinburg, Tex., James Cullen Looney (BR-1801); KLUF Galveston, Tex., The KLUF Bcstg. Co. (BR-405); KHBR Hillsboro, Tex., Hill County Bcstg. Co. (BR-1939); KPLT Paris, Tex., North Star Bcstg. Co. (BR-905); KGKB Tyler, Tex., Lucille Ross Buford (BR-728); KVWC Vernon, Tex., Northwestern Bcstg. Co. (BR-994); KWFT Wichita Falls, Tex., Rowley - Brown Bcstg. Co. (BR-1004); WTON Staunton, Va., Charles P. Blackley (BR-1240); WBLK Clarksburg, W. Va., Ohio Valley Bcstg. Corp. (BR-923); WRON Ronceverte, W. Va. (BR-1854); WDTV(TV) Pittsburgh, Pa., Allen B. DuMont Labs. Inc. (BRCT-99).

Remote Control Operation

Following stations have filed for remote control operation of trans.:

WHMA Anniston, Ala., Anniston Bcstg. Co. (BRC-59); WHAV Haverhill, Mass., The Haverhill Gazette Co. (BRC-58); WOHI East Liverpool, Ohio, East Liverpool Bcstg. Co. (BRC-62); WMBS Uniontown, Pa., Fayette, Bcstg. Corp. (BRC-60); KPDN Pampa, Tex., Top O' Texas Bcstg. Co. (BRC-61).

May 25 Applications
ACCEPTED FOR FILING
Modification of CP

KIBE Palo Alto, Calif., J. B. Rhodes — Mod. CP (BP-8361), which authorized change in D power and installation of new trans., for extension of completion date (BMP-6212).

WARB Covington, La., A. R. Blossom Inc. — Mod. CP (BP-8323), which authorized new AM, for approval of ant., trans. and studio locations and change type trans. (BMP-6214).

WRUM Rumford, Me., Rumford Pub. Co. — Mod. CP (BP-8382), which authorized new AM, for extension of completion date (BMP-6213).

KSRT (FM) Los Angeles, Calif., School of Radio Arts — Mod. CP (BPH-1105), as mod., which authorized new FM, for extension of completion date (BMPH-4826).

KEPO - TV El Paso, Tex., KEPO Inc. — Mod. CP (BPCT-1015), which authorized new TV, for extension of completion date (BMPCT-1138).

KHQ-TV Spokane, Wash., KHQ Inc. — Mod. CP (BPCT-885) as mod., which authorized new TV, for extension of completion date to 7-11-53 (BMPCT-1142).

Request CP

WEAU Eau Claire, Wis., Central Bcstg. Co.—CP to install new trans. as auxiliary trans. at Seymour Rd. (present location of main trans.) to be operated on 790 kc, 250 w, DA-N, for auxiliary pruposes only (BP-8877).

WWMW-FM Meriden, Conn., Silver City Crystal Co.—CP to change type trans. to RCA, BTF-3B, 3 kw (BPH-1861).

WJBK-FM Detroit, Mich., Storer Bcstg.

Southeastern Daytime
$150,000.00
Real producer with valuable real estate in rich single station market. Price includes sizeable cost and operating capital. Excellent terms available.

Texas
$60,000.00
(including operating capital)
Ideal opportunity in stable, lucrative market. Consistent profit market. $20,000.00 cash will handle.

Appraisals • Negotiations • Financing
BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS
WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2
CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6
SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager-salesman. New station starts June 10. College and railroad town. No competition - young go-getter. Send complete first letter WKYR, Keyser, W.Va.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B.T.

Northeastern Pennsylvania. NBC affiliate wants successful salesman with great faith in radio's future. Wonderful opportunity for man who can click in this market. Write full details to Box 762W, B.T.

Associate wanted to represent nationally known radio and newspaper sales organization in midwest. Box 768W, B.T.

Salesman-announcer. Metropolitan California indie. Salary and commission. Must be young, aggressive with successful sales record in competitive market. Box 811W, B.T.

Salesman, experienced. Established smalltown daytimer. Salary, expenses, bonus. Car and interview necessary. KBUD, Athens, Texas.

Salesman. Guarantee salary, car allowance plus commission - start with good billing. 24 years in this market with fine reputation and acceptance. Radio and TV affiliate of NBC. Growing community - good weather - good people. Give complete details plus photo. Write Roy T. Chapman, KTSM-KTSM-TV, El Paso, Texas.

Progressive New England station needs experienced salesman. Good potential. Liberal setup. Background and income requirements to WJOY, Burlington, VT.

Firm operating several stations has excellent proposition for young experienced salesman with no bad habits. Must be a ball-of-fire with good common sense. If you think you're the man, contact John Greene, Manager, WKMT, Kings Mountain, North Carolina.

Salesman. Vermont regional group. New Englander 25-35 preferable. Unusual opportunity for association with aggressive and expanding stations. Good guarantee. Rest is in your hands. Potential high. Personal interview required, but first write full details background and qualifications. Include picture. E. Dean Finney, Manager, North Country Station, St. Johnsbury, Vt.

Help Wanted (Cont'd)

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B.T.

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B.T.

Staff announcer for kilowatt independent. Small, friendly southern city. Good working conditions with a future for conscientious worker. Forward audition and resume to Box 577W, B.T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B.T.

Minnesota network station wants news director able to announce news, gather news and write news. Good salary. Box 763W, B.T.

Experienced announcer DJ, sincere pitch, handle board. Good pay. Progressive community near Chicago. Personal interview necessary. State age, experience. Box 764W, B.T.

Negro announcers interested in large southern market. Immediate opening. Give complete details and send disc. Box 774W, B.T.

Wanted - Network type disc jockey. Must be good. Starting pay $100.00 a week for 40 hours. Northern Virginia station. Box 786W, B.T.

Minnesota regional station needs first class engineer-announcer. Good salary. Must be good announcer. Box 800W, B.T.

Experienced announcer, good on news and commercials. Daytime kw, small town, pleasant working conditions. Complete information first letter, KALT, Atlanta, Tex.

Announcer, experienced only. Established small town daytimer. KBUD, Athens, Texas.

Desire newscaster, plus regular announcing. Give full resume of experience. KFRO, Longview, Texas.

Announcer who can handle board. Must have mature selling voice. New modern station. Available for work June 10th. 45 hour week. Starting salary $325.00 month. Send picture and tape to KLUK, Evanston, Wyo.

Splendid opportunity with fast growing independent. Opening for two experienced announcers. Rush tape to WJET, Erie, Pa.

Help Wanted (Cont'd)

Community station with progressive, successful operation needs top morning man-announcer. Excellent pay for right man. Send auditions and background to WJOY, Burlington, Vermont.

Announcer for 250 watt northern Michigan independent. Experience desired but not necessary. Must operate controls. Send letter, audition and salary requirements to WJPD, Ishpeming, Michigan.

Immediate opening with firm operating several stations for good experienced announcer at southern daytime independent. No big shots. Southern boy preferred. Contact John Greene, Manager, WKMT, Kings Mountain, N.C.

Announcer - first phone - news and DJ. Send background to WKNK, Muskegon, Mich.

Announcer, disc jockey, man who can sell merchandise on the air, in highly competitive Washington, D.C. market. Rush disc or tape first letter. WPIK, Alexandria, Virginia.

Experienced announcer. Must be versatile. $70. up. Interview necessary. WVSC, Somerset, Pa.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B.T.

Transmitter engineer with first class license for permanent position at northern Ohio 1 kw. Car necessary. Forty hour week. Box 804W, B.T.

Got a first class ticket? New York state indie with TV future has immediate opening. Security for you. Box 805W, B.T.

Immediate opening for first class operator. WEAV, Plattsburg, N.Y.

Permanent position open for first phone engineer with car. Fulltime ABC affiliate. Give full details, first letter. WGEM, Quincy, Ill.

Engineer - WIKB, Michigan's summer resort territory. Permanent or vacation season. $220.00 per month, 40 hours base. No experience required. Car necessary.

Transmitter engineer. Possibility advancement to TV affiliate. Starting salary $52.50 - 40 hours. Contact Chief Engineer, WKAL, Rome, New York, 4972.

Transmitter engineer, car necessary, permanent for right man. 1000 watt newspaper affiliated ABC network station. Contact George Egli, WKTY, La Crosse, Wisconsin.

Engineer-announcer, $50.00 a week. Congenial small staff, excellent living conditions. WKUL, Cullman, Alabama.

Help Wanted (Cont'd)

Technicians: Station established radio 26 years now operating TV needs first class license technician. Excellent working conditions assured. Technicians with previous TV experience will start at $79.80 for 45 hour week. Slightly less for non-TV experience. Rapid increase to top rate. Merit pay increases. Call collect, Burton, WLBC-TV, Muncie, Indiana.

Transmitter engineer. 200 kw TV, 5 kw AM. Transportation furnished. Union scale. Contact Sherman Egan, WNBF-TV, Binghamton, N.Y.

Immediately - Experienced engineer-250 watter and FM. Chief leaving - need replacement. Will talk. All information first letter. C. Jim Murphy. WRLD, West Point, Georgia.

Production-Programming, Others

Copywriter needed immediately by fastest growing midwest advertising agency. Must have TV and radio background in both copy and production, capable of originating and following through on hard-selling ideas. This is a man-size job with a real future. Send picture, full particulars of background and salary requirements immediately to Box 787W, B.T.

Needed immediately for progressive independent southern city of 25,000, program director, announcer-news director, announcer-sports director, salesman and copysriter. Must be competent, conscientious and willing to assume authority. Excellent future for qualified personnel, preferably southern. References required, permanent positions. Complete data necessary including salary requirements Box 797W, B.T.

Experienced writer, male or female, salary open. Bob Mann, WPNX, Phenix City, Alabama.

Continuity writer-experienced, to write selling copy, radio now, television under construction. Permanent position with good salary and future. WTVH, 410 Fayette St., Peoria, Illinois.

Television

Salesmen

Experienced, record proven television salesmen for WMIN-TV, Minneapolis and St. Paul. This well known AM station plans to start telecasting soon on VHF Channel 11. Tremendous opportunity for topflight producers in nation's 12th largest retail market with television set circulation almost 400,000. Outline experience, performance record, age, domestic status first letter. Reply to WMIN, 611 Frontenac Place, St. Paul W4, Minnesota.

Technical

TV maintenance man for new VHF station - all new equipment - contact Glen Klein, Chief Engineer, KMMT, Austin, Minnesota.

Help Wanted (Cont'd)

Announcers

TV weatherman to double in staff announcing in midwest market. Experienced man desired immediately. Box 810W, B.T.

Situations Wanted

Managerial

General manager--twenty years. Management sales experience. Top references. Interested radio or TV. Box 727W, B.T.

Manager, plenty experienced. You'll make money or I'll resign. Salary plus commission. Box728W, B. T.

Manager-midwest, splendid background production, sales, management. Top references. Box 766W, B. T.

Returning to television after two years government service in Washington. Seeking post as assistant to manager of new television station or as program director. Male, married. Eleven years experience. Available now. Will answer all inquiries, of course. Write Box 770W, B.T.

Don't tolerate break-even operation. Can show profit in 90 days. Twelve years radio. Sober, dependable and aggressive Available now for market under 50,000 south or west. Box 776W, B.T.

General or commercial manager...experience in every phase of radio operation. Highly successful sales record as sales manager of very successful midwest independent. Best references. Box 802W, B.T.

Profits? This experienced manager increases them. Low overhead expert. Consider purchase. Box 1283, Burbank, California.

Salesmen

Alert, aggressive, successful salesman desires return radio. 28, draft free. Box 765W, B.T.

Salesman. Experience other fields. Broadcasting school background. Single, 25, vet WW II. Can announce. Tape, photo. Box 788W, B.T.

Topflight time salesman - employed. Seeks change. Philadelphia or N.Y. area. Box 813-W, B.T.

Announcers

Nighthawk with music-poetry program. Six years experience. Presently employed. Box 777W, B.T.

Sports announcer--play-by-play baseball, football, basketball. One of best. Box 590W, B. T.

Hey, New York, New Jersey, Connecticut, Pennsylvania stations! Announcer, Veteran, four years experience, available immediately. Box 713W, B.T.

Announcer-salesman, good staff man, strong on commercials and news. Family man. Prefer station within radius of 100 miles of Chicago, Ill. Audition, disc. Photo on request Box 721W, B.T.

Situations Wanted (Cont'd)

Announcer, experienced, Army Veteran, college graduate. Strong news, sports, DJ, commercials. Available July 1st. Box 737W, B.T.

Good, deep voice. Radio Announcing school and 20 months experience. Desire announcing position near Minneapolis. Box 748 W, B.T.

5 years, 15 stations. Summer or permanent. Minimum $65.00. Now. Box 767W, B

Experienced announcer. Top news DJ, operate own control board. Prefer eastern stations. Box 769W, B.T.

Announcer DJ, sportscaster. Knows board. Trained in all phases. Experienced in sports. Young, single, college, draft exempt, ambitious too. Prefer eastern U.S. Box 771W, B.T.

Good announcer, no genius. Wants fair deal with assured future. Box 778W, B.T.

I would like to contact manager one of country's better stations, 5 kw up, TV future or straight TV, 3 or more station market. Would fill announcer-opening on sizeable, highly qualified, stable staff demanding ability, several years varied experience, versatility, appearance, complete dependability Would be permanent position offering advancement, increased responsibilities. Presently employed non-TV opportunity, single, settl anywhere, best references. Start $75 minimum 40 hours. Detailed information on request, Box 780W, B.T.

Hillbilly disc work. Announcer. Country singer, guitar, piano. Must play personals. Permanent, progressive only. Tape, details request. Box 782W, B.T.

Staff announcer, program director. Five years commercial radio in two stations. Draft exempt, family, will travel for right opportunity. Minimum salary, $85 to $90 per week Detailed information and tape upon request. Box 783W, B.T.

Rhythm blues jockey. Can deliver. Top market desired. Personal interview. Box 792W, B.T.

Leading newscaster, reporter; now directing news staff; wants large market. Box 807W, B.T.

Morning man, deep voice, ten years, draf free. Top hillbillie, anywhere. Telephone 705W, Morganton, N.C.

Midwest attention, combo 1st phone experienced mature voice available June 1st. Joe Anthony, 1004 New York, Manitowoc, Wis. Tel. 5904.

Summer announcing. Experienced. Mature. Operate board. Minimum $50. Marshall B Berger, 8 Summit Court, Flushing, N.Y.

Announcer, young, experienced, draft exempt, car, no smoke, no drink, single, church member. Jack Lehman, 1432 R Street, N.W., Apt. 33, Washington, D.C. Phone ADams 4-6603

Staff-DJ six years experience. Veteran, 29. Present salary $410. Box 779W, B.T.

Situations Wanted (Cont'd)

Technical

ontrol operator, female, two years in 50 w operation seeks like position in Texas, ew Mexico, Arizona area. References vailable. No ticket. Write Box 772W, B.T

mall station chief would like to secure osition on larger station staff preferble due to TV expansion. AM-FM construction experience. 10 years in radio. an arrange personal interview. Box 775W, B.T.

1st phone, transmitter, studio control room, remotes. No announcing. Box 791W, B.T.

Executive chief engineer for large or multi-station operation. Fully qualified and well known. Available 3 to 6 months. Box 808W, B.T.

Engineer desires join Washington consulting firm. Heavy broadcast experience all phases construction. Some consulting. Box 809W, B.T.

Announcer. First license, excellent voice, strong on commercials, minimum $75.00. Box 272, Monrovia, California

Transmitter experience. First phone ticket, colored, available after two weeks notice. J. Allen, 3922 13th Street N.W., Washington, D.C.

Combo man third phone, DJ, news, commercials, all staff work. John Friday, 61 Park Hill Avenue, Yonkers, N.Y.

Production-Programming, Others

Program director. Experienced all phases station management, production. Excellent background. Box 736W, B.T.

Radio non-specialist. 5 years. Sales, programming, announcing, logs, copy, 1st class ticket, college, veteran, wife. Commission preferred. Box 773W, B.T.

Writer-producer-entertainer-copywriter. Twenty four years in radio. Go anywhere. Box 799W, B.T.

Is selling around your station a drudgery? Mature producer-director with promotional experience has the cure. Also experienced writer and announcer. Presently in east. Box 806W, B.T.

Television

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 793W, B.T.

Technical

SRT-Television grad. Full course camera technique, film. Age 31, family man, desires opportunity anywhere. Future first consideration now. Box 796W, B.T.

First phone - AB, MA Degrees in Theater Arts, 27, desires position in TV production and engineering with advancement opportunities. Limited experience. Excellent references. WWR, 1123A Second Street, Santa Monica, California.

Situations Wanted (Cont'd)

Production-Programming, others

Extremely interested in building active promotion department for active TV station. Top idea man experienced in audience, program and sales promotion plus exploitation and public relations. Can create original sales and merchandising letters, direct mail, presentations and point-of-sale displays that sell! Have successful record with top stations. Presently managing 1000 watt indie. Best references. Veteran, age 31, family. Box 794W, B.T.

For Sale

Stations

Rocky Mountain state: 50% interest in 250 watt. Affiliated. Only $16,000. Box 760W, B.T.

Active partner wanted. Fast growing metropolitan west coast indie. Applicant must be under 45, have successful radio background. 7 to $35,000 will handle. Box 812W, B.T.

Equipment, etc.

RCA BTF-3B transmitter in excellent condition. Many long years of life left due to careful maintenance. Used two years for functional music type operation. New England. $2,900. FOB. Box 591W, B.T.

10 kw RCA FM transmitter complete including tubes - also monitor, two crystals, transmission line and fittings. Box 781W, B.T.

TV mobile unit, GE RA14272, in new condition. Cupboards for storage space for all equipment necessary for remote pickups. Save more than 50%. Write for description. Box 784W, B.T.

FM antenna, four section RCA heavy duty steel pylon, 96-103MC, cheap. Box 735W, B. T.

Remote pickup broadcast, KAAR Engineering type FM-50X. Complete matching transmitter, receiver for 110 volt or can easily be returned to 6 volt operation. Now licensed for 26.47 mc. Practically new, priced right. Box 795W, B.T.

Two brand new RCA jack strips - 33A and 33B both $50. One Allied Recording amplifier with overhead warm feed recording head. Cost $450.00 - sell $125.00. Box 814W, B.T.

One Gates studioette control console model 51CS complete with monitor amplifier $300.00. Contact Miles Shepherd, Chief Engineer, Radio Station KOOL, Adams Hotel, Phoenix, Arizona.

Two RCA MI-4875G combination vertical-lateral pickup kits including heads, arms, and equalizers, instruction book. Excellent condition. The pair $200.00. KREW, Sunnyside, Washington

RMC 3 UL-1D, 1 VL-1D, 2LL-10 reproducer heads, 3 transcription arms - some new, some like new - WVOS, Liberty, N. Y.

For Sale (Cont'd)

Field intensity meter. RCA WX2C. Made by Clarke Inst. Co. New condition. With calibration certificate. Cost $797.80 last year. Reasonable offer accepted. WKBZ, Muskegon, Michigan.

165 ft. Wincharger tower, type 101. Base insulated, galvanized and in good condition. Insulators and A-2 lighting included. Make offer - WMRN, Marion, Ohio.

230' self-supporting insulated tower, two-bay RCA Batwing FM antenna, 230' 1 5/8'' Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

300 foot guyed, insulated Fisher tower complete with lighting. Suitable to support TV or FM antenna. Contact Syndicate Theatres, Inc., Franklin, Ind.

New No.10 bare copper wire and copper strapping for ground systems. J. L. Clark Metals Company, 2108 South Ashland Avenue, Chicago 8, Illinois. Phone Haymarket 1-4533.

Wanted to Buy

Stations

250 or 1000 watt fulltime or daytime, network or independent station in southeast. Down payment and terms. Box 801W, B.T.

Equipment, etc.

Wanted - 5 kw AM transmitter, good condition. Please write, giving all details, use, price, etc. Box 790W, B. T..

250 watt AM transmitter. Specify make and condition. Give price. Chief Engineer, WJOC, Jamestown, New York.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, Cal.

NEED TALENT?

Leading radio and TV stations look to Leland Powers School for well-trained personnel. For years we have supplied competent young men and women trained in radio and TV techniques including programming and production, announcing, acting, make-up, copywriting, script and continuity writing. Graduates recognized throughout the industry for sound, comprehensive training.

Placement service free to employer and graduate. Contact Graduate Relations Department today.

LELAND POWERS
SCHOOL OF RADIO
TELEVISION AND THEATRE
25 Evans Way Boston 15, Mass.

Continued on next page

Help Wanted

Announcers

MIDWEST, 1 kw, independent, fulltime, can pay fair wage to young, steady, dependable man with some local news experience. You must gather, edit, and report on the air nine short (5 or 10 min.) newscasts, containing largely local and vicinity news from established sources. 7 hours per day, six days per week. Send history, salary, Box 803W, B. T.

For Sale

Equipment, etc.

RADIO TOWERS FOR SALE

3 Blaw-Knox 400' standard 'SGN insulated guyed towers - unused - 7' square uniform cross-section. Includes: Base insulator, guy cables with insulators at 84' intervals, inside ladder. For further information inquire

E. J. Love
Station WWJ
The Detroit News
Detroit 31, Michigan

Employment Service

TV CHIEF ENGINEER. Are you looking for an experienced, dependable man who knows the meaning of responsibility, is management-minded and understands the importance of costs? If so, we have several, available on proper notice to present employers. Howard S. Frazier, TV & Radio Management Consultants, 708 Bond Bldg., Washington 5, D. C.

Want a better job in Radio or TV? Then list with us. We have good positions open in all parts of the nation. Write: Southern Radio Productions-Personnel Division, 617 Peters Bldg., Atlanta, Ga.

Miscellaneous

For the best in Complete Erection of Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers are given in parentheses.)

FOR THE RECORD

Co.—CP to change type ant. to Collins 37M-4; move trans. to 3/8 mi. E of Southfield on Nine Mile Rd., Southfield Township, Mich. (BPH-1860).

Remote Control Operation

Following stations have filed for remote control operation of trans.:

KIUL Garden City, Kan., Telegram Pub. Co. (BRC-63); WGAL Maryville, Tenn., Aluminum Cities Bcstg. Co. (BRC-64).

WHMA-FM Anniston, Ala., Anniston Bcstg. Co.—301-A; application for remote control operation (BRCH-26).

License Renewals

Following stations request renewal of

WPCF Panama City, Fla., Bay County Bcstg. Co. (BR-2402); WDAR Savannah, Ga., WDAR Inc. (BR-1318); KRPL Moscow, Ida., Interstate Radio Inc. (BR-1699); KTSW Emporia, Kan., Emporia Bcstg. Co. (BR-993); WRDO Augusta, Me., WRDO Inc. (BR-804); WWIN Baltimore, Md., Belvedere Bcstg. Corp. (BR-2598); WALE Fall River, Mass., Narragansett Bcstg. Co. (BR-2076); KMHL Marshall, Minn., Harry Willard Linder (BR-1346); WOND Pleasantville, N. J., Pioneer Bcstrs. (BR-2543); WEST Easton, Pa., Associated Bcstrs. Inc. (BR-346); WHGB Harrisburg, Pa., Kendrick Bcstg. Co. (BR-1218); KTFY Brownfield, Tex., Terry County Bcstg. Co. (BR-2347); KFLD Floydada, Tex., West Texas Bcstrs. (BR-2608); KXOL Ft. Worth, Tex., Ft. Worth Bcstg. Co. (BR-1576); KGVL Greenville, Tex., Truett Kimzey (BR-1244); KRGV Harlingen, Tex., Taylor Radio & Television Corp. (BR-417); KOCA Kilgore, Tex., Radio Station KOCA Inc. (BR-910); KPAT Pampa, Tex., J. C. Daniels (BR-2601); KITE San Antonio, Tex., Charles W. Balthrope (BR-1766); KTSA San Antonio, Tex., Sunshine Sunshine Bcstg. Co. (BR-416); KSEY Seymour, Tex. William C. Moss (BR-2565); KDWT Stamford, Tex., David W. Ratliff (BR-1698); KTER Terrell, Tex., Terrel Broadcast Corp. (BR-2557); KWTX Waco, Tex. (BR-1266); KWLK Longview, Wash., Twin City Bcstg. Corp. (BR-959); WOTW-FM Nashau, N. H., Nashau Bcstg. Corp. (BRH-166); KONO-FM San Antonio, Tex., Mission Bcstg. Co. (BRH-650); KSUI (FM) Iowa City, Iowa, State U. of Iowa (BRED-8); KSLH (FM) St. Louis, Mo., Board of Education of City of St. Louis (BRED-57); WHPS (FM) High Point, N. C., Board of School Commissioners of City of High Point (BRED-37).

License for CP

WMOU-FM Berlin, N. H., White Mountains Bcstg. Co.—License for CP (BPH-1747) which authorized new FM (BLH-893).

APPLICATIONS RETURNED

License for CP

KJEF Jennings, LW., Jennings Bcstg. Co.—License for CP (BMP-5313), as mod., which authorized change in hours of operation and installation of DA-N (BL-4991).

Transfer of Control

WLEA Hornell, N. Y., Hornell Bcstg. Corp.—Voluntary transfer of control of licensee corporation from Maxwell McCarthy, Thomas F. Kinney and Kenneth Beckerman through sale of 60% of stock to Charles D. Henderson.

WBCO Bessemer, Ala., The Bessemer Bcstg. Co.—Voluntary retirement to treasury of 30 shares of stock by O. S. Burke.

May 26 Decisions
BY BROADCAST BUREAU
Granted License

WSMT Sparta, Tenn., Sparta Bcstg Co. Granted license for new AM; 1050 kc, 1 kw-D (BL-4981).

KVOU Uvalde, Tex., Uvalde Bcstrs. Granted license covering change in frequency to 1400 kc (BL-4994).

WBIG Greensboro, N. C., North Carolina Bcstg. Co. - Granted license covering installation of auxiliary trans. to be operated on 1470 kc, 5 kw (BL-4982).

WNLA Indianola, Miss., Central Delta Bcstg. Co.-Granted license for new AM; 1380 kc, 500 w-D (BL-4996).

WPCT Putnam, Conn., The Israel Putnam Bcstg. Co.-Granted license for new AM; 1350 kc, 500 w-D (BL-4980).

KBGC (FM) Shawnee, Okla., Oklahoma Baptist U. - Granted license for noncommercial FM; Ch. 210, 10 w (BLED-135).

WSKS (FM) Wabash, Ind., School City of Wabash-Granted license for noncommercial FM; Ch. 217, 10 w (BLED/136).

KPLN Camden, Ark., D. R. James Jr. Granted license for new AM; 1370 kc, 1 kw-D (BL-4782).

WJFR Caguas, P. R., Jorma - Fer Radio Corp. - Granted license for new AM; 1240 kc, 250 w unl. (BL-4984).

WBAC Cleveland, Tenn., Robert W. Rounsaville-Granted license covering changes in trans. location and changes in ant. system (BL-4995).

KFOR Lincoln, Neb., Cornbelt Bcstg. Corp.-Granted license covering installation of new trans. (coordinates corrected) (BL-4983).

WOW Omaha, Neb., Meredith WOW Inc. Granted license covering installation of new trans. as auxiliary trans. at present location of main trans. to be operated on 590 kc, 1 kw (BL-4987).

WABC-FM New York, American Bcstg. Paramount Theatres Inc.-Granted license for FM; Ch. 238, 1.5 kw, 1270 ft. ant. (BLH-846).

Modification of CP

KSCY Searcy, Ark., Mrs. Edith Wood Sweezy-Granted mod. CP for approval of ant., trans. and studio locations; condition (BMP-6149).

KGRO Malvern, Ark., Malvern Bcstg. Co.-Granted mod. CP for approval of ant. trans. and main studio locations; condition (BMP-6088).

KOKO Warrensburg, Miss., Clinton Bcstg. Co.-Granted mod. CP for approval of ant., trans. and studio locations; condition (BMP-6145).

WCIA Champaign, Ill., Midwest Television Inc.-Granted mod. CP to change trans. location and make slight ant. and other equipment changes (BMPCT-1109).

KJRG Newton, Kan., George Basil Anderson-Granted mod. CP to change type trans. (BMP-6211).

KWIL Albany, Ore., Central Willamette Bcstg. Co.-Granted mod. CP to change trans. type; conditions (BMP-6198).

WEDK Springfield, Mass., School Com-

mittee of Springfield, Mass.-Granted mod. CP to change trans. type (BMPED-263).

Granted CP

KDB Santa Barbara, Calif., Lincoln Dellar-Granted CP to install new trans. (BP-8842).

KCJB Minot, N. D., North Dakota Bcstg. Co.-Granted CP to make changes in DA to accommodate TV ant.; condition (BP-8647).

KFUO Clayton, Mo., The Lutheran Church - Missouri Synod - Granted CP to mount TV ant. on new AM ant.; condition (BP-8592).

WNEB Worcester, Mass., New England Bcstg. Co.-Granted CP to install old main trans. as auxiliary trans. at present location of main trans., to be operated on 1230 kc, 250 w (BP-8849).

WKIC Hazard, Ky., BMG Bcstg. Corp. Granted CP to make changes in ant. system (BP-8848).

WBEX Chillicothe, Ohio, Shawnee Bcstg. Co.-Granted CP to make changes in ant. system (BP-8834).

Remote Control Operation

Following granted authority to operate trans. by remote control:

WHMA - FM Anniston, Ala., Anniston Bcstg. Co. (BRCH-26); WHAV Haverhill Mass., Haverhill Gazette Co. (BRC-58); WHMA Anniston, Ala., Anniston Bcstg. Co. (BRC-59); WMBS Uniontown, Pa., Fayette Bcstg. Corp. (BRC-60); WCHI East Liverpool, Ohio, East Liverpool Bcstg. Co. (BRC-62); WHOD Homestead, Pa., Steel City Bcstg. Corp. (BRC-56); WJBF Augusta, Ga., Georgia - Carolina Bcstg. Corp. (BRC-57).

Extension of Completion Dates

Following granted mod CPs for extension of completion dates:

WSAY Rochester, N. Y. to 12-1-53 (BMP-6199), condition; WBRY Waterbury, Conn. to 7-1-53, (BMP-6202), condition; WCOW New Bern, N. C., to 8-6-53 (BMP-6205); WROV-FM Roanoke, Va., to 6-1-53 (BMPH-4824); WBRC-TV Birmingham, Ala., to 12-17-53 (BMPCT-1099); KFEQ-TV St. Joseph, Mo., to 8-15-53(BMPCT-1132); KCBD-TV Lubbock, Tex., to 12-8-53 (BMPCT-1117); WKAR-TV East Lansing, Mich., to 12-15-53 (BMPCT-1107); WSTK Woodstock, Vt., to 9-18-53 (BMP-6207); WTMJ-TV Milwaukee, Wis., to 8-11-53 (BMPCT-1127); WOI-TV Ames, Iowa, to 7-11-53 (BMPCT-1130).

Granted Authority

KBOR Brownsville, Tex., Brownsville Bcstg. Co. - Granted authority to transmit weather report to XELD-TV Matamoros, Mex., for period of six months.

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

ADDENDA
For the
New Grantees' Commencement Target Dates
B. T, May 25, 1953;
pp. 104 105

KGBS-TV Harlingen, Tex. (Ch. 4), granted 5/21/53, target date unknown, network and representative unknown.

KCOK-TV Tulare, Calif. (Ch. 27), granted 4/1/53, target date Sept.'53, Dumont network, Forjoe & Co. representative.

DELETE: KMID-TV Midland, Tex. (Ch. 2), granted 2/11/53. CP returned to FCC (B-T, May 11).

UPCOMING EVENTS

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting Rice Hotel, Houston.

June 8: National Community Television Assn., convention, Park Sheraton Hotel New York.

June 9-10: All-Advertising-Trades exposition sponsored by Advertising Trades Institute, Hotel Biltmore, N.Y.

June 17-18: Maryland Bcstrs. Assn., meets in Ocean City.

June 21-27: National Assn. of Educational Broadcaster, Educational TV Seminar, U. of Wisconsin, Madison.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 12-14: Alpha Delta Sigma, national convention, Sheraton Beach Hotel, Daytona Beach, Florida.

June 14-17: Advertising Federation of America, 49th Annual Convention, Hotel Statler, Cleveland.

June 15-18: RTMA convention, Chicago.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 20-21: Catholic Broadcasters Assn. convention, Roosevelt Hotel, Hollywood

June 21-25: Advertising Assn. of the West, Fairmont Hotel, San Francisco.

June 25-26-27: Annual meeting of Florida Assn. of Bcstrs., Miami Beach.

June 29-July 11: TV workshop, Pasadena, Playhouse.

Aug 3-12: Summer TV Workshop, Michigan State College, Lansing.

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

SPECIAL LISTING

(Program and sales conferences, co-sponsored by BAB and BMI.

June 1-2: Savery, Des Moines, Iowa; Seneca, Rochester, N.Y.

June 3-4: Blackstone, Omaha, Neb.; Bellevue-Stratford, Philadelphia.

June 5-6: Lassen, Wichita, Kan.; Emerson, Baltimore.

June 8-9: Skirvin, Oklahoma City; William Penn, Pittsburgh.

June 10-11: Rice, Houston; Fort Shelby, Detroit.

June 12-13: Roosevelt, New Orleans; Deshler-Wallick, Columbus.

June 15-16: Texas, Fort Worth; WIRE Studios, Indianapolis.

June 16-17: Alvarado, Albuquerque, N. M.

June 17-18: Westward Ho, Phoenix, Ariz. Seelbach, Louisville.

June 19-20: Beverly Wilshire, Los Angeles: Andrew Jackson, Nashville.

June 22-23: Clift, San Francisco; Marion, Little Rock, Arkansas.

June 24-25: Multnomah, Portland, Ore.; Heidelberg, Jackson, Miss.

June 26-27: Olympic, Seattle; Empress, Miami Beach, Fla.

June 29-30: Boise, Boise, Idaho; Thomas Jefferson, Birmingham.

June 20-July 1: Utah, Salt Lake City; Ansley, Atlanta.

July 1-2: U. of Denver, Denver; Wade Hampton, Columbia, S. C.

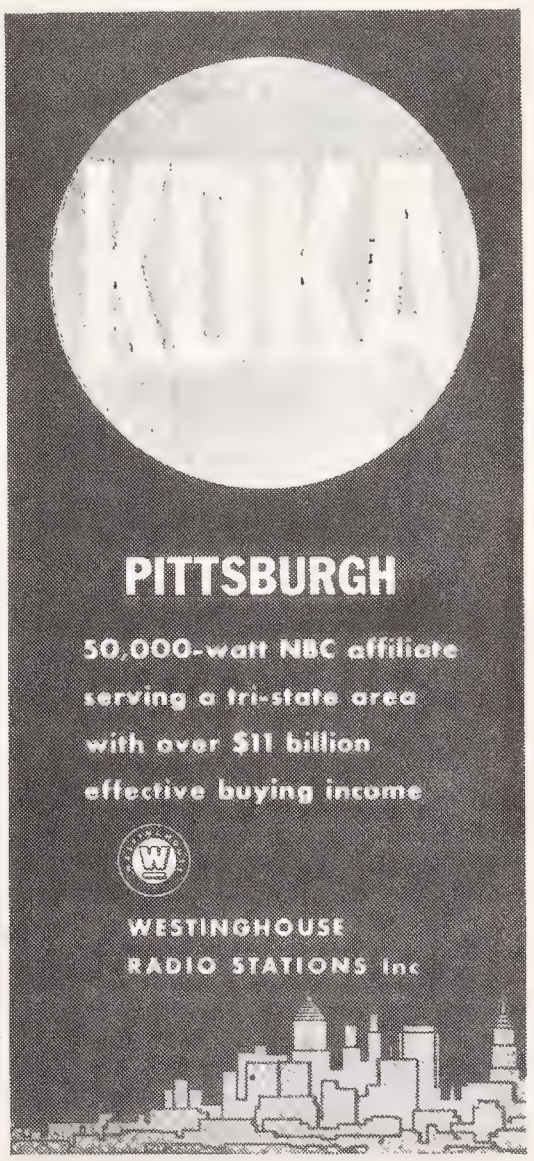
July 6-7: NNorthern, Billings, Montana

July 7-8: Selwyn, Charlotte, N.C.

July 8-9: KFYR studios, Bismarck, N. D.

July 9-10: Roanoke, Roanoke, Va.; Radisson, Minneapolis

July 10-11: Daniel Boone, Charleston, West Virginia.



Short Memories

IT SEEMS just the other day that the politicians were applauding the job the broadcast media had done in the "biggest election in history". They said radio and television had consigned the political conventions to oblivion. GOP called it "victory through air-power". And a personable but obscure young governor named Stevenson became a potent Democratic leader because of a persuasive television presence. Broadcasters won acclaim because radio and TV got out the vote.

The focal points of this political activity were in the radio-TV branches of the two national committees. They spent—for national campaign coverage alone—more than $3.2 million. The victorious GOP spent $2 million and the Democrats $1.2 million. This aside from state committee and volunteer group time purchases.

It seems ludicrous but today neither national committee has a full-time radio-TV director. The public relations directors are running the broadcast operations as bob-tail appendages. It so happens that each public relations head is a newspaperman. Some of the radio and TV reporters covering politics in Washington wonder whether this isn't another instance of the die-hard newspaper people selling the broadcast media short.

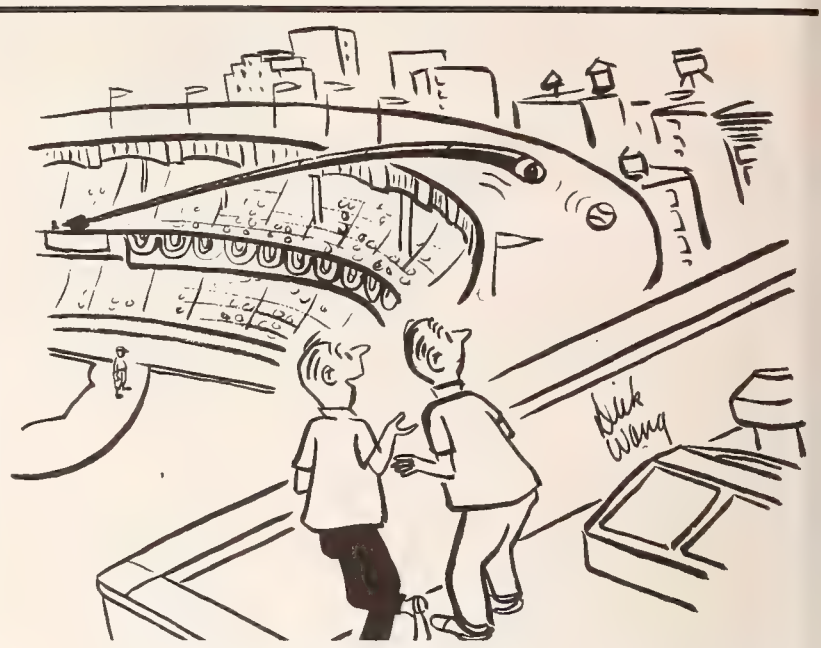
Last December, Ken Fry, who had run the Democratic Committee radio-TV operations, announced his resignation. There was an economy drive on. Chairman Mitchell wanted to cut to the bare bone. Clayton Fritchey, a former New Orleans editor and former civilian public relations head of the Defense Dept., assumed the committee's radio-TV duties. There has been practically no activity since.

Three weeks ago, Ed Ingle, who had directed the broadcast destinies of the GOP for nine years, didn't relish the climate about the GOP committee. He resigned. Bob Humphreys, an able newspaperman, absorbed the policy functions of Mr. Ingle's office.

Next upcoming are the Congressional elections. The national committees are devoid of expert broadcast direction. There has been no advance work or planning.

Sure, radio and television swept the elections in 1952. They brought forth the "greatest single expression of public opinion in the nation's history", said Thomas D'Arcy Brophy, chairman of Kenyon & Eckhardt, and president of the American Heritage Foundation. President Eisenhower must know this because he is using radio and television to carry his cause to the people.

But the professional politicians who run the political committees evidently weren't tuned in. Or how would you explain it?



"That's the super Zoomar. Follows the ball right out of the park."

It Shouldn't Happen to a....

IT HAS not been our habit to give aid and comfort to newspapers in their advertising rivalry with radio and television, but we would be unpardonably mean indeed if we failed to warn them against some advice recently published in their own trade paper.

Editor & Publisher carried an interview with Arthur Porter, vice president in charge of media for Leo Burnett Co., advocating that newspapers adopt an audience rating system. However their customers may clamor for such information, our advice to the newspapers is to go to any extremes to avoid acceding to the demand. The audience rating, misused as a measurement of advertising effectiveness of radio and television, has been the newspapers' greatest ally.

Though its inventors never intended it to be anything but an index of program popularity, the radio-TV rating has all too often been interpreted to indicate audience size. Used in that way and compared to the total circulation figures that newspapers base their sales talks on, the rating has unmercifully short-changed broadcasting.

The gentlemen of the press would be ill-advised to stop talking in the nice, round figures of ABC circulation statements and begin explaining what percentage of a happenstance number of people interviewed were reading what part of what column of what page of the *Daily Bugle* at 6:47 p.m. That path would lead but to the grave.

Perhaps this advice is not entirely necessary. To judge by a special 64-page advertisement booming newspapers in the May 25 issue of *Advertising Age*, it does not seem that newspapers—or at least the 78 that cooperated in placing the ad—are bent on suicide.

The special 64-page section featured testimonials by 111 retailers who told of their success in using newspapers. There are plenty of other retailers with similar stories to tell about radio and television. We hope these radio-TV stories will be told as emphatically as the newspaper testimonials were presented. An interesting aspect in the 64-page newspaper ad was that more than 90% of the participating papers are associated with radio and/or television properties or applications. There would seem to be an obvious suggestion here for top management of these same properties to underwrite as effective a campaign on behalf of their radio-TV interests.

Hook, Line & Bait

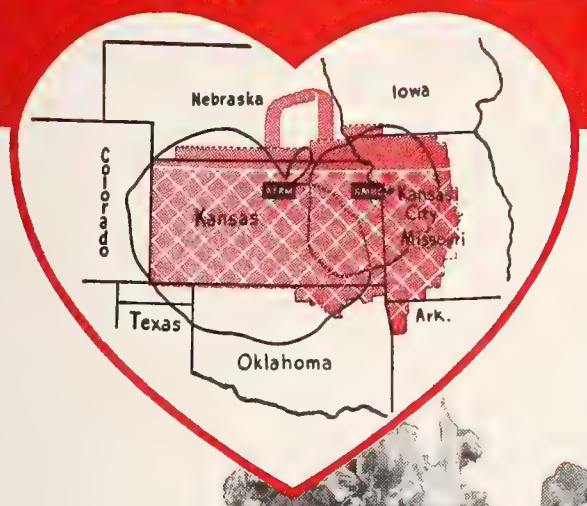
IN OUR April 27 issue we editorialized about the wave of commercial excesses that seemed to be plaguing radio and television along with other media. We had not realized how extensively habits of malpractice had spread until we began receiving comments from Better Business Bureaus all over the nation.

Some of them were published last week in our "Open Mike" department. It is plain from reading these letters that one of the objectionable techniques we mentioned—"bait" advertising which lures customers into stores on the promise of bargains that turn out to be shoddy—has become a national problem. As several Better Business Bureaus have advised us, "bait" advertising is being carried by only a minority, a small minority, of stations, but they are scattered throughout the country and the effects of their objectionable work are nationwide.

Both the radio and television codes of the NARTB state that stations should be vigilant to avoid carrying advertising that makes invalid claims. These codes are being flagrantly violated. It is to the advantage of the ethical operators, who far outnumber their more primitive colleagues, that these violations should cease.

As long as stations continue to broadcast advertising that can be regarded as fraudulent, the codes are a joke. If the codes are to remain on the books and if high-minded operators are to take them seriously, adjustments must be made in the behavior of the offending minority.

Every Year
THE "MARKET BASKET" Gets BIGGER AND BIGGER











The lines that define the boundaries of the great Kansas City Primary Trade Area remain the same year after year. And of course there's never any change in the half-millivolt contour of The KMBC-KFRM Team.

But, the "Market Basket" Gets Bigger Every Year!

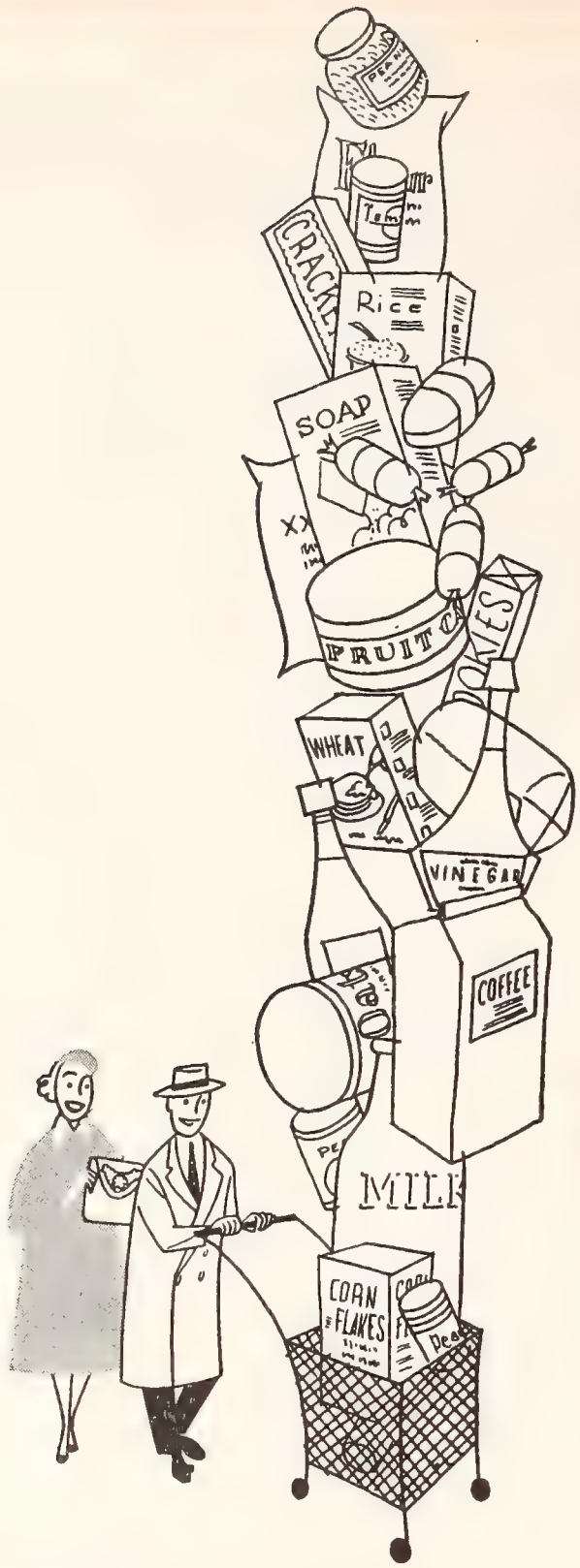
KMBC-KFRM advertisers reap the major portion of the benefit of these hundreds of millions of dollars in increases each year. Because in rural, urban and metropolitan sections of the Kansas City Primary Trade Area alike, KMBC-KFRM sales messages are heard by more of the people, more of the time. The 1953 "Market Basket" is taking on new proportions, and The KMBC-KFRM Team is delivering its advertisers a pleasant share of 1953 Heart of America spending.

Write, wire or phone KMBC-KFRM, Kansas City, or your nearest Free & Peters Colonel at once. Arrange for your share of the Kansas City "Market Basket" 1953!



the **KMBC·KFRM** Team

CBS RADIO FOR THE HEART OF AMERICA



almost 10% of the nation's food sales takes place in WJR's primary coverage area!

WJR MARKET DATA

		% of total U.S. market
Population	12,601,300	8.3
Radio Homes	3,785,540	8.6
Farm Radio Homes	328,990	5.9
FOOD SALES	$ 3,266,766,000	9.4
Retail Sales	$13,613,431,000	9.3
Drug Sales	$ 464,447,000	10.3
Filling Station Sales	$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2

The tremendous volume of food sales in WJR's primary coverage area speaks for itself—almost 10 per cent of the national total! Here is an area vital to your national food sales—and an area which WJR covers like no other single sales force. Get your share of food sales in this area economically by using *one influential sales voice.* Use WJR, the Great Voice of the Great Lakes.

For further information call WJR or your Christal representative today!

WJR

the great voice of the great lakes



ALMOST 10 PER CENT OF ALL OF THE NATION'S SALES TAKE PLACE IN WJR'S PRIMARY COVERAGE AREA.

WJR, Detroit,
The Goodwill Station
CBS Radio Network
50,000 watts Clear Channel



WJR, Fisher Building, Detroit 2, Michigan
WJR Eastern Office: 665 Fifth Avenue, New York 22
Represented Nationally by the Henry I. Christal Company
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.

Radio—America's Greatest Advertising Medium

JUNE 8, 1953

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

ashington's printers' ike continued as this is- started to press. Again magazine is printed set. While most of the dy type was set by Lino- e some of the headlines Varitype. Full edi- al coverage of the k's news is provided as al. The strike was set- last Wednesday night. xt week's issue will be duced under normal ditions. Thanks to all you for bearing with us.

22ND year

WHY?

Bab-o • Chase & Sanborn • Dyanshine • Falstaff
Feenamint • Chooz • Good Luck • Kaiser-Frazer
Hill Bros. Coffee • Household Finance • Old Spice
Ladies Home Journal • Saturday Evening Post • Life • Loew's M.G.M. • Morton House Foods
Bell Telephone Company • Oxydol • Pan-American Coffee Bureau • Prell Shampoo • Jello
Purex • Trend • HyPower Chili • Shinola • Sunkist Oranges • Paramount Theatre • Nash
Swansdown Cake Mix • Union Pacific Railroad • Bryant Gas • Packard • De Soto • R.K.O.
Decca Records • Philco • Mayflower Van • Dodge • Westinghouse Laundermat • Nutrena
Nucoa Margerine • Allied Van • Cheer Detergent • Ajax Cleanser • Lipton Tea • Plymouth
Chesterfield • Chlorodent • Clorets • Silver Star • Flavor-Kist • Brach Candies • Zerone
D-Con • Dentyne • Electrolux
Crosley TV
Rinso • Snow Crop
Motorola TV
Buick • Chrysler
Shadow Wave
Pontiac • Kirby
Blue Star Blades
Amana Freezers
General Electric TV
Goodyear Tires
I-GO Van • Breeze
Budweiser Beer
Dusorb • RCA Victor
Hill's Dog Food • Armstrong Tires • Whirlpool Washers • Crosley Refrigerators • CBS-TV
Columbia Records • Singer Sewing Machines • Skinner's Raisen Bran • Perfex • Musterole
Airmaid Hosiery • Firestone Stores • Foreman & Clark • Safeway Stores • Post's Cornfetti
Duncan Hines Cake Mix • Capitol Records • Groves Bromo Quinine • Frostee • Chevrolet
Lipton Soup • Oldsmobile
Mission Orange • Hudson
Royal Pudding • Sew Gem

Kowh
OMAHA

RESULTS!



CONTINENTAL BAKING COMPANY

DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

WMBG
WCOD
WTVR



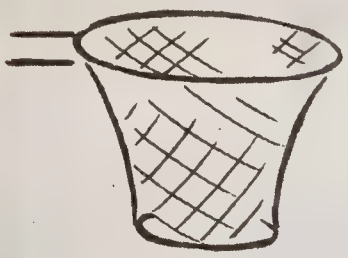
FIRST STATIONS OF VIRGINIA

From New York to California and from Minnesota to Louisiana the great modern bakeries of the Continental Baking Company each day turns out millions of loaves of Wonder Bread and Hostess Cup Cakes. The combination of skilled bakers and quality ingredients has resulted in leadership for Continental Baking Company—its two fine products are favorites in far more American homes than any other brand of bread or cup cakes.

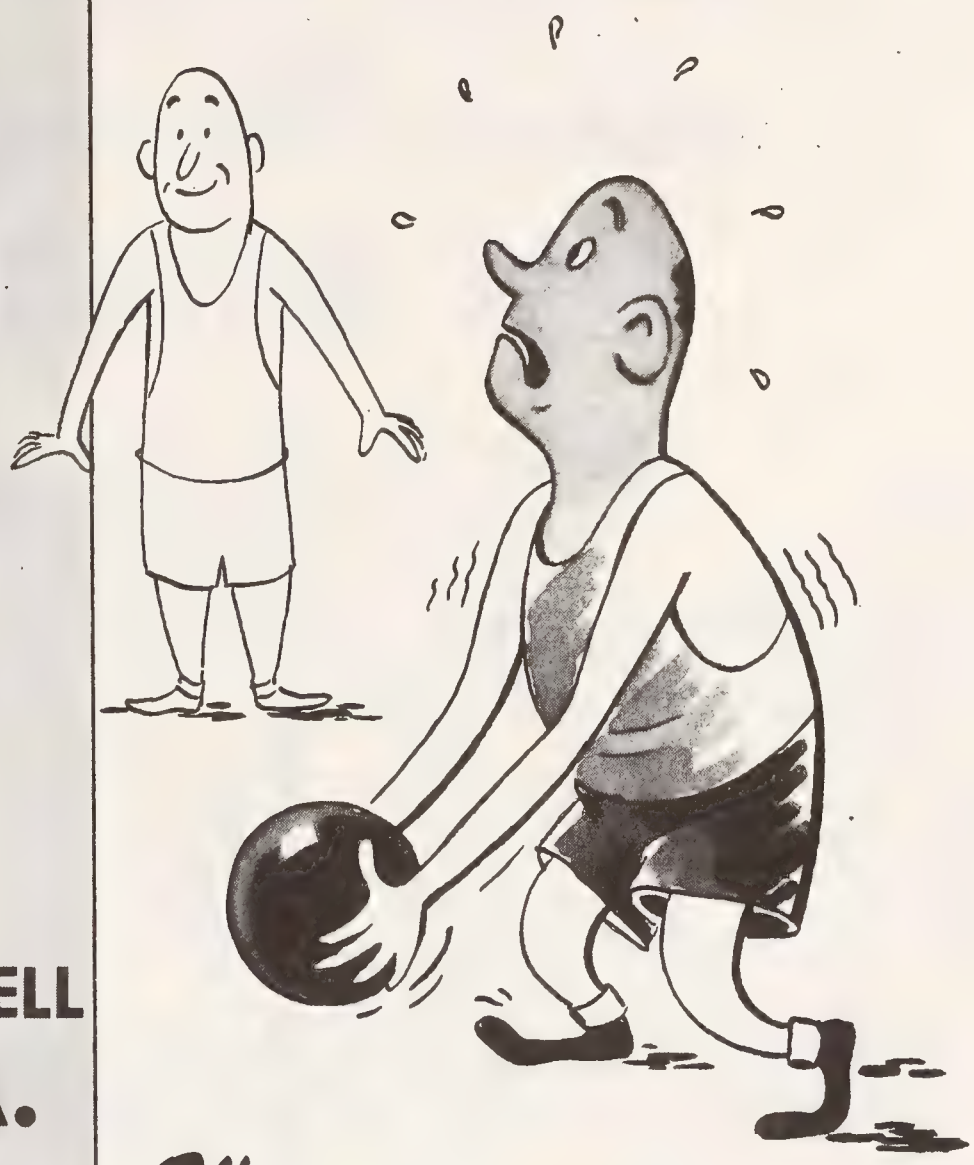
Skill and experience have brought leadership to another fine firm—the Havens & Martin, Inc. Stations. Virginians in the rich markets around Richmond have long proven their favoritism for WTVR, WMBG and WCOD—they're a loyal audience and they're a responsive audience. What more could an advertiser ask?

WMBG AM **WCOD** FM **WTVR** TV

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.



You can't play basketball with a cannon ball . . . .



. . . NOR CAN YOU SELL ERIE, PA. WITHOUT WICU TV CHANNEL 12

WHO ever heard of a cannon ball being substituted for a basketball —Foolish eh? Same as trying to sell Erie, one of the nation's top test markets, without WICU-TV! Some 200,000 TV sets in this rich area watch Channel 12 only. WICU-TV carries all four networks.

SERVED AND SOLD by EDWARD LAMB ENTERPRISES

ERIE, PA.—WICU-TV
Headley-Reed Co

ERIE, PA.—WIKK AM
H-R Co.

ERIE, PA.—THE ERIE DISPATCH
Reynolds-Fitzgerald, Inc

MASSILLON, OHIO—WMAC-TV
Now under construction

TOLEDO, OHIO—WTOD AM
Headley-Reed Co

ORLANDO, FLA.—WHOO AM-FM
Avery-Knodel, Inc.



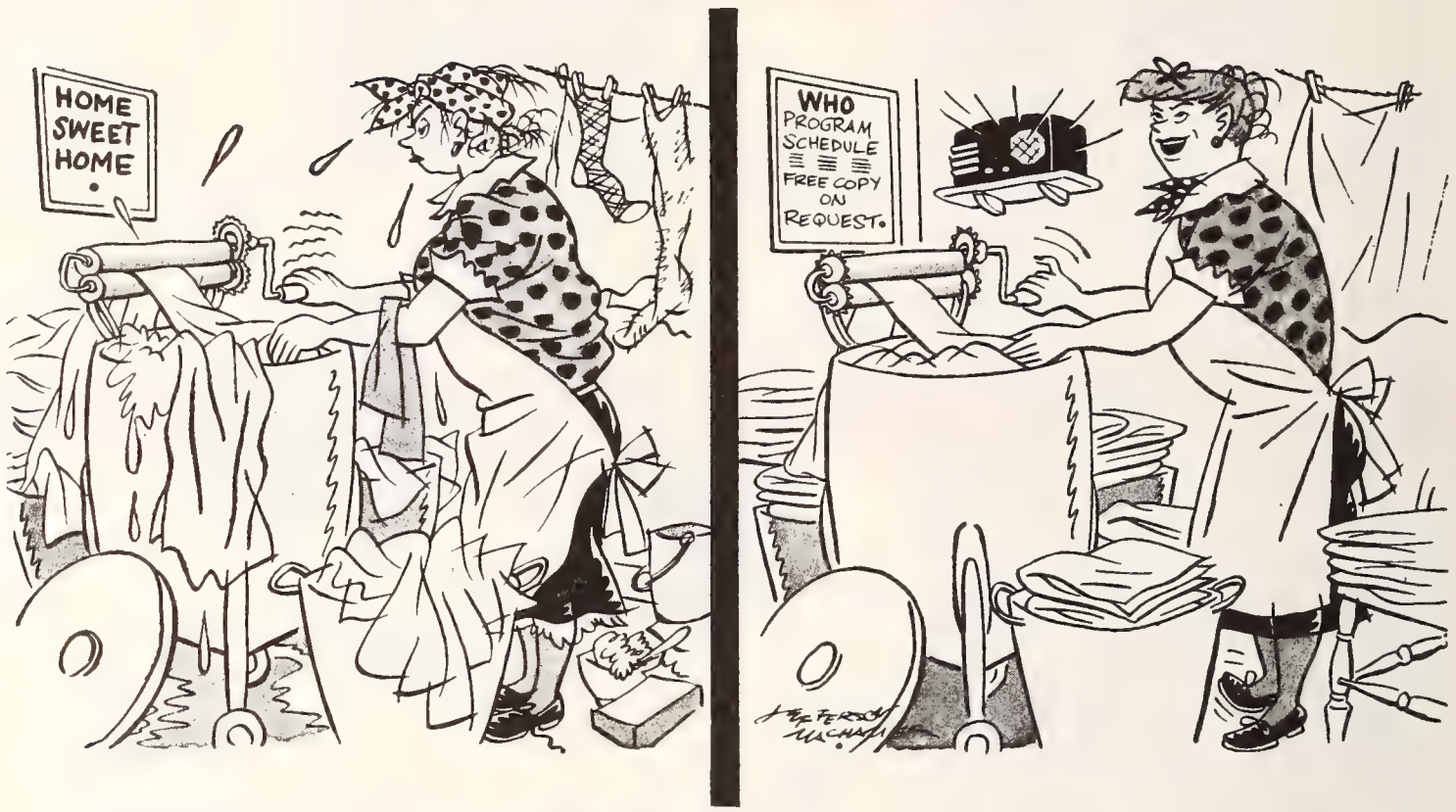
* RADIO
* TV
* NEWSPAPER

EDWARD LAMB Enterprises INC.

Home Office, 500 Security Bldg., Toledo, Ohio

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

IOWA PEOPLE
Work-Play-Live
BY RADIO!



Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!

Gag-writers' humor to the contrary, we all know that the American housewife is a very hard-working individual. Much as she might like it, there's relatively little time for "chaise longues, bonbons and novels" (or for television, magazines and newspapers). What a *plus* this is for advertisers who use *radio!*

The 1952 Iowa Radio-Television Audience Survey shows that Iowa women use radio 44.6% of all the weekday time they are "at home and awake". 48.8% of this time they are also "working in the home"—cooking, washing dishes, etc., etc. They average 5.75 hours per day listening, as compared with 1.56 hours watching TV, thirty-four minutes reading newspapers, and twenty-three minutes reading magazines!

WHO is the favorite radio station in Iowa — is "heard regularly" by 68.5% of all Iowa families, as compared with 31.9% for Station "B".

Write for your copy of the Survey, today. It's one of the industry's most highly-respected audience analyses. You will find it *intensely* interesting.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

closed circuit

MILLION DOLLAR radio-TV program for CIO, recommended by its Public Relations Committee, last week was approved by union's board. Understood to involve news-commentary format, it would feature daily radio newscast, plus TV show. Plan was evolved in collaboration with Henry J. Kaufman & Associates, Washington advertising agency, and Wyatt & Scheubel, New York radio-TV agency specialists.

★ ★ ★

WHENEVER FCC is ready to name its new secretary, T. J. Slowie, Democratic incumbent in that office since April 1937, will step out. That much has been conveyed to Chairman Rosel H. Hyde. Still no decision on successor but front runner is Col. William B. Campbell, veteran communications executive now on active duty with Signal Corps.

★ ★ ★

FIRST GLIMPSE of what color TV equipment they will need for color-casting will be afforded TV station operators and CP holders by list now being prepared by engineering products division of RCA Victor. Expectation is it will be mailed this week. Although prices may be omitted for present best guess is average station must spend around $15,000 [B•T, June 1].

★ ★ ★

PROJECTED Radio and TV Rating Methods Study of Advertising Research Foundation may be called off unless $10,000 contribution is forthcoming from telecasters. NARTB TV Board twice has deferred action on pitch for contribution made by Ed Kobak, ARF president and also member of NARTB Radio Board. BAB has pledged $15,000 contingent upon TV contribution of $10,000, with balance of cost from ARF.

★ ★ ★

PORTENTS of another broadside against FCC by Wisconsin's militant Sen. McCarthy seen as result of Commission action last week granting Bartell Broadcasters (WOKY) vhf Ch. 19 in Milwaukee. Previously, same group comprising Beznor brothers, had been granted Ch. 33 in Madison. They're on McCarthy's list and his staff investigators already have been on job.

★ ★ ★

THERE'S a fuss in some Capitol Hill quarters over letters received from few broadcasters who reportedly disagree with NARTB's statement against Sen. Johnson's baseball bill. Letters, said to favor such legislation, will be released soon along with baseball hearing record.

★ ★ ★

VIVID example of how new FCC TV expediting procedure works given in grants last week to KCMO Kansas City (Ch. 5) and Capper's WIBW Topeka (Ch. 13). Both were slated for hearing because of competing application of KCKN Kansas City, Kan. for Ch. 5 and KJAY Topeka for Ch. 13. KJAY got off WIBW's back through reimbursement of out-of-pocket expenses to owner S. H. Patterson, Thereafter Capper's KCKN dismissed its application for Ch. 5. That paved way for quick action, which came without advance notice.

★ ★ ★

TO ANSWER ad placed by CBS-TV claiming seven-way leadership, NBC has prepared six-page bulletin of "facts vs. fancies" slated for affiliates this week. It accuses CBS-TV of "violation of one of the basic principles of responsible media advertising" for not showing source of six of ad's seven claims; contends NBC actually is ahead on five of seven points; says of other two that CBS-TV's claim of more sponsored time will be met by NBC-TV expansion of daytime schedule, and that while CBS-TV's April gross billings exceeded NBC-TV's, this lead was by only 3.2% and "we have every reason to believe that NBC will be in the No. 1 spot in gross billings in May and again in June."

★ ★ ★

WHILE fall plans have not been revealed, Greyhound Bus Lines will spend at least $900,000 on television this year—sharp increase since 1951 when it siphoned $250,000 into spot. Greyhound also has been one of multiple sponsors of CBS-TV's *Omnibus*.

★ ★ ★

TO GET fresh approach, Commission's newest member, John C. Doerfer, has been assigned by Chairman Rosel H. Hyde to appraise Commission procedures. Among projects Mr. Doerfer is studying is one whereby city priorities in TV would be calculated on mathematical formula, taking into account existing service, fringe service from outside stations, population and similar weighted factors.

★ ★ ★

LEADING contender for manager of engineering, NARTB, to succeed Neal McNaughten, is A. Prose Walker, veteran FCC engineer, now assigned to Stewart Air Force Base, Newburgh, N. Y. in charge of area Conelrad project. Mr. McNaughten left June 1 to join RCA as administrative head of broadcast market planning section of Engineering Products Dept.

★ ★ ★

FULL FCC met with 11 of 12 hearing examiners in off-record session 10 days ago to prod them on speed-up drive in TV. They were told to cut-to-bone on testimony and on their initial decisions. Theme was to "get tough" with lawyers and witnesses who persist in padding records with unnecessary and inconsequential stuff.

★ ★ ★

NAME of Samuel Rosenbaum, trustee of AFM Music Fund and former president of WFIL Philadelphia, cropped up at Vitapix Corp. board meeting last week. Evidently, top Vitapix officers have conferred informally with him relative to firm's cooperative TV station owner plan.

IN THIS ISSUE

LEAD STORY

In its first direct action against an alleged "strike" TV application, FCC asks Arkansas TV Co. to justify its application for vhf Ch. 7 at Pine Bluff, after investigating claims the firm seeks to delay advent of TV there. Piedmont Radio Co.'s bid for uhf Ch. 17 at Spartanburg, S. C., comes under second FCC investigation. *Page 35.*

ADVERTISERS & AGENCIES

As network TV station clearances become an ever-growing problem, more advertisers are turning to regional and spot film shows. Six advertisers reveal regional film plans during week. *Page 36.*

FILM

Vitapix Corp. breezes ahead with plans to syndicate film to owning stations in 40 markets with an exploratory meeting in Chicago at which three more directors are elected, an executive committee named to make policy and a vice president added. *Page 38.*

GOVERNMENT

FCC's new hurry-up policy in making TV channel grants to sole surviving applicants slides into high gear as eight grants are made during week, six to applicants whose competitors have withdrawn. Highlight is second vhf grant in Kansas City, to KCMO. *Page 43.*

In a TV version of FDR's radio fireside chats, President Eisenhower reports informally to the nation on 22 weeks of GOP rule. Flanked by four Cabinet members and backed by agency staging know-how, the President employs a simulcast to reach 50 million TV viewers and a large radio audience. *Page 44.*

STATIONS

Edward Petry & Co., national representatives, buys 22% of KFMB-AM-TV San Diego for $633,000. *Page 47.* Gordon Broadcasting Co. buys WSAI-AM-FM Cincinnati from Storer Broadcasting Co. for $203,000, plus quick assets. *Page 50.*

Five more TV stations go on the air to bring total post-freeze starters to 70. *Page 48.*

NETWORKS

Although solid old radio still outdistances newcomer TV, the television age's first British Coronation sees NBC-TV and CBS-TV sprinting for "firsts" in getting BBC films of the event to the U. S. While the favorites jockey for position, darkhorse ABC-TV makes it a dead heat by taking a "feed" from CBC in Montreal. *Page 56.*

ABC, in Chicago and New York shifts, moves John H. Mitchell from WBKB (TV) to ABC vice presidency at WABC-TV as Paul Mowrey resigns from the latter and John Norton Jr. quits ABC's Central Div. James Stirton, Don Roberts and Sterling Quinlan move up. *Page 60.*

UPCOMING

June 8: National Community Television Assn. Convention, Park Sheraton Hotel, New York.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 14-17: Advertising Federation of America Convention, Hotel Statler, Cleveland.

June 15-18: RTMA Convention, Chicago.



Like pork goes with beans

That's the way successful advertising goes with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

at deadline

Excess Profits Tax Relief To Be Urged at Hearing

COMPLAINT of TV stations covering inequities in Revenue Bureau rules applying to excess profits tax relief legislation enacted last year will be made Friday by special NARTB tax committee spokesmen at hearing before House Ways & Means Committee. Rep. Daniel A. Reed (R-N. Y.) is committee chairman.

Part of new regulations announced Thursday with more to come. Lovell Parker, legislative consultant to NARTB committee, to appear before Ways & Means group, which is conducting inquiry into excess profits tax.

NARTB's tax group met Thursday to consider problem, members feeling new regulations do not carry out intent of relief legislation. Among those attending meeting were Dwight W. Martin, General Teleradio, chairman; Mr. Parker; Earl S. Gammons, Merle Jones, Kenneth Hoehn, A. S. Padgett, CBS; Rudolph Peterson, CBS and General Electric Co.; John H. Poole, Storer Broadcasting Co.; George Wheeler, NBC; Vernon Wilkinson and Harry J. Wright, ABC; Peter King, WTMJ-TV Milwaukee; Thad H. Brown Jr., NARTB.

Meanwhile some major advertising agencies are working to be included under television broadcasters' provision of 1951 Revenue Act. They claim they spent substantial amounts working up TV programs during 1946-'49 base year and should be given relief to better their EPT base credit. Topic came up at meeting two weeks ago of Joint Senate-House Tax Committee at a closed session.

Radio-TV Habits on Farm Shown in Meredith Study

SURVEY of its 300-farm family consumer panel by *Successful Farming* (Meredith Pub. Co.) shows: No more than 14.8% are TV viewers in any one quarter-hour; *I Love Lucy*, top-rated program, viewed by 14.9% of families in fortnight test; maximum viewing between 8-9 p.m., with Wednesday best day; not over 47% of families listen to radio during any quarter-hour; Arthur Godfrey, top-rated radio program, heard by only 27.8% during fortnight; maximum listening between 6-7 p.m.

Meredith Pub. Co. operates WOW-AM-TV Omaha; WHEN (TV) Syracuse and KPHO-AM-TV Phoenix, Ariz. Survey conducted last December.

Analysis of survey findings shows TV ownership of 22% in October, 1952, with one of four TV owners using booster; average ownership period was 18 months; four of 10 families live over 50 miles from nearest TV station.

Radio listening ranges from 2.5 hours on Sunday to 4.5 hours on Monday, according to survey. With 22% TV ownership, survey shows 16% to 19% of panel families watch TV every evening. Hours of listening range from 2.9 on Tuesday to 3.5 on Sunday.

CBS-TV Spot Sales Changes

SERIES of promotions among personnel of CBS-TV Spot Sales being announced today (Monday) by General Sales Manager Sam Cook Digges. J. Richardson Loughrin of Chicago office becomes head of Los Angeles office, effective immediately. Edward A. Larkin, head of Los Angeles office, takes over as Chicago manager, effective June 15. MacLean Chandler goes from Chicago manager to head of expanding coast operation in San Francisco, effective June 22, and Lamont L. Thompson, who opened San Francisco office in October 1950, moves to Chicago as account executive, effective June 29.

PRINTERS' STRIKE ENDS AFTER 2½ TOUGH WEEKS

HERE is the third and last "printers' strike" edition of BROADCASTING • TELECASTING. It is to some extent improvised, but every effort was made to carry all of the week's news.

The strike of Columbia Typographical Union 101, AFL, against all of Washington's commercial printing plants, began on May 18. It was concluded last Wednesday night (June 3), with concessions on both sides as to wage scales and fringe benefits.

Of necessity, this issue was scheduled for offset, rather than letterpress production. Whereas last week's issue was composed by Varitype, this issue is set by regular Linotype.

Next week we return to normal schedules. The Feature Section and the Radio and Television Network Showsheets will make their re-entry.

Our thanks to all of you who have persevered with us. And our thanks to the many subscribers who took time out to communicate with us and offer their assistance.

A particular word of appreciation from the management to our staffs . . . editorial, business and circulation. All hands worked overtime and extra time to produce B•T on schedule during three arduous weeks.

Watts, Smith Promoted By RCA Victor

W. WALTER WATTS, RCA Victor Div. vice president in charge of engineering products, elected vice president in charge of technical products, with Theodore A. Smith elevated to vice presidency to succeed him in Engineering Products Dept., Walter A. Buck, vice president and general manager of division, announced Friday after RCA board meeting.

In his new post Mr. Watts succeeds L. W. Teegarden, who was named executive vice president of RCA in February. Mr. Watts, who joined RCA Victor after wartime service as colonel and commanding officer of Signal Corps distribution agency, and as Signal Corps procurement director, will supervise activities of both Engineering Products Dept. and Tube Dept. of RCA Victor.

Mr. Smith, who has been assistant manager of Engineering Products Dept., joined RCA in 1925, supervised construction of its pioneer TV station, W2XBS, in New York in 1928, entered commercial engineering work in 1930, has held key sales and administrative posts at RCA Victor's Camden headquarters since his assignment there in 1938.

de la Ossa New WNBC-WNBT (TV) Manager

APPOINTMENT of Ernest de la Ossa, NBC personnel director, as manager of network's WNBC-WNBT (TV) New York was slated to be announced today (Mon.). Ted Cott continues as vice president in charge but de la Ossa appointment will enable him to devote more time to his recently added duties in overall owned and operated station department under Vice President Charles R. Denny.

Mr. de la Ossa joined NBC in 1942, helped set up its personnel department, rose to personnel director in 1943, was given additional responsibilities in labor relations in 1946. He formerly was employment executive of R. H. Macy & Co. department store in New York. Successor as personnel director not announced.

• BUSINESS BRIEFLY

TWO SPOTS ON MBS PLAN • Mutual's multi-message plan approaching SRO point, with only two of 20 participations still open, network announced Friday. Emerson Drug Co. and Carter products, buying into plan late last week, raised total to 18 one-minute participations sold out of 20 available in the four half-hour five-a-week programs included in multi-message package.

WHEELER MAY MOVE • Clinton Wheeler, director of radio and television for Hewitt, Ogilvy, Benson & Mather, N. Y., expected to resign shortly to join Kenyon & Eckhardt, N. Y., in executive capacity.

SPOT CAMPAIGN • Simoniz Hilite, Chicago, through Sullivan, Stauffer, Colwell & Bayles, N. Y., preparing eight-week spot announcement campaign starting June 15 in about 75 radio markets.

RECOMMEND NEWS FOR GULF • Young & Rubicam, N. Y., agency for Gulf Oil, will recommend that client buy news programs in radio to replace *Counterspy* on NBC radio. *Counterspy* goes off air at end of this season.

BARCLAY-GRANT CAMPAIGN • Barclay-Grant, N. Y. (sewing kits and other products), planning radio campaign using spot announcements and ten-minute segments of shows, effective after Labor Day. Product is mail-order account and expects to use about 35 markets. Agency: H. W. Fairfax, N. Y.

ALL-STAR FOR GILLETTE • Gillette Co., Boston, will sponsor 1953 All-Star baseball game from Cincinnati, July 14 over MBS, starting at 2:15 p.m. EDT, as another of *Gillette Cavalcade of Sports* features. Agency: Maxon Inc., N. Y.



Slanted to summertime living and listening in Atlanta

WAGA is FIRST in out-of-home Listening in Atlanta*

WAGA has more out-of-home listeners day and night, seven days a week than any other station.

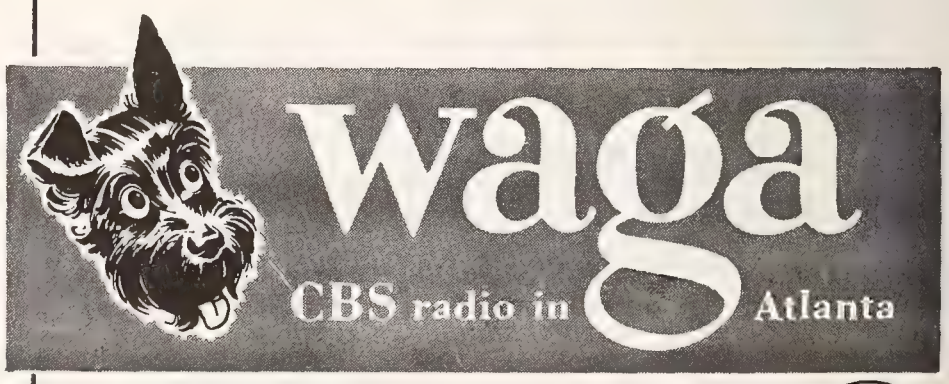
Of the 72 quarter-hour periods 6 a.m. to midnight Monday through Friday WAGA had 40 firsts, station "A" 8 firsts, station "B" 8 firsts, station "C" 2 firsts and station "D" one first. There were 13 ties.

Out-of-home or in-the-home, WAGA gives you more listeners per dollar than any other Atlanta station.

**According to the Pulse of Atlanta survey of out-of-home listening, February, 1953.*

Light and lively music, baseball, Perry's kitchen with menus and recipes emphasizing outdoor living —when the first warm days roll around WAGA listeners will find our programs designed for summertime listening and living.

Alert advertisers who want to keep summer sales high will take advantage of this special summertime programing.



Represented Nationally by the KATZ AGENCY, Inc.
TOM HARKER, V. P. & Nat'l Sales Director, 118 E. 57th St., New York 22
BOB WOOD, Midwest Nat'l Sales Manager, 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

at deadline

Transit Radio Battle Continues in Courts

LEGAL battle over transit radio service in Washington, D. C., continuing though WWDC-FM and Capital Transit Co. stopped programming May 30 (see earlier story this issue). With U. S. Court of Appeals (D. C.) decision awaited on Transit Riders Assn. appeal from FCC refusal to let it intervene in WWDC-FM license proceedings, riders group filed opposition to WWDC-FM move to have question declared moot.

Carl L. Shipley, counsel to riders group, held it is party in interest and if court so finds, it can protest WWDC-FM renewal. He opposed motion of WWDC-FM for leave to file memorandum suggesting question is moot now that WWDC-FM has dropped service. Harold D. Cohen of Pierson & Ball, had asked leave to file memorandum for WWDC-FM suggesting question is moot, and had expressed intent to file motion to dismiss. Riders group argues it has seen no indication WWDC-FM will remove all radio gear from streetcars and buses. Case was argued before court April 20. Riders group contends mootness is matter for FCC and not court.

Nationwide Membership Planned by Vitapix

VITAPIX Corp. probably will "extend membership on a nationwide basis" for TV station owner cooperative film-rental plan, Frank E. Mullen, president, said after closing of two-day directors-stockholders meeting in Chicago (see earlier story this issue). Station membership near 45-station goal, with WMAR-TV Baltimore and 10 other new subscribers.

John E. Fetzer, WKZO-TV Kalamazoo, Mich., predicted Vitapix will make "significant contribution to higher program standards." Vitapix offering stockholders 30 shares of common and 60 preferred at $100 par, or $9,000.

Larus Buys WCAV

SALE of WCAV Norfolk, Va., for $125,000 by estate of Joseph Light to Larus & Bro. Co., licensee WRVA Richmond, reported Friday in application for FCC approval. Larus, contestant for vhf Ch. 12 at Richmond with WRNL and Richmond TV Corp., does not assume TV application of WCAV for Ch. 10. in contest with WGH Newport News, WNOR Norfolk. Beachview Bdcstg. Co. and Chesapeake Services Inc. WRVA, basic CBS outlet, stated in transfer application it would seek NBC affiliation for WCAV, since WTAR-AM-TV Norfolk Sept. 27 switches from NBC to CBS. Larus also owns WRVC-FM Norfolk.

WBAL-TV Interim Increase

WBAL-TV Baltimore announces interim increase in power from 27 kw to 100 kw. Power will go up to 316 kw when tower is erected and 25 kw RCA amplifier installed, according to John T. Wilner, engineering vice president of Hearst radio-TV stations.

PEACE ALERT

IMMINENCE of peace in Korea over weekend led radio networks Friday to alert news correspondents in Far East and U. S., and television networks to prepare special background film programming. ABC-TV said it was sending special film unit to Panmunjom.

Merchandising Analysis Planned by BAB

BAB is planning "first detailed analysis of concept and function of merchandising as it relates to radio advertising," BAB President William B. Ryan revealed in Philadelphia Thursday at 10th in series of 44 area sales clinics.

Mr. Ryan said subject will be surveyed by BAB with plans committee, advisory to BAB president, with view toward ascertaining "reasonable" definition of merchandising in radio and determining yardsticks which local stations can use in measuring need and method of merchandising for advertisers. He added that he "personally" recommended merchandising service be offered free only when station gains "definite" promotion at same time, or when scheme is tied to specific sale on station.

Changes in Film Pact

TV FILM commercial contract includes new clauses agreed on since Screen Actors Guild-Film Producers Assn. of New York pact was adopted in March, John Wheeler, FPA general counsel, told National Television Film Council at New York luncheon. Additions agreed on, he said, include right by producer to edit commercial to smaller length with another soundtrack at no additional re-use payment; right of arbitration reserved for producers and SAG only and not for actors as was original pact; right by producers to use seasonal commercials for four seasons rather than one year or 18 months; right to use program commercial 13 weeks out of 17-week period, instead of strictly 13-week period, in event stations cannot be cleared.

Hearing on Information Plan

HEARING on President's plan to create U. S. Information Agency which includes Voice of America can be expected to be held by House Government Operations Committee as result of actions taken late in week by committee's chairman, Clare E. Hoffman (R-Mich.). Rep. Hoffman was introducing resolutions to disapprove all reorganization plans to ensure hearings early within 60-day period during which Congress must take negative action to veto them, otherwise approval is automatic (see early story this issue).

KIWW Representative

NATIONAL Time Sales has been appointed national representative for KIWW San Antonio, which is said to broadcast exclusively in Spanish to some 300,000 Spanish-speaking persons in Bexar and adjoining counties.

PEOPLE

LOUIS HAUSMAN, administrative vice president of CBS Radio until his transfer to CBS-Columbia Inc. as vice president in May [B•T, May 18], last week elected to board of directors of CBS-Columbia, radio-TV set manufacturing subsidiary of CBS.

LEE WHITE, Procter & Gamble account supervisor for the Biow Co., N. Y., has been named vice president of agency.

JOHN K. CHURCHILL, A. C. Nielsen Co. vice president, appointed assistant to president.

HAZEL MARKEL, MBS women's news commentator, elected president of Women's National Press Club for 1953-54.

Private services were to be held in New York Saturday for **LARRY NIXON,** 57, public relations director of Hewitt, Ogilvy, Benson & Mather, who died Wednesday at his home in New York following heart attack.

DAVID WEAR, production assistant and story editor of *Herb Shriner Show* and previously head of literary department of William Morris Agency on West Coast, to Ely Landau Inc., N. Y., TV film producers, as director story department.

Ike Simulcast Brings Praise and Criticism

SIMULCAST of President Eisenhower and four Cabinet members Wednesday (see early story) drew widespread newspaper comment on this innovation in government-citizen relations. While most comments considered format effective, some pointed to what they considered obvious flaws. Here are excerpts:

Washington Post—"The innovation may turn out to be as epoch-making in its way as the inauguration of the Roosevelt fireside chats 20 years ago . . . . What the Administration must guard against is any inclination to use TV merely to popularize the superficial."

Harold E. Fellows, NARTB president (in telegram)—"Your expert use of broadcast facilities . . . has ushered in a new era of enlightenment."

New York Times—"Not because of its content but because of its method, this was a historic occasion." . . . The procedure "leads to a new technique of winning consent."

David Lawrence—"As a novelty it was interesting—as a regular technique, it raises doubts. . . . The concept of TV seemed to be that it was a means of creating a visual impression of a favorable nature rather than a medium for disseminating complete information on political issues."

Wall Street Journal—"He and his team told us what they were trying to do."

Marquis Childs—"There are hazards in presenting serious issues wrapped up in professional production. The tendency is always to oversimplify. . . ."

New York Herald-Tribune—"Because it carried vividly the impression which the people already sensed to be true, this unprecedented broadcast was a success. . . . As a way of conveying the atmosphere of government, of bringing the highest officials into closer contact with the people, it has, however, genuine usefulness."

Sen. Wayne Morse (Ind.-Ore.)—"I've seen better vaudeville shows."

Sen. Paul H. Douglas (D-Ill.)—"A very interesting and effective innovation."

Sen. Leverett Saltonstall (R-Mass.)—"Excellently rehearsed and carried out."

Telegrams from public were "virtually unanimous in praise," according to James C. Hagerty, Presidential press-radio secretary.

Greetings

WCSH

PORTLAND, MAINE

Maine's first station

on the

20TH ANNIVERSARY

of our association together

On July 1st 1933, we started as national sales representatives of WCSH, the 5000 watt NBC outlet for Portland, Maine. These have been 20 happy and profitable years selling WCSH, Maine's first and leading station. WCSH, we are proud to serve you.

WCSH
PORTLAND, MAINE

First station in Maine to present a regular broadcast schedule.

Only station in Maine employing a full-time radio farm director.

Maintains most extensive radio news gathering facilities in Maine.

Has largest day-and-night average audience in Maine.

Is a "Charter Member" station of the National Broadcasting Company.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK BOSTON DETROIT ATLANTA CHICAGO HOLLYWOOD SAN FRANCISCO

at deadline

WPTZ (TV) Seeks Power Boost; Other FCC Actions

WPTZ (TV) Philadelphia, whose purchase from Philco Corp. by Westinghouse Radio Stations Inc. for $8.5 million was approved by FCC fortnight ago [B•T, June 1], filed application for increase in ERP from 16 kw visual and 8 kw aural to 100 kw visual and 50 kw aural. New RCA 6-bay antenna would be installed, with present 3-bay antenna being used on emergency basis at mid-point of tower pending completion of modifications.

Recommend Worcester Grant

SECOND initial decision to stem from FCC's new policy to retain survivor TV applicants in hearing status when competitors withdraw, was issued Friday by Examiner William G. Butts, recommending grant of uhf Ch. 14 at Worcester, Mass., to Salisbury Broadcasting Corp., headed by comb manufacturer William B. Smith. Initial decision made possible by dismissal of WNEB bid. Earlier in week, initial decision was issued to grant uhf Ch. 62 at Evansville, Ind., to Premier TV Inc., also sole survivor there (see early story).

WSAL Seeks Channel 10

WSAL Logansport, Ind., late Friday or today (Monday) was to petition FCC to allocate vhf Ch. 10 thereby removing it from Terre Haute. WSAL would swap Ch. 10 for Ch. 7 at Evansville, putting Ch. 7 at Sullivan, 24 miles from Terre Haute. WSAL also proposes additional uhf channel for Terre Haute.

WHIS Bluefield, W. Va., petitioned FCC to amend TV rules to allocate vhf Ch. 6 to Bluefield, substituting Ch. 4 for Ch. 6 at Beckley (see early story).

WTOC Petitions Waiver

WTOC Savannah, Ga., petitioned for waiver of proposed findings and requested immediate grant of its application for vhf Ch. 11. FCC earlier in week approved dismissal of competitive bid of Martin & Minard and directed that WTOC's application be retained in hearing status.

Cascade TV Co. Denied

Commission affirmed ruling of Examiner Elizabeth C. Smith to deny petition of Cascade TV Co. for amendment of its vhf Ch. 8 application at Portland, Ore., after hearing commenced. Lack of good cause for amendment was cited. Ch. 8 contest also includes bids of KEX, Portland TV Inc. and North Pacific TV Inc.

Record closed Friday in vhf Ch. 10 hearing for Sacramento, Calif. Proposed findings due July 20. Contestants: KFBK and Sacramento Telecasters Inc.

Two Channels in Conflict

Two TV channels went into conflict last week with late filings of new applications, vhf Ch. 12 at Winston-Salem, N. C., and uhf Ch. 34 at Goldsboro, N. C.

WAAA Winston-Salem filed for Ch. 12, going into competition with bid of Triangle Broadcasting Corp., owned by WSJS. Triangle was freed of conflict few days earlier with dismissal of Ch. 12 application by Mary Pickford Rogers, latter gaining option for one-third interest in Triangle [B•T, June 1].

WGBR Goldsboro entered into competition for Ch. 34, application for which has been pending by Goldsboro TV Corp., headed by New York investment executive Albin May.

Other new TV applications included:

Buffalo, N. Y.—Victory TV Corp., vhf Ch. 2, headed by retail furniture merchant Arthur Victor Jr. and five other Buffalo businessmen. Other Ch. 2 bids pending include WGR Buffalo and WHDL Niagara Falls.

Chicago, Ill.—Chicago Educational Television Assn., reserved vhf Ch. 11. Million dollar fund drive is underway. Directors of applicant include Lenox R. Lohr, president of NBC from 1936-1940, now head of Chicago Museum of Science & Industry.

Detroit, Mich.—Detroit Educational Television Foundation, reserved uhf Ch. 56.

In moves to strengthen competitive positions, two Seattle TV applicants amended their bids to request other facilities. KJR gave up Ch. 7 contest to enter competition with KMO for Ch. 4. KIRO amended from Ch. 4 to enter Ch. 7 contest with KVI and KXA.

Record Closed on Lancaster Contest

Record was closed late Thursday in contest for vhf Ch. 8 at Lancaster, Pa., as Examiner J. D. Bond, upon motion of FCC and WGAL-TV counsel, declared competitive application of WLAN to be in default for failure to have complete case prepared and not sufficient good cause for further continuance. WLAN has battled WGAL-TV for Ch. 8 since last year. WGAL-TV has been on Ch. 8 conditionally pending outcome of comparative hearings. WLAN presented engineering evidence, including alleged overlap of Steinman AM, FM and TV stations, but failed to present lay testimony.

Austin Loses Two Uhf

Deletion of two uhf stations at Austin, Tex., reported by FCC Friday. They are Charles Henry Coffield's KCTV (TV) on Ch. 18 and Tom Potter's KTVA (TV) on Ch. 24 [B•T, May 25]. Post-thaw deletions now total five, others being KGKL-TV San Angelo, Tex., vhf Ch. 3; Jacob A. Newborn Jr.'s WTVS (TV) Gadsden, Ala., on uhf Ch. 21, and Permian Basin TV Co.'s KMID-TV Midland, Tex., on vhf Ch. 2.

Scope of Protest Enlarged

Scope of protest hearing on Versluis Radio & TV Inc.'s uhf Ch. 35 grant at Muskegon, Mich., was enlarged by FCC Friday in order granting appeal of WGRD Grand Rapids, protestant, from examiner's interpretation of issues. FCC amended hearing order to include following issues: To determine if use of Ch. 35 as proposed by Versluis meets needs and interests of communities "which might be served by a fair and efficient use of Ch. 35 as contemplated by the Commission's TV assignment table;" whether proposed TV station is to be located "in fact at Muskegon," and whether program service proposed is primarily for Muskegon or Grand Rapids. Burden of proof rests with WGRD, FCC said.

In another protest case, that of KICU (TV) (uhf Ch. 28) Salinas, Calif., against vhf Ch. 8 share-time grants to KMBY Monterey and KSBW Salinas, FCC ordered oral argument "hearing" June 22 at Washington. Burden of proof rests with KICU (TV), FCC ruled.

Petition for conditional grant pending outcome of comparative hearing was denied by FCC to WEOL Elyria-Lorain, Ohio, competitor for uhf Ch. 31 there with Lorain Journal Co. Hearing issues include inquiry into *Journal's* qualifications in light of past activities in violation of federal antitrust laws. FCC also dismissed request of Tri-State Telecasting Corp. for conditional grant on vhf Ch. 12 at Chattanooga pending outcome of comparative hearing with Southern TV Inc. and WDEF.

U. S.-Mexico Allocation Agreement

TV allocation agreement between U. S. and Mexico, as revised June 1952 and covering vhf channels, issued by FCC Friday. ERP on Chs. 2-6 100 kw; Chs. 7-13, 325 kw. Affects assignments 250 miles either side of border.

San Diego Without Applicant

San Diego, Calif., uhf Ch. 21 now without pending applicant as FCC Friday dismissed bid of Vista Broadcasting Co., owned by Robert and June Raisbeck, co-partners in Television Productions, Hollywood.

RESIST CHANGES

HELP in resisting requests to change educational reserved TV channels to commercial status voted last Wednesday by board of Joint Committee on Educational Television, in Washington. Board will lend assistance to any educational institution where channel reservation may be in question. Action taken since FCC will now entertain petitions asking changes in TV table of allocations.

JCET board also wrote letter thanking NARTB President Harold E. Fellows for broadcasters' aid in getting educational TV stations on air, referring to gift of Storer Broadcasting Co. [B•T, May 18] and others.

Educational TV grants have been made to 17 applicants; there are 30 still pending. Only educational station on air is KUHT (TV) Houston.

TV Target Dates Of New Grantees

TWO of week's eight new TV grantees hope for Labor Day commencement while nearly all others plan starting dates later in fall.

Working for Sept. 1 starts are WEAR-TV Pensacola, Fla., vhf Ch. 3 grantee, and WOKY-TV Milwaukee, assigned uhf Ch. 19.

WTOK-TV Meridian, Miss., vhf Ch. 11, sets Sept. 27 target date. WACA-TV Camden, S. C., uhf Ch. 14, picks Nov. 1. Planning commencement sometime in fall are KCMO-TV Kansas City, vhf Ch. 5; WIBW-TV Topeka, Kan., vhf Ch. 13; WJHP-TV Jacksonville, Fla., uhf Ch. 36. WTRC-TV Elkhart, Ind., uhf Ch. 52, expects to get on air within year.

WBTV (TV) Increases Power

MAXIMUM power of 100 kw placed in operation Friday evening by WBTV (TV) Charlotte, N. C. Switch at Spencer Mountain transmitter scheduled during *Esso Reporter* program. Charles H. Crutchfield, WBTV general manager, said power increase project, including RCA gear, involves investment of $125,000.

MILLION DOLLAR SERVICE



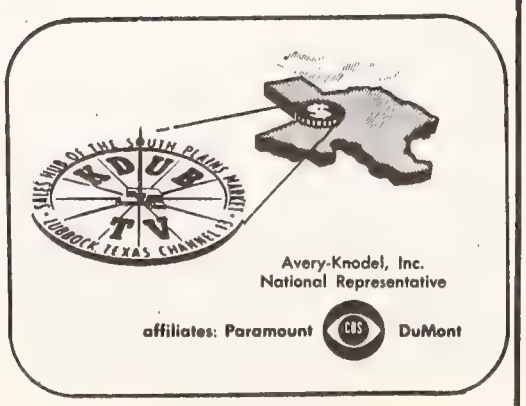
in a billion dollar market!

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LUBBOCK
TEXAS

If you need a rich market that's really hot on TV—This is it: "The South Plains". It's the new success market and KDUB-TV (first on the South Plains) is the station with the established audience and technical know how. Here, experienced personnel, working with the newest equipment, assure you the best results for your investment.

W. D. "DUB" ROGERS — President
MIKE SHAPIRO — Commercial Mgr.

EFFECTIVE POWER
35,000 WATTS VISUAL
17,500 WATTS AURAL



Avery-Knodel, Inc.
National Representative

affiliates: Paramount CBS DuMont

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THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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TELEQUIPMENT NEWS

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KWFT-TV GOES ON THE AIR AS 100th CBS AFFILIATE

Wichita Falls, Texas, Station Opened March 1, 1953



Kenyon Brown, President of KWFT-TV.

Station KWFT-TV in Wichita Falls, Tex., became the 100th television station to join the CBS TV network when it went on the air March 1. Some hectic events were involved in getting this station on the air by its scheduled deadline.

A construction permit was received by Station KWFT-TV on Jan. 22. Eleven days later General Electric had sent 90% of the station's necessary equipment in one shipment. Remaining pieces were expressed or air freighted subsequently. The station's personnel installed the transmitter, control, film gear, and studio camera in a building previously used as an FM transmitter building. In the interest of speed, they had fabricated a 100 ft. oil pipe tower to support a one-bay, Channel 6 antenna.

The equipment was ready to operate within three weeks but at that point it was determined a diplexer was required. Following General Electric's reputation for "extra effort," orders were then issued to hand fabricate one when it was determined such a unit could not be obtained through normal production channels. After a series of hops by truck, plane and car—and after being delayed by bad weather conditions—the diplexer arrived.

One hour after its arrival in Wichita Falls, Station KWFT-TV was on the air with a test pattern. KWFT had set March 1 as their on-the-air date. The station kept to this schedule and the entire inaugural program was carried out. G-E field engineers, Sam Peach and Richard Tullius were largely responsible for making certain the General Electric equipment operated according to specifications.



Herbert Wiley, Chief Engineer, inspects G-E equipment before going on air.

Kenyon Brown, owner of the Wichita Falls TV station, who also has ownership interests in KRTV, Little Rock, KMBY, Monterey, Cal., KGLC, Miami, Oklahoma, and KZTV, Reno, Nev., recently wrote to Jim Douglas, G-E sales rep in charge of the KWFT-TV equipment sale, "Now that KWFT-TV is successfully operating I would like to extend our sincere thanks for the 'extra' that you and General Electric Company put forth in our behalf. We appreciate the fine service received in making it possible for us to meet our on-air schedule. Do you realize that 36 days after receipt of C.P. we were on the air? This beat our own March 1 schedule by two days."

". . . Jim, we are proud of our operation and are looking forward to expanding it as promptly as space is available. In the meantime, please consider us a most satisfied General Electric television equipment user."



WFBG-TV's new General Electric 12-Bay Antenna was erected atop Mt. Wopsy, overlooking the beautiful Pennsylvania terrain.

Mountain-top TV Installation Covers Altoona Market Area

WFBG-TV Installs G-E 12-Bay Antenna 990 Ft. Above Average Terrain

Up to the time when WFBG-TV made its debut, the city of Altoona borrowed fringe signal reception from Johnstown, Pa. Its populace thereby sampled television's wonders and clamored all the more for a local broadcast outlet. WFBG-TV's owners answered that demand on March 1, the new area's station opening date.

G-E Equipment Transmitting Site on Mt. Wopsy

Equipment installation was particularly notable not for having established a construction time record or the solution of difficult engineering problems as much as for the orderly completion of all details without a single hitch in their plans. One of General Electric's giant 12-bay VHF antennas was erected on the top of Mount Wopsy, 990 feet above average terrain, at a tower height of 174 feet. Near the mountain base a G-E 5-kilowatt transmitter powers the WFBG signal throughout Altoona's market area.

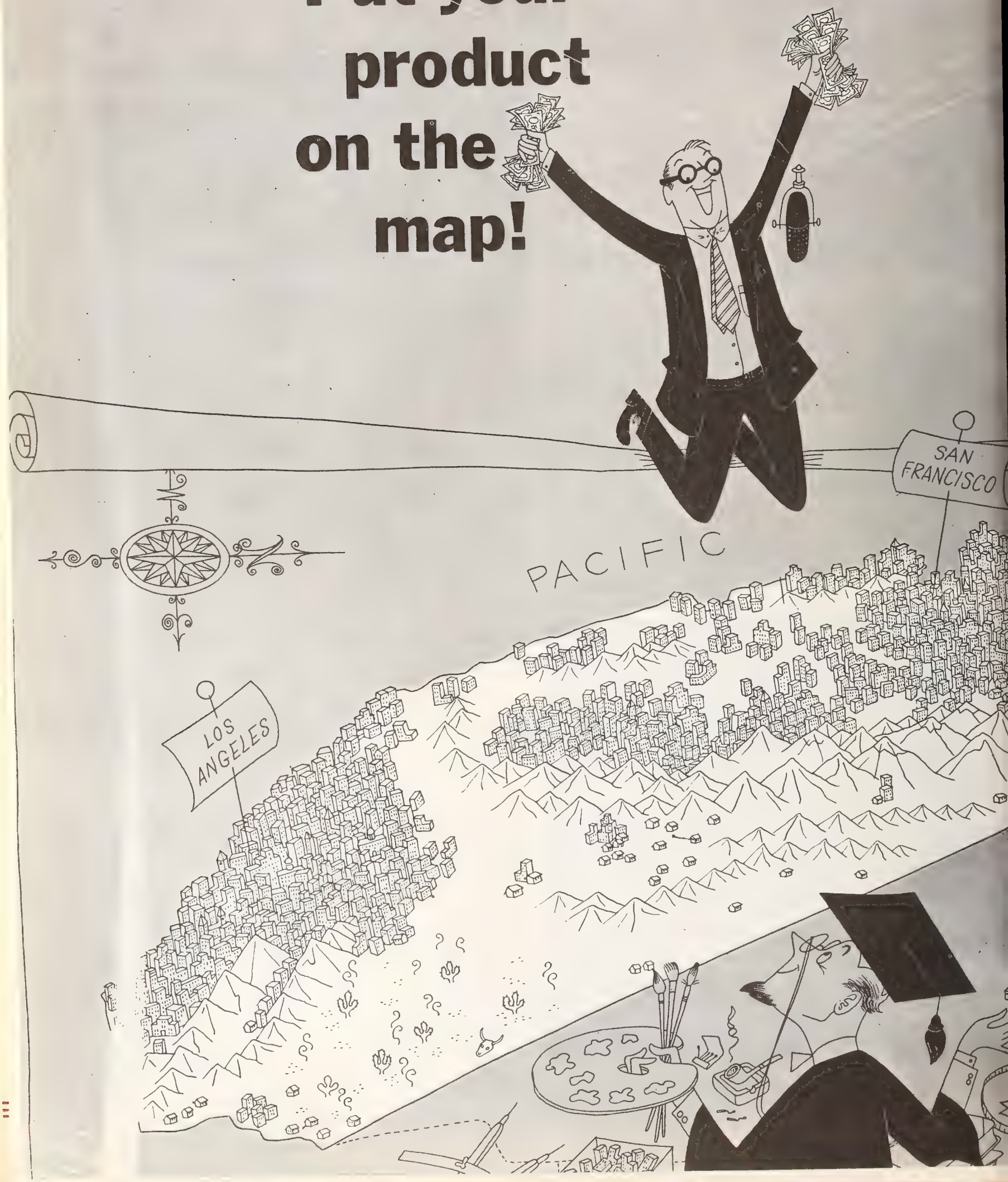
Chief Engineer Spotlights Equipment Performance

George R. Burgoon, Chief Engineer at WFBG, said, after nearly three months of successful broadcasting: "The performance of our station equipment must be recognized as the main reason behind excellent reception reports that constantly come in to us." WFBG-TV operates on Channel 10 and is a basic ABC affiliate.

GENERAL ELECTRIC

This advertisement will appear June 8, 1953 in *Broadcasting-Telecasting*

Put your product on the map!



Trying to get your bearings on the Pacific Coast? The Coast's terrain – mountains, valleys and deserts – has naturally defined the habitable areas. Most of the 15,831,400 population is centered in the metropolitan areas or dispersed throughout the broad valleys and coastal plains.

Spread out as the people are, only RADIO can reach all of them at one time. Fact is, only Columbia Pacific – with its combination of strategically-located high-power stations balanced with moderate-power stations in the few compact markets – can blanket the entire populated area . . . city, suburban and rural alike!

And Columbia Pacific delivers more potential West Coast customers per average quarter hour than any other regional network on the Coast!

Let us map out a campaign for you that will sell your product up and down the Coast . . . WHEREVER the people are!

THE COLUMBIA PACIFIC RADIO NETWORK

Represented by CBS Radio Spot Sales



Sources on request

THANKS to television, the average American today knows more about the Coronation of a British monarch and the ceremony's historical and religious significance than he does about the Presidency of his own nation.

Everyone who saw the Coronation films—and who didn't?—must have been impressed by the solemnity of the occasion. This reviewer, previously uninformed as to the procedure of crowning a queen, was surprised to find it so much a matter of church and so little of state, the bishops continually reminding the new monarch that her power stems from God and pledging her to use it as He would have her do, pledges which had more direct purport in the days when a ruler literally held life and death power over his subjects.

The BBC films of the occasion could have been improved by better lighting and more closeups, but considering the circumstances of their making they merit high praise for their success in capturing the events in the Abbey so successfully that they told the story with the aid of only a minimum of explanatory commentary from the BBC reporter.

THE CORONATION

ABC Radio: Pepperell Mfg. Co.
CBS-Radio-TV: Willys-Overland Motors Inc.
NBC-Radio-TV: General Motors Corp.
Also on ABC-TV and MBS.

Since BBC was the only broadcasting company allowed to place its cameras and microphones inside the Abbey, its coverage provided the heart of the presentations of the American networks.

ABC played it straight, taking the two-hour-and-ten-minute film in full from CBC in Montreal and sending it to U. S. viewers simultaneously with CBC's transmission in Canada. NBC and CBS edited their prints of the BBC films to shorter running times and added their own camera coverage of Coronation Day events outside the Abbey, the progress of the royal coach carrying Elizabeth and Philip past rain-soaked but cheering crowds from Buckingham Palace to the ceremony, etc.

NBC added footage taken after the Coronation of the royal family on the palace balcony, waving to the people below as a squadron of RAF planes flew in formation above.

Attempts of the motor sponsors of the CBS and NBC Coronation programs to integrate their commercials were more annoying than adroit. On CBS-TV Willys overdid shots of its cars in the London streets to prove how popular the Aero Willys is in England; General Motors, on NBC-TV, followed the Coronation scenes with the declaration that its products are the crowning glories of American industry.

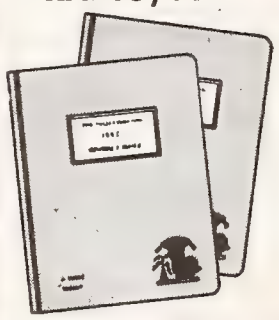
NBC itself was guilty of bad showmanship in devoting too much footage to depicting the elaborate preparations it had made to get the Coronation pictures to the American public as soon as possible, continuing its self back-patting long after the viewer at home had lost interest.

When speed is important and an ocean must be crossed, radio still has TV beat hands down. Bedside and breakfast table radios from 5:15 a.m. EDT on in the East, and still earlier across the land, brought American listeners the minute-by-minute account of what was going on in London, the vivid word-pictures of skilled radio reporters depicting the scene so well that TV was not even missed.

To American radio, then, our hearty tribute for the fine job of on-the-scene, at-the-moment reporting to which we have long been accustomed. To American TV, full credit for a full pictorial report delivered with incredible promptness.

"It's terrific" "Sending you this additional order" "We're putting ours to good use" "A real buy"

PULSE '52 REVIEW
RADIO/TV IN 2 HANDY VOLUMES



ONLY $15.00*
Supply Limited
ORDER NOW

"A most useful reference"

THE PULSE ANNUAL REVIEW FOR 1952
Condenses in handiest reference form *all* the familiar Pulse data — *all the broadcast audience measurements published by Pulse during the past year* . . . "Share of Audience," "Homes Using Radio/TV," etc.

Covers *entire* interviewing in *each* market for the *entire* year! Over 75 radio markets and 45 television markets in the U. S.

Complete, concise — handiest reference tool in this field. Write or telephone JUdson 6-3316 for our supply is going fast.

** With each order from present Pulse subscriber*
Bonus Set, Free

Better order yours now!

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15 West 46th Street, New York 36, N. Y.

I attach ( ) check ( ) money order
( ) or send C.O.D. OR ( ) bill firm.
Send me THE PULSE ANNUAL REVIEW.

Name.....
Firm Name.....
Address.....

Title
☐ Time Buyer
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☐ Account Executive
☐ Station Relations
☐ Adv. Mgr.
☐ Sales Mgr.



KTYL-TV CAN CAPTURE ARIZONA FOR YOU

...the Healthiest, Wealthiest, Fastest-Growing Sales Market in the Nation!

ARIZONA IS FIRST*

. . . in Retail Sales Growth

. . . in Population Growth

. . . in Per Capita Income Growth

. . . in Employment Growth

. . . in Bank Capital Growth

. . . in Truck Registration

. . . in Farm Income Growth

*Source: *Research Department, Valley National Bank*

KTYL-TV... NBC Affiliate for Phoenix and Central Arizona...

has tied up 63.2% coverage of the most fabulous, flourishing sales potential in the entire country . . . the thickly-populated Central Arizona belt that includes Metropolitan Phoenix and more than 568,000 free-spending, prosperous consumers!

Right on the hoof, here's what KTYL-TV can deliver to media buyers: Primary NBC programming for this booming market . . . an antenna perched high on South Mountains *(1150 feet higher, in fact, than any other Arizona station)* only eight miles from downtown Phoenix . . . top-flight production and engineering personnel . . . and a complete, hard-hitting merchandising department.

Yes, the audience is here! The income is here! The availabilities are here! Call your Avery-Knodel man today . . . while you have the best selection!

FIRST IN EVERYTHING THAT SPELLS MORE SALES!

KTYL-TV
CHANNEL 12

ARIZONA'S *Showmanship* STATION

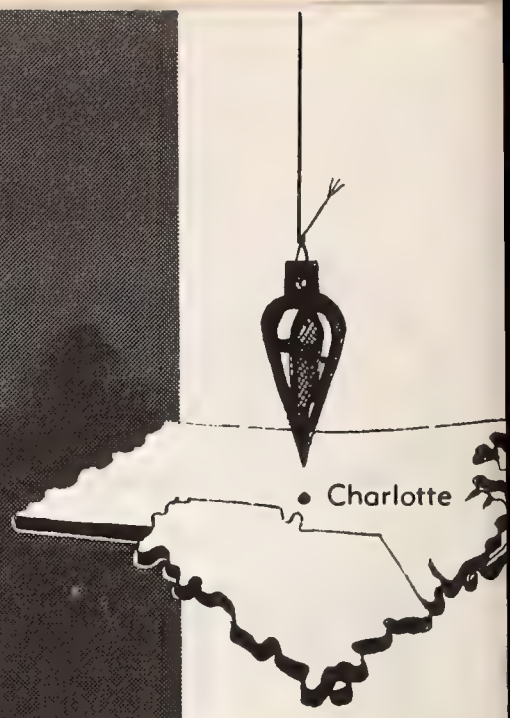
Cannon Mills, Inc., Kannapolis, N. C.
Weekly Audience (Cabarrus County)
WBT—90% of radio homes
WBTV—93% of television homes



TOWELS-SHEETS

CANNON MILLS COMPANY

LARGEST MANUFACTURERS OF HOUSEHOLD TEXTILES



CHARLOTTE'S BI

WBT

WBTV

are plumb in the middle of a fabulous market

as near Charlotte as Highland Park to Chicago

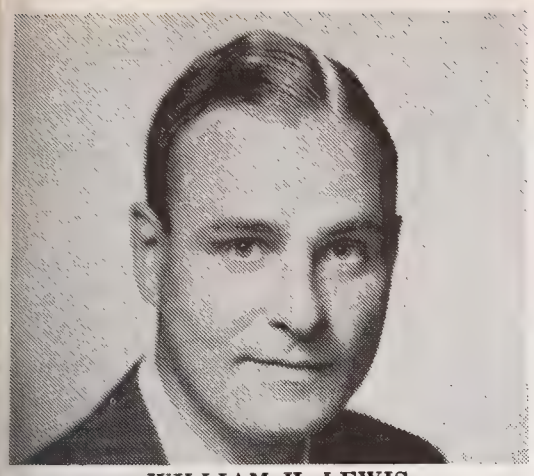
A BIG GUN OF AMERICAN INDUSTRY

Emplaced on the towel racks of the nation, the friendly firing piece of Cannon Mills symbolizes the national significance of the Carolina textile industry. Every fifth American textile mill is located in the Carolinas and Charlotte is the geographical center of the industry. It's an industry that's small-town but big-time — and a major reason why Charlotte — 73rd U. S. city, ranks in the nation's first 25 markets.*

* 22nd in population (Hearst Advertising Research)

JEFFERSON STANDARD BROADCASTING COMPANY, CHARLOTTE, N. C.

Represented Nationally by CBS Radio and Television Spot Sales



WILLIAM H. LEWIS

on all accounts

WILLIAM H. LEWIS JR., vice president, Benton & Bowles, New York, is a Harvard man who made the grade by first making the grades.

While still in college, in 1935, Mr. Lewis, on the basis of aptitude and scholarship, was selected by Lord & Thomas to serve that agency for a year as an apprentice writer. Surprisingly soon he was turning out professional radio and black-and-white copy, and in a short time was named assistant to Sheldon R. Coons, head of the Lord & Thomas New York office.

By the time he left L&T five years later he had advanced to the position of account executive on Cubs cereal for National Biscuit Co. and Roi-Tan cigars for the American Tobacco Co.

Next, Mr. Lewis moved to the Biow Co. as account executive, variously, for Hygrade Sylvania Corp., the Englander Co. and the printed portion of the Bulova watch account. He also was assistant to Milton Biow on Lava soap for Procter & Gamble.

One year later he joined Dancer-Fitzgerald-Sample, New York, where he served as account executive for several Whitehall Pharmacal products, and for various products of American Home.

In 1947 he accepted an offer from Kastor, Farrell, Chesley & Clifford as an account man on Drene shampoo for P&G.

When the account switched to Compton Adv., Mr. Lewis went along as account executive on Drene.

In 1950 he accepted a position with Harry B. Cohen Adv., as account executive for Fitch shampoo and Ennds chlorophyll tablets. And in 1951 he joined Benton & Bowles in his present capacity as account executive on Instant Maxwell House coffee.

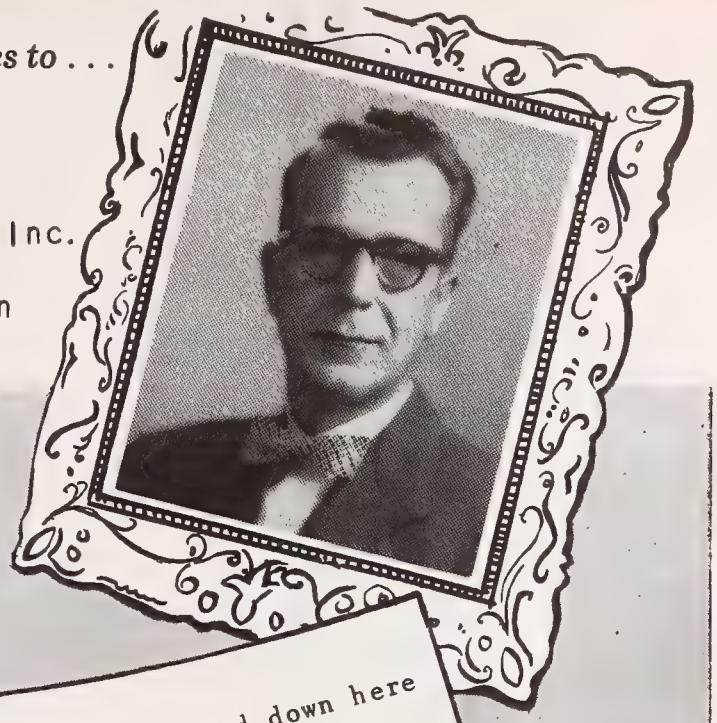
Mr. Lewis has been married to the former Victoria Potter 15 years. They have two daughters, Evelyn Forbes, 13, and Victoria Anna, 11. The family lives in Lawrence, L.I., in a house which Mr. Lewis helped design, his hobbies being architectural planning and carpentry as well as swimming and tennis.

In Which Algy writes to . . .

Mr. Kelly Taeger

McCann-Erickson, Inc.

Detroit, Michigan



Dere Kelly:

This here Summertime is sure good down here in th' beautiful hills. Whin folks is out drivin' theyre usin' Chrysler fire power just like they hears about all th' time on WCHS with 5,000 on 580. It sure gits thim up th' hills in a hurry. We got heavy fire power here at WCHS fer all of our advurtisurs 'cause we got more WVa. listenurs then any othur station. Th' othur day I heerd th' boss say thet advertisurs is spendin' more money with WCHS this year then last and I know Fred Weber told you how in 1952 we was up 25.2% ovur 1951. Thet sure must mean our fire power is gettin' results for Chrysler as well as a whole lot of other folks. Fer a cool summer, come on down to WVa on your vacation.

Yrs. fer more fire power, Algy



WCHS

580 KC · 5000 WATTS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

Centralized Control... wi



tailored" switching and monitoring



TC-4A Control Console combines Audio-Video Switching with Transmitter Control—makes it possible to centralize all operations at one position

Now you can do all (or any desired part) of your audio-video switching *right in your transmitter room . . .*

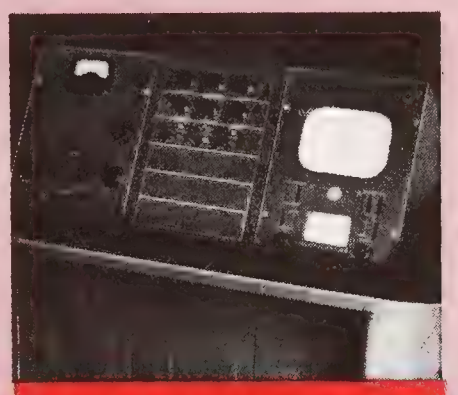
And you do not have to take a fixed group of units to do it. You can have whatever group of audio and video facilities you need to fit your particular requirements. Moreover, you can add further audio and video facilities as needed.

You get this economy and flexibility by building your equipment layout around the new TC-4A Control Console. The TC-4A is a two-section unit containing basic switching facilities for handling up to 8 audio and 8 video signals (remote or local). It can fade to black and "program-switch" network, remote, film, and local studio signals. Up to twelve signals can be monitored including transmitter operation.

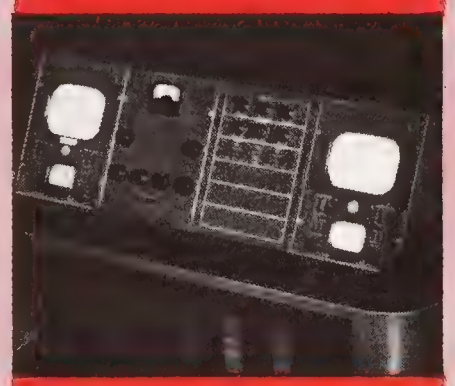
To this two-section unit you can add as many console sections (for "on-air" monitor, preview monitor, individual camera monitors) as you need to take care of your individual requirements. In this way you can build up a "centralized" control position from which one man can (if necessary) perform all operations.

Moreover, you do all of this with standard RCA units exactly like those used by the largest stations and the networks. Thus, if you decide later to expand to a multiple studio layout you can very easily rearrange these same units for that type of setup.

Remember . . . in TV it's good business to buy the best to begin with.

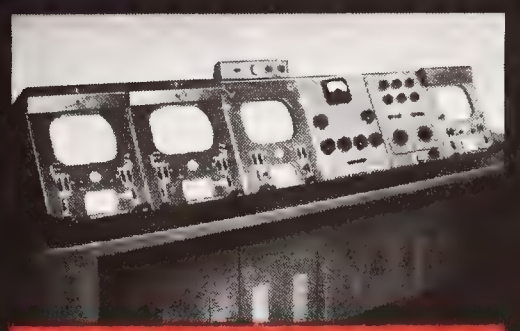


The basic TC-4A (left-hand and center sections) with a master monitor (right-hand section) as normally used at the transmitter (i.e., no video origination at this location)

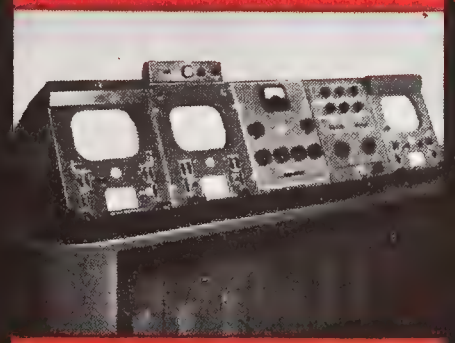


The same setup with a film camera control unit added (at the left) for programming of slides and films from the transmitter — or for small stations without "live" studios.

TC-4A Control Console (3rd and 4th units from left) combined with three monitor sections to provide complete station operating control from a position in the transmitter room. In this arrangement the first unit of the console (starting from the left) is the "live" camera control and monitor, the second is a film camera control, the third unit contains audio faders and audio and video switching, the fourth unit contains monitor switching and remotely located equipment controls, the fifth unit is the line master monitor. Audio and video amplifiers, power supplies, etc., are mounted on the racks at left (shown shaded). The transmitter in the background is the Type TT-2A 2 kw, VHF TV Transmitter. However, the same arrangement of controls and audio-video facilities can, of course, be used with any RCA TV transmitter, UHF or VHF, 500 watts to 50,000 watts (providing ERP's of 1 kw to 1000 kw).



TC-4A with master monitor unit, preview monitor unit and two camera control units (one live and one film or two film). If desired, sections can be arranged U-shape or L-shape to fit available space.



Similar setup with two camera control units (one live and one film, or two film), such as used in the RCA "Basic Buy" for TV.

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**



You catch 'em easier
with RADIO, in Kentucky!

Take Louisville and Jefferson County, add about 20 surrounding counties and you've got the real sales heart of Kentucky — the Louisville Trading Area with *55.3% of the State's total retail sales!*

5000-watt WAVE (with 5000-watt rates) covers the important Louisville Trading Area like a blanket, without waste. In addition to the Area's 313,700 radio homes, WAVE delivers tremendous *extra* audience that listens to the Area's 277,200 portable and car radios!

Ask your Free & Peters Colonel!

5000 WATTS
NBC AFFILIATE •
WAVE
LOUISVILLE



Free & Peters, Inc., *Exclusive National Representatives*

OPEN MIKE

50 TO GO

EDITOR:

I appreciate the difficulties under which you published the June 1st issue, which probably accounted for the typographical error on page 11 where you credited the DuMont Television Network with a total of 166 affiliates.

We may get up to this figure some day—that depends upon the advertiser's willingness to buy the relatively smaller markets—but the present total is only 116.

At least, you can see that I do read your magazine pretty closely.

E. B. Lyford
Director Station Relations
DuMont Television Network
New York

WRONG MAN

EDITOR:

I was very much surprised this winter when I began receiving letters addressed to "Mr. Rosenman." The mystery was cleared when I looked at our listing in the **Broadcasting** Yearbook and found that my name was listed thusly . . .

I am unhappy but naturally nothing can be done until next year . . .

A great many people use the Yearbook for their mailing lists.

Alan H. Rosenson
Chief Owner & Gen. Mgr.
WLRD, Miami Beach, Fla.

Editor's Note: Sorry, Mr. Rosenson, but thanks for the testimonial to the usefulness of the yearbook.

Shared Identification

EDITOR:

We are interested in the item about KRON-TV's effort in putting out artwork and specifications for shared identification commercials. With all due respect to the KRON-TV gang they could have saved themselves a great deal of time and effort, as a number of other stations have, had they merely requested copies of the WCBS-TV art and specifications. These are now in their third printing-having been revised for completeness and uniformity with NARTSR specifications. In the interests of uniformity and industry cooperation, WCBS-TV has been happy to furnish copies to other stations as well as to advertising agencies and clients.

Robert G. Patt
Adv. & Sales Prom. Mgr.
WCBS-TV New York

YOU MIGHT CLEAR 15′ 7-3/4″* —



BUT . . .

YOU NEED THE FETZER STATIONS TO "GO OVER", IN WESTERN MICHIGAN!

TELEVISION: WKZO-TV, Channel 3, is *the* Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—America's *25th television market!* There are more television homes in the WKZO-TV coverage area than there are in Houston, New Orleans, Seattle or Denver, which rank 14th, 16th, 19th and 25th respectively, in population. And how WKZO-TV dominates this two-billion-dollar market! March 1953 Videodex Report credits WKZO-TV with 140.7% more afternoon viewers than the next station—153.2% more evening viewers!

RADIO: The Fetzer Stations offer wonderful radio values, too — WKZO, Kalamazoo, and WJEF, Grand Rapids. The February 1952 Pulse shows WKZO gets more listeners — morning, noon and night — *than all other stations combined!* For Total Rated Time Periods (Feb.-Mar. 1952 Hoopers) WJEF gets 15.4% more listeners than its nearest competition. Use *both* WKZO and WJEF, and you get 62.6% more listeners than the next-best two-station combination in Kalamazoo and Grand Rapids — *yet actually pay less money for the bargain!*

Get the whole Fetzer radio and television story. Ask Avery-Knodel, or write direct.

**Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.*

WJEF *tops* IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

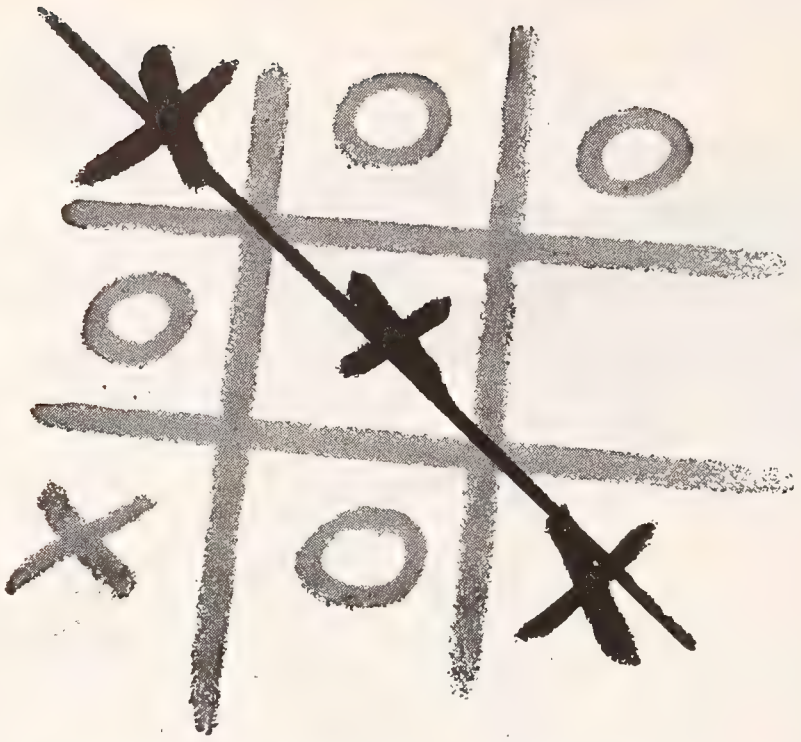
WKZO-TV *tops* IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO *tops* IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



Billboard Award 1952

Alfred I. du Pont Television Award 1952

Sigma Delta Chi Award 1952

Tic-Tac-Toe-3 in a row but it's not a game with us—it's a serious business, and we're going to keep right on with our 'round the clock, 'round the calendar top notch programming making every year a winning year for our sponsors.

the nation's no. 1 test market station.

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

OPEN MIKE

Record Labels Wanted

EDITOR:

. . . We need some record labels for a new 5-minute kiddie space show we have produced, but have been unable to find what we want. Will you please give us the name of a manufacturer. If you had rather not submit the name of a manufacturer, please print this in your "Open Mike" column and maybe a label will turn up. . . .

Howard Aldridge
Aldridge Radio Productions
125 Durst Ave.
Greenwood, S. C.

FACULTY LOVES HENNOCK

EDITOR:

In the **Open Mike** section April 27 you carried a letter from a student at Syracuse University without indicating his status . . . It seems to me in all fairness that you should print the enclosed letter which we sent to her [Comr. Hennock].

The faculty of the Radio-Television Center was considerably disturbed a short time ago by a letter to the editor of BROADCASTING · TELECASTING magazine.

We want you to know that the letter was written by a student who in no way spoke for the staff, and who has embarrassed us by his statements about a person for whom we feel nothing but respect and admiration . . .

Eugene S. Foster
Academic Coordinator
Radio & Television Center
Syracuse U., Syracuse N.Y.

Praise Levin Article

EDITOR:

We have reviewed the very excellent article "How Many TV Outlets Can the United States Support" by Peter R. Levin.

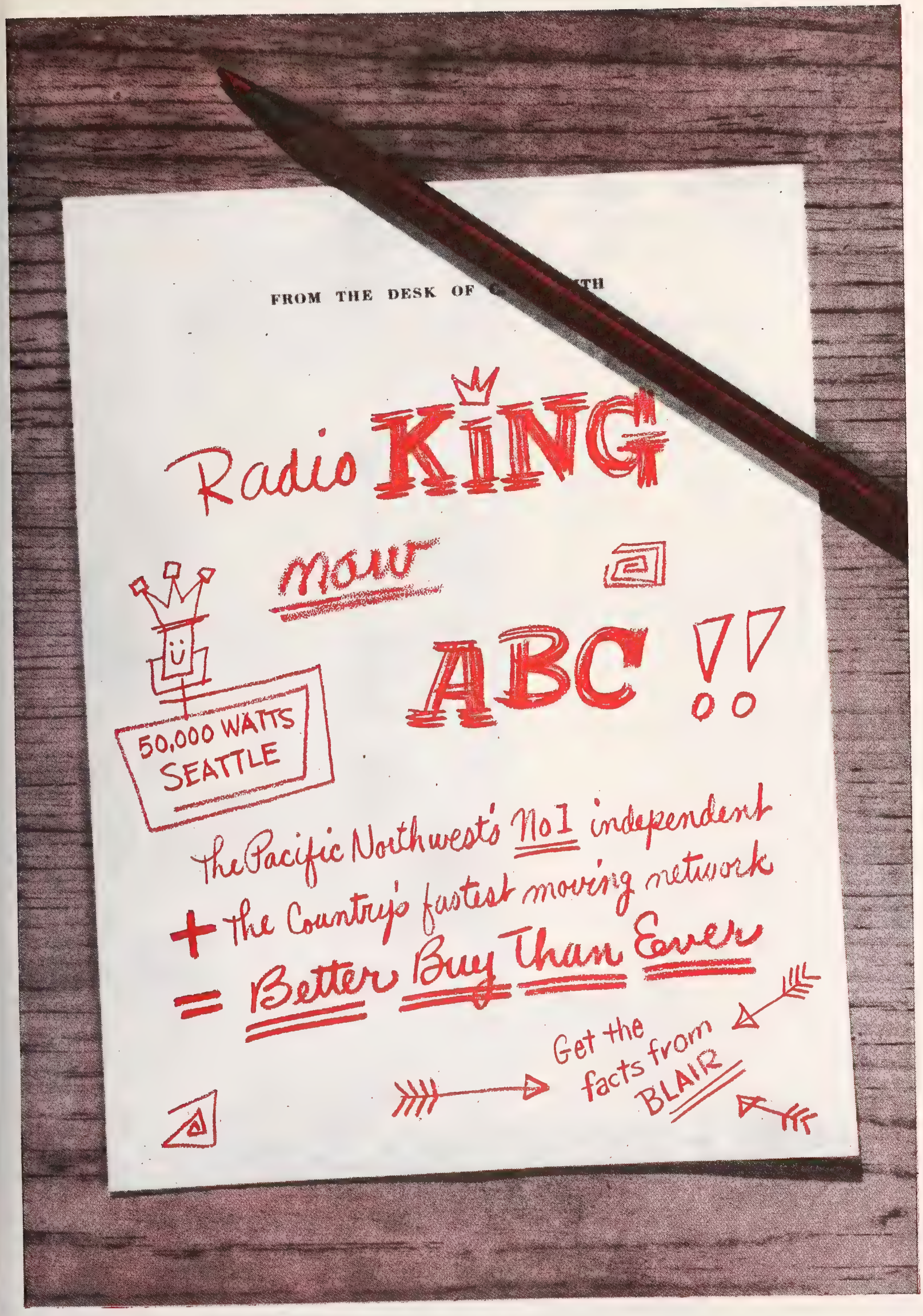
We feel it is a very wonderful summary of TV development and its potentialities in the United States.

Would you be kind enough to send us 25 copies for distribution to stores in our chain who carry TV departments? If this is possible, it will be appreciated if you mark them for my attention.

Thanks very much for your cooperation.

William E. Freeman
Assistant Buyer
Butler Bros.
Chicago

(Continued on page 30)


FROM THE DESK OF
Radio KING
now
ABC !!
50,000 WATTS
SEATTLE
The Pacific Northwest's No 1 independent
+ the Country's fastest moving network
= Better Buy Than Ever
Get the
facts from
BLAIR

whatever



ne weather

Despite the frequent forecast of heavy weather, clear skies continue to prevail for radio advertisers—*especially those using Mutual.* After all, we've got 560 stations...and 413 of them keep our clients basking in the backyard of *Non-TV America.* (This, as you must know by now, is the 45-state market of 16,000,000 radio-only homes, where listeners prefer Mutual by 2 to 1.)

But *whatever* the weather in time to come, our unique radio dominance beyond reach of TV is only *one* umbrella in the PLUS stand. For the sure protection of anybody who wants to keep on doing business with the most people at the least cost, we've also got a patented, torrent-proof device for use in covering *TV-America* too.

Mutual alone applies a new, 50% discount to evening time costs for all affiliates in TV markets—and the same evening discount will apply in the future to all our stations within range of new TV towers, six months after telecasting begins.

Nowhere else in all advertising can you find all-weather insurance to match Mutual's. So—whatever *your* barometer reading—the one place to keep your sales-powder dry is right here.



MUTUAL
the PLUS network
of 560 affiliates



TOPS

in Out-Of-Home Listening!

You get a big, important bonus in Out-of-Home listeners when you use KMPC. Survey after survey reveals that KMPC is tops with Southern California's *mobile millions!* We'll be happy to show you the facts and figures. For regular results PLUS the big out-of-home bonus audience ... give your product the selling power of Southern California's *"One-station network."* Represented nationally by H-R Representatives Inc.

KMPC

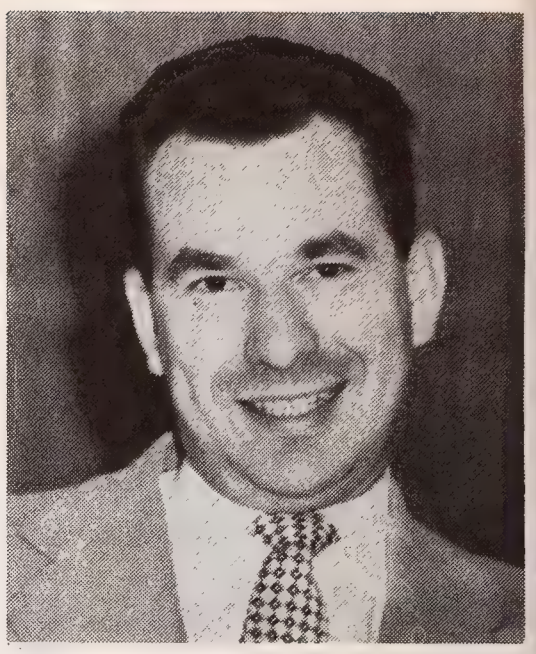
LOS ANGELES

50,000 watts days. 10,000 watts nights.
Gene Autry, *president*
Robert O. Reynolds, *vice pres. & general mgr.*

RADIO IS AMERICA'S GREATEST ADVERTISING MEDIUM

our respects

to David M. Segal,



THE BUSINESS of broadcasting is considered by most of its prime movers to be a job for older men and many present day successes hail from the era of the crystal set. In this field of electronic economics, they will tell you, there is little chance for the "boy wonder."

But such a one, nevertheless, is David M. Segal, who went forth 12 years ago to slay this Goliathic myth. Today, at 29, he owns or controls six stations in Texas, Mississippi, Arkansas and Missouri and expects to have a seventh in operation by September.

Mr. Segal managed to restrain himself from entering his chosen trade until the age of 18, when in the spring of 1941 he joined the now-defunct KCRJ Jerome, Ariz., for $20 per week, as "announcer-program director-librarian-janitor-salesman." He had been born at Winnipeg, Man., July 10, 1923, moved with his family to Los Angeles in 1939 and stayed there through high school and one term in Los Angeles City College.

At KCRJ, Mr. Segal's pronounless sketch relates, "was only man on board from 8 a.m.-6 p.m., six days per week." That fall he went to Albuquerque, N.M., and hired out to KGGM as program director and announcer, while attending the U. of New Mexico.

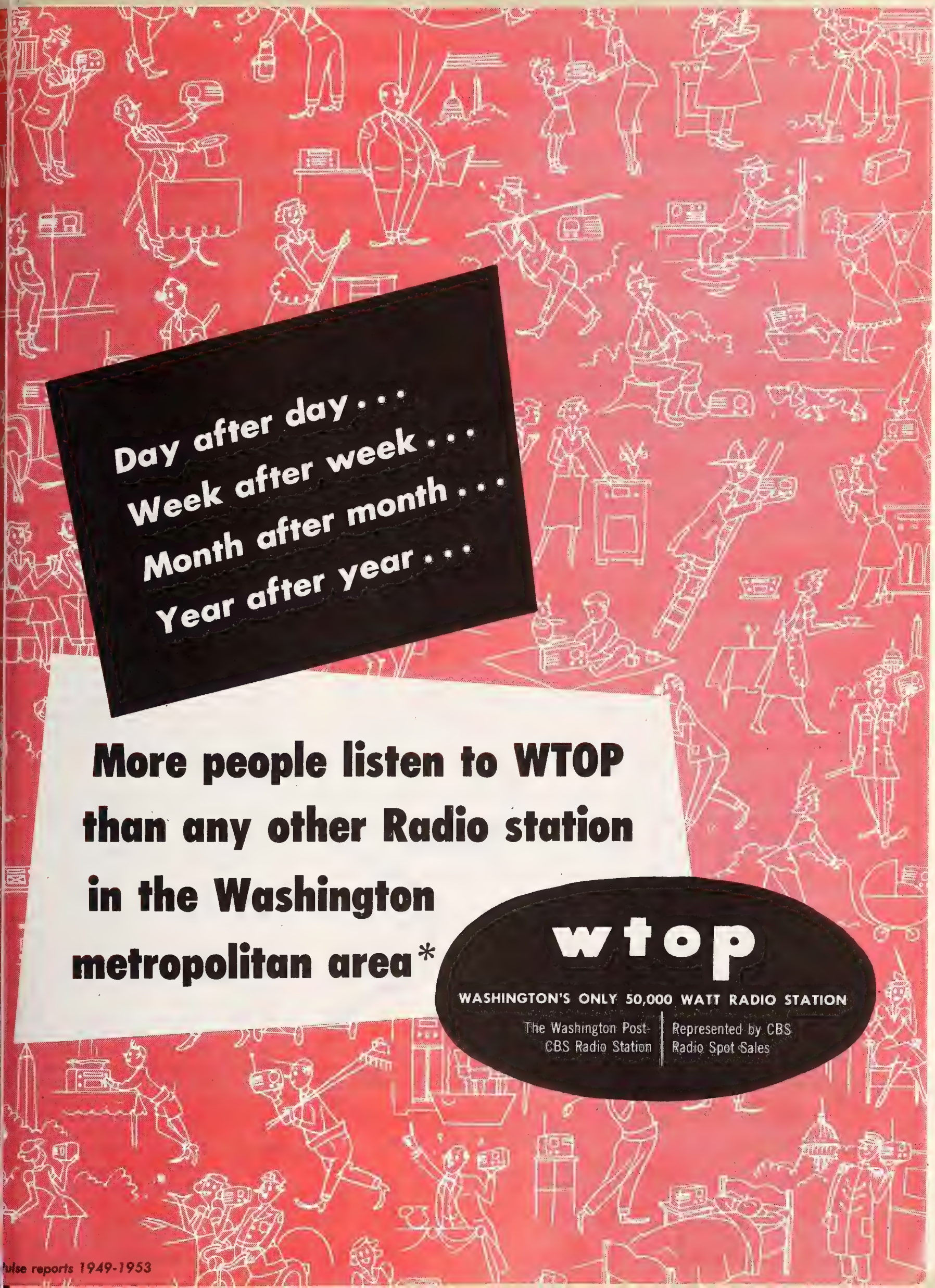
In January 1942 he entered the Army Signal Corps attached to the Air Corps, and remained until February 1944, "mostly in Florida." He forthwith headed for WCBT Roanoke Rapids, N.C., where he was announcer-program director until June 1944, when he became an announcer at KTHS Hot Springs, Ark. In August, freshly 21, he took over as manager of WROX Clarksdale, Miss., and doubled the stations billing in 90 days.

Given $9,000 by his mother in the spring of 1946, Mr. Segal joined a WROX engineer, who had inherited $3,000 from his grandmother, filed for Texarkana, Tex. They were granted KTFS in seven weeks by the FCC. KTFS was on the air in November and a year later Mr. Segal bought out his partner's 30% for about $17,000.

Then Mr. Segal began building as follows: 1948, WGVM Greenville, Miss. (1 kw D 1260 kc); 1940, KDMS El Dorado, Ark. (1 kw D 1290 kc); May 1951, KDKD Clinton, Mo. (1 kw D 1280 kc); August 1951, KDAS Malvern, Ark. (1 kw D 1420 kc); May 1953, KUDL Kansas City, Mo. (1 kw D 1380 kw) [B.T, May 11]. In September he expects to go on the air with KOKO Warrensburg, Mo. (250 w 1450 kc).

Mr. Segal's stations, called the Cotton Belt group, are operated as independents and as separate corporations, with stress on news and on music, depending on locality. A bachelor, Mr. Segal oversees operations of his stations' local managers from headquarters at 1013 Baltimore Bldg, Kansas City.

Some Segal recipes for success: (1) Get good men and pay them well, working salesmen on percentage of gross volume, not individual sales (Mr. Segal gave key employes of KDAS 49% interest and they got back 100% of their investments in 12 months); (2) program for needs and wants of the community—not for prestige of owner or management ("no heavy classical music—the music-lover potential is too small—cater to the masses"); (3) do some promoting (he recently contracted with his agency to spend 20% of his gross income for exploitation), and (4) be a realist (when business needs "pumping up" at one of his stations he flies his four-place plane to the scene, "grabs a handful of rate cards and gets out on the street").



More people listen to WTOP than any other Radio station in the Washington metropolitan area*

wtop

WASHINGTON'S ONLY 50,000 WATT RADIO STATION

The Washington Post-CBS Radio Station | Represented by CBS Radio Spot Sales

*Pulse reports 1949-1953

ON THE AIR SINCE JUNE 9, 1948



5th ANNIVERSARY
of New England's
1st TV STATION

FIRST on the television scene in New England.. and ***first*** in influence today, any way you measure it! The Dr. Forrest L. Whan Report of the Boston Trade and Distribution Area, issued just prior to the 5th anniversary of WBZ-TV's service to the New England television audience, proves that WBZ-TV's popularity is greater than ever! For your copy of this report.. the most comprehensive ever completed in the New England television market.. write WBZ-TV or NBC Spot Sales.

WBZ-TV · Boston · Channel 4

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for TV;
for WBZ-TV, NBC Spot Sales

OPEN MIKE

Help for Bookkeepers

EDITOR:

I read with interest your article in the issue of May 11 entitled "Bookkeeping—Key to Better Management".

As you probably know, the radio and television industry is sadly lacking in aids, be they books, pamphlets, or articles, for the accountant. . . . As a result, every bookkeeper or accountant has to go into the business "cold." . . .

So this "pencil-pusher" thanks you. If you have any reprints of this article, I would certainly appreciate a couple of copies.

B. M. Files Jr.
Comptroller
WSLI Jackson, Miss.

'GRANDMA' ON TOUR

EDITOR:

. . . I am leaving Brownsville, Tex. . . . on June first to take a trip with "Grandma", a home made houseboat, propelled by 25 h.p. Johnson outboard motors . . . for what is believed to be "the longest cruise ever attempted with outboard power; the longest cruise ever attempted in a houseboat, and the first pleasure cruise from the southmost tip of the continental United States to New York." If completed as planned, the cruise will cover approximately 3500 miles (from New York to England is only 3,080 miles) along the Intercoastal Waterway, touching nine States . . .

. . . I intend to make stopovers in each City along the route and invite the public aboard (no charge) to inspect this unusual craft . . .

. . . I expect some of the boys at the stations along this route may want some news about the trip . . . tell the boys along the coast, in Texas, Louisiana, Mississippi, Alabama, Florida, Georgia, North and South Carolina, Virginia, Maryland, Delaware and New Jersey . . . that I'll be available upon arrival . . . If some of the commercial managers wish, I'll go out with their boys, contact the dealers of all items being used on the trip and put on, for them, one or more one-half hour, cosponsored shows that can easily be sold . . . I'll make no charges, want no talent fee, and there is no "gimmick". . .

Robert Y. Tabler
Formerly announcer on
WROD Daytona Beach,
WGIV Charlotte,
KBOR Brownsville



The Ploughman Weary Plods No More

There was this farm lady, listening to WMT's 5:45 A. M. recorded music program while her husband was out milking. The commercial came on and said that Leo Kelly of Marengo had a tractor, plow and cultivator for sale. She hollered to her husband and they drove 60 miles to the store. The place wasn't open yet — some town folks don't start 'til 8. They waited; looked; jawed; and bought $3,000 worth of equipment without twitching a muscle.

Moral: Some tractors are irresistible

WMT Cedar Rapids

Basic CBS Network

5,000 watts 600 kc

Represented nationally by The Katz Agency



Fingertip control of your broadcast tube inventory



HERE'S A PROGRAM that places vital ordering and inventory information right at your fingertips. With just one glance you can quickly estimate the status of your reserve tube stock.

Here's all you have to do . . .

Get in touch with your RCA Tube Distributor. Tell him you would like to take advantage of the free RCA Tube Requirement Analysis Program.

Your RCA Tube Distributor will survey your station equipment, analyze your tube requirements, and prepare a suggested inventory control system for your spare tube stock . . . tailored specifically to your equipment and your operation. There is no charge or obligation for this service.

RESULT: *No shortages.* No "overstocks." Your spare tube inventory will be in correct balance at all times.

RCA's new Tube Requirement Analysis is available exclusively through your local RCA Tube Distributor. Call or write him today. No charge or obligation.

RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

IN PUBLIC SERVICE

Notre Dame Blood Marathon Aired

SO-CALLED Blood Marathon was held by WNDU, radio station on the U. of Notre Dame's campus, to boost the school's campaign to break college records in donating blood. According to the station, several records were broken as the result of the drive. Notre Dame students gave 702 pints a day, 3,119 pints in five days, each count a record breaker, the station said.

KOBK's Assist for Shoppers

OWATONNA, Minn.'s Chamber of Commerce reports that the local KOBK considerably aided a plan to stimulate Friday night retail trade in the town. KOBK organized Friday Night Jamboree, which featured band concerts playing in mid-town. The second Friday night, the station added free bus rides to and from downtown. The next week the station changed the local wrestling matches from Thursday night to Friday night, starting at 9 p.m. The fourth Friday night, May 22, according to the town promoters, showed the promotion really paying off. President of KOBK is Myles Johns.

WLEC Helps Collect Scrap

BELLEVUE, Ohio's Fire Chief A. W. Boehler said that when a rain storm clogged the community's paper, rag and scrap drive, "a thought came to us of that famous Radio Invention of telling the world." That led to a call to Eunice Foster, WLEC's correspondent in Bellevue—and subsequently WLEC Sandusky aired appeals. Result: "WLEC . . . with the finest cooperation broadcast our message to the people."

CBA Queries Stations

CATHOLIC Broadcasters Assn. members are being sent questionnaires with the request they distribute them to local stations on which members present programs. CBA plans to present these comments at its convention June 19-21 at Hollywood's Hollywood-Roosevelt Hotel. They ask the broadcaster what criteria he uses in granting a Catholic group public service time, what he dislikes most about such shows and what he likes best about them.

HIGHEST ANTENNA

in the

PACIFIC NORTHWEST

6018 Feet above sea level
and because of no other
mountains close by. . . . the
greatest square mile coverage
of any TV station in the U. S.



New York 17, N. Y.
347 Madison Avenue
The Walker Company
Murrayhill 3-5830

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters
Hollywood 9-5408

San Francisco 5, Calif.
116 New Montgomery St.
Pacific Northwest Broadcasters
EXbrook 2-8033

Seattle, Washington
Jones Bldg.
Pacific Northwest Broadcasters
MUtual 3377

Chicago 1, Illinois
360 North Michigan
The Walker Company
Andover 3-5771



A dollar buys 89.4% more on KWKH than on Shreveport's second station.

Any way you look at it, KWKH is far and away the best radio buy in the important Arkansas-Louisiana-Texas area around Shreveport.

On a "cost-per-thousand" basis, for example, KWKH delivers *89.4% more Average Daily Listeners* than Shreveport's second station!

These audience figures are from the new Standard Station Audience Report — the *more conservative* of the two recent audience surveys made in this area.

Your Branham man will be glad to give you all the KWKH facts. Or write us direct.



LISTENERS PER DOLLAR
(1-time, ¼-hour daytime rates)

KWKH

A Shreveport Times Station

50,000 Watts • CBS Radio •

SHREVEPORT — Texas LOUISIANA Arkansas

The Branham Co., Representatives

Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

June 8, 1953

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FCC SHAPES FIRST BLOWS TO STEM 'STRIKE' BIDS

What approach the Commission takes on Arkansas Television Co.'s request for Ch. 7 in Pine Bluff, Ark., might well indicate FCC's future course on alleged "strike" applications.

MOVING cautiously but firmly, FCC last week took the first direct action against an alleged TV "strike" application. It questioned the application of Arkansas Television Co. for vhf Ch. 7 in Pine Bluff, Ark.

The Commission's action came after extensive investigation of allegations that the Arkansas Television Co. application was filed in order to delay the coming of television to the 40,000 people in the Arkansas city.

It asked the applicant to justify his application.

Simultaneously, the Commission continued a second investigation into the application of Piedmont Radio Co. for uhf Ch. 17 in Spartanburg, S. C.

Unless the Commission receives a satisfactory answer from Arkansas Television, it is believed it may take one of these three steps:

1. Grant competing Central-South Sales Co. application and dismiss the Arkansas Television application.

2. Set the Arkansas Television application for immediate hearing before the Commission *en banc*.

3. Issue a show cause order requiring Arkansas Television to tell the Commission why the application should not be dismissed.

The Commission considers these moves as the first thrusts against hinder and delay applications, or worse.

These are the allegations against Arkansas Television:

Central-South Sales filed for the Pine Bluff vhf wavelength in mid-December last year. Central-South Sales comprises John Esau and associates (KFPW - AM - FM Fort Smith, Ark.; KTUL-AM-FM Tulsa, and KOMA Oklahoma City).

First competing application to Central-South Sales came early in January from Pine Bluff Television Co., owned by Burnett Estes. This was withdrawn in February.

Second competing Pine Bluff application came from Arkansas Television Co., headed by Gaylord Shaw. This was filed early in February.

Messrs. Shaw and Estes are partners in the contracting business.

In the Spartanburg case, Piedmont is opposed by Sterling Television Co., whose principals include Sterling W. Wright, Robert M. Carlisle and Fred W. Symmes. The latter has interests in WBCU Union City and WMRC Greenville, S. C. Piedmont principals are T. Julian Skinner, W. E. Benns Sr. (20% owner of WVOK Birmingham, Ala.), Virginia Mason and Rowland Sheppard Oliver.

The Commission avowedly is seeking to discourage strike applications in every possible manner. There are about two dozen complaints before the FCC which allege such improper tactics. Moreover, there has been criticism of some attorneys, who purportedly have in readiness applications to be filed on short notice in desirable locations where a serious applicant might find his position clear and ready for grant.

In practice, this is the way the "strike" application method works:

An applicant files at the FCC for a TV frequency. After a routine period of time, with the application unopposed, the application approaches the final stages leading to a grant. Just before final action the "strike" application is filed.

This throws the case into a hearing. It can be many months, or even years, before a hearing is held and one of the two applicants chosen.

Purpose of the "strike" application may be twofold: Either to shake down the original applicant for pay-off in cash or in stock, or to delay a grant for competitive reasons.

Of course, late-filed applications in most cases are purely legitimate.

The FCC faces a difficult job of proving blackmail or illegitimate delaying action.

Should the Commission decide it has a good case, it must figure out which was to proceed.

One of the FCC's regulations (Sec. 1.385e) permits it to issue a conditional grant to one applicant pending a hearing on the good faith of the competitor. This has seldom been used.

Outright dismissal of a "suspect" application is considered legally dangerous in view of the long-established principle that no application may be dismissed or denied without a hearing.

Setting the presumed offending application for hearing also is not considered the ideal way to deal with the situation, in the light of the McFarland Amendments' provision requiring a letter of notification to be sent when an application must be set for hearing.

One suggestion, made by Sen. Edwin C. Johnson (D-Colo.) early this year when his attention was called to the "strike" situation, was that all applicants be required to post a bond in a substantial amount. This would prove good faith and weed out racketeers, it was said.

Charges of nuisance and delay applications are not new. In the early days of AM the allegations were freely, but unofficially, aired by many in the industry. Following the close of World War II, the log-jam on AM applications gave rise to similar charges. Since the TV freeze end last year, the same cries have arisen.

MORE ADVERTISERS TURN TO REGIONAL, SPOT FILM

Confronted with the mounting problem of getting network TV station clearances, advertisers are turning increasingly to filmed shows on a regional or spot basis. Six more major advertisers set regional film TV plans.

IN a flanking movement to elude the growing problem of network station clearance in television, major advertisers are turning more and more to filmed properties placed on a regional or spot basis.

In some cases, sponsors are supplementing their network shows with additional purchases of spot markets for the same program.

Among the national advertisers currently planning to use the regional film technique are E. I. du Pont de Nemours & Co., Chesebrough Mfg. Co., Hawley & Hoops, Hamilton Watch Co., Pacific Coast Borax, and Ethyl Corp.

"Clearance of network TV stations in selected markets is an increasing problem," one executive told B • T, "and the only way to solve it intelligently at present is to buy on a spot or regional basis, assuring yourself at the same time of a tailor-made network in the markets you need.

"However," he added, "as soon as more network TV markets open up, giving us greater access to more outlets, the need for this kind of programming will decrease."

The latest national advertiser to enlist for a filmed series on a spot basis is Hawley & Hoops, Newark, manufacturers of M & M candies. Early last week the firm named Roy S. Durstine, New York, as its advertising agency and on Thursday signed to sponsor a program titled **Johnny Jupiter.** The half-hour filmed series will be placed in 50 to 75 markets starting early in September.

The **Johnny Jupiter** series will be produced by its originator, Martin Stone, president of Kagran Corp., which also owns **Author Meets the Critics,** the Gabby Hayes series, and **Howdy Doody,** among others.

Johnny Jupiter started as a live series on Du Mont TV Network 10 weeks ago and will continue to run there for the completion of a 13-week contract.

Joining in the growing trend to filmed supplementation, E. I. du Pont will place its half-hour network television show, **Cavalcade of America,** in 25 markets in addition to its ABC-TV weekly half-hour time (Tues., 7:30-8 p.m. EDT). BBDO, New York, is the agency.

Chesebrough Mfg. Co. (Vaseline), which sponsors the filmed **Fights of the Century** on NBC-TV on Friday nights after the Madison Square Garden bouts, also will increase its list of 22 network stations with a 37-market lineup placed on a spot basis. Cayton Inc., New York, is the agency.

Hamilton Watch Co., which has been sponsoring the half-hour filmed series, **Jewelers Showcase,** on alternate weeks in 24 markets, goes off the air for a summer hiatus but will return in the fall with an increased station list. BBDO, New York, is the agency.

Pacific Coast Borax, sponsors of **Death Valley Days,** also will take a hiatus on some of its stations during the summer but will return to its alternate-week half-hour schedule in 60 markets on a spot basis, effective early in the fall. The agency is McCann-Erickson, New York.

Ethyl Corp. of America has launched a weekly TV sports program, **The Big Playback,** on 44 television stations throughout the country. The show is being produced by Screen Gems Inc. in association with Telenews Inc. Bill Stern is the sportscaster on the show. BBDO, New York, is the agency.

Meanwhile, two other advertisers are planning TV spot announcement campaigns. They are Artra Cosmetics and General Electric Tube Div.

Artra Cosmetics (Imra Dipilatory) this week launches a four-month campaign using six one-minute commercials a week, on both the NBC and CBS owned and operated stations in New York, Chicago and Los Angeles. Grey Adv., New York, is the agency.

General Electric Tube Div., through Maxon Inc., New York, currently is contemplating a fall spot TV campaign. One station probably will be used during the summer as a guide in determining the extent and nature of the fall plans.



SEEING the sights at KBIG Avalon on Catalina Island are (l to r) Rod MacDonald, media director, Guild, Bascom & Bonfigli, San Francisco; Kay Kennelly, media director, Olian & Bronner, Inc., Chicago; Muriel Wageman, timebuyer, Hugo Wagenseil & Assoc., Chicago, with guide, John Poole, station owner-general manager.

K&E Merchandising Study

MORE than 800 stations returned completed questionaries to Kenyon & Eckhardt concerning their merchandising practices by the first of last week, Hal Davis, K&E, has reported.

With the deadline date June 15, K&E promotion department executives are confident that most stations will be heard from at that time, Mr. Davis said. He reported that an "amazing proportion of stations are carrying varied and extensive merchandising procedures for local and network advertisers. However," he added, "many of the stations are anxious for some simple and inexpensive solution to the problems now being posed by advertisers."

Hunt Agency Moves

W. H. HUNT & Assoc., Los Angeles advertising agency, has moved to its own building at 1044 S. Robertson Blvd. Telephone number is Bradshaw 2-8293.

WITH-FM, MAY CO. IN RADIO DRIVE

MAY Co., large Baltimore department store, has started one of radio's largest campaigns—an all-day Sunday musical program on WITH-FM Baltimore. The program is designed to bring "a still larger share of the higher-income family purchasing dollar," according to Sam Kravetz, WITH-FM manager. The 52-week contract involves an estimated $20,000 in time costs and carries a renewal option.

After the opening program May 24, May Co. found wide interest in the program and its Monday sales in the record department were described as setting a new high mark. The store held a sales meeting for all employes prior to the debut. Copies of a full page newspaper ad promoting the series were sent to every large agency in the nation.

According to Robert Welsh, May Co. advertising director, the program features good music, live and recorded, along with a complete opera each week. A full page newspaper ad on the campaign will be used every month. Commercial announcements are institutional, featuring merchandise appealing to the discriminating buyer and emphasizing the "everything-for-the-home" angle.

WITH-FM and May Co. are cooperating in providing public service facilities for Baltimore organizations. The Sunday series is described as having a potential audience of 125,000 FM sets in Baltimore alone. A series of luncheons will be held, starting this month, with Baltimore Symphony, Assn. of Music Clubs, Peabody Institute, Chamber Music Society and other organizations. WITH-FM has been programmed separately since Oct. 29, 1952. It picks up music programs of WGMS Washington.



ONE OF RADIO'S largest retail time contracts signed on WITH-FM Baltimore by May Co., department store, which broadcasts music-public service all day Sunday. Signing contract is Leonard Novograd, May president. At left, R. C. Embry, WITH vice president. Standing, Sam Kravetz, WITH-FM manager.

Turner Smith Co. Names Dowd, Redfield & Johnstone

TURNER SMITH Co. (Poundex pharmaceuticals) has named Dowd, Redfield & Johnstone Inc., New York, and John C. Dowd Inc., Boston, effective June 1 to handle its advertising, which includes about $200,000 monthly in radio.

The firm plans to continue its 300-station radio campaign plus a limited—about five stations—television schedule, and a comparable newspaper list.

Ruthrauff & Ryan, New York, had serviced the account for the past 30 days. Prior to that, St. Georges & Keyes, New York, was its agency.

Radio-TV Would Get 26% Of Proposed Citrus Fund

TELEVISION and radio would receive $485,435 (17%) and $240,851 (9%), respectively, of the Florida Citrus Commission's proposed $2,800,000 budget for advertising during the 1953-54 season, according to J. Walter Thompson Co., agency for the commission. Uncommitted reserves total $300,000 (11%) and $165,564 (6%) has been set aside for "advertisement preparation and possible rate increases."

This was revealed as Thompson Co. representatives met with the Citrus Commission Wednesday at Lakeland. Adoption of the budget probably will not come until the commission's Budget and Advertising committees meet Wednesday and make recommendations to a commission meeting June 17.

Grant Names Vogel N.Y. Head

IN LINE with a planned expansion of the New York office of Grant Adv. Inc., Chicago, Hugo C. R. Vogel, vice president in charge of the agency's international division, has been named vice president in charge of the New York office, firm announced last week. He is succeeded in the international division post by Sanford S. Clark, who now becomes the division's ranking vice president.

NEW BUSINESS

Spots

Consolidated Cosmetics, Chicago, announces advertising promotion campaign for Lanolin Plus suntan lotion, using national radio spots in 120 cities and local radio shows in nine cities. Agency: BBDO.

Birdseye Frozen Chicken is buying daytime minutes and station breaks in major cities along Eastern Seaboard, starting July 1 for 13 weeks. Agency: Young & Rubican, N. Y.

Gunther Beer is planning radio spot announcement campaign in 20 Eastern markets. Contracts run from June to Dec. 31. Agency: Biow Co.

Corn Products Sales Co. (Mazola Oil Co.), N. Y., is placing half-hour Guy Lombardo transcribed show on eight California stations, once-a-week, starting June 15, for 13 weeks.

Networks

Minute Maid Corp., N. Y. (Fresh Frozen Lemonade and Pure Lemon Juice) is sponsoring Thurs. telecasts of *Gabby Hayes Show* (NBC-TV, Mon.-Fri., 5:15-5:30 p.m. EDT). Agency: Ted Bates & Co., N. Y.

Speidel Watch Bands and **Crosley Div. of Avco** will test program called *Name the Tune* on NBC-TV this summer (Mon., 8-8:30 p.m.) for possible fall retention. Starting July 6, show replaces *What's My Name?* Agencies: Sullivan, Stauffer, Colwell & Bayles, N. Y., and Benton & Bowles, N. Y., respectively.

Gospel Broadcasting Assn., Pasadena, renews sponsorship of *The Old Fashioned Revival Hour* on ABC Radio, Sun., 4-5 p.m. EDT, for 52 weeks, effective June 21. Agency: R. H. Alber Co., L. A.

Toni Co., Chicago (Prom Home Permanent), signs to sponsor Tues. and Thurs. broadcasts of *Whispering Streets* over full ABC Radio network, 10:25-10:45 a.m. EDT, beginning June 2 for 52 weeks. Toni also sponsors *Breakfast Club* and *Turn To A Friend,* both heard Tues. and Thurs. over ABC Radio. Agency: Leo Burnett Co., Chicago.

Griffin Manufacturing Co., Bendix Home Appliance Div., Avco Mfg. Co., Benrus Watch Co. and **S.O.S. Co.** (kitchenware) will each sponsor 10-minute segment of 9:30-10 p.m. EDT portion of *Hoagy Carmichael Show,* NBC, Sat., all 13 weeks. Agencies: Bermingham, Castleman & Pierce (Griffin), Cecil & Presby (Benrus), McCann-Erickson (S.O.S.) and Earle Ludgin (Bendix).

VITAPIX DIRECTORS-STOCKHOLDERS HOLD CHICAGO EXPLORATORY TALKS

With President Frank Mullen presiding, board also forms executive committee and elects as new directors Kenyon Brown, KWFT-TV Wichita Falls and KRTV (TV) Little Rock; Stanley Hubbard, KSTP-TV Minneapolis-St. Paul, and Payson Hall of Meredith Publishing Co.'s KPHO-TV Phoenix, WHEN (TV) Syracuse and WOW-TV Omaha. Jerome (Tad) Reeves of WBNS-TV Columbus, Ohio, is named a vice president.

DIRECTORS and stockholders of the $1 million Vitapix Corp., film rental and distribution syndicate, met in Chicago last week and wrestled with preliminary problems looking toward the eventual saturation of 40 key U. S. markets with film features for as many TV station owners who are expected to subscribe to the cooperative plan.

The meeting was held at Chicago's Drake Hotel Wednesday and Thursday, with Frank E. Mullen, new Vitapix president, presiding over exploratory discussions.

Officers and directors cut a wide swath through routine matters Wednesday morning at the stockholders meeting, electing three new directors and one officer and setting up an executive committee to administer policy of the corporation.

It was understood that policy and procedure of the Vitapix board had not crystalized sufficiently Wednesday, with afternoon sessions devoted mostly to film product availabilities. But officers and directors alike were obviously gratified with progress thus far on discussions of the plan, calling for stock participation of television stations in some 40 major TV areas.

The board elected new directors, raising the total from nine to 12. Elected were the following broadcast industry executives: Kenyon Brown, president, KWFT-TV Wichita Falls, Texas, and KRTV (TV) Little Rock, Ark.; Stanley Hubbard, president, KSTP-TV Minneapolis-St. Paul, and Payson Hall, radio-TV director, Meredith Publishing Co. which owns KPHO-TV Phoenix, Ariz.; WHEN (TV) Syracuse, N. Y., and WOW-TV Omaha, Neb.

Additionally, Jerome (TAD) Reeves, program director of WBNS-TV Columbus, Ohio, was elected a vice president of Vitapix.

Top alignment of the new executive committee is substantially the same as that of the officer slate of Vitapix. Mr. Mullen will serve as chairman, with other members including John E. Fetzer, owner of WKZO-TV Kalamazoo-Grand Rapids; J. Leonard Reinsch, WSB-TV Atlanta and WHIO-TV Dayton, Ohio, the Cox stations; G. Richard Shafto, WIS-TV Columbia, S. C.; Richard A. Borel, WBNS-TV Columbus, and Joseph A. Baudino, WBZ-TV Boston, Westinghouse Radio Stations Inc.

All committee members also are directors of the cooperative firm. The executive group will be directed to "execute" policy as determined by the corporation's board of directors, which also includes, in addition to three new executives, the following: Horace L. Lohnes, Dow, Lohnes & Albertson, who is Vitapix secretary; O. L. Taylor, station representative, and Howard Lane, KOIN Portland and KJR Seattle. Messrs. Taylor and Lane, who were not present at last Wednesday's meeting, are also TV applicants. Paul A. O'Bryan, of the Washington law firm of Dow, Lohnes & Albertson, also attended the conference.

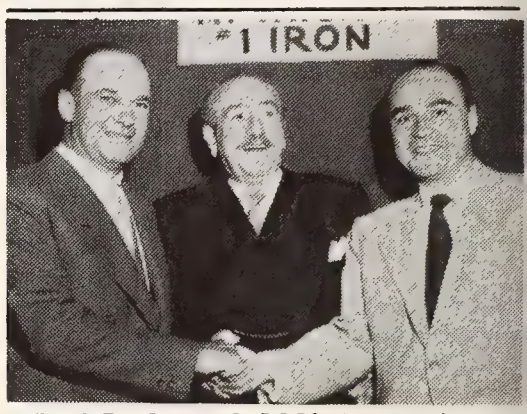
Other directors are expected to be named in succeeding weeks, representing stations who also will subscribe to the film rental and distribution plan. At least two well-known broadcast executives have been tendered invitations to take part as directors, subject to election by the board.

UTP 'Basic' Station

THE TERM "Basic Station" has long been a familiar one in network circles. Last week Harry L. Nace Jr., president of KTYL-TV Phoenix was quoted as giving it a new application, in the film field. United Television Programs Inc., distributors, reported that KTYL-TV bought the entire block of films handled by UTP and that Mr. Nace then publicly announced that, in its viewing area, the station was a "'UTP basic station," a classification which UTP said "a large number" of other stations subsequently have joined.

It was understood that 26 stations thus far have "committed themselves" to the Vitapix cooperative TV station owner venture, of which 22 have actually accepted terms or signed contracts.

Among the newer stations in this category are: KSTP-TV Minneapolis-St. Paul, WPTZ (TV) Philadelphia, WOW-TV Omaha, WHEN (TV) Syracuse, KPHO-TV Phoenix, WBTV (TV) Charlotte, KING-TV Seattle, KOIN Portland, KWFT-TV Wichita Falls, KGNC-TV Amarillo.



ADOLPHE MENJOU (center) was fall guy at the May 22 Circus Saints & Sinner lunch in New York's Waldorf-Astoria. Theme of the program was Mr. Menjou's Ziv TV series, "Favorite Story". Also highlighted during the luncheon were R. J. Schaefer (l), president of Schaefer's Beer, sponsor of "Favorite Story" in New York, and John L. Sinn, Ziv Television Programs Inc. president.

This partial list supplements others which have indicated they wish to subscribe, namely: WBZ-TV Boston, WSB-TV Atlanta, WHIO-TV Dayton, WIS-TV Columbia, WPIX (TV) New York, and WDSU-TV New Orleans.

It is known that invitations have also been sent to stations in Chicago, Los Angeles, Louisville, Detroit, San Francisco, Denver, Providence, Baltimore, Dallas, Houston, San Antonio, Lubbock, Rock Island and Peoria. Perhaps 10 other cities are involved, on the basis of the plan for 40 major markets.

Vitapix was formed three years ago and last fall began operation [B • T, Nov. 3, 1952]. The slate of officers and directors was chosen during the NARTB convention in Los Angeles.

Aside from Messrs. Mullen, Fetzer, and Lohnes, other Vitapix officers are Robert H. Wormhoudt, former Vitapix president, who is executive vice president; William F. Broidy, president of William F. Broidy Productions, vice president; and Don G. Campbell, treasurer.

INTEGREX SHOWS NEW TV FILMINGS

INTEGREX Corp., Amsterdam, Holland, organized by a number of film producers of Western Europe who have pooled their resources to make films for TV, has a number of films ready for the American market, Joseph Brandel, international sales development manager, announced on Wednesday in New York. Films, he said, are available in both 16mm and 35mm of 15-minute and half-hour length, with time allowance for end and middle commercials, with English narration.

Mr. Brandel, Charles Ruedi, managing director of Integrex, and Jean Luc, former head of French TV and now Integrex's creative director, are in the U. S. to show sample films to TV broadcasters, advertising agencies, and large advertisers. Four Integrex films, shown Wednesday at a news preview, included three documentaries and one romantic Christmas Eve in Paris story.

Film Sales

Kling Studios, Chicago, is producing what may be the first commercial in three dimensions. The color motion picture is being produced for the **Admiral Corp.,** Chicago, and features the 1954 line of Admiral TV sets. The film will be shown at Admiral sales meetings in New York, Chicago and San Francisco.

Meanwhile, Kling announced that **Victor Borge,** pianist-satirist, has been signed to appear (presumably in only two dimensions) in a film to be produced for the **Crosley Div. of Avco Mfg. Corp.** Besides Mr. Borge, the film will show 1954 Crosley TV sets for use at the various Crosley sales conventions.

●

Alexander Film Co., Colorado Springs, Colo., has just completed television commercials for **Peter Pan** and the **Union Pacific Railroad** both in Omaha. Peter Pan bought one 20-second film through **Allen & Reynolds.** Union Pacific bought ten 60-second and ten 20-second films through **The Caples Co.**

●

KTYL-TV Phoenix-Mesa, Ariz., has signed for **Interstate Television Corp.'s** *Ethel Barrymore Theatre* and *The Amazing Tales of Hans Christian Andersen,* both on a 13-week basis.

Distribution

George Bagnall & Assoc., Beverly Hills, Calif., has acquired the TV distribution rights to *Werner Janssen's Music Box,* a quarter-hour film series in color featuring Mr. Janssen, the conductor, and the 90-piece Janssen Symphony Orchestra of Los Angeles. Thirteen films have been completed, and production on 91 programs starts July 15 at California Studios, Hollywood. The films are based on selections from opera, symphonic works and ballet.

Production

Bob Hope and **J. Hugh E. Davis,** former vice president of Foote, Cone & Belding, Hollywood, plan July production on *Police Hall of Fame,* one of the first programs to be produced by Messrs. Hope and Davis through their recently-formed **J. Hugh E. Davis Co.,** Hollywood.

The *Police Hall of Fame,* which will be a series of half-hour programs, is to be filmed at Motion Picture Center. Each program will dramatize an outstanding police case, and the policeman who cracked the case will get $500, a trophy and "National Grand Award" trophies which will include prizes up to $2,500.

Executive producers are **William Rowland,** motion picture producer-director, and **Monte Brice,** writer on NBC radio's *Bob Hope Show* who also is with Paramount Pictures. **Joseph Justman** is the producer.

Bob Nye, who is another Foote, Cone & Belding man, having been radio-TV producer for the agency in its Hollywood office, has joined Mr. Davis as an associate. The company's new offices are at 1680 Vine St.; telephone is Hollywood 9-7193.

●

Asia Television Service not only is the name of a new TV film and production company but also describes the scope of the organization. The firm will have officers in Tokyo and Hollywood and will supply TV outlets with weekly news and feature material from the Far East on a syndicated basis.

Douglas Jenkins, Hollywood television producer who was in the Far East Command during his recent recalled tour of duty with the Army, is co-owner and manager of the Hollywood office, 6087 Sunset Blvd.

Larry Tighe, chief of ABC radio's Pacific Ocean Area Bureau during World War II, is in charge of Tokyo operations. He also will include a weekly commentary or report from the Far East in the news-and-feature package.

●

Don Sharpe Enterprises, Culver City, Calif., has started production on a half-hour pilot film for a television version of CBC Radio's *Night Beat.*

PROGRAM SERVICES

TRANSIT RADIO REMAINS ACTIVE

Five cities still feature the service in 1,000 public transport vehicles. Washington, St. Louis and Cincinnati have dropped it.

TRANSIT radio service continues active in five scattered cities, with approximately 1,000 vehicles still providing news and music for riders. Transit suffered a loss of 500 vehicles at 10 p.m. May 30 when WWDC-FM Washington and Capital Transit Co. discontinued the four-year-old service.

Cities still having transit are Kansas City, KCMO-FM, about 450 vehicles; Bradbury Heights, Md., Washington suburb, WBUZ (FM), 35 vehicles; Trenton, N. J., WTOA (FM), about 150 vehicles; Worcester, Mass., WGTR (FM), about 150 vehicles.

Operation of Transit Radio Inc., special representative for transit stations, is not affected by recent demise of service in St. Louis and Cincinnati, as well as Washington. R. C. Crisler continues as president of TR and of R. C. Crisler & Co., station brokerage firm.

While service in Washington provided an estimated $28,000 annual income for Capital Transit, and an indicated profit for WWDC-FM, the nation's capital was the focal point for organized and highly vocal opposition led by Transit Riders Assn. The opposition involved a long and costly legal battle that transit radio finally won in the U. S. Supreme Court.

Many local success stories were



SOME of the promotion material for World Broadcasting System's new You Win show is checked by Pierre Weis (r), WBS general manager, and Dick Lawrence, sales manager. It is described as the first telephone quiz show ever made available to radio stations by a transcription service as a regular release at no extra cost.

compiled by transit broadcasters around the country. National advertisers were taking to the medium but concededly were influenced by the vigorous campaign waged by transit opponents.

Riders of WM&A Motor Lines, serving a Washington suburban area around Bradbury Heights, Md., will continue to receive service, according to Walter C. Ward, WBUZ sales manager. He said the service has been profitable and that WBUZ is seeking increased power.

WBUZ officials would not comment on reports the company is planning to extend transit service to all 90 of the buses it operates.

While Capital Transit Co. has indicated it has no intention of removing speakers from its buses and trolleys, there appeared little indication that Washington service would be revived in the near future. WWDC-FM's regular program service, including music for business places, is not affected.

BMI-AMP Lease Space

SEVENTH and eighth floors of new 16-story-and-penthouse office building at 589 Fifth Ave., New York, and part of the eighth floor in the twin building at 579 Fifth Ave.—now in the excavation stages—have been leased by Broadcast Music Inc. and Associated Music Publishers Inc., wholly owned subsidiary of BMI, marking the first time both organizations have been housed under one roof, it has been announced jointly by BMI President Carl Haverlin and Ivro B. Clark, owner of the two properties.

Ziv Predicts Radio Sales Up

PREDICTION that the Frederic W. Ziv Co.'s radio business for the first six months of 1953 will be 24% over the same period last year has been made by Alvin E. Unger, Ziv radio sales president.

He said Ziv's latest radio program, *Movietown Radio Theatre,* has been sold in 27 markets.

Keystone Adds 14 Affiliates

KEYSTONE Broadcasting System has announced addition of 14 affiliates, bringing its total to 665. New affiliates, as reported by Blanche Stein, KBS station relations director, are these: WELR Roanoke, Ala.; KRIZ Phoenix, Ariz.; WARN Fort Pierce, Fla.; WFOM Marietta, Ga.; WMDC Hazelhurst, Miss.; KCHR Charleston, Mo.; KALG Alamogordo, N. M.; KBIM Roswell, N. M.; WCSS Amsterdam, N. Y.; WWST Wooster, Ohio; WPAM Pottsville, Pa.; WKYR Keyser, W. Va.; KLUK Evanston, Wyo., and KABQ Albuquerque, N. M.

NARTB RADIO-TV BOARDS SET MEET

Washington headquarters meetings June 17-19 will air several problems, with 11 new directors attending. Ethical codes set for discussion.

NINE new members of the NARTB Radio Board, who assumed directorships at the annual convention in Los Angeles this spring, will attend the combined board sessions June 17-19 at NARTB Washington headquarters. Two TV directors will sit for the first time at the TV Board's meetings.

A series of problems affecting broadcast and television operations will confront the directors next week but none are of overwhelming importance. The Radio Board meets Wednesday, the TV Board Thursday and the combined boards will meet Friday. A number of committee meetings will be held.

Taking seats at the Radio meeting will be these newly elected members: Herbert L. Krueger, WTAG Worcester, Mass.; George H. Clinton, WPAR Parkersburg, W. Va.; John Fulton, WGST Atlanta; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Hugh K. Boice Jr., WEMP Milwaukee; John F. Meagher, KYSM Mankato, Minn.; William D. Pabst, KFRC San Francisco; Richard M. Brown, KPOJ Portland, Ore., and G. Richard Shafto, WIST Charlotte, N. C.

New TV directors are Ward L. Quaal, WLWT (TV) Cincinnati, elected at Los Angeles April 28, and Merle S. Jones, who succeeds Herbert V. Akerberg as appointed director representing CBS-Television.

Among items on the agenda will be the two ethical documents of NARTB—Radio Standards of Practice and the Television Code.

The 1948 radio code has been revised and will be submitted to the board by Mr. Meagher, chairman of a special committee that has been working on the job since last autumn. The new version is designed to modernize the document.

Meeting of the NARTB Television Code Review Board will be held June 10 at Hot Springs, Va., with John E. Fetzer, WKZO-TV Kalamazoo, Mich., presiding as chairman. The board has worked out many enforcement problems in the 15½ months the code has been in operation but all have been solved quietly. Thus far only minor changes have been adopted in the text approved late in 1951.

Principal TV interest will be centered on the proposal to set up a million-dollar-plus circulation project, possibly resembling the Broadcast Measurement Bureau surveys for radio. Dr. Franklin R. Cawl, Philadelphia consultant who has submitted a circulation plan, is expected to attend the TV Board meeting. He will be flanked by Richard



THESE SEVEN were on hand when the California AP Radio Assn. presented its first annual news show awards in Los Angeles May 16. They are (l to r): Hubbard Keavy, Los Angeles AP bureau chief; Frank Clancy, vice president, Miles Laboratories; California Lt. Gov. Goodwin Knight, who made the presentations; Will Ragan, writer on the Miles' Alka-Seltzer show on Don Lee Mutual, who won the top award for general news writing; Al Stine, AP executive representative; Les Mawhinney, Don Lee Mutual news director, and Bob Dwyer, Geoffrey Wade Agency, Hollywood, which handles the Alka-Seltzer account.

M. Allerton, NARTB research director.

A three-man TV Board committee has been studying the matter. Campbell Arnoux, WTAR-TV Norfolk, Va., is chairman. Other members are Clair R. McCollough, Steinman Stations, and Kenneth A. Carter, WAAM (TV) Baltimore.

The combined boards will consider plans for the 1954 NARTB convention. C. E. Arney Jr., secretary-treasurer, has conferred in New York and Chicago on the subject. Advance indications point to a May convention at the Palmer House, Chicago, but final decision is up to the directors. Mr. McCollough, as chairman of the convention committee, will report on the Los Angeles meeting. The convention fund may show a deficit because of heavy operating expense at the West Coast site.

Committee reports will be submitted on TV information, sales promotion, insurance, and association budget. The insurance group, headed by Roger W. Clipp, WFIL Philadelphia, will submit a plan for industrywide tower insurance at marked savings and will report on a headquarters staff retirement propect.

A report on the district meeting schedule, opening Sept. 14 in the Northwest, will be submitted by Mr. Arney.

Reporting to the TV Board will be a pay-as-you-see TV committee headed by Paul Raibourn, KTLA (TV) Los Angeles. Other members are Henry W. Slavick, WMCT (TV) Memphis, and Mr. McCollough.

A minor feud has developed between Zenith Radio Corp. and NARTB over the subscription TV study. In a letter to NARTB, Zenith refused to participate in the study. Pieter Van Beeck, assistant on Phonevision to Comdr. E. F. McDonald, president, charged the study will lack objectivity largely because of opposition by Mr. Slavick to pay-as-you-see television. Mr. Van Beeck said the committee can fulfill its obligation only if members are "entirely free of prejudice."

Zenith has been seething since a company spokesman purportedly was kept away from a luncheon club appearance because of what was termed NARTB-inspired influence.

Paramount's International eTlemeter and Skiatron's Subscriber-Vision have been more cooperative in the study, it was indicated at NARTB headquarters.

GIVE RADIO TIME SELLING AIDS

Further meetings are held by BAB and BMI in key cities in Midwest and East. Idea is to present helpful sales techniques for the broadcaster with emphasis on the retailer.

TECHNIQUES designed to help broadcasters sell radio-time especially to retailers, and to improve program service are being explored at a series of nationwide meetings being conducted by Broadcast Advertising Bureau and Broadcast Music Inc.

Last week meetings were held at Des Moines, Omaha and Wichita, in the Midwest, and Rochester, Philadelphia and Balitmore in the East. The previous week meetings had been held at Milwaukee, Chicago, St. Louis, Portland (Me.), Boston and Hartford.

Hundreds of broadcasters are taking part in the conferences, which include an opening program clinic by BMI and a second-day session conducted by BAB. Both organizations have teams on the road. Carl Haverlin, BMI president and other BMI officials, have disclosed the copyright organization is arranging rights to a substantial catalog of modern literary works and besides is preparing lists of works now in the public domain.

BAB speakers are reviewing ways broadcasters can capitalize on radio's effectiveness as a sales tool, utilizing visual techniques to point up the presentations. BMI speakers, including many station operators, are reviewing local and specialized programming techniques.

Meetings are scheduled this week in Oklahoma City, Houston, New Orleans, Pittsburgh, Detroit and Columbus.

At the BAB clinic in Des Moines, held Tuesday, Kevin Sweeney, vice president of the Bureau, emphasized retail business fluctuates widely by weeks and months and that broadcasters, accordingly should sell retailers at times when demand for merchandise is high.

Nighttime radio's effectiveness, the controversial question of "shorty" commercial announcements, how to meet competition from trading stamps, and how long a piece of commercial copy can be used effectively were subjects aired

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INFORMAL SALES discussion during BAB-BMI clinic at Milwaukee. Hugh Boice, WEMP Milwaukee (seated), explains problem to (l to r) Don Wirth, WNAM Neenah, Wis.; Harry Peck, WISN Milwaukee, and Ben Laird, WDUZ Green Bay, Wis.

★ ★ ★

by a panel composed of Lew van Nostrand, WMT Cedar Rapids; E M. Horning, KSIB Creston; Paul Elliot, KRNT Des Moines, and Bernard Jacobson, KROS Clinton.

BMI reported total attendance of 874 broadcasters at its first 12 clinics.

Improved radio programming as a bulwark against TV competition, and the wider use of music in "its full scope," were among the chief topics at many of the sessions to date, BMI authorities reported.

Discussing local programming as



PANEL MEMBELS at BAB clinic held in Portland, Me., included (l to r): Jack S. Atwood, WRDO August, Me.; Lee Gorman Jr., WABI Bangor, Me.; William H. Rines, WCSH Portland, Me.; Ted Coffin, WABM Houlton, Me., and Harold H. Meyer, WPOR Portland, Me.

"radio's best offensive," Earl Glade Jr., KDSH Boise, Ida., told last Monday's clinic at Des Moines that stations should "dramatize local people, local events, and local history." Karl Janssen of KTUL Tulsa stressed "the what, when and why of music" and said his station had found concert music to be "a strong programming ingredient and fully commercial." Allen Embury, KPIG Cedar Rapids, used tape recording to demonstrate successful commercial copy, while G. LaVerne Flambo, WQUA Moline, cited music, news, special events, and play-by play sports as strong points which radio can handle better, faster, and more economically than TV.

Making music "attract and hold listeners and sponsors" was emphasized at another clinic Monday, at Rochester, N. Y., by Frank Schroeder, WDZ Decatur, Ill. Other Rochester talks were by M. Wayland Fullington, WIRE Indianapolis; Stephen W. Ryder, WENE Endicott, N. Y.; Don J. Curran, WWHG Hornell, N. Y., and Harry Goodwin, WNJR Newark.

NARFD Meeting Slated In Houston This Week

SPRING meeting of the National Assn. of Radio Farm Directors will be held today (Monday) through Wednesday, with various activities scheduled at Houston's Rice Hotel and Galveston's Galvez Hotel, according to George Roesner, KTRH Houston, convention chairman.

Several firms and organizations are sponsoring luncheons, dinners and tours, while others are furnishing equipment for use by the farm directors. Talks are scheduled Monday. The farm directors on Tuesday will visit a ranch, observe rice farming and airplane fertilization and spraying, and will take a boat trip on the Houston Ship Channel.

A deep sea fishing trip is set for Wednesday morning and a ladies style show is scheduled Monday by KPRC-TV Houston.

HARTB Names Hollinger

FIN HOLLINGER, KULA Honolulu, has been elected president of Hawaiian Assn. of Radio & Television Broadcasters. He succeeds Jack A. Burnett, KULA. Other officers elected were: Ezra Crane, KMVI Wailuku, vice president; Ira G. Mercer, KHON Honolulu, secretary-treasurer. Mr. Burnett and Robert Denison, KIKI Honolulu, were elected directors.

RTES Names Officers; Gaines Is New Chief

OFFICERS of Radio & Television Executives Society for the coming year were installed May 27 at the group's annual business meeting, following a luncheon at New York's Hotel Roosevelt. President for the 1953-54 season is James M. Gaines, vice president, General Teleradio, in charge of WOR and WOR-TV New York. George Shupert, vice president, United Artists Corp., is first vice president; Robert Burton, BMI vice president, is second vice president; Claude Barrere is secretary, and Joseph A. McDonald, NBC treasurer, is treasurer.

New RTES board members are: Robert Sarnoff, NBC (retiring RTES president); Lester Gottlieb, CBS Radio; G. W. Johnstone, NAM; Eugene Katz, Katz Agency; Marvin Kirsch, *Radio Daily*, Don McClure, Owen Murphy Productions; Reggie Schuebel, Wyatt & Schuebel; Bruce Robertson, BOT; Elliott Sanger, WQXR New York, and Chris Witting, DuMont TV Network.

AIEE Meets June 15-19

AMERICAN Institute of Electrical Engineers' summer general meeting June 15-19 at Atlantic City's Chalefont-Haddon Hall will feature sessions and symposiums on television, radio, binaural broadcasting and facsimile among a series of 54 gatherings to be devoted to advances and discoveries in electrical engineering and allied arts.

Four papers each will be presented on binaural broadcasting, radio and facsimile, while five will be presented on television. The meeting will be sponsored by the Philadelphia Section of AIEE.

TSC Names Chipp

ELECTION of Rodney D. Chipp, director of engineering for the DuMont Television Network, as president of the Technical Societies Council of New York, Inc., was announced last week.

Mr. Chipp, who served as director and treasurer during the past year, represents the Institute of Radio Engineers, one of the Council's 18 member societies in the Greater New York area. Other officers elected were J. V. N. Dorr of Dorr Co., vice president; John B. Hewett of John B. Hewett Co., secretary, and Robert M. Edmiston of American Optical Co., treasurer.

'Lucy,' 'Comedy Hour' Top May Neilsen TV Ratings

HIGHEST ratings in A. C. Neilsen Co.'s first May report went to CBS with *I Love Lucy* and *Colgate Comedy Hour* in the top places. The ratings:

NATIONAL NIELSEN-RATINGS*

TOP TELEVISION PROGRAMS

First Report for May, 1953

(Two Weeks Ending May 9, 1953)

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1.	I Love Lucy (CBS)	15,822
2.	Colgate Comedy Hour (CBS)	12,544
3.	Dragnet (NBC)	10,754
4.	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	10,723
5.	Goodyear TV Playhouse (NBC)	10,370
6.	Philco TV Playhouse (NBC)	10,082
7.	Red Buttons (CBS)	10,038
8.	Studio One (CBS)	9,739
9.	You Bet Your Life (NBC)	9,622
10.	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	9,330

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1.	I Love Lucy (CBS	68.8
2.	Colgate Comedy Hour (CBS)	55.2
3.	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	51.2
4.	Dragnet (NBC)	50.9
5.	Studio One (CBS)	48.2
6.	Arthur Godfrey's Scouts (CBS)	47.8
7.	Goodyear TV Playhouse (NBC)	47.7
8.	Texaco Star Theatre (NBC)	46.4
9.	Philco TV Playhouse (NBC)	46.3
10.	Red Buttons (CBS)	46.3

(*) Homes reached during all or any part of program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

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ABC Claims Bigger Slice

ABC claimed last week it was the only radio network to show an increase in the share of total minutes its radio programs were listened to by the nationwide audience during the comparative period of March 1952 and March 1953. Oliver Treyz, director of research and sales development for the network, reported that a recent Nielsen study revealed that listenership to ABC radio programs increased an average 6% over the period last year.

WEEKLY SET COUNT

TELESTATUS, listing set circulation by markets, is on page 58 of this issue. Next week it will return to its normal positioning in FACTS AND FIGURES.

'Lucy' Leads Videodex, Followed by Godfrey

CBS-TV's *I Love Lucy* continued to lead both in percentage of TV homes and in the number of TV homes in ratings for network programs compiled for May 1-7 by Videodex Reports. Complete listings:

	No. of Cities	*% TV Homes*
1. I Love Lucy (CBS)	71	59.3
2. Godfrey & Friends (CBS)	63	47.5
3. Dragnet (NBC)	66	47.0
4. Talent Scouts (CBS)	36	44.3
5. Groucho Marx (NBC)	74	43.6
6. Comedy Hour (NBC)	72	43.2
7. Our Miss Brooks (CBS)	32	36.1
8. Jackie Gleason (CBS)	48	35.6
9. What's My Line (CBS)	45	34.9
Your Show of Shows (NBC)	65	34.9
Red Buttons (CBS)	68	34.9
10. Texaco Star Theatre (CBS)	60	33.5

	No. of Cities	*% TV Homes (000's)*
1. I Love Lucy (CBS)	71	13,836
2. Comedy Hour (NBC)	72	10,079
3. Dragnet (NBC)	66	9,927
4. Godfrey & Friends (CBS)	63	9,927
5. Groucho Marx (NBC)	74	9,792
6. Red Buttons (CBS)	68	7,722
7. Talent Scouts (CBS)	36	7,663
8. Your Show of Shows (NBC)	65	7,372
9. Your Hit Parade (NBC)	70	7,000
10. Texaco Star Theatre (NBC)	60	6,966
Total No. TV Markets in U.S.		91
*Number Diaries Tabulated for Videodex May Report		9,200
*Total No. Videodex TV Markets		87

'Lucy' Tops ARB Rating

TELEVISION audience ratings of American Research Bureau for May again listed *I Love Lucy* (CBS) the top place in its national rating with an audience of more than 45 million. *Dragnet* and *You Bet Your Life* (both NBC) were second and third, respectively. Martin & Lewis on *Comedy Hour* (NBC) gave the program its highest rating since February, raising it to fourth place. In fifth place was *Talent Scouts* (CBS). Milton Berle's *Star Theatre* dropped from fifth to 19th place.

FCC POLICY SWITCH SPEEDS EIGHT NEW TELEVISION GRANTS

Commission's new policy (to act quickly on TV applications after they are free of competition) accounts for six of the authorizations. TV grants in U. S. now total 477, of which 369 are post freeze.

FCC's CHANGE of policy to act on TV applications as soon as practical after they become free of competition [B • T, May 25] began to take effect last week as the Commission on Wednesday announced grants for eight new stations. Six of these permits resulted from withdrawals by competitors.

New TV station grants issued since lifting of the freeze last year total 373, but four permits have been returned. Including the 108 stations on the air at the end of the freeze, TV authorizations in the U. S. now total 477.

Highlight authorization was permit for vhf Ch. 5 to KCMO Kansas City, putting second vhf station into an area served for 3½ years by a single outlet, WDAF-TV on Ch. 4. The *Kansas City Star*, licensee of WDAF-TV and its radio affiliate, is defendant in a pending government antitrust suit which noted the paper owned the only TV station there [B•T, Jan. 12]. Empire Coil Co. earlier this year was granted uhf Ch. 25 at Kansas City for KCTY (TV), not yet on the air.

The new station grants include:

Kansas City, Mo.—KCMO Bcstg. Co. (KCMO) granted vhf Ch. 5, ERP 100 kw visual and 60.3 kw aural, antenna 830 ft. Grant made possible by dismissal of KCKN's application on Tuesday.

Jacksonville, Fla.— Jacksonville Journal Co. (WJHP) granted uhf Ch. 36, effective radiated power 120 kw visual and 61.7 kw aural, antenna height above average terrain 350 ft. Grant became possible when WEAR Pensacola dropped its competitive bid for Ch. 36 at Jacksonville in return for withdrawal by WCOA Pensacola of its application for vhf Ch. 3 at Pensacola [B • T, June 1]. WJHP and WCOA are under common ownership.

Pensacola, Fla.—Gulfport Bcstg. Co. (WEAR) granted vhf Ch. 3, ERP 47.9 kw visual and 24 kw aural, antenna 420 ft. Grant made possible by withdrawal of WCOA's Ch. 3 bid (see Jacksonville grant).

Elkhart, Ind.—Truth Pub. Co. (WTRC) granted uhf Ch. 52, ERP 215 kw visual and 115 kw aural, antenna 410 ft. A principal in firm is Walter R. Beardsley, president of Miles Labs.

Topeka, Kan.—Topeka Bcstg. Assn. Inc. (WIBW) granted vhf Ch. 13, ERP 95.5 kw visual and 56.2 kw aural, antenna 700 ft. Grant made possible by dismissal of competitive bid of KJAY there on Tuesday.

Meridian, Miss.—Southern TV Corp. (WTCK) granted vhf Ch. 11, ERP 31 kw visual and 15.5 kw aural, antenna 580 ft. Grant made possible by dismissal on May 26 of competitive bid of WMOX there. WTOK proposes to purchase WMOX building for combined radio-TV facilities.

Camden, S. C.—Camden Bcstg. Corp. (WACA) granted uhf Ch. 14, ERP 78 kw visual and 45 kw aural, antenna 550 ft.

Milwaukee, Wis.—Bartell Bcstrs. Inc. (WCKY) granted uhf Ch. 19, ERP 17.4 kw visual and 9.55 kw aural, antenna 530 ft. Grant made possible by amendment of WFOX's application to change from Ch. 19 to vhf Ch. 12. WFOX preferred to go to hearing on a vhf channel, rather than uhf, if hearing is necessary.

In other actions, FCC designated for hearing July 3 in Washington the uhf Ch. 48 contest for Joliet, Ill., and the uhf Ch. 46 contest for South Bend, Ind. Joliet applicants are Sanders Bros. and Joliet TV Inc. (WJOL). Applicants at South Bend are WHOT and Michiana Telecasting Corp. (Notre Dame U.).

Youngstown Fight Resumed

FIGHT for uhf Ch. 21 at Youngstown, Ohio, has been renewed before FCC as Valley TV Co. opposes a request by Polan Industries for additional time to complete construction of WUTV (TV) there. In a protest petition, Valley TV charges the Polan application for extension of WUTV's completion date should be dismissed as invalid since it was not filed until two days after the construction permit expired on May 19. Valley TV argues Polan Industries has failed to meet the terms of the CP and asks FCC to grant its own bid for Ch. 21 instead [B•T, April 27].

PRESIDENT ADOPTS TECHNIQUES OF TV FOR INFORMAL REPORT TO NATION

Aided by technical counsel from BBDO, Chief Executive and four members of Cabinet hold informal, family-circle discussion carrying out promise to bring government in closer touch with nation. Simulcast seen by at least 50 millions and heard by vast radio audience.

PRESIDENT Eisenhower has told his story—the story of 22 weeks of Republican administration—to the nation with the benefit of TV's professional techniques, but it's only the beginning of his plan to keep in intimate contact with 160 million Americans.

Last Wednesday night the President knew what he wanted to say, and he said it. An estimated 50 million people watched on all four TV networks, and many more millions heard him on radio as he went direct to the people. For the first time the White House used TV's staging devices to hold a family-circle discussion that included four Cabinet members.

While the simulcast made television history—and radio, too, because of its informal manner—there is more to come, judging from a recent hint by James C. Hagerty, the President's secretary. Mr. Hagerty has promised the President will make unprecedented use of every means of telling the people what their government is doing.

The simulcast was an example of what the President has in mind, but there are other ideas in the works. It appeared after the Wednesday simulcast that an effective format had been developed for monthly or perhaps bi-monthly discussions between the President and some of his official family. Other ideas are being mulled, most difficult being the plan to telecast Presidential news conferences with radio-TV periodical reporters.

Technical counsel by advertising agency specialists played an important part in the simulcast and led, also, to some newspaper needling. Ben Duffy, BBDO president, directed a staff of agency specialists, some of whom had served with President Eisenhower during the election campaigning.

Mr. Duffy, credited by the White House with substantial help in the simulcast format and exercising it, was in the studio during the proceedings. Among BBDO staff people at the scene were Jack Elliott, account executive on DuPone and Thomas Nelson Co., and Hugh Rogers, head of TV production. Both helped in the Republican campaign telecasts.

BBDO had offered its services a fortnight ago and the White House quickly accepted. In disclosing BBDO's offer last Monday, Mr. Hagerty told reporters, "I am giving them a plug when I say it is the best advertising agency I know of." The agency had volunteered technical aid, he added. After the program Mr. Duffy was quoted as saying, "It was one of our best shows."

Viewers who watched and heard the President and his aides in their 9:30-10 p. m. simulcast were treated to a chatty, easy talkfest—a cozy discussion of what's going on in the U. S. and the world as well as what the government is doing about its hourly crises and dilemnas.

The simulcast was carried live by two radio networks—ABC and MBS. CBS Radio followed with a repeat at 10 p. m. and NBC carried the program at 10:30 p. m.

Staged in the "Fish Room" off the main Executive Offices reception room, the program moved easily despite badly cramped quarters. The room is conference size, its name coming from a little glass aquarium. BBDO selected this room in lieu of the low-ceilinged and arched White House kitchen, set up as a radio-TV studio when the White House was rebuilt. The studio had been used for the May 19 Presidential broadcast to the nation [B • T, May 25].

The President opened the telecast, after the usual brief introduction, by chatting several minutes about the Administration's current operations. His manner was relaxed, somewhat in contrast to the studied message he had delivered on radio a fortnight before.

He was flanked on the left by three Cabinet membebrs seated on a lounge—Secretaries Humphrey, Hobby and Benson. On the other side was Attorney General Brownell in a chair. The President was seated at a desk in a corner of the room. A number of times he walked around, pointed at charts and occasionally sat on one side of the desk. Discussing a problem, he then would turn to one of his official family, observing, "That's your field. What about it?"

Two rehearsals had familiarized the five participants with the routine and all performed in a natural way. No scripts were in sight and speakers had only the help of cue cards and a few charts.

Three TV cameras were used. They were located in corners opposite the desk, with the third in between along with pool newsreel cameras. One boom microphone was used, with three other microphones. Studio lighting fixtures were located at several points. Draping was used over the skylight and back of the newsreel camera. Need for a boom mike influenced selection of the conference room instead of the low radio-TV studio.

Under the White House rotation plan, CBS was selected for the pooled radio-TV pickup. Bill Wood, director of CBS-TV public affairs in Washington, was in charge of TV production with Charles N. Hill as director. Lewis Shollenberger, CBS Radio director special events in Washington, supervised the radio pickup. Mr. Hagerty and Murray Snyder, his assistant, were in charge of the entire proceedings for the White House.

A WTOP-TV remote truck was located outside the Executive Offices for the TV pickup. Radio was fed to the White House panel in the kitchen and made available to all networks at microphone level.

At the first rehearsal Tuesday morning, White House newsmen discovered they could watch proceedings from the remote truck. A White House officer chased them away from the monitors, however. The first rehearsal ran about 10 minutes over but the Wednesday morning run-through came within a few minutes of schedule.

Newsreel photographers were irked because they were limited to one pooled camera during the simulcast and they made their complaints known. Advance newspaper stories contained needling comments about hucksters taking over and Broadway directors swarming around the White House.

Members of the White House staff felt the simulcast was a forward step in relations of the President with the people and figured they had learned some valuable lessons from the first program of this type.

Two circuits were set up for the telecast. WTOP-TV placed a microwave antenna in the White House Rose Garden, beaming it to the Willard Hotel two blocks to the

east. There it was relayed to the WTOP-TV transmitter four miles out Wisconsin Ave., to the northwest. AT&T had cable facilities direct from the White House feeding the networks in New York.

A TV newsreel pool camera (16 mm.) was operated by Tom Craven, of United Press Movietone. John A. Bockhurst, of Hearst Metrotone News, was pool photographer for the movie newsreels.

Technical supervisor for the live TV pickup was Harry Remmers. Robert Sammon, assistant manager of technical operations, CBS New York, took part in the supervision. Bob Barry of CBS handled lighting. The TV cameras were operated by Leo Pitts, Charles McKinley and Jack Waldron, all WTOP-TV. On the technical staff were Roy Bloom, Norman Bailey, Leonard Euzent.

Senate Committee to Act On Baseball's Rule 1 (d)

SEN. EDWIN C. JOHNSON's bill to permit baseball to reinstate rule 1 (d) on radio-TV of games is slated to be up against the full batting order of the Senate Interstate & Foreign Commerce Committee this Wednesday.

The bill has subcommittee approval [B. T., June 1]. If the full committee clears the measure and the Senate passes it, observers have predicted a bit tougher sledding when the measure gets away from "home" territory and out on the road in the House.

Meanwhile, Frank P. Schreiber, general manager and treasurer of WGN Inc., Chicago, wrote Colorado Sen. Johnson that baseball clubs should have a right to place reasonable terms and conditions on broadcasts and stations are "not entitled to filch the show staged by ball clubs." In commenting on NARTB President Harold E. Fellows' testimony before the subcommittee last month, Mr. Schreiber said WGN has broadcast and telecast games under outlawed rule 1(d) and that baseball has the right to impose rules needed "to save itself from bankruptcy."

Census Funds Get Senate Nod

SENATE has adopted Senate Appropriations Committee amendment to restore $9.4 million for censuses of business and manufacturers [B•T, June 1]. Because the amount was not included in the House version of the Commerce Dept. appropriation bill, final disposition will be left to joint Senate-House conferees.

KGW GETS OPTION FORFEITS TO KOIN

FCC is asked to grant Portland, Ore., Ch. 6 to KOIN after option agreement by which KGW owners Samuel I. Newhouse and wife may buy 50% of KOIN after selling KGW.

CALL to grant KOIN Portland, Ore., TV Ch. 6 and deny the KGW application was made on FCC Hearing Examiner Elizabeth C. Smith last week, when both parties submitted an option agreement which provides that KGW (Samuel I. Newhouse Jr. and wife) may buy 50% of KOIN upon issuance of the television permit [B • T, May 25].

The option agreement provides that upon issuance of a TV construction permit, KGW's owners will buy into the KOIN licensee at the following terms: $100,000 plus whatever sum KGW is sold for (but not less than $400,000). KGW must be sold, since the FCC's regulations forbid the same owner controlling more than one AM station in the same market. Agreement also provides for the establishment of Class A and Class B stock, with the present KOIN stockholders owning all the Class A stock and the Newhouses' the Class B. Each group of stockholders will select three directors, with the seventh to be chosen by all stockholders. The agreement gives the KGW principals five years to exercise the option.

KOIN, a CBS affiliate on 960 kc with 5 kw, is owned by Theodore R. Gamble, 43.5%; C. Howard Lane, 21.33%; Harry H. Buckendahl, 11.8%, and 28 employees of the station. Mr. Gamble is also 87% owner of KJR Seattle, Wash.; 49% owner of KCMJ Palm Springs, Calif., and 20.36% owner of KLZ Denver. At one time Mr. Gamble was a large theatre chain owner, but he has liquidated most of his holdings. Mr. Lane is also associated with Mr. Gamble in the ownership and management of KJR; he holds 10% of the stock.

In addition to KGW-AM-FM, the Newhouse family also owns WSYR-AM-FM-TV Syracuse, N.Y. "Syracuse Post-Standard" and "Herald-Journal." KGW operates on 620 kc with 5 kw, and is affiliated with NBC. Negotiations for the sale of KGW to a West Coast broadcaster reportedly are underway. Transaction will take place, it is understood, following grant of a TV permit to KOIN and the putting into effect of the option agreement by KGW's owners.

The Portland Ch. 6 hearing was opened Oct. 1, 1952, but was continued due to intervening hearings by the examiner until last Monday. At that time the stipulations were filed with Miss Smith.

According to Mr. Lane, president of KOIN-AM-FM, the TV station would be on the air 90 days after the issuance of the CP. In the reorganized company, Mr. Lane is slated to become vice president in charge of television. Mr. Buckendahl, now general manager of KOIN, would become vice president in charge of radio. Mr. Gamble, now chairman of KOIN, would become president.

Prompt grant to KOIN would give Portland its second TV station. Now operating is KPTV(TV) on uhf Ch. 27, which began operations last September. KPTV is owned by Empire Coil Co., New Rochelle, N.Y.

Balance sheet of KOIN as of March 31 showed that the station had total current assets of $205,997.81 (of which $130,050 was in cash), and total current liabilities of $165,591.12. KGW's sheet for the same date showed total current assets of $143,863.28 (of which $83,889.31 was in cash) and total current liabilities of $41,812.69.

'Blocking Application' Charged In Waterloo Ch. 16 Case

CHARGE that KWWL Waterloo, Iowa, was instrumental in having a "blocking" application filed for uhf Ch. 16 in that city—thus keeping a grant from L. E. Kelly—was made last week.

In a petition for a conditional grant, Mr. Kelly alleged that the application for the same frequency filed by realtor Charles H. Gurney "was not filed in good faith but for the purpose of delaying action on my application." Affidavit with petition alleged that the Gurney application is in reality old KWWL application for vhf Ch. 7. Among other matters, it alleged that KWWL suggested to Waterloo Chamber of Commerce that FCC be petitioned to grant KXEL and itself, both seeking Ch. 7, conditional grants on Ch. 7 and 16 and that after hearing, winner would have Ch. 7 and the loser Ch. 16.

Mr. Kelly claimed he filed his application for Ch. 16 April 14, and that on May 4 Mr. Gurney filed his application.

UNOPPOSED BIDS KEPT IN HEARING

Protection against late-filed competitive bids has been afforded TV applicants in Portsmouth, Ohio, and Sacramento. This is in line with FCC policy recently outlined.

FOLLOWING policy enunciated three weeks ago [B • T, May 25] the FCC last week maintained two TV applicants in hearing status even though their competition had withdrawn from the race.

Heretofore, the Commission's policy had been to return to the processing lines applicants in hearing status where the dismissal or withdrawal of the opposition left no contest. In many instances this put the remaining applicant in jeopardy of being thrown into another hearing when a late-filing applicant for the same channel applied.

Under the revised policy fixed by the Commission, hearing status will be maintained for remaining applicants when they become unopposed, even if no hearing had started. This protects the survivor from becoming vulnerable to another competing application, since the FCC's regulations forbid the filing of any other applications for the same facilities after 30 days before the date set for hearing.

Both applicants favored in the ruling last week had petitioned the Commission against being returned to the processing line. The applicants were: Woodruff Inc., for uhf Ch. 30, Portsmouth, Ohio, owned by Edward Lamb and wife (also owner of WIKK and WICU (TV) Erie Pa.; WHOO-AM-FM Orlando, Fla.; WTOD Toledo, Ohio, and permittee of WMAC-TV Massillon, Ohio), and John H. Poole for uhf Ch. 46 Sacramento, Calif., also owner of KBIG Avalon and KPIK (TV) Los Angeles, and KBIF Sanger, Calif.

In Portsmouth, WPAY withdrew, and in Sacramento, Jack O. Gross, former San Diego broadcaster-telecaster. In the latter case, Mr. Poole is paying Mr. Gross $6,700 out-of-pocket expenditures.

In both instances the FCC called on the hearing examiners to expedite the issuance of an initial decision.

Evansville Ch. 62 Proposed

MOVING immediately after the FCC set new policy regarding unopposed applicants in hearing status (see story adjoining), FCC Hearing Examiner Fanney N. Litvin issued last Thursday an initial decision favoring the grant of uhf Ch. 62 in Evansville, Ind., to Premier Television Inc. Premier immediately petitioned the Commission to make the initial decision effective immediately. There was no objection by the FCC's Broadcast Bureau.

Premier Television (comprising motion picture exhibitor Jesse D. Fine and family) was left unopposed when two competing applicants withdrew in the last few months. The dismissed applicants were Trans-American Television Corp. and W. R. Tuley [B • T, June 1, May 11]. Only consideration was $4,000 paid by Premier to Mr. Tuley for out-of-pocket expenses. Since the Commission had found Premier legally, financially and technically qualified prior to the hearing, Mrs. Litvin issued her decision forthwith.

FEW REQUEST TV CH. CHANGES

WITH passing Tuesday of the one-year ban on petitions to change TV allocations [B • T, June 1], FCC last week had received only a bare handful of requests for channel amendments. There were no requests to remove educational reservations.

Eastern Oklahoma Television Corp. petitioned the Commission to substitute uhf Ch. 26 for vhf Ch. 12 at Elk City and to assign Ch. 12 to Ada, Okla.

Sparton Broadcasting Co. asks addition of vhf Ch. 10 to Parma, Mich.

Owensboro on the Air Inc., licensee of WVJS Owensboro, Ky., requests allocation of vhf Ch. 9 to nearby Hatfield, Ind.

Lawrence A. Harvey, turned down a fortnight ago as premature in his request of add uhf Ch. 58 at Beverly Hills, asked FCC anew last week to allocate the channel to Los Angeles.

Lynn C. Smeby, Washington consulting engineer, in behalf of an unidentified group, petitioned the Commission to allocate vhf Ch. 5 to Lake Placid, N. Y. Earlier, a similar request to add Ch. 5 at Inman, N. Y., was tendered.

Triad TV Assn. also pending a petition requesting FCC to add vhf Ch. 10 at Onondaga, Mich.

The Holdredge, Neb., Chamber of Commerce has asked the Commission to transfer vhf Ch. 4 from North Platte, indicating an unidentified local group is ready to proceed with TV at Holdredge.

Committee for Educational TV at Charlotte, N. C., petitioned FCC to continue the reservation of vhf Ch. 42 there while the Akron Public Schools supported continued reservation of uhf Ch. 55 at Akron, Ohio.

IKE PROPOSES VOICE REVAMP

PRESIDENT Eisenhower last week revealed how he would revamp the U. S. international information program, which includes Voice of America. The President submitted the plan to Congress for approval.

Features of the plan (Reorganization Plan Seven):

1. A particular, distinctively labeled program for overseas use will present the official U. S. position on world issues. Other programs will continue to carry music and entertainment.

2. The new organization, to be called the U. S. Information Agency, would absorb the Voice of America (which probably will be renamed), other information activities of the State Dept.'s International Information Administration, information programs financed in connection with government in occupied areas and the information programs now conducted by the Mutual Security Agency and the Technical Cooperation Administration (Point Four).

3. Director of USIA would be paid $17,500 annually, a deputy director, $16,000. (Dr. Robert L. Johnson, on leave from the presidency of Temple U., is now director of IIA).

4. The USIA would be autonomous in administration but under the State Dept.'s guidance in matters of policy, it was explained. The agency would be responsible directly to the President through the Mutual National Security Council.

The plan would go into effect 60 days after its appearance on Capitol Hill unless either House vetos it. That would make the effective date about Aug. 1.

NEW ROUND IN CHI. CH. 2 JOUST

BATTLE for Chicago's Ch. 2 continued into another round last week when CBS and Zenith Radio Corp. filed oppositions to the recommendations made by each other in answer to the question of what should be done about moving WBBM-TV Chicago from its present Ch. 4 to Ch. 2.

In the Zenith response, it implied strongly that any comparative hearing for Ch. 2 in Chicago should be with Balaban & Katz, former licensee of WBKB. CBS bought the facilities of WBKB from B & K (now an American Broadcasting-Paramount Theatres subsidiary) for $6 million. Station now is WBBM-TV.

Last week CBS maintained Zenith's proposals were objectional because they did not maintain the status quo—meaning, according to CBS, WBBM-TV on either Ch. 4 or Ch. 2. CBS also said that Zenith's rights would be protected because the court instructed the FCC not to give any consideration to CBS expenses in making the move if it finally ordered the Zenith application to be heard. It also emphasized that Zenith had only engineering "bare bones," and could not begin programming immediately, whereas it could.

KONA (TV) Sale Approved

SALE of majority interest in KONA-(TV) Honolulu by Herbert M. Richards to the licensees of KGU and KPOA for $60,488 was approved by FCC last week. Mr. Richards gives up his 85% holding in KONA(TV), which went off the air about three months ago for economic reasons [B•T, April 13, March 16].

Advertiser Pub. Co., KGU licensee, and Island Broadcasting Co., which will sell KPOA as a condition of the KONA(TV) transfer approval, also are acquiring the remaining 15% interest in the TV station from other stockholders at 80% of par value. J. Elroy McCaw and John D. Keating, West Coast broadcasters, are chief owners of KPOA. The *Honolulu Advertiser* owns KGU.

KONA(TV) reported current assets of nearly $3,300 and current liabilities of almost $166,500 in the transfer application.

PETRY BUYS 22% OF KFMB-AM-TV

Wrather and Alvarez relinquish negative control of the San Diego outlet they purchased recently from John Kennedy for $3.15 million. Petry & Co. will pay $633,000 for 285.67 shares.

SALE of 22% interest in KFMB-AM-TV San Diego to Edward Petry & Co. for $633,000 is disclosed in a transfer application filed with FCC last week.

J. D. Wrather Jr. and Maria Helen Alvarez each will relinquish negative control as the corporation issues additional stock to the station representative firm. Mr. Wrather and Mrs. Alvarez presently each own 500 shares. The corporation will issue new stock in the amount of 285.67 shares to Petry. The station representative also acquires an option to buy up to 142.83 additional shares.

Mr. Wrather and Mrs. Alvarez recently acquired FCC approval to purchase the KFMB radio and TV properties from John A. Kennedy for a total consideration of $3.15 million [B • T, March 30].

The application included reports to support the financial qualifications of the Petry organization. An income statement for 1952 showed that Petry received commissions of $1.65 million for the sale of radio and television time. Of this amount almost $1.6 million went for operating expenses, including $1 million for salaries and bonuses. Net profit before taxes was $79,716.92, net profit after taxes, $43,764.12. Petry showed a surplus Dec. 31, 1952, of $453,077.99.



ORIGINAL 1932 experimental TV license granted Philco Corp. is presented by President William Balderson to President E. V. Huggins of Westinghouse Radio Stations Inc., at ceremony marking transfer of WPTZ (TV) Philadelphia to WRS. Joseph E. Baudino, WRS executive vice president and general manager, watches.



CAKE-CUTTING GROUP at WPTZ transfer ceremony (l to r): Mayor Joseph Clark, of Philadelphia; Dave Garroway, m. c., and Betty Furness, Westinghouse commercial narrator.

NBC Appoints Kovach

JAMES E. KOVACH, WQXR New York manager, has been appointed director of programs for WRC (TV) Washington, NBC o & o stations, according to NBC's Washington General Manager Carleton D. Smith. Mr. Kovach before 1950 was manager of network production operations for NBC and a member of the NBC-TV Development Board. Assisting Mr. Kovach at Washington, where he will be responsible for all radio and TV programming on the stations with emphasis on local programs, features and talent, will be WRC Program Manager Kenneth French, WNBW Program Manager Ralph Burgin and WNBW Film Dept. Manager George Dorsey.

KRSC Ups to 5 kw D

KRSC Seattle last Monday was slated to increase its daytime power to 5 kw, remaining at 1 kw nighttime, Robert Pollock, station manager, has announced. The station has prepared a new rate card.

Two salesmen have joined the KRSC staff. They are John Carlson, formerly commercial manager of KWLK Longview, Wash., and Charles E. Sullivan, formerly with Western Advertising Consultants.

FIVE NEW TV OUTLETS GO ON AIR; TOTAL OPERATING STATIONS 178

Most of the new stations miss their planned starting dates, but some of this week's crop beat their deadlines. Post-thaw starters reach 70: 37 vhf, 33 uhf.

ONE by one new television stations are starting commercial programming—but most of them are starting from one day to several weeks after their "planned" debut. Some of last week's starters, however, beat their deadlines.

Actually getting on the air last week, with commerical programming (even test patterns, these days, don't mean that stations are ready to start regular programming), were five outlets—four vhf and one uhf.

These made it: KFOR-TV Lincoln, Neb.; KMJ-TV Fresno, Calif.; KVOS-TV Bellingham, Wash.; WDAY-TV Fargo, N. D., and WROM-TV Rome, Ga.

KFOR-TV got on the air nearly two weeks earlier than originally planned; KMJ-TV and WROM-TV made it nearly three weeks earlier than anticipated.

Yesterday, WGBI-TV Scranton, Pa., was to have started programming, and KIDO-TV Boise, Idaho, is reported ready to start any day.

Counting those five new stations which started last week, the number of operating post thaw vhf stations rose to 37, and the number of uhf outlets rose to 33. Total post-freeze stations on the air: An even 70. Total operating television stations in the U. S. and Hawaiian Islands: 178.

Eleven stations—five vhf and six uhf—are hopeful of starting before the end of June. Another 19 stations plan a commencement during July.

Here is the status of grantees planning operation within the next few weeks (as listed in chronological order):

On the Air

KFOR-TV Lincoln, Neb., vhf Ch. 10, represented by the Paul Raymer Co., affiliated with ABC-TV (started May 31).

KMJ-TV Fresno, Calif., uhf Ch. 24, represented by the Paul H. Raymer Co., affiliated with NBC-TV (started June 1).

KVOS-TV Bellingham, Wash., vhf Ch. 12, represented by Forjoe TV Inc. (started June 3 to carry the Coronation and will operate on limited basis until 28 when it plans to start fulltime programming).

WDAY-TV Fargo N. D., vhf Ch. 6, represented by Free & Peters, affiliated with NBC-TV and to carry programs from other three TV networks (started June 1).

WROM-TV Rome (Ga.)-Chattanooga (Tenn.), vhf Ch. 3, represented by Weed Television (started May 30).

WSUN-TV St. Petersburg-Tampa-Clearwater, Fla., uhf Ch. 38, represented by Weed Television affiliated with ABC-TV and carrying programs from other three TV networks (started May 31).

Yesterday (Sunday)

WGBI-TV Scranton, Pa., uhf Ch. 22, represented by Blair TV Inc., affiliated with CBS-TV.

Early June

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair TV Inc., affiliated with NBC-TV.

June 14

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Robert Meeker TV Inc.

June 15

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all four TV networks.

KFAZ-TV Monroe, La., uhf Ch. 43, represented by Headley-Reed TV Inc.

KSWS-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc.

KTXL-TV San Angelo, Tex., vhf Ch. 8, represented by O. L. Taylor Co.

WTVE (TV) Elmira, N. Y., uhf Ch. 24, represented by Forjoe TV Inc. (will begin on limited basis approximately June 15).

• Harry Y. Maynard, for the last five years sales manager of KTLA (TV) Los Angeles, has been named general manager of WCIA-TV Champaign-Urbana, Ill., vhf Ch. 3 station. August C. Meyer, WCIA-TV president, announced the appointment. Mr. Maynard, before joining KTLA (TV), was in the radio production department of BBDO, Hollywood.

Target date for WCIA-TV is September 1. According to a station spokesman, the outlet's operation with a 1,000-foot tower is expected to bring television for the first time to about two millon people in central Illinois and western Indiana.



EXECUTIVES of Storer Broadcasting Co. and its four TV and seven radio stations, attending quarterly meeting at Storer House, New York, included (standing, l to r): William Rine, northern district vice president; Art Schofield, advertising and sales promotion manager; Paul Miller, managing director, WWVA; Stanton P. Kettler, southern district vice president; Robert C. Wood, midwest sales manager; Gayle V. Grubb, managing director, WJBK; A. Garen Ferrise, managing director, WMMN; John McCoy, secretary of Storer Broadcasting; Tom Harker, national sales director; Glenn C. Jackson, managing director, WAGA; George B. Storer, president; Lee B. Wailes, executive vice president. Seated, Glenn Boundy, chief engineer; Miller Babcock, managing director, WGBS; Allen Haid, managing director, WSPD; J. Robert Kerns, managing director, WSAI, and George B. Storer Jr., managing director, KEYL.

What happened in Waco, May 11?



A disastrous tornado struck this central Texas city at 4:35 in the afternoon. Results – 113 dead – 503 seriously injured – 1800 residential and 387 business houses damaged or destroyed – communications almost completely disrupted.

RADIO Went into action!

Station WACO's short-wave mobile unit was broadcasting from the stricken area within two hours after the tornado struck. Its public address facilities directed rescue operations . . . AM operation and Texas State Network became the disaster committee's call for heavy equipment to move the rubble . . . for food, clothing, blood and other supplies for rescue and first aid workers. Over 50,000 personal messages of injury, fatality and safety . . . plus an assist with 25,000 such messages for the Ham Short-Wave Network . . . were handled in almost 100 hours of continuous broadcasting. Now that reconstruction work has begun, radio is resuming near normal operations in Waco proving once again that whether it is an emergency created by a disaster or the day to day job of entertainment and information . . . radio always acts in the best interest of the public.

STORER SELLS WSAI AM-FM

Subject to customary FCC approval, Gordon Broadcasting Co. will acquire the AM-FM facilities for a figure in excess of $200,000.

SALE of WSAI-AM-FM Cincinnati by Storer Broadcasting Co. to Gordon Broadcasting Co., headed by Sherwood R. Gordon, was announced last week by Storer executive vice president Lee B. Wailes, subject to customary FCC approval. Sale price was understood to be approximately $203,000 plus quick assets.

Mr. Gordon is a 24-year veteran in radio, having started as a child actor at WKBW and WGR Buffalo and continuing in the medium through the U. of Buffalo by working as announcer at various local stations, and subsequently served with a number of midwest outlets, starting as announcer and advancing through intermediate stages to station management.

After 4½ years in military service, including two years in the South Pacific in Armed Forces Radio and as a combat photographer, Mr. Gordon moved to New York, married, and invested in a number of successful business ventures.

He said his purchase of WSAI, a 5 kw ABC affiliate in 1360 kc, "makes it possible for me to realize two ambitions my entrance into the service prevented — to re-enter radio as a station operator, and return to the midwest. . ."

Mr. Wailes, in announcing the sale, pointed out that Storer's recent $2.4 million acquisition of WBRC-AM-TV Birmingham [B • T, May 25] "brought to eight the number of AM stations under Storer ownership" and that "thus, in accordance with FCC practice, we had to reduce our total to seven."



ON HAND for signing of contract under which Storer Broadcasting Co. sold WSAI-AM-FM Cincinnati to Gordon Broadcasting Co., subject to FCC approval, were (seated, l to r) Lee B. Wailes, executive vice president of Storer, and Sherwood R. Gordon, president of Gordon Broadcasting; standing, James Littell, Storer attorney; R. C. Crisler, station broker; A. Bertram Roth, Gordon attorney.

* * *



TOOKE NAMED WPTZ MANAGER

ROLLAND V. TOOKE has been appoined general manager of WPTZ (TV) Philadelphia following FCC approval of sale of the station from Philco Corp. to Westinghouse Ration Stations Inc. [B•T, June 1]. The appointment was announced by E. V. Huggins, WRS president.



Mr. Tooke

Mr. Tooke has been associated with WPTZ (TV) since 1941 and since 1945 has been assistant general manager. He succeeds E. B. Loveman who will remain with the Philco Corp.

The TIME of Your Life—

on the

New WJAS AM & FM

$ $ $

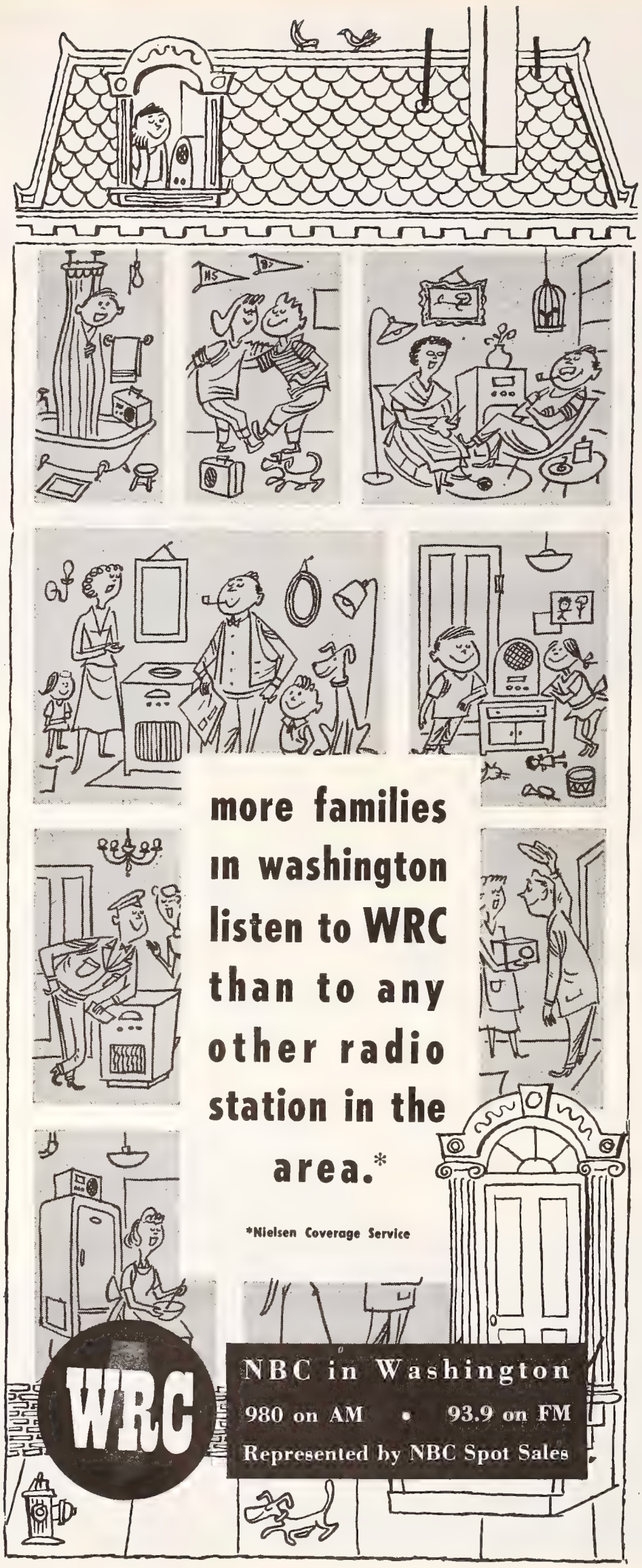
$ MONEY $

THE ~~SUNNY~~ SIDE OF THE DIAL

5000 Watts

Serving the
GREATER PITTSBURGH
Metropolitan
Area...

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.



MANUFACTURING

GATES NAMES FOUR EXECUTIVES

FOUR executive changes in the Gates Radio Co. organization were announced last week by Parker Gates, president of the Quincy, Ill. company.

Lawrence J. Cervone, head of the Gates New York office, has been promoted to general sales manager, replacing the late Fred O. Grimwood who died last year.

John M. Hearle, head of the defense contracts department of Gates at Quincy, has been promoted to head the New York office.

Urlin F. Whitman, chief engineer of WTAD Quincy, Ill., has joined the Gates sales department and will handle special product sales, including TV, and industrial products and special designs.

William Wallace Warren, chief engineer of WANE Fort Wayne, has been selected as sales engineer for Delaware, Pennsylvania, Virginia and West Virginia. Mr. Warren replaces John C. Price who is 40% owner of a new broadcast station recently authorized by FCC for Millville, N. J. [B • T, June 1].

New Philco Line

A NEW line of 31 new radio and radio-phonograph models and 47 television receivers, including a 24-inch picture tube for the first time, was to be announced yesterday (Sunday) by Philco Corp. at the opening of its four-day midsummer convention in Atlantic City, where, Philco claims, 7,500 attending radio and appliance dealers comprise the largest convention ever held by a single company.

RCA Victor Introduces

A "ROTOMATIC' television line, which is said to fully exploit the advantages of completely automatic tuning for the first time, is being introduced by the Victor Div. of RCA, Camden, N. J. Announcement has also been made that RCA Victor is entering the high-fidelity phonograph field. Also in production is a new global portable radio which RCA states achieves a new level of performance in short-wave reception.

Business TV Package Available

SO-CALLED closed circuit TV package is available to business firms for presentation in a 62-city network, according to Cappel, MacDonald & Co., Dayton, Ohio, which claims 110 theatres with 240,000 seats can handle the telecasts.



SUMMERTIME IS KROD-TV TIME IN EL PASO--

BECAUSE 80% OF THE TV HOMES IN EL PASO ARE AIR-CONDITIONED FOR COOL, COMFORTABLE TV VIEWING

El Pasoans, like most Southwesterners, stay indoors in the summer to enjoy the cool comfort of their air-conditioned homes and to watch TV . . . in the day-time and at night-time, too. Because El Pasoans do stay home in the summer, they look to TV for entertainment. This gives the TV advertiser a greater opportunity to sell his product here.

Here Are the REASONS WHY KROD-TV Is Your Best Buy In El Paso and the Southwest!

1. Mountain top transmitter location — 1783 ft. above city.
2. Channel 4 — 56,300 watts
3. CBS — Dumont — ABC Networks
4. More viewers because of better regional coverage, thorough coverage of the "home town" area, and better programming.
5. More "top flight" film shows.
6. More local interest shows.
7. More live shows.
8. Unrivalled studio facilities especially designed for TV.
9. Large and experienced TV staff.
10. Newspaper affiliation.
11. Superior merchandising "tie-ups".

Sell In The City Where People Stay Home In The Summer!

Sell Your Products on El Paso's First, Biggest and Best TV Station

KROD-TV
CHANNEL 4
EL PASO, TEXAS

RODERICK BROADCASTING CORP.

DORRANCE D. RODERICK, Chairman of Board
VAL LAWRENCE, President and Gen. Manager
DICK WATTS, TV Sales Manager

CALL YOUR NEAREST
O. L. TAYLOR COMPANY OFFICE FOR FULL DETAILS

A RESOLUTION

Unanimously adopted by The NBC Television Affiliates

PRINCETON, N. J. MAY 26, 1953

BE IT RESOLVED:

That we, the television affiliates of the National Broadcasting Company, who today at Princeton had the privilege of reviewing in detail with General Sarnoff the position of RCA and NBC in broadcasting and television hereby reaffirm our complete confidence in the National Broadcasting Company and heartily endorse its program as revealed to us by General Sarnoff.

This confidence is predicated upon the unquestionable leadership displayed by RCA and NBC in radio and television over the past years and the steadfast belief that General Sarnoff's position with respect to color television and various other current and future developments in the broadcasting field are fully as sound and unerring as previous decisions and predictions which he has made including his prophecy of the assured future of television, pronounced at Atlantic City in 1947.

The rapid approach of color television and RCA's tremendous strides in that area in our opinion more than justify our confidence in our future as NBC affiliates, and a careful analysis of the present and projected program and sales plans of NBC leaves us with the conviction that they cannot be successfully assailed by expedient competitive attack or propaganda.

In this confidence we adjourn our meeting with unanimous approval and endorsement of the R.C.A.-N.B.C. program as outlined to us today.

NBC

a service of Radio Corporation of America

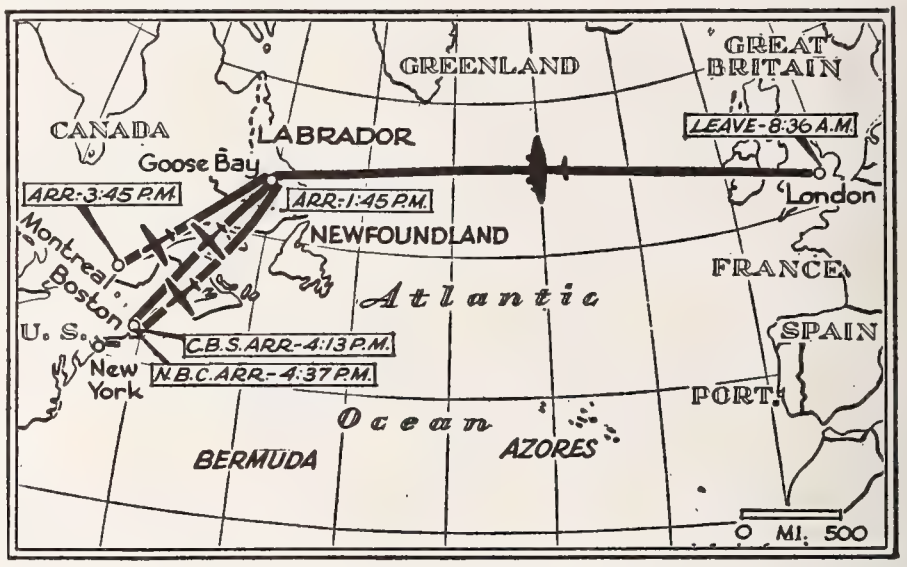
NETWORKS VIE FOR 'FIRST' HONORS AS RADIO-TV COVER THE CORONATION

RADIO and television proved themselves the royal family of communications media with their rapid and descriptive coverage of the Coronation of Queen Elizabeth II of England Tuesday.

Radio re-asserted its reputation as the world's fastest communications medium, unfolding its on-the-spot story of the Coronation from beginning to end. NBC, CBS, MBS and ABC provided detailed coverage, although the networks relied heavily on the descriptions of the proceedings by BBC commentators. Radio coverage continued until approximately 9 a.m. EDT.

But it was television that provided the dramatic flourishes. Both NBC-TV and CBS-TV hired superjet planes to hasten films across the Atlantic and from Canada to Boston, which was scheduled to be the transmission point for network programming.

NBC-TV attempted a bold move it later described as its "secret weapon." In hush-hush fashion it recorded BBC's telecast at Blackbushe Airport, 40 miles from London. The films immediately were placed on an English Canberra, which left for the U.S. at 6:24 a.m. EDT, almost two hours before CBS-TV's jet left London Airport.



DEPARTURE and arrival time (EDT) of the various planes which relayed films of the Coronation first to Canada and then to the U. S., are shown above.

* * *

But the "secret weapon" backfired when NBC-TV's jet plane had to turn back after two hours over the Atlantic because of a defective fuel connection.

Later, when the official BBC films arrived at approximately 2 p.m. in Canberra jets at Goose Bay, Labrador, it touched off the day's second race between CBS-TV and NBC-TV.

It was CBS-TV's plane, piloted by Joe De Bona, that won, arriving at Boston's Logan International Airport at 4:14 p.m. EDT, 23 minutes before NBC-TV's jet, which Stanley Reaver piloted.

In a final effort, NBC-TV arranged with ABC-TV to share its "feed" from CBS at Montreal of BBC films, which were placed on the



people are RICHER in Roanoke

People in the rich Roanoke area have a per family income 20% above the national average . . . 34% above the Virginia state average.

During the year, here's how this buying power lifted sales:

$793,206,000 spent in retail stores
$180,541,000 spent for food
$151,766,000 spent in automobiles
$ 23,667,000 spent in drugs

Yes, People in Roanoke have dollars to spend, and the best way to get *your* share is with the *complete* radio and television coverage of the Shenandoah Stations . . . WSLS—AM—FM and *now* TV.

All figures from Sales Management Survey of Buying Power, 1953

WSLS • AM • FM and now TV

NBC • 610 K.C. NBC • CBS • CHANNEL 10

OWNED AND OPERATED BY SHENANDOAH LIFE STATIONS, INC.

CALL YOUR AVERY-KNODEL MAN TODAY

BIG MIKE... the timebuyer's Assistant... proves KFAB NEBRASKA'S No.1 STATION



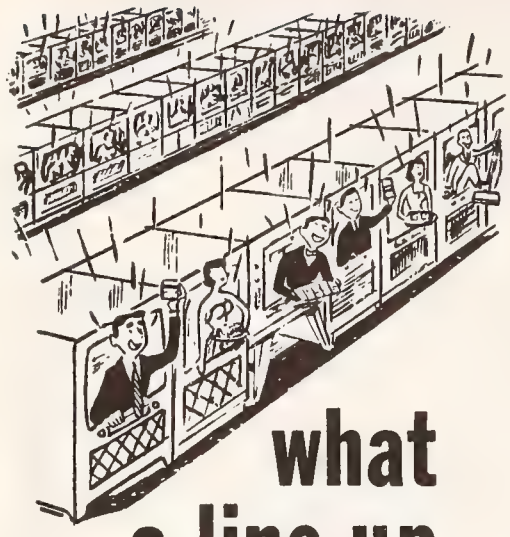
Everyone seems to be agreed that . . . *one of the most important yardsticks for the successful purchase of radio advertising and the corresponding placement of commercial radio time* . . . **is dependable audience measurements and surveys.**

Just recently released is the first complete area Hooper Report covering BIG MIKE'S home state. This survey covers all of the State of Nebraska (every county) and the city of Council Bluffs, (Iowa). This is the first complete, and thorough measurement of Nebraska Market and proves conclusively that BIG MIKE is the most powerful, influential salesman and entertainer in the area. As the "Timebuyer's Assistant", BIG MIKE is proudly pointing out key results of this survey. Hear more about BIG MIKE and the first REAL measurement of Nebraskan's listening preferences . . . from Free and Peters . . . or get the facts from Harry Burke, General Manager.

And remember the bonus coverage of KFAB—parts of 6 states around Nebraska

BIG MIKE is the physical trademark of KFAB, Nebraska's most powerful station

THE MIDWEST-EMPIRE STATION
1110 KC
KFAB
50,000 WATTS OMAHA CBS RADIO



what a line up..

332,000 STRONG!

WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

~~2,000~~ ~~60,000~~ ~~90,000~~ today

there are 332,000 sets in use in the rich market covered by

WFBM-TV

Indianapolis

Represented nationally by The Katz Agency



1330 North Meridian Street • Indianapolis 7, Indiana
Affiliated with WEOA, Evansville; WFBM, Indianapolis; WFDF, Flint; WOOD and WOOD-TV, Grand Rapids

three networks—CBC, ABC and NBC—at 4:14 p.m. Later, spokesmen for both ABC-TV and NBC-TV claimed the distinction of placing the films first on their respective networks. CBS-TV, which went on the air with an edited version of the Coronation at 4:23 p.m. EDT, said that its telecast gave the American audiences its first view of the actual Coronation rite.

NBC-TV and CBS-TV also made use of larger planes, converted into flying laboratories, complete with film-editing equipment, that were flown to the U.S. later that evening for a roundup telecast. NBC-TV's Pan American Super-Six clipper carried back commentators Henry Cassidy and Merrill Mueller, who provided the commentary for a 10:30-12 midnight program. CBS-TV's BOAC Stratocruiser carried, among others, Edward R. Murrow, who offered comments on a 10:30-12 midnight telecast.

TELESTATUS

Weekly TV Set Summary—June 9, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated... Total sets in use in U. S., however, is unduplicated estimate.

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	26,434	.....
Altoona	WFBG-TV	177,034	.....
Amarillo	KGNC-TV, KFDA	25,461	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	8,000	.....
Atlanta	WAGA-TV, WSB-TV WLWA	330,000	.....
Atlantic City	WFPG-TV	47,566	10,056
Austin	KTBC-TV	28,367	.....
Baltimore	WAAM, WBAL-TV WMAR-TV	478,994	.....
Battle Creek	WBKZ-TV	273,015	30,200
Bangor	WABI-TV	18,685	.....
Baton Rouge	WAFB-TV	.....	18,000
Bellingham	KVOS-TV	.....	.....
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	104,300	.....
Birmingham	WAFM-TV, WBRC-TV	157,000	.....
Bloomington	WTTV	225,000	.....
Boston	WBZ-TV, WNAC-TV	1,053,837	.....
Bridgeport	WICC-TV	.....	11,031
Buffalo	WBEN-TV	349,902	.....
Charlotte	WBTV	325,490	.....
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,510,000	.....
Cincinnati	WCPO-TV, WKRC-TV WLWT	413,000	.....
Cleveland	WEWS, WNBK, WXEL	761,157	.....
Colorado Springs	KKTV	19,869	.....
Columbia	WCOS-TV	.....	.....
Columbus	WBNS-TV, WLWC, WTVN	287,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	272,000	.....
Davenport	WOC-TV	203,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	278,000	.....
Denver	KFEL-TV, KBTV	150,362	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
Duluth	WFTV (TV)	.....	.....
Elmira, N.Y.	WTVE (TV)	.....	.....
El Paso	KROD-TV, KTSM-TV	26,226	.....
Erie	WICU	185,500	.....
Fargo, N.D.	WDAY-TV	.....	.....
Ft. Lauderdale	WFTL-TV	.....	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	272,000	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	237,643	.....
Green Bay	WBAY-TV	.....	.....
Greensboro	WFMY-TV	167,419	.....
Harrisburg	WHP-TV	.....	35,000
Holyoke	WHYN-TV	215,000	.....
Honolulu	KGMB-TV	19,000	.....
Houston	KPRC-TV	242,450	.....
Huntington-Charleston	WSAZ-TV	200,432	.....
Indianapolis	WFBM-TV	342,000	.....
Jackson	WJTV	.....	17,138
Jacksonville	WMBR-TV	112,000	.....
Johnstown	WJAC TV	658,843	.....
Kalamazoo	WKZO-TV	295,000	.....
Kansas City	WDAF-TV	294,467	.....
Lancaster	WGAL-TV	224,961	.....
Lansing	WJIM-TV	176,912	.....
Lawton	KSWO-TV	25,000	.....
Lima	WLOK-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Little Rock	KRTV	.....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA, KNXT, KTTV	1,579,375	.....
Louisville	WAVE-TV, WHAS-TV	240,828	.....
Lubbock, Tex.	KDUB-TV, KCBD-TV	24,843	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	205,656	.....
Miami	WTVJ	178,500	.....
Milwaukee	WTMJ-TV	433,649	.....
Minn.-St. Paul	KSTP-TV, WCCO-TV	366,400	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	24,000	23,000
Montgomery	WCOV-TV	.....	4,000
Muncie	WLBC-TV	.....	.....
Nashville	WSM-TV	115,052	.....
New Britain	WKNB-TV	.....	61,789
New Castle	WKST-TV	.....	35,573
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	182,111	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,450,000	.....
Norfolk-Portsmouth Newport News	WTAR-TV	171,058	.....
Oklahoma City	WKY-TV	213,266	.....
Omaha	KMTV, WOW-TV	186,460	.....
Peoria	WEEK-TV	.....	37,530
Philadelphia	WCAU-TV, WFIL-TV WPTZ	1,233,000	.....
Phoenix	KPHO-TV, KTYL-TV	67,400	.....
Pittsburgh	WDTV	641,000	.....
Portland, Oreg.	KPTV	.....	93,142
Providence	WJAR-TV	1,043,320	.....
Pueblo	KDZA-TV	18,000	.....
Reading	WHUM-TV	.....	84,748
	WEEU-TV	.....	.....
Richmond	WTVR	169,617	.....
Roanoke	WROV-TV, WSLS-TV	83,000	21,102
Rochester	WHAM-TV	184,000	.....
Rockford	WTVO	.....	18,753
Rock Island	WHBF-TV	203,000	.....
Quad Cities Include Davenport, Moline Rock Is., E. Moline			
Saginaw-Bay City-Midland	WKNX-TV	.....	30,060
St. Louis	KSD-TV	502,000	.....
St. Petersburg	WSUN-TV	.....	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	143,786	.....
San Diego	KFMB-TV	179,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	586,160	.....
San Luis Obispo	KVEC-TV	.....	.....
Schenectady-Albany-Troy	WRGB	269,400	.....
Seattle-Tacoma	KING-TV, KTNT-TV	263,000	.....
Sioux City	KVTV	47,208	.....
Sioux Falls	KELO-TV	36,000	.....
South Bend	WSBT-TV	43,781	36,531
Spokane	KHQ-TV, KXLY-TV	30,686	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	21,991	.....
Syracuse	WHEN, WSYR-TV	218,907	.....
Tacoma-Seattle	KTNT-TV, KING-TV	263,000	.....
Tijuana (Mexico) San Diego	XETV	205,176	.....
Toledo	WSPD-TV	225,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	144,460	.....
Utica-Rome	WKTV	93,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	451,000	.....
Wichita Falls	KWFT-TV, KFDX-TV	33,000	.....
Wilkes-Barre	WBRE-TV	.....	75,000
Wilmington	WDEL-TV	136,897	.....
York	WSBA-TV	.....	54,676
Youngstown	WFMI-TV, WKBN-TV	.....	35,508
Zanesville, O.	WHIZ-TV	.....	.....

Total Stations on Air 169* Total Markets on Air 115*

* Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico

Total Sets in Use 23,590,855

on the Local Scene . . .

In Maryland, WMAR-TV is *first* for popularity and variety in local as well as network programming.





These WMAR-TV local programs are available for participating sponsorship:

1—"The Woman's Angle" with Ann Mar. Kitchen fun . . . Monday through Friday, 1 to 1:30 P.M. and Mon., Wed., Fri., 3:30 to 4 P.M.

2—"Mostly Music" with Matt Thomas. Musical variety . . . Monday through Saturday, 4:30 to 5 P.M.

3—"Edith Land Program." Songs and guests . . . Monday through Wednesday, 11 to 11:30 A.M.

4—"The Collegians" conducted by T. Oliver Hughes. Youthful talent . . . Saturdays, 1 to 2:30 P.M.

5—"Block Party" with Corky Smith. Quiz game . . . Thursdays, 3:30 to 4 P.M.

6—"The Early Show" (Boots and Saddles). Movies . . . Monday through Friday, starting at 6 P.M.

7—"Film Theatre of the Air." Top films . . . early Sunday afternoons.

8—"Spinnin' the Sports World" with Matt Thomas. Sports . . . Monday, Thursday, Friday, 6:50 P.M.

***In Maryland, most people watch* WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

***Represented by* THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*

CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ **TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**

ABC REALIGNS EXECUTIVE POSTS IN N.Y., CHICAGO

EVECUTIVE realignment in ABC's New York and Chicago operations, first of this scope since the merger of ABC and United Paramount Theatres last February, was announced Thursday by President Robert E. Kintner.

Mr. Kintner said the changes—which were made public coincidentally with announcement of the resignations of John H. Norton Jr. as vice president in charge of the ABC Central Div. and Paul Mowrey as general manager of WABC-TV New York—were designed to accomplish the "twin purpose" of giving WABC-TV greater autonomy and to enhance ABC's Chicago facilities as a radio and TV program production center. The new appointments, effective July 1:

• John H. Mitchell, ABC vice president in charge of WBKB (TV) Chicago, moves to New York as vice president in charge of WABC-TV.

• James L. Stirton, general manager of the Central Div. of the ABC-TV network, becomes director of the ABC-TV network operations for the division, and, similarly, Don Roberts becomes director of the ABC radio network operations for Central Div.

• Sterling C. Quinlan, who has been program director of WBKB, takes over the general managership og both WBKB and WENR, ABC-owned radio station in Chicago.

ABC said the executive duties which heretofore have been handled by Mr. Norton as vice president in charge of the division have been reassigned among Messrs. Quinlan, Roberts and Stirton, and that Mr. Mitchell, as vice president in charge of WABC-TV, will also assume the general manager's responsibilities held by Mr. Mowrey before his resignation last Monday. Mr. Roberts will report to Charles T. Ayres, vice president for ABC radio, while Mr. Stirton will report to Alexander S. Stronach Jr., vice president for ABC television.

WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

Despite local competition from three other major networks, WDAY consistently gets a greater share of Audience — Morning, Afternoon and Evening—*than all other stations combined*, in Fargo-Moorhead!



NBC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives

NBC-TV CLAIMS NO 'REBELLION'

NBC claimed last week that any likelihood of "rebellion" among its TV affiliates had vanished—that, in the wake of the widely acclaimed presentation the week before by Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC [B • T, June 1], all but one affiliate had signified intentions of remaining on the network.

The single exception, officials said, is WHAM-TV Rochester, known for some time to be "on the fence" as to whether it will remain on NBC or switch to CBS-TV. NBC authorities said they had had no word, either way, about WHAM-TV's intentions as to affiliation, but they considered it "significant" that the station already had signed an agreement accepting NBC's new "contiguous" discount structure [B • T, June 1].

Of the "commitments" from other

Hi Mom and Dad—

We had one grand show today....

This Spring, at the specific request of the Armed Forces, a troupe of WSM Grand Ole Opry Stars flew to Korea to bring a bit of home to the boys in the fox-holes, half a world away. They went because of all the entertainment available in the nation, our soldiers preferred the Grand Ole Opry.

This letter, written by one of the many thousands whose lives were lifted out of the fox-holes by the Grand Ole Opry for a little while, tells a compelling story of what a single program on a single station has come to mean to a whole people!

Kimpo Air Base, Korea

"Another day gone and another one ready to take its place. It soon gets so one day is like the other. (I just looked at the calendar and saw it's Saturday, Friday where you are.)

Today was sure different than any so far since I've been here. What accounted for it? Well, I'll tell you. We had one grand show today. Ernest Tubb and his Texas Troubadours, Hank Snow and Lew Childre, and other Grand Ole Opry stars really gave us a good show. Hank Snow opened the show, singing "I'm Movin' On," "Golden Rocket," and other songs he made famous. Then the Troubadours took over for a while. Ernie Tubb gave his show, Lew Childre gave us laughs, songs and his imitation dance, then they all got together and cut up and acted a fool for a while. The whole show lasted almost two hours. I almost felt like crying when they had to stop. That's how much I liked it. I guess it's because we don't have much to do for entertainment, and when we get something good for a change, just don't want to let it go. And too, it reminded me of Saturday nights at home. We sure did have us a time. Surprised me how many hillbillies there are here at Kimpo. We were in an open theatre, and I mean it was packed.

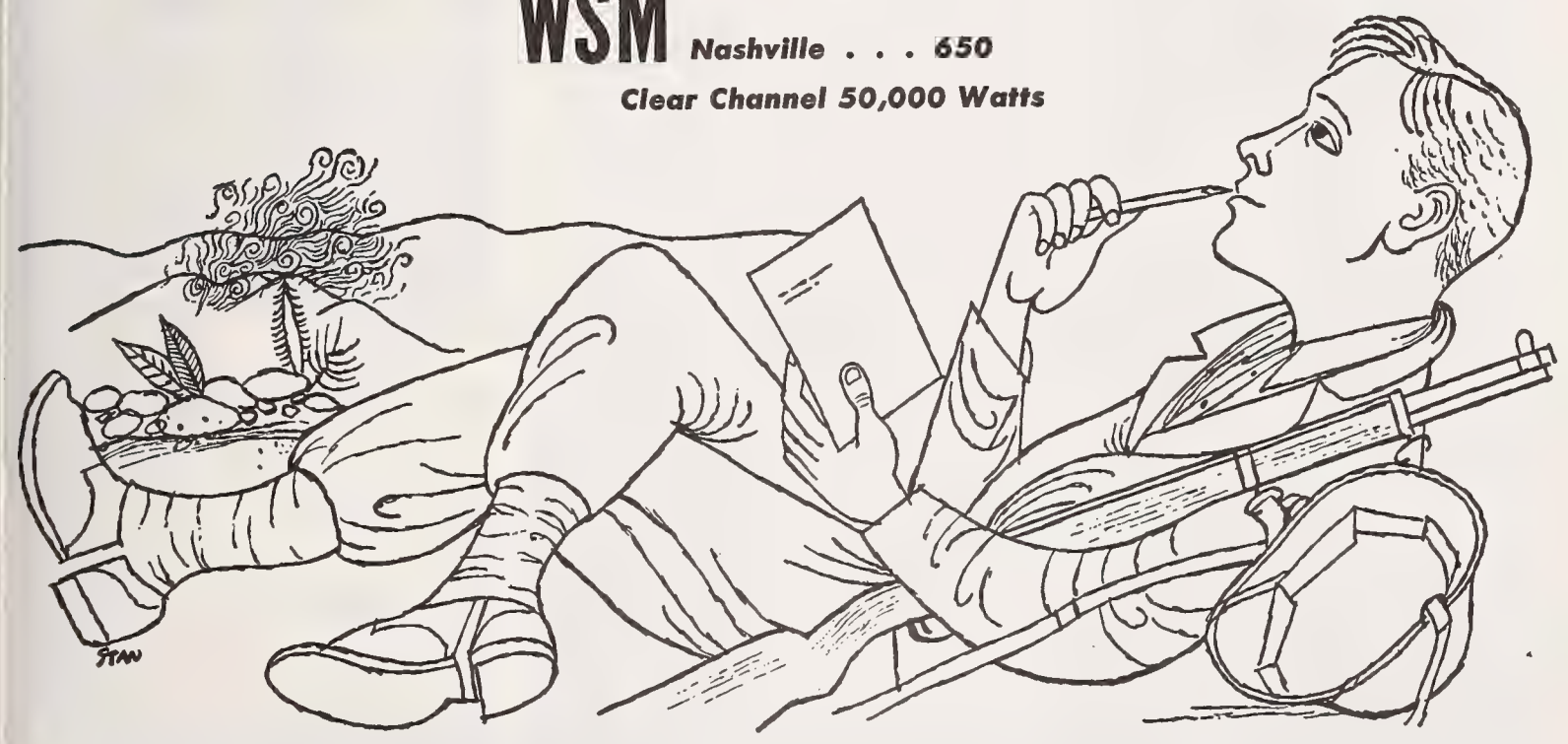
I guess it seems funny to you, us going crazy over a simple show that you hear every Saturday, but over here it's something special to us."

(Name on Request)

No wonder WSM and WSM's Grand Ole Opry has become the greatest single selling force in America. Tom Harrison, or any Petry Man, can fill in the details for you.

WSM *Nashville . . . 650*

Clear Channel 50,000 Watts



stations to remain with NBC-TV, officials reported, some were verbal and some written. In the latter category was one from P. A. Sugg of WKY-TV Oklahoma City, another station which had been on the so-called "critical list."

Meanwhile, it was reported that all but three stations—not identified—have told NBC officials they will accept a downward revision in Saturday-Sunday afternoon TV rates which was unveiled during the May 25-27 meeting of the affiliates with network officials. Under this plan, the 1-5 p. m. period on Saturday and Sunday, now in class A time, becomes class B, the rate for which is three-fourth of the rate for class A.

KXOC Drops, KHSL Joins CBS; Network Adds KVCV

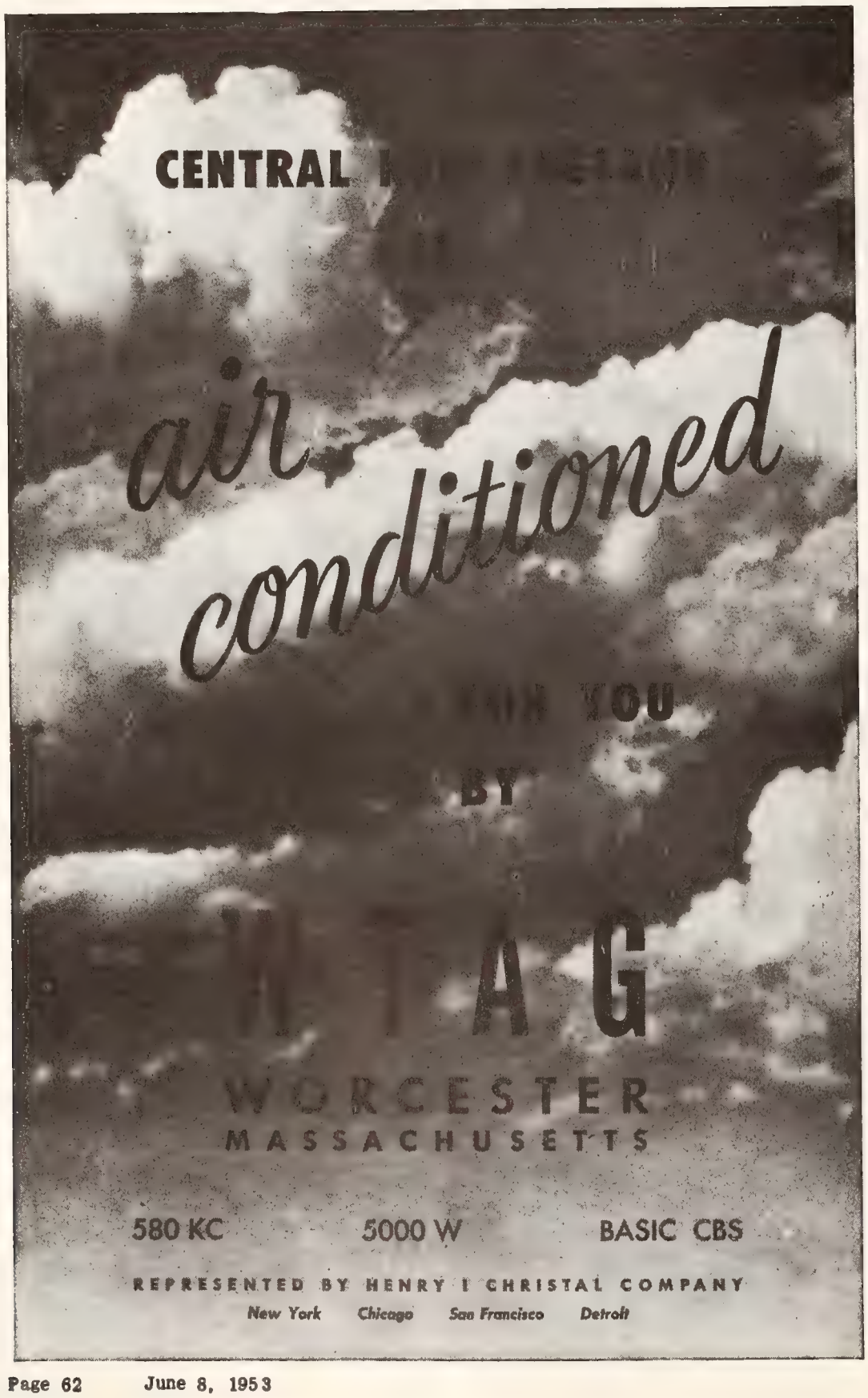
A CHANGE in the CBS Radio affiliation in Chico, Calif., with the network adding a new affiliation in Redding, Calif., at the same time, has been set for Aug. 14, it was reported last week.

The Chico affiliation switches from KXOC to KHSL, while CBS Radio also adds KVCV Redding, which is under the same ownership as KHSL. KVCV currently is affiliated with Mutual.

Lincoln Dellar, owner of KXOC and also KXOA Sacramento and KDB Santa Barbara, said he was relinquishing the CBS Radio affiliation at Chico rather than give up a recent power boost from 5 to 10 kw on 1060 kc there. He claimed the network felt that with 10 kw his station would overlap the network's own KCBS San Francisco.

Network officials, however, said that even before KXOC's power boost Mr. Dellar had sought an increase in the station's network rate and network compensation, which the network felt unjustified, and that, in view of negotiations with the owners of KHSL and KVCV, it was decided to substitute those two stations for KXOC in the affiliation list.

KHSL is on 1290 kc with 5 kw, and, like KVCV, is a Mutual affiliate. KVCV is on 600 kc with 1 kw. The two stations are owned by Golden Empire Broadcasting Co., headed by Mrs. Hugh McClung.



CBS Inc Elects Lovett To Membership on Board

ELECTION of former U. S. Secretary of Defense Robert A. Lovett as a member of the board of CBS Inc. was announced by Chairman William S. Paley after the monthly board meeting last Wednesday. Mr. Lovett, a general partner in the private banking firm of Brown Bros. Harriman & Co., succeeds Prescott S. Bush, also of Brown Bros. Harriman, who resigned from the CBS board after his election as a U. S. Senator from Connecticut last fall.



Mr. Lovett

NBC Signs Tom D'Andrea

SIGNING of comedian Tom D'Andrea to a long-term NBC contract as part of the network's comedy development program was announced last week by Charles C. (Bud) Barry, vice-president in charge of network programs.

Westinghouse

the first name in radio

Welcomes WPTZ

Philadelphia's first TV station

NBC-TV affiliate

Philadelphia's first television station is now a unit of the group that originated the broadcasting industry.. Westinghouse Radio Stations, Inc.

Separately, KYW and WPTZ have won the friendship of an audience of millions in the greater Philadelphia metropolitan area. Together they can do still more to bring to this audience the very best in entertainment and information.. and to bring to advertisers a new high in eye-and-ear coverage of the Philadelphia area!

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free and Peters, except for TV;
for the television stations NBC Spot Sales

ISSUE FORD FOUNDATION REPORT

The Ford Foundation's annual report was released last week, and it disclosed that the Radio-TV Workshop cost $670,802 the last half of 1952.

ITS TV-Radio Workshop cost the Ford Foundation $670,802—after deducting $187,850 received from sponsors of its programs—during the last half of 1952, the Foundation's annual report showed last week.

Full-year figures for the Workshop were not shown, since it did not commence operation as a department of the Foundation until July 1952. Before that it was administered by the Foundation's Fund for Adult Education, whose annual report will not be made until September.

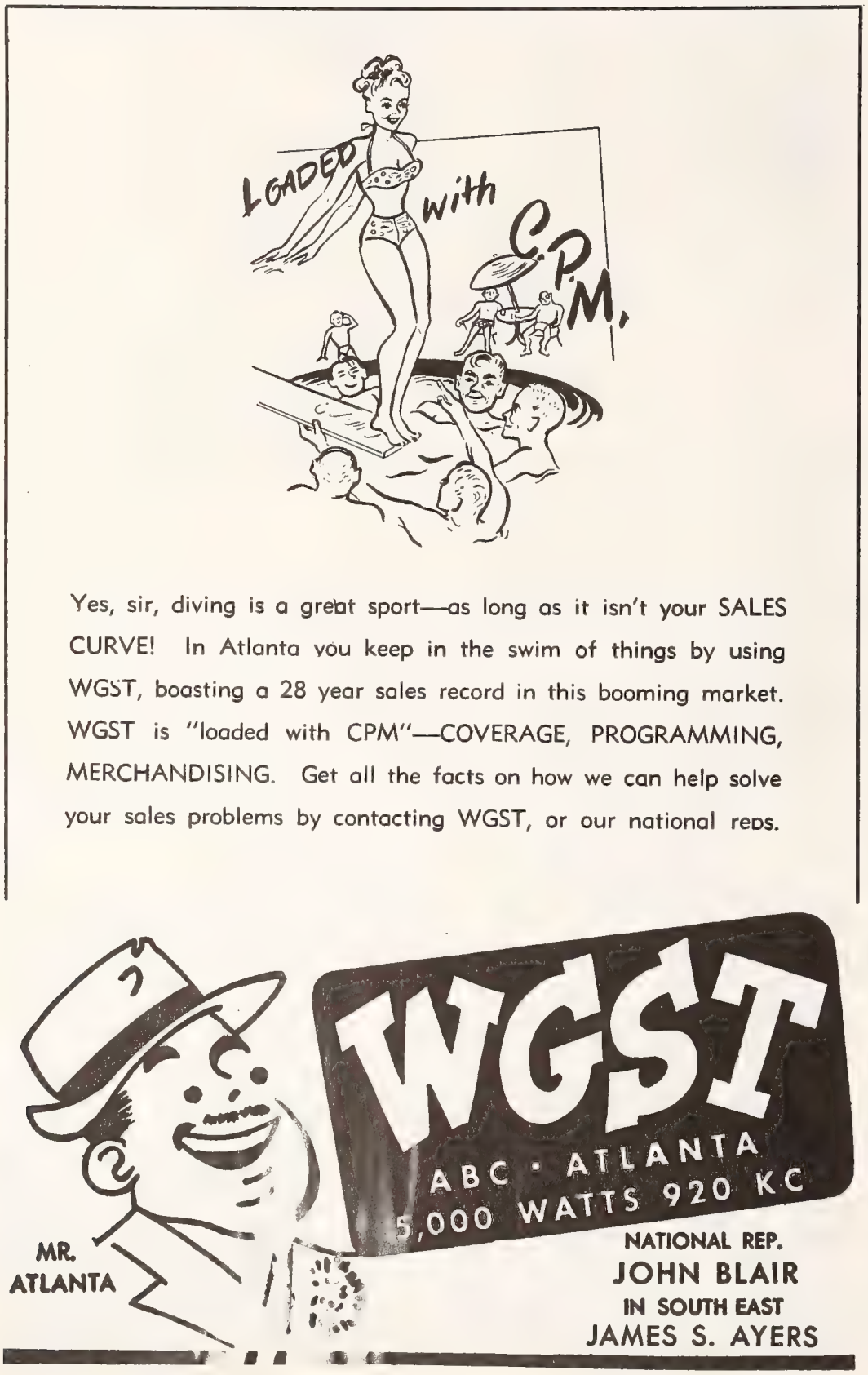
Overall, the Foundation's report showed, the Fund for Adult Education received from the Foundation authorizations for grants totaling $4,100,000 for its "educational television program" during the year. Of this sum, $500,000 had been paid as of Dec. 31. The grants were authorized "for aid" in the construction of educational television stations, on a matching basis with local groups, and to assist in the development of program material." In the latter category was $150,000, in addition to $300,000 in 1951, to produce several series of radio programs for the National Assn. of Educational Broadcasters, among them *The Jeffersonian Heritage* and the *Ways of Mankind* series. The 1952 total also included $50,000 granted by the Fund to the National Citizens Committee for Educational Television and "substantial grants to the Educational Television & Radio Center, a facility for program assistance, development and exchange."

The TV-Radio Workshop, set up to improve "the educational use of television and radio within the normal practices of commercial broadcasting" and directed by Robert Saudek, produced two TV and one radio series during 1952. A weekly 90-minute series, *Omnibus*, was presented over CBS-TV with a full complement of five sponsors and is slated to return to that network, with sponsors limited to four, in the fall. A weekly series on the UN General Assembly meeting in paris, *Assembly VI*, was presented on NBC-TV in late 1951 and early 1952, while the radio series, *The People Act*, a series of documentaries, was presented no CBS Radio the first 262 weeks of 1952.

"The wide critical and popular success of the initial *Omnibus* programs has gone some distance toward confirming the Foundation's belief that quality and acceptance are not mutually contradictory in commercial television," the report asserted.

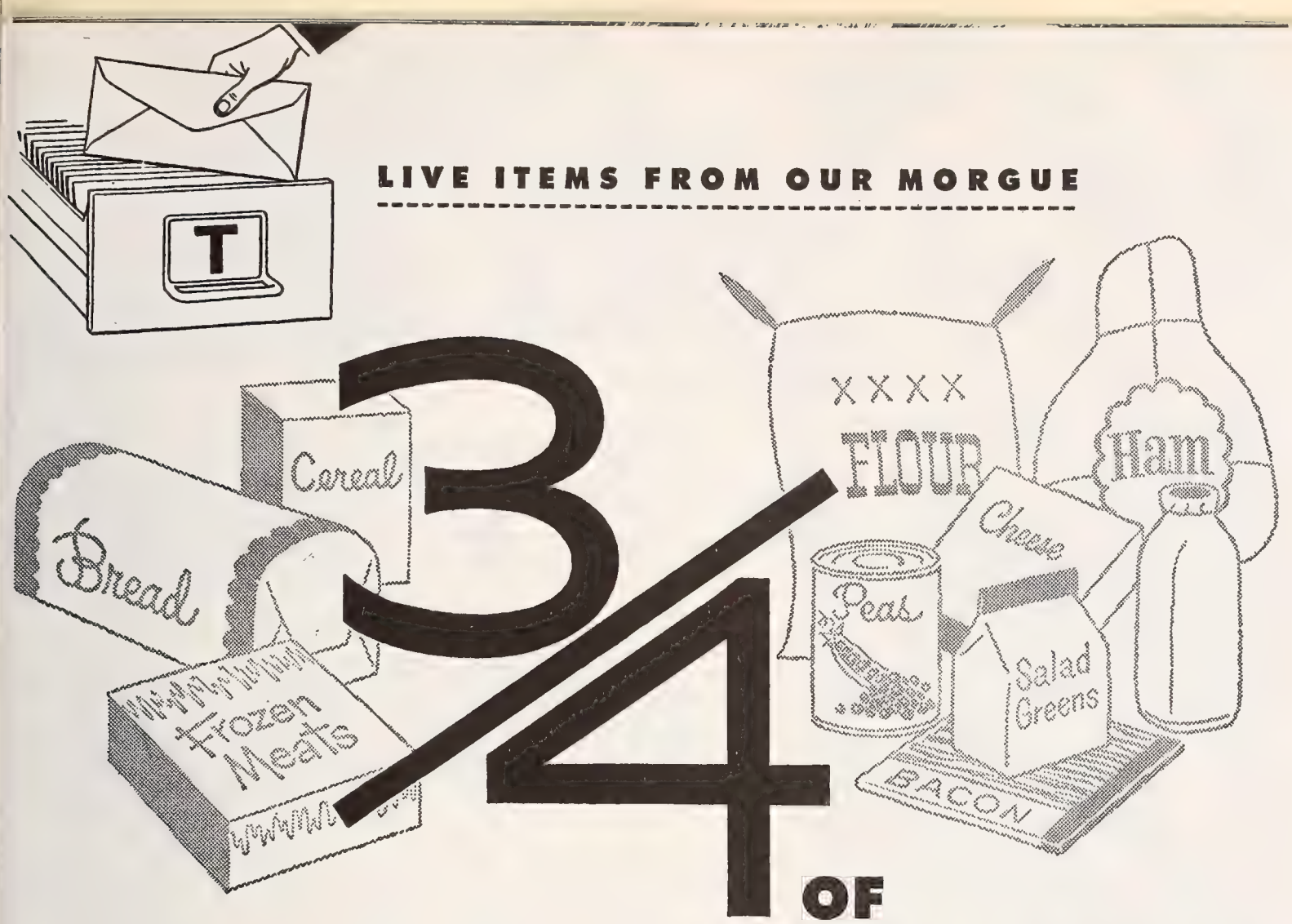
Although not mentioned in the report, plans for next fall included the presentation of a *Junior Omnibus* series on NBC-TV in addition to the return of *Omnibus* to CBS-TV.

The report showed the Foundation's assets at the end of 1952 totaled $518,422,069, of which $417,137,580 was in non-voting Class A stock of Ford Motor Co. Income during 1952 totaled $32,612,977, while grants amounted to $37,865,235 and expenses to $3,407,812.



New WBT WBTV (TV) Grants

WBT WBTV (TV) Charlotte, N. C., which already have donated $20,000 to educational TV groups in North Carolina, are giving the U. of North Carolina a $30,000 grant, to be paid in three annual payments of $10,000. Charles H. Crutchfield, executive vice president of the stations said, "We are hopeful that our assistance, financial and otherwise, will at least help the educational TV people to determine their course for the future, and will be of aid to them in the attainment of their aims."



...a distribution miracle made possible by TRUCKS



Trucks are the reason why shrimp from the Gulf appear on tables in the North, why small Midwestern communities *as well as* large cities can enjoy oysters and clams from the seaboard, and have fresh vegetables all year round — why Illinois hams get to California picnics, and why Georgia peaches are served in Kansas restaurants.

The whole marvelous expansion of our distribution system since World War I has largely been brought about by truck. In the handling of processed foods alone, trucks render an invaluable service to the grower, the processor, the merchant and the consumer. In a supermarket, the frozen foods section alone is evidence of the great change. *Every item in it got to the store by truck!* Trucks keep our American abundance within the reach of *everyone.*

Walter P. Carey

President,
American Trucking Associations

*Three-fourths of all the food that reaches American homes is processed in some fashion. Only one-fourth arrives there in the form in which it left the farm.

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D.C.

D. C. Educ. TV Bill Flunks House Test

THE REQUEST by educators in Washington, D. C., for $400,000 to build and operate a TV station there, a proposal backed by President Eisenhower, has flunked the legislative test in the House. If it can make the passing grade in the Senate, however, educators in the Nation's Capital may have hopes revived.

The appropriation bid was containde in a supplemental D. C. budget submitted late last month [B•T, May 18]. Ten days later the entire sum was chopped out by the House Appropriations Committee. The House last Tuesday passed the supplmental—without the TV station funds.

The D. C. school board is an applicant for uhf Ch. 26, noncommerical educationl TV channel. FCC has not acted, waiting for more information on financing methods and cooperation with other educational groups. Of the total requested, $350,000 was for construction, the remainder for the first year's operation.

Also on the budget scene, the Senate has appointed conferees to consider the Independent Offices Bill which includes appropriations for FCC. The Senate has proposed $300,000 more than the House for the Commission to help solve the TV application processing load.

Educational TV Stopper Passes Ill. Lower House

A BILL to prohibit educational institutions supported by state funds from constructing or operating TV stations was passed by the Illinois House and sent to the State Senate last week.

During debate, charges were made that the U. of Illinois operates a "biased" radio station and would misappropriate state money to develop a TV school. The university seeks vhf Ch. 12 at Urbana-Champaign.

If passed by the state legislature, the measure would prohibit the U. of Illinois and other state institutions wholly or partly supported by state funds from building and operating educational TV outlets. It would not apply to the proposed station of the Chicago Educational Television Assn. on vhf Ch. 11.

Educational TV Group Forms in Schenectady

AN AREA-WIDE Council on Educational Television was formed in Schenectady May 22 to administer educational TV programs over General Electric's WRGB (TV) Schenectady and other TV stations on behalf of educational and cultural organizations in that part of New York State.

The first action of the council, meeting at the invitation of WRGB, was to accept an offer to present a one-hour educational program over the station five days a week, starting in September. It also voted to accept a WRGB proposal to pay $2,500 a year toward the salary of a television producer for two years.

A 17-man board of governors was chosen at the meeting. It will meet Wednesday to select a president, treasurer and secretary.

Albert G. Zink, program manager of WRGB (TV), said the station's offer of time to educational groups was consistent with the position outlined by Robert B. Hanna, GE manager of broadcasting, to the New York Temporary State Commission on the Use of Television for Educational Purposes. According to Mr. Zink, Mr. Hanna testified that the "practicability of obtaining time from commercial stations should be explored before the board of regents be permitted to establish 10 educational television stations."

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UNIVERSAL PUBLICIZERS, INC.
SUITE 307-8 936 NO. MICHIGAN AVENUE
CHICAGO, ILLINOIS

JOHN L. BURROUGHS,
PRESIDENT


WBAL-TV IS
FIRST AGAIN
4 TIMES
MORE POWER
Now, Baltimore's leading television station
gives you 105,000 Watt power! Now, you get
a bigger audience enjoying better reception!
SOON 316,000 WATTS
WBAL-TV TELEVISION BALTIMORE • NBC IN MARYLAND
Nationally Represented by Edward Petry & Co.

Advertisers

Channing Hadlock, radio-TV dept., Cunningham & Walsh, N.Y., to Quality Bakers of America, that city, as radio-TV account executive.

Henry O. Whiteside, former vice president of Gardner Adv. Co., St. Louis, and member of St. Louis Board of Education, appointed director of internal and external relations and supervisor of advertising for Mercantile Trust Co., St. Louis.

Robert Cole, vice president in charge of N.Y. office and supervisor of international div. at Grant Adv. Inc., to Olin Industries Inc., East Alton, Ill. (firearms, ammunition, fine papers, batteries, etc.), as director of advertising and sales promotion.

Vince Lonergan, announcer at WDGY and WCCO Minneapolis, to public relations dept. of Theodore Hamm Brewing Co., St. Paul, Minn.

Agencies

Bryan Houston has been elected president of Sherman & Marquette, Inc., N.Y.

It's Results that Count...

Recently, an advertising agency wrote WGN-TV:

"The leads developed from a single announcement on your program were better than four times any other television show that we have utilized. This is all the more remarkable in that the prices quoted by you were virtually double the prices that had been used on some of the previous programs."

If you want RESULTS in Chicago—(and who doesn't)—make WGN-TV your best buy in television.

(*P.S. The agency was talking about WGN-TV's "Your Figure, Ladies" program*)

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station

William R. Hesse, account supervisor, BBDO, N. Y., for Bon Ami Co., American Radiator, Crosley Div. of of Avco, and D. L. Clark Candy Co. accounts, elected vice president.

Hugo C. R. Vogel, director of international div., Grant Adv. Inc., appointed vice president in charge of N.Y. office.

Arthur J. Daly, DuMont TV network, sales department, to D'Arcy Adv., N. Y., as business manager of radio and television department. He will be responsible for agency's time buying and will work with **Paul A. Louis,** vice president and director of radio and television.

Catherine Parker, media director and vice president, Lennen & Newell, N.Y., has resigned.

Benjamin Finkelstein, president of Flint Advertising Associates, N. Y., will close offices June 1 to join Paul Lefton, Phila., as a vice president.

Sam Bushman, head of own publicity and promotion firm in Phila., to Yardis Advertising Co., Phila.

Richard H. Krecker, Al Paul Lefton Co., Phila., to John Falkner Adv. Agency, Philadelphia, as associate art director.

William Brodsky, assistant manager, promoted to Lit Brothers' Subway advertising manager, Philadelphia.

William Burrill appointed executive Canadian representative of Stuart Bart Inc., N. Y., which has opened offices at 3605 University St., Montreal, and plans to open its Canadia head-office at Toronto.

Robert G. McKown, Brooke, Smith, French & Dorrance Inc., Detroit, and **Frank Egan,** NBC, to D. P. Brother & Co., Detroit and N. Y., as comptroller-office manager and general account executive, respectively.

Edith Macaulay, advertising manager, D'Orsay Perfumes, and **Muriel Kaufman Hill,** Pedlar & Ryan, N. Y., to Kenyon & Eckhardt, N. Y., in copy dept.

Julian V. Pace, TV copy dept., Benton & Bowles, N. Y., to similar dept. at Young & Rubicam, N. Y.

Philip W. Lennen, chairman of board, Lennen & Newell Inc., named to board of directors of Advertising Council.

Harry L. Merrick, vice president of Kal, Ehrlich & Merrick Adv., Wash-

What makes WREC *lead the parade?*



LISTENERS!

What makes the most listeners?

Program superiority . . .
plus operational perfection.

WREC rates are 10% LESS per thousand listeners than in 1946, yet advertisers get the "better half" of both the rural and metropolitan listeners with a single schedule! (Ask your Katz man to show you the latest Standard Audit & Measurement Report and Hooper ratings that **prove it!**)

that's why we say

WREC
Memphis No. 1 Station

Affiliated with CBS Radio, 600 KC, 5000 Watts

Represented by The Katz Agency, Inc.



ington, eleced president of Washington Board of Trade.

Stations

Stan Gordoni, assistant sales manager of WTVJ(TV) Miami, promoted to national sales manager, replacing **Arthur L. Gray,** who goes to WIRK-TV West Palm Beach, Fla., as station manager.

J. D. Hill, WLS Chicago, in sales and merchandising capacity, to WISN Milwaukee, as sales promotion and merchandising manager. **Sheldon Burke,** WCAN Milwaukee, to WISN, as announcer.

William Travis, account executive with WQXR New York, appointed sales manager of WLIB New York.

Mike Shapiro, KDUB-TV Lubbock, Texas, sales director, named assistant manager.

William K. McDaniel, radio spot sales manager, NBC Western Division, transfers to KNBC San Francisco, as sales manager.

George A. Miller Jr., appointed account executive for WSAZ-TV Huntington, W. Va.



Mr. Miller



Mr. McDaniel

Henry C. Rogers appointed business manager of WWJ-AM-FM-TV Detroit.

Ben Harkins, on sales staff of KJR Seattle, named program director of station.

Brian Doherty, formerly program producer of CBC Toronto, named program producer of CHCH-TV Hamilton.

Arnold K. Knippenberg, account executive with KMOX St. Louis, to WTVI(TV) Belleville, Ill., in same capacity.

Wall Matthews, head of Wall Matthews Inc., Baltimore, to WBAL-TV, that city, as account executive.

Ray Hollingsworth, northern California sales trainer for Pet Milk Co., to KEEN San Jose, as account executive.

Bill Keene, newscaster at KFEL-AM-FM-TV Denver, appointed manager of station's news bureau.

Neil Murphy, chief accountant at NBC Chicago, appointed controller of WMAQ and WNBQ(TV) Chicago, succeeding **John Wherheim,** who transfers to KNBH(TV) Los Angeles.

Ralph Neave, merchandising consultant, CBS Radio New York, to KECA-TV Los Angeles as merchandising field representative.

Jacqueline Salisbury, radio copy writer at WSYR Syracuse, promoted to continuity director, succeeding **Dan Casey,** who has resigned.

Ernest E. Rety, WXEL(TV) Cleveland, to WBUF-TV Buffalo, as chief engineer.

David Coates, Ronald Tighe, former news editors for ABC in San Francisco, and **Malcolm Morehouse,** accountant for AFGA Welfare Fund in Europe, to KCBS San Francisco, as engineer, summer replacement in newsroom and assistant auditor, respectively.

Ray Hollis, WGMS Washington, and **Bob Buyea,** General Electric Co., Syracuse, to engineering staff of WSYR Syracuse. **Joel Morenus,** announcer at WOSC Fulton, N. Y., and **Elaine Kendall** to announcing staff and accounting dept., respectively, of WSYR.

Dow Ault appointed TV floor director for WSUN-TV St. Petersburg, Fla.

Bob Heiss, WTMJ Milwaukee announcer, named WTMJ-AM-TV sports director.

Joe Diehl appointed sports supervisor of WBBM-AM-TV Chicago news dept.

Nancy Lee Terry, formerly with WGAR and WTAM Cleveland, to WMAQ and WNBQ(TV) Chicago as station's first woman announcer.

Ellis Marvin, KXLK Great Falls, Mont., to KSTT Davenport, Iowa, as all-night disc jockey.

Sid Nadler, former film director of WXEL(TV) Cleveland, to WSRS Cleveland, as disc jockey.

Mary Lou Kelley, publicity assistant

CORONATION TELECASTS

seen on
CBS-TV
ABC-TV
CBC-TV (Canada)

were made IN ENGLAND with

GPL VIDEO RECORDERS
and
Rapid FILM PROCESSORS

This equipment was shipped to London, by the networks, just for this one program to insure top picture quality and dependability.

General Precision Laboratory, manufacturer of America's finest television equipment, is a subsidiary of General Precision Equipment.

General Precision Equipment
CORPORATION
92 Gold Street, New York City

at WLS Chicago, to WOPA Oak Park, Ill., on continuity, traffic and music staff.

Bill Brant to WJAS Pittsburgh, as disc jockey.

Wally Imes is singing star at KTYL-TV Phoenix.

George Snell, program manager, KEEN San Jose, appointed radio chairman of local Community Chest.

Lawson Demming, WTAM Cleveland, received "Minute Man Oscar" for his and station's support of community-interest projects.

Ruth Crane, director of women's activities at WMAL-AM-TV Washington, elected president of American Newspaper Women's Club.

W. B. Heil, KOMO Seattle, received plaque in Port of Seattle's annual "Anchor" award for excellent coverage of State Legislature news in regard to fishing industry.

Lester E. Cox, president of KWTO Springfield, Mo., and active in other radio-TV properties, received honorary Doctor of Laws degree from Drury College, Springfield. [See OUR RESPECTS, June 1.]

Ruth Crane, WMAL-AM-TV Washington, cited by General Federation of Women's Clubs of Philippines for work in promoting women's club activities.

Jim Hanlon, public relations director for WGN and WGN-TV Chicago, will take part in BMI clinics in Pittsburgh, Detroit and Columbus June 8-10.

M. Wayland Fullington, program director at WIRE Indianapolis, was selected as panel member for theBMI-BAB clinics held in Rochester, N. Y., Philadelphia and Baltimore last week.

Lloyd E. Yoder, general manager, KNBC San Francisco, elected to executive board San Francisco Boy Scout Council.

Mike Georgianni, WSYR Syracuse, married June Stephens, May 23.

John Waidmann, newsman at KXOK St. Louis, married Jane Manard, June 6.

Networks

Stephen Riddleberger, radio and TV budget officer of ABC, appointed assistant to **James Stabile** in administrative management of TV program department. **Karl Gericke,** former program manager of WSOU South Orange, N.J., named to assist **Charles Mortimer** in preparation of promotion pieces and in liaison with sales department and agencies.

Ben Lochridge, advertising manager of Ideal Publishing Co., appointed sales manager of CBS Radio's Detroit office, effective June 1.

Yale Newman named manager of ABC Radio's London news bureau, succeeding **Frederick B. Opper,** who has resigned to join Radio Free Europe.

Mrs. Marcella Travnicek appointed director of continuity acceptance and literary rights, ABC Central Div., replacing **Bob Savage,** who resigned to join Ruthkrauff and Ryan, Chicago.

William H. Hogg, formerly senior editor of Canadian Broadcasting Corp. central newsroom at Toronto, named chief news editor, succeeding **D. C. McArthur,** appointed executive assistant to management.

Walter L. Emerson, attorney for ABC in Chicago, named legal counsel of NBC Central Div., succeeding **Thomas Compere,** who has resigned following his purchase of T. M. Publishers Inc., Chicago, creators of industrial instructional manuals.

E. R. Borroff, former manager for Westinghouse radio stations, to ABC Central Div.'s radio network sales dept.

Elliott Jacoby, Elsie Mae Emerson and **Jeanne Cagney** to MBS—Don Lee—KHJ-TV Hollywood *Queen For A Day,* as musical director, organist and fashion coordinator, respectively.

David Sarnoff, RCA-NBC board chairman, and NBC were honored by U. of Chicago on its 1,000th *University of Chicago Roundtable* broadcast May 24, for service to "the American ideal of free discussion in the public interest."

John Daly, emcee of CBS-TV's *What's My Line?* and news commentator of ABC, named "TV Father of the Year" by National Father's Day Committee.

Dave Garroway, star of NBC-TV's *Today,* presented with Argosy Cup, by editors of *Argosy* magazine for "his outstanding contribution in furthering the appreciation of sports cars in America."

Seymour Berns, director, CBS-TV *Meet Millie,* father of girl, May 22.

Arthur Hull Hayes, CBS Radio vice-president and general manager of KCBS San Francisco, elected president of Association of Catholic Newsmen, that city.

Frank Paris, assistant director on CBS Radio *Our Miss Brooks,* father of boy, David Michael, May 26.

Manufacturing

Emerson Dickman Jr., for the past several years in the radio-TV distributing business, to Stromberg-Carlson Co., as district merchandiser, handling company realtionships with distributors in New England and New York metropolitan area.

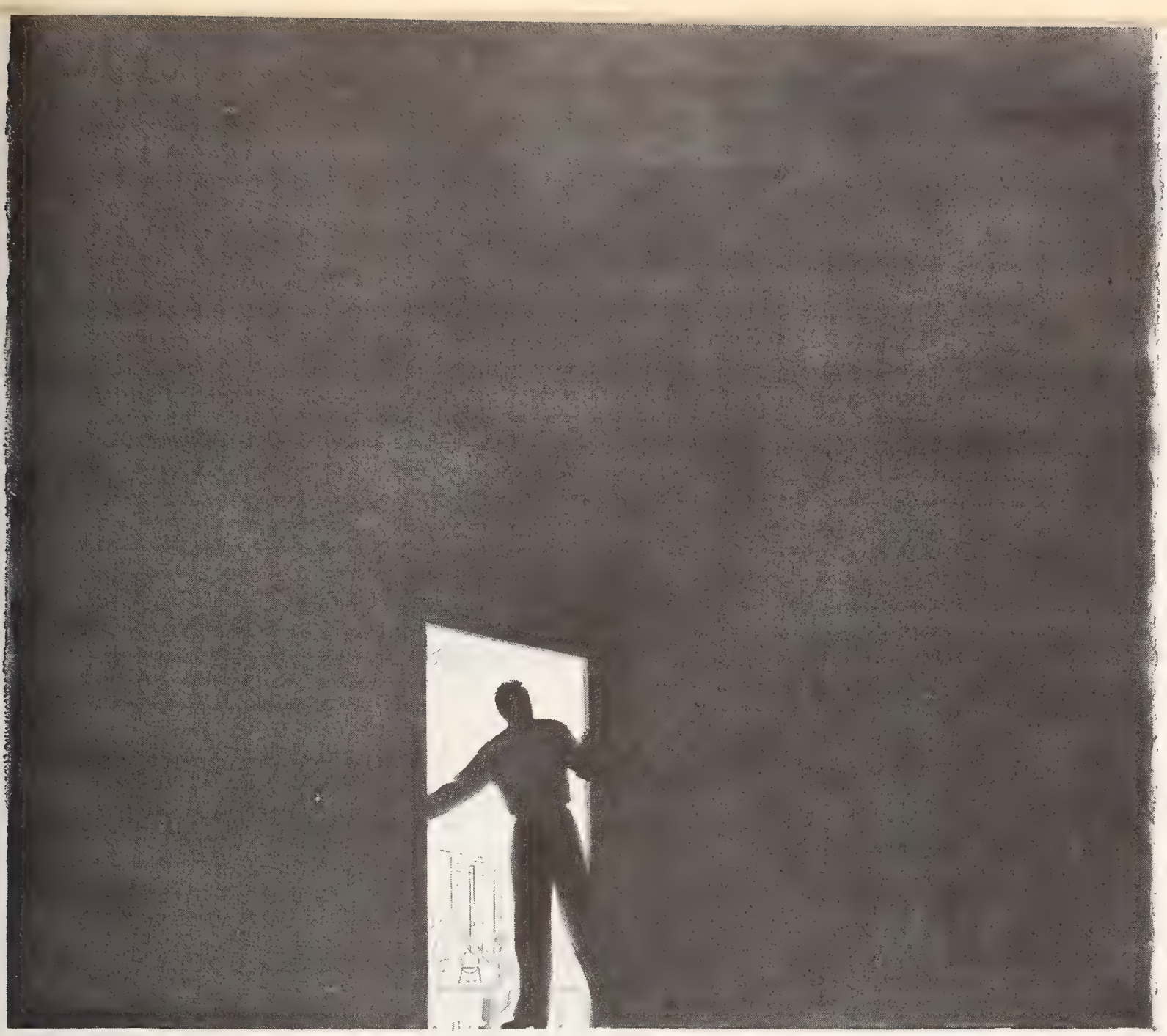
John L. Murray named distribution manager for Capehart-Farnsworth Corp., Fort Wayne, Ind.

Henry A. Berti named resident field engineer in midwest for Stewart-Warner Electric Div. of Stewart-Warner Corp., Chicago.

Isadore Leyden, chief mechanical engineer in charge of design of radio and television receivers for Garod-Majestic, N. Y., to TeleKing Corp., N. Y., in same capacity.

Alex Arnold, controller of Motorola Inc., Chicago, elected to membership in Controllers Institute of America.

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM



What does an inventor look like?

In 1850, Samuel Kier built a one-barrel "teakettle" refinery in Pittsburgh. There, through his own genius, he first distilled petroleum and became America's pioneer oil refiner. But how times have changed.

Today, a new product is rarely *one* man's creation. The better products get, the harder it is to improve them. Now, many men of many skills must work together in research centers on projects planned long ahead.

For example: two years ago we saw the need for a new kind of motor oil that would fully meet the demands of precision-built, high-compression automobile engines. Among other things, this special oil must flow with full pressure at zero temperature—yet give full protection at 400 degree heat.

One man would never have the skills, time, devices or money to cope with such a complex problem. But at our Brea research center a team of Union Oil engineers solved it. And Union was the first to give the West this better lubricant.

Naturally we're proud to add new Royal Triton 5-20 motor oil to our many firsts. We think this new Union Oil product is one more proof that the best *progress* comes from an economic system that gives the best *incentives.* American *free, competitive enterprise* provides these incentives as no other system ever has.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

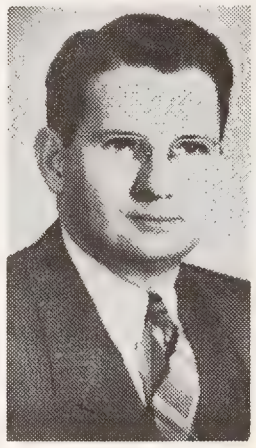
IN THE
Upper Midwest...

Nine out of
the Top Ten
multi-weekly
shows are on
Channel 5
where over
1,250,000 people
view
KSTP-TV
regularly

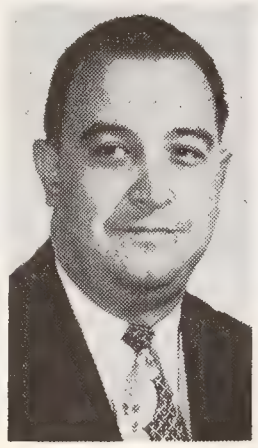


Ralph R. Shields, merchandising supervisor of TV picture tubes, Sylvania Electric Products, Seneca Falls, N. Y., promoted to product sales manager of TV picture tubes.

Raymond W. Meyer, plant manager, Permoflux Corp., Chicago, to Hoffman Radio Corp., L. A., a quality control director, TV Mfg. Div.



Mr. Shields



Mr. Meyer

Services

Ben Kaufman, partner in Kaufman & Schrier, and **Irvin Shriffin,** RKO Radio Pictures, form Kaufman & Shiffrin, public relations firm, 1270 Ave. of the Americas, N. Y.

Esta Marlow, account executive with Steve Hannagan & Assoc., and **Barbara Kling,** assistant to vice president in charge of public relations for Pepsi-Cola Co., form Marlow-Kling, publicity firm, 489 Fifth Ave., N. Y. Telephone: Murray Hill 2-2492.

Arthur C. Nielsen Jr., administrative vice president of A. C. Nielsen Co., elected executive vice president.

Robert S. Windt, account executive at David O. Alber Assoc., N. Y., public relations firm, named vice president in charge of industrial div.

Byrne Litschgi, legislative assistant to **Sen. George Smathers** of Fla., to F. Cleveland Hedrick Jr., law firm, with new offices at 1001 Connecticut Ave., N.W., Washington, D. C.

Representatives

Robert Mandeville named vice president and Western sales manager of Everett-McKinney Inc., N. Y., radio-TV station representatives.

Ralph Judge, formerly sales manager of H. N. Stovin & Co., Toronto, named president of Radio Times Sales (Quebec) Ltd., Montreal, succeeding **James A. Tapp,** who has been appointed manager of CJAD Montreal.

R. F. Tait, manager of World Program Sales Div., All-Canada Radio Facilities Ltd., Toronto, appointed manager of firm's program division.

Jack Hulme appointed sales and service representative of World Program Sales Div. **Pete N. Harricks,** formerly radio-TV director of Vickers & Benson Ltd., Toronto, named account executive for All-Canada's Station Time Div.

Tom Boise, account executive, KNBC San Francisco, to Free & Peters Inc., that city, as radio manager.

Herbert C. Watson, Edward Petry & Co., N. Y., to Avery-Knodel Inc., radio-TV station representatives, that city, as an account executive in radio dept.

John Coy moves from Chicago office to head San Francisco office of Bolling Co., radio station representative firm. Mr. Coy and Patricia Lawler were married, May 23.

Program Services

Joseph F. Hards, vice president A-V Tape Libraries, elected president pro-tem of Magnetic Recording Industry Assn., now being organized by group of tape recording firms.

Bill Stewart named head of United Press-Movietone TV Bureau, Hollywood, succeeding **George Miller,** who resigned to join KTYL-TV Phoenix, as news and special events director.

Bill Lewis, vice president of Volcano Productions Inc., Hollywood, producers of ABC-TV *Ozzie and Harriet,* has resigned.

Anne Fulchino promoted to assistant sales promotion manager, Columbia Records Inc.

Gerald E. Deakin, former personal representative for **James Melton,** singing star, appointed manager of serious and concert div., ASCAP.

Trade Associations

Leland A. Phillips, manager of Grand Central Market, elected president of Advertising Club of Los Angeles, effective July 1. He succeeds **William O. Kyte,** local advertising manager of General Electric Corp.

Jeanne Gray, Hollywood radio-TV actress and head of Virgonian Productions, elected president of L. A. chapter of American Women in Radio and TV.

STRATEGIC BILLBOARD

WHEN travelers arrive at Cleveland's municipal airport, they are greeted with the WGAR billboard, strategically located at the only exit. The sign shows Bill Mayor, WGAR's "Mayor of the Morning," greeting visitors with the WGAR key to the city.

HAVE A PIE

WNBT(TV) New York sent agencies and advertisers a pie plate on which was inscribed a recipe for apple pie by station personality Josephine McCarthy. An accompanying note said that Miss McCarthy would bake a pie "to your order as a gift from us," and suggested a phone call to the station "to get your pie, and the information about TV's best buy."

TV HISTORY

STUDENTS in radio and TV courses offered by Columbia U.'s School of General Studies, in cooperation with NBC, presented a complete network telecast on NBC-TV's *American Inventory program,* May 24, 2-2:30 p.m. EDT. Titled *The Road to Television,* the program surveyed the forerunners of television from the time of Leonardo da Vinci to Louis Daguerre, Alexander Graham Bell, Thomas Edison and Lee De Forest. Writing, production and directorial assignments were handled exclusively by students.

SUMMER SOUP 'N SALADS

SOUP 'n salads, soup 'n sandwiches will be spotlighted this summer in a joint promotion campaign by Campbell Soup Co. and Kraft Foods Co. In a warm-weather appeal to consumers, the promotion will emphasize "quick, easy meals" requiring less time in the kitchen.

PARTY FOR MAYORS

WOR N. Y., held a party for the mayors of more than 90 communities in its broadcast area, commemorating its *Mayors of the Week* program, which has been carried on the station for the past year and a half. WOR broadcast two 15-minute shows from the party at 3:30 and 4:30 p.m., with Patt Barnes as emcee.

'SUPER HOMBRE'

AT WWRL Woodside, L.I., it's not "Superman" but "Superhombre". Last week WWRL began broadcasting "Superman" in Spanish, Monday through Friday, 6-6:15 p.m., under the sponsorship of Valencia Bakeries, N. Y. According to Jose de la Vega, producer of WWRL's Spanish-language programs, "Superman" is the first children's serial in Spanish to be broadcast in the U.S.



WTTG (TV) Washington, in joint-promotional tie-up with movie theatres, shows clips of coming theatre attractions on its weekly "Hollywood Reporter," conducted by Elaine Shepard. In return the theatre plugs the station with a lobby display featuring the TV show, such as the one viewed above by Jerry Baker (l), manager, RKO Keith Theatre, Washington, and Walter Compton, general manager, WTTG.

UNITED JEWISH APPEAL

IN A salute to the United Jewish Appeal, WDTV(TV) Pittsburgh carried a special program titled *Three Lives.* Produced in Hollywood, the filmed program starred Jane Wyman, Charlton Heston, Randolph Scott and Arthur Franz. During the past 15 years the United Jewish Appeal is reported to have saved and aided more than two million persons. The WDTV program was aired from 1-1:30 p.m., May 31.

DRIVE-INS SPONSOR SHOW

FIVE Philadelphia area drive-in movie theaters have joined together to sponsor a daily late afternoon program on WIP Philadelphia. Titled *Music From the Movies,* the program is aired at 5:15 and is slanted toward people listening to car radios while driving home from work and women listening to kitchen radios while preparing dinner. "This timing is intended to crystalze plans for the evening among listeners—steering them towards the drive-ins."

FIRST
in the Heart of the Rapidly Growing Mountain West
Experience!
Commercial Telecasting since April, 1948

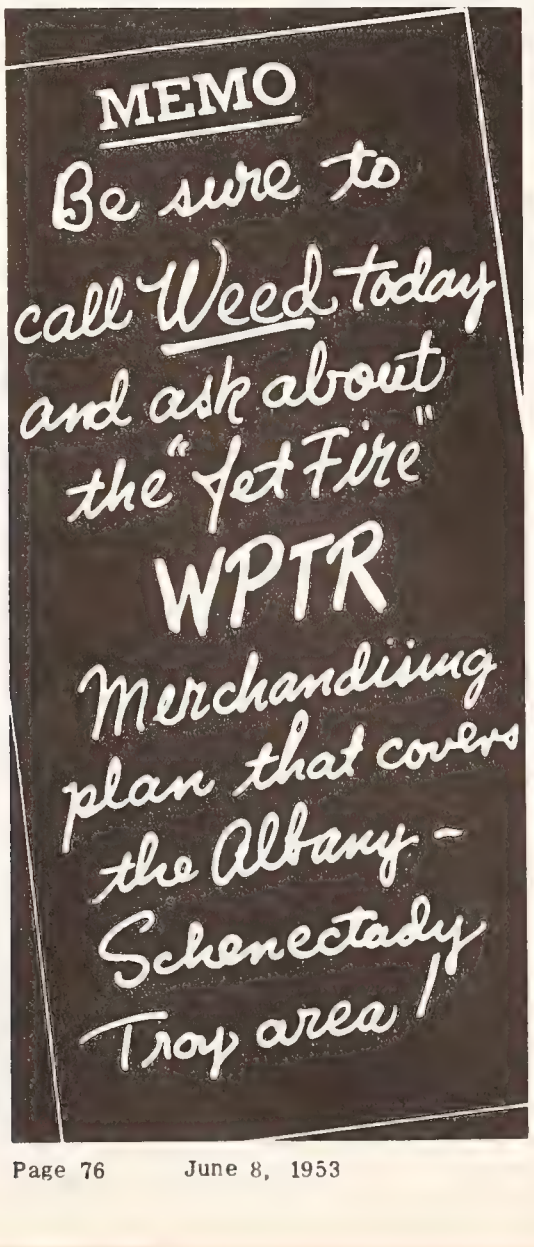


- First TV station between the Mississippi River and the West Coast.
- 13th TV station in the entire United States.
- First in showmanship.
- First in sales results.

The area served by
KDYL-TV
has a current effective buying income of
$1,088,171,000*
Coverage in 4 states!

KDYL-TV
CHANNEL 4 • NBC AFFILIATE
Salt Lake City, Utah
National Representative: Blair-TV, Inc.
*Based on 1953 figures. Source on request.





FAN MAIL

RECENTLY the Reichart Furniture Co. of Wheeling, W. Va., a WWVA Wheeling advertiser, received a shipment of curtains from the New England area. Written on one of the packages of curtains was the following message: "We listen to the WWVA Jamboree every week, and think it's swell. . . ." The 20-year-old program is now broadcast over CBS as a feature on *Saturday Night —Country Style.*

BLOOD TEST PROGRAM

IN COOPERATION with the New York City Dept. of Health, WLIB New York is broadcasting information on the Dept.'s blood test program being conducted in upper Manhattan as part of an overall effort to stamp out venereal diseases in New York. Continuing through June 19, WLIB will present interviews with persons tested and spot announcements on the value of the blood test program.

ENGINEERING HISTORY

THE STORY OF engineering and engineers is being presented dramatically over WEEI Boston, Sundays at 1:00 p.m. Under the general title of *Romance of Engineering,* the series traces the history of engineering from earliest times. Developed in cooperation with the Mass. Society of Professional Engineers, the programs started May 1 and continue through August 16.

STATION REUNION

A LUNCHEON was given for past and present staff members of WRBL Columbus, Ga., as a part of its 25th anniversary of broadcasting. During the morning of the celebration, WRBL aired programs that were popular in 1928, the station's first year on the air. Original cast members and musicians were on hand to conduct these shows. The station reports that past members came from all parts of the country to participate in the festivities. The week of May 10 through May 16 was proclaimed "WRBL Week" by the mayor of Columbus.

MAPS OF LONDON

DECORATIVE colored maps of London arrived three weeks ago on desks of New York radio editors. They were souvenirs sent by Emily Kimbrough, whose Monday-Friday afternoon program on WCBS New York was broadcast live from London two weeks ago.

BROADWAY BOUND

AN ORIGINAL TV play, "The Chess Game," written for *Kraft Television Theatre* last February, is headed for a Broadway stage run, to be produced by John Golden. Robert H. Lindsay, author of the TV play, is now adapting it with Edmund Rice, script editor of *Kraft TV Theatre,* for the stage version.

YOUNG FOLKS ON THEIR OWN

KRLC Lewiston, Idaho, began working with the Radio Forensic Club of the Lewiston High School a year and a half ago, helping the group to organize, produce, record and sell their own half-hour program once a week to local sponsors. The format of the show included high school news concerning sports, social activities, and plays. The program also featured discussions, skits and local musical talent. From the proceeds the young people were able to buy their own recording equipment, and after six months KRLC put them on their own to produce their own show at the high school and sell it to local sponsors. For over a year, they have aired the show, once a week, and sponsored every time.

PROMINENT DEE JAYS

FORMER Governor of North Carolina W. Kerr Scott turned disc jockey for an hour and a half over WTIK Durham, as guest disc jockey on Charlie Cash's *Cat Rat Race* while Mr. Cash was on vacation. Other guests handling the jazz program during Mr. Cash's absence included a city councilwoman, mayor pro-tem, county manager, publicity and agency directors and an assistant basketball coach.

'GLAMORAMA'

PUBLIC service is combined with merchandising promotion in a new project announced last week by WOV New York. Called "Glamorama," will present fashion shows and beauty clinics on behalf of charitable groups in the New York area, and at the same time help promote WOV-sponsored products with demonstrations at the affairs. "Glamorama" is the first formal project of WOV's newly created Community Services Div. which is under the direction of Hazel Sharper. She resigned as city sales manager of Avon Products to assume the new post.

LADIES PICK TALENT

NBC-TV *Ladies Choice*, new daily daytime variety program, features talent selected by women's clubs throughout the country and presented by club representatives. A "mystery spinning picture" of a celebrity is identified through phone calls to viewers in different sections of the country. The program is packaged and produced by Wilbur Stark and Jerry Dayton. Singing emcee is Johnny Dugan.

POLO REMOTE TELECAST

KGMB-TV Honolulu's first remote telecast of Inter-Island Polo Matches from Waikiki reportedly created quite a stir. Dashing Peter Perkins, internationally famous 8-goaler polo player, was so camera conscious that he flubbed several shots according to KGMB. Aloha-Murphy Motors sponsored the match.

SERVIETTES FOR CAFES

CFCL Timmins, Ont., is distributing free to Timmins cafes and restaurants white serviettes with promotion about CFCL and CFCL programs.

CONCERT AND AUCTION

WPTX Lexington Park, Md., had the privilege of broadcasting the hour-and-a-half-long concert held at the Naval Air Test Center, Patuxent River, Md., which was attended by many notables. Among those present were Vice President and Mrs. Nixon, Sen. Styles Bridges, Sen. Joseph McCarthy, Speaker Joseph Martin and Gene Hersholt, of Dr. Christian fame, who was emcee for the entire program. Lee Bowman auctioned off many personal items of the V.I.P.'s who attended, raising over $5,000 for the St. Mary's County Hospital Building Fund.

BINAURAL PROGRAM SERIES

KDKA Pittsburgh has introduced a series of special programs featuring binaural sound, which is designed to give listeners the distinct impression of being at the point of origination. KDKA technicians installed special equipment to provide AM and FM simultaneously. To receive binaural sound, the listener is supposed to place and AM and FM radio about 10 feet apart, and both about 10 feet from himself. The series is sponsored by Duquesne Brewing Co., through Walker & Downing, as the regular Tuesday program of its Monday through Friday schedule at 6:30 p.m.



ARTHUR C. KAUFMANN (l), executive head of Gimbel Bros., Philadelphia, and Benedict Gimbel Jr., WIP Philadelphia president and general manager, play host to more than 5,000 children at the 39th annual Gimbel Day at the circus. The late Ellis A. Gimbel Jr. formerly hosted the traditional day.

Crosley Joint Promotion With Newspapers Pays Off

JOINT promotion venture by Crosley Broadcasting Corp.'s three TV stations—WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus—and 53 newspapers in the stations' coverage area resulted in publicity for both stations and newspapers during a recent contest among TV viewers for program preferences.

Crosley invited participation by the editors by persuading each one to conduct a contest in his own newspaper on his readers' preference among Crosley video stars, with the best ideas to be incorporated into an all-star variety TV show on the stations at the end of the contest.

In return Crosley mentioned the names of the newspapers on its TV announcements promoting the contest, and arranged interviews for some of the editors on television. The newspapers, according to Crosley, had a combined circulation of 650,000. First prize to the viewer with the best programming idea was a 21-inch TV set.

Crosley employed a former New York showgirl, Brenda Hollis, to visit each editor, take his picture and arrange for TV interviews. Miss Hollis and other Crosley TV stars then interviewed the editors.





CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES



PROBABLY YOU DON'T !
and we really don't have an island for sale

But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.

To be Sold-- MUST BE REACHED FROM WITHIN !
WTHI your BEST BUY in Terre Haute
REPRESENTED BY BOLLING CO.

AWARDS

WHIM, KING, MBS, WCPO-TV WIN SLOAN SAFETY AWARDS

ANNUAL Alfred P. Sloan radio-TV awards for highway safety were presented May 26 to WHIM Providence, R. I.; KING Seattle; the Mutual Network, and WCPO-TV Cincinnati for their sustaining support of highway safety during 1952, as well as to four sponsors for their support on commercial broadcasts.

The awards, administered by the National Safety Council, were presented by Alfred P. Sloan, Jr., founder and president of the Sloan Foundation and chairman of the board of General Motors, at a dinner at the Plaza Hotel, New York.

Among the commercial awards winners, DeSoto-Plymouth Dealers of America, sponsors of the *Groucho Marx Show* on NBC-TV, won top honors in the TV network commercial category for a planned program that features NSC slogans on 48 programs during the year; Standard Oil Co. (Ind.) took the award for "the variety, quality and effectiveness of its safety program in 27 cities," especially the safety reminders made on "each of 8,424 newscasts"; Dittman Motors, Reading, Pa., was winner in the up-to-1 kw radio station commercial classification for its quarter-hour *Music for Motoring* on WEEU Reading, and Preferred Insurance Exchange, Seattle, won the award in the regional radio commercial group for sponsoring *Could This Be You?* on KVI Seattle and for cooperating with KVI in making tapes of the program available to other northwest stations.

In addition to the commercial and sustaining awards winners, the U. of Tennessee's WUOT (FM) Knoxville won the noncommercial educational station award for creating and releasing 15 quarter-hour programs to 15 stations, 13 quarter-hour programs to 11 stations, and six quarter-hour programs on water safety to 10 stations, plus its year-round general emphasis on safety.

There were no awards in the TV network sustaining classification and the TV station commercial category.

Harold E. Fellows, NARTB president and W. S. S. Rodgers, chairman of the board of trustees of the National Safety Council and former chairman of The Texas Co., spoke briefly at the awards dinner, which also featured an hour-long revue with special music and choreography. Teleprograms Inc., producer of the Sloan Foundation's *American Inventory* series on NBC-TV, was in charge of production for the dinner program.

In the sustaining awards classifications, Mutual won the radio award for "a splendid all-year-round safety campaign," which included two sustaining programs each Saturday from June 7 through Oct. 24, plus cooperation in making the services of commentators Cedric Foster, Gabriel Heatter and Bill Henry available for the NSC's *Fight for Life* transcriptions, subsequently used on more than 1,200 stations; assistance in urging affiliated stations to stress safety on local shows, and the use of an NSC staff member in a safety feature on the regular *Top Tunes with Trendler* program.

WHIM, winner in the sustaining class for radio stations of 1 kw or less, broadcast 668 five-minute programs in cooperation with the Metropolitan Safety Council during the year, also carrying 1,248 "courtesy of the road" safety shorts, 3,380 other spot announcements on safety, and 1,436 mentions on established programs, NSC pointed out.

KING, winner for the second straight year in the sustaining category for radio stations above 1 kw, was honored for "its original and effective approach to the traffic safety program," with three special projects —KING's *Cautious Kid*, the *Traffic Jamboree*, and *King Mystery Jaywalker*—and a total of more than 520 hours and 6,740 spot announcements devoted to safety during the year.

WCPO-TV, also winning for the second consecutive year, took top honor in the TV sustaining classification "for an extensive campaign in



ATLANTA Gas Light Co. has a winner in its News of the World program on WSB-TV there. The news show recently took third place for television in the Public Utilities Advertising Assn.'s 30th annual Better Copy contest. Discussing the award are (l to r); J. Leonard Reinsch, WSB-TV managing director; Miss Gussie O. Jones, advertising manager, and Rock Taber, president, Atlanta Gas Light Co.

which most of its programs were tied in with safety," including continuation of the *Play It Safe* quiz show and other safety programs it carried in 1951. In all, the station reported 1,116 special safety programs, 7,906 safety spot announcements, and 938 safety mentions on established programs for what the judges called "outstanding" day-by-day coverage.

Seattle Ad-Sales Club Presents Award to KJR

TOP AWARD for national advertising campaigns in the under-$50,000 classification went to KJR Seattle in the sixth annual advertising awards competition sponsored by the Advertising and Sales Club of Seattle. The award was made for the station's direct mail campaign, handled by Alfred Goldblatt Adv.

The awards were presented by Washington Gov. Arthur B. Langlie. Bardahl Mfg. Co. took the top award in the ad club's competition, also winning in the national over-$100,000 classification. While the top award was based on campaigns using three or more media, judges weighed heavily Bardahl's nationwide use of an animated TV commercial. The Bardahl campaign was prepared by Wallace Mackay Co., Seattle.

SIGMA DELTA CHI PRESENTS AWARDS

THE annual Sigma Delta Chi Distinguished Service awards were presented at the 21st annual awards banquet by the national journalism fraternity at Chicago's Conrad Hilton Hotel May 25.

Nearly 500 fraternity members and guests witnessed presentation of bronze medallions and plaques.

Among radio-TV winners, announced last April, were NBC commentator Clifton Utley and Charles and Eugene Jones, NBC's roving reporters-cameramen; WBNS-TV Columbus, Ohio; WMT Cedar Rapids, Iowa, and the four major TV networks.

Mr. Utley and the Jones twins accepted their own awards. WBNS-TV's award was accepted by Richard A. Borel, general manager, and WMT's by William Quarton, general manager. Representing the networks were John H. Norton Jr. for ABC, Gordon Mills for DuMont TV Network, Kenneth Craig for CBS, and Jules Herbuveaus for NBC. Mrs. Helen S. Mark, owner and executive vice president of WMT, was an honored guest.



JULES HERBUVEAUX (r) assistant general manager of NBC's WNBQ (TV) and WMAQ Chicago, is named "Man of Achievement in the Field of Television" by Chicago Unlimited, and receives a prize and scroll testifying to the honor. Joseph Seifurth, executive director of Chicago Unlimited, presents the award.

Mr. Utley was cited for radio newswriting, while the Jones boys were honored for exclusive reportorial and camera work on the Turkish-Russian frontier. WBNS-TV and WMT won recognition for public service shows. The networks received special citations for television coverage of last year's political nominating conventions [B•T, April 13].

Cleveland AM-TV Awards

WGAR and WTAM Cleveland shared top honors in annual *Cleveland Press* local radio poll with WEWS (TV) far ahead in the television rankings. Advertising agencies credited with best commercials, according to poll results, were D'Arcy; Meldrum & Fewsmith; Ketchum, MacLeod & Grove, and Frank B. Sawdon.

WGAR won first in public service (*City Club*), instrumentalist (Henry Pildner) and newscaster (Jim Martin). WTAM won firsts with best program (*Bandwagon*), male vocalist (Johnny Andrews), female vocalist (Jackie Lynn), live music (*Bandwagon*), sportscaster (Jimmy Dudley, also on WERE). WERE was third in radio.

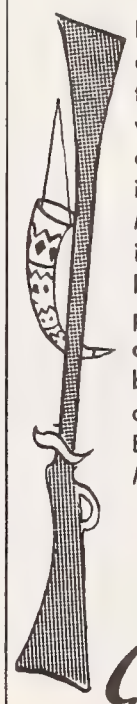
In TV, WEWS (TV) won best program (*Dinner Platter*), best performer (Bob Dale), women's (*Beauty for You*), public service (*Meet Your Schools*), female vocalist (Barbara Page), live music (*Polka Revue*), sportscaster (Jimmy Dudley). WNBK (TV) won firsts in children's (*Charming Children*), male vocalist (Johnny Andrews) and best movies.

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EVEN IN PLYMOUTH IT'S W·H·E·N



Every night in the year people in Plymouth watch WHEN and then shop the Syracuse Market.



Plymouth, N. Y., suburb of Syracuse, is only one community in the rich 26 county market that watches WHEN. In fact, WHEN offers *exclusive* coverage of the important Central New York Market. Rich agriculture and high industrial diversity give this market (more than 2¼ million people) a high stable buying income . . . people that are able to buy your product if they know about it. GET *COMPLETE* COVERAGE OF THIS IMPORTANT MARKET BY USING WHEN.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N TELEVISION SYRACUSE

Milestones

◆DON McNEILL's *Breakfast Club* show will celebrate its 20th anniversary on radio with a special simulcast of the program June 23, 9-10 P.M. EDT, over the ABC radio and TV networks. Toni Co. and Philco Corp. jointly will sponsor the telecast portion of the anniversary simulcast, with Toni presenting the 9-9:15 A.M. segment and Philco the remainder of the program.

◆EIGHTEENTH anniversary of *America's Town Meeting of the Air*, the oldest continuous discussion program on ABC radio (Tuesday, 9-9:45 p.m. EDT), was celebrated during the May 26 broadcast. Originated in 1935 by George V. Denny, Jr., *Town Meeting* is a two-time Peabody Award winner, and is the recipient of more than 50 other national awards and citations, network spokesmen said.

◆DESCRIBED as "broadcasting's oldest discussion program," the *American Forum of the Air* (NBC radio, Sun., 2:30-3 P.M. EDT) celebrated its 25th anniversary yesterday (Sun.). Founded by Theodore Granik, who has served continuously as its moderator, the show has been simulcast on NBC-TV since May 1949.

AN ANNIVERSARY party last month marked the eighth year of WPEN-AM-FM Philadelphia's "950 Club." Guests-of-honor were Ed Hurst and Joe Grady, disc jockeys on the program.

FOR THE RECORD

ACTIONS OF THE FCC

May 27 through June 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers are given in parentheses.)

New TV Stations . . .

Decisions

PHOENIX, Arizona—Maricopa Broadcasters Inc. (KOOL). Granted vhf Ch. 10 (192-198 mc), sharing time with KOY; ERP 316 kw visual, 160 kw aural; antenna height above average terrain 1,270 ft., above ground 174 ft. Estimated construction cost $389,869, first year operating cost $160,000, revenue $175,000. Post Office address: Adams Hotel, Phoenix, Studio location: 837 N. 1st Ave. Transmitter location: Salt River Mt. 7 mi. S. of Phoenix. Geographic coordinates 33° 20′ 49″ N. Lat., 112° 03′ 19″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Maurice Barnes, Washington. Consulting Engineer E. C. Page, Washington. Principals include President **Gene O. Autry** (85%), Vice President **Frank Beer** (5%), Secretary-Treasurer **Charles H. Garland** (5%), Asst. Secretary **Thomas Chauncey** (5%). Share-time agreement specifies alternate weekly operation between time periods 6 a.m.-6 p.m. and 6 p.m.-6 a.m. Granted May 27.

PHOENIX, Ariz.—KOY Bcstg. Co. (KOY). Granted vhf Ch. 10 (192-198 mc), sharing time with KOOL; ERP 316 kw visual, 160 aural; antenna height above average terrain 1270 ft. Estimated construction cost $277,147, first year operating cost $145,988, revenue $157,768, Post Office address: Box 2671, Phoenix, Ariz. Studio location 837 N. 1st Ave. Transmitter location: Salt River Mtn., 7 mi. S. of Phoenix. Geographic coordinates: 33° 20′ 49″ N. Lat., 112° 03′ 19″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer E. C. Page, Washington. Principals include President **John L. Hogg** (20%), Vice President **Albert D. Johnson** (20%), Vice President **Glenn Snyder** (20%), Treasurer **George R. Cook** (20%) and Secretary **John R. Williams** (20%). Share-time agreement specifies alternate weekly operation between time periods 6 a.m.-6 p.m. and 6 p.m.-6 a.m. Granted May 27.

STAMFORD, Conn. — Stamford-Norwalk Television Corp. Granted uhf Ch. 27 (548-554 mc); ERP 19.487 kw visual, 11.034 kw aural; antenna height above average terrain 240.57 ft., above ground 374.44 ft. Estimated construction cost $156,937, first year operating cost $150,000, revenue $75,000. Post office address Washington Loan & Trust Bldg., Washington. Studio and transmitter location 1 Bank St., Stamford. Geographic coordinates 41° 03′ 10.1″ N. Lat., 73° 32′ 27.1″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Wendell Lund, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President **Prentiss M. Brown** (42.5%), attorney and chairman of board, Detroit Edison Co.; Vice President **Vincent M. Gaughan** (15%), attorney and secretary-treasurer and one-third owner of WBES-TV Buffalo; and Wendell Lund (42.5%), Washington attorney. City priority status: Gr. B-1, No. 37. Granted May 27.

Applications

WILMINGTON, Del.—Delaware Bcstg Co. (WILM), uhf Ch. 83 (884-890 mc); ERP 13.2 kw visual, 7.1 kw aural; antenna height above average terrain 425 ft., above ground 406 ft. Estimated construction cost $304,730, first year operating cost $180,000, revenue $200,000. Post office address 920 King St. Studio location 920 King St. Transmitter location adjacent to Bayard Blvd. near Rockmanor Golf Course. Geographic coordinates 39° 46′ 6.5″ N. Lat., 75° 32′ 20.6″ W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Ewing B. Hawkins** (60%), program producer, and **W. W. Hawkins Jr.** (40%), drama critic of *N. Y. World-Telegram*. Filed May 28.

SAVANNAH, Ga.—Board of Public Education, city of Savannah and County of Chatham, noncommercial educational vhf Ch. 9* (185-192 mc); ERP 15.64 kw visual, 7.73 kw aural; antenna height above average terrain 273 ft., above ground 260 ft. Estimated construction cost $182,720, first year operating cost $71,500. Post office address 208 Bull St., Savannah. Studio location Savannah High School. Transmitter location 4 E. Bryan St., Savannah. Geographic coordinates 32° 4′ 48″ N. Lat., 81° 5′ 29″ W. Long. Transmitter RCA, antenna FTL. Consulting engineer Kyle E. Goodman, Savannah. Filed May 25.

CHAMPAIGN-URBANA, Ill.—U. of Ill.

It's Happening in NEW HAVEN

ON WNHC

More than 18,000 quarter-hour programs have been provided to WNHC Radio listeners by Chamberlains Furniture & Appliance Co. in nearly *eight years* of uninterrupted broadcasting! Let WNHC teach *YOUR* advertising dollars more sense.

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

(WILL, WIUC), noncommercial educational vhf Ch. 12* (204-210 mc); ERP 18.6 kw visual, 10 kw aural; antenna height above average terrain 161 ft., above ground 153.5 ft. Estimated construction cost $291,000, first year operating cost $70,700. Post office address Urbana. Studio and transmitter location Memorial Stadium, Champaign. Geographic coordinates 40° 5′ 55″ N. Lat., 88° 14′ 14″ W. Long. Transmitter GE, antenna Federal. Legal counsel Landis, Taylor & Scoll, New York. Consulting engineer Jansky & Bailey, Washington. Filed May 28.

Birmingham, Ala.—Birmingham Area Educational Television Assn. Inc., noncommercial educational vhf Ch. 10 (192-198 mc), ERP 28.06 kw visual and 14.05 kw aural, antenna height above average terrain 532 ft., above ground 187 ft.; estimated construction cost $32,980, first year operating cost $48,000. Post office address 2015 7th Ave. North. Studio and transmitter location top of Red Mt. at site of WBRC-TV. Geographic coordinates 33° 29′ 20″ N. Lat., 86° 47′ 59″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Frank H. McIntosh, Washington. Storer Bcstg. Co.'s WBRC-TV is giving transmitter, former tower and equipment totaling $120,000. WAFM-TV is giving use of studio facilities. Filed June 1.

WBBM-TV Chicago—CBS. Pursuant to Court of Appeals Ruling in litigation involving CBS and Zenith over use of vhf Ch. 2, requests STA for Ch. 2 with ERP of 100 kw visual, antenna height above average terrain 654 ft. Estimated cost $330,250. Filed May 27.

Chicago—Zenith Radio Corp. Pursuant to Court of Appeals ruling in litigation involving CBS and Zenith over use of vhf Ch. 2, requests STA for Ch. 2 with ERP 100 kw visual. Would use facilities of test station KS2XBS, Zenith said, which could be put on air with 5 kw within one hour of grant at no additional cost. For $90,000, station could be boosted to 100 kw. Cost of permanent station installation would be $634,500 with annual operating cost $2,400,000 and revenue $3,100,000. Filed May 27.

Lawrence, Kan.—U. of Kansas (KFKU), noncommercial educational vhf Ch. 11 (198-204 mc); ERP 55.4 kw visual and 33.2 kw aural; antenna height above average terrain 610 ft., above ground 507 ft.; estimated construction cost $249,595, first year operating cost $100,000. Post office address R. Edwin Browne, Direction of Radio-TV, U. of Kansas. Studio location on campus. Transmitter location 0.6 mi. N. of 23d St. on Ottawa Rd. Geographic coordinates 38° 57′ 18″ N. Lat., 95° 15′ 57″ W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer John B. Heffelfinger, Kansas City, Mo. Filed June 1.

Boston, Mass.—WGBH Educational Foundation (WGBH-FM), noncommercial educational vhf Ch. 2 (54-60 mc); ERP 55 kw visual and 27.5 kw aural; antenna height above average terrain 658 ft., above ground 219 ft.; estimated construction cost $450,000, first year operating cost $200,000. Post office address 100 Franklin St. Studio location Symphony Hall. Transmitter location Great Blue Hill. Geographic coordinates 42° 12′ 45″ N. Lat., 71° 06′ 52″ W. Long. Transmitter and antenna RCA. Legal counsel Ernest W. Jennes, Washington. Consulting engineer Jansky & Bailey, Washington. Filed June 1.

Chapel Hill, N. C.—U. of North Carolina (WUNC-FM), noncommercial educational vhf Ch. 4 (66-72 mc); ERP 100 kw visual and 50 kw aural; antenna height above average terrain 903 ft., above ground 933 ft.; estimated construction cost $170,096, first year operating cost $244,200. Post office address Earl Wynn, Communication Center, U. of N. C., Chapel Hill. Studio location on campus. Transmitter location at 300 block of Pittsboro Rd. Geographic coordinates 35° 52′ 49″ N. Lat., 79° 02′ 05″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Filed June 1.

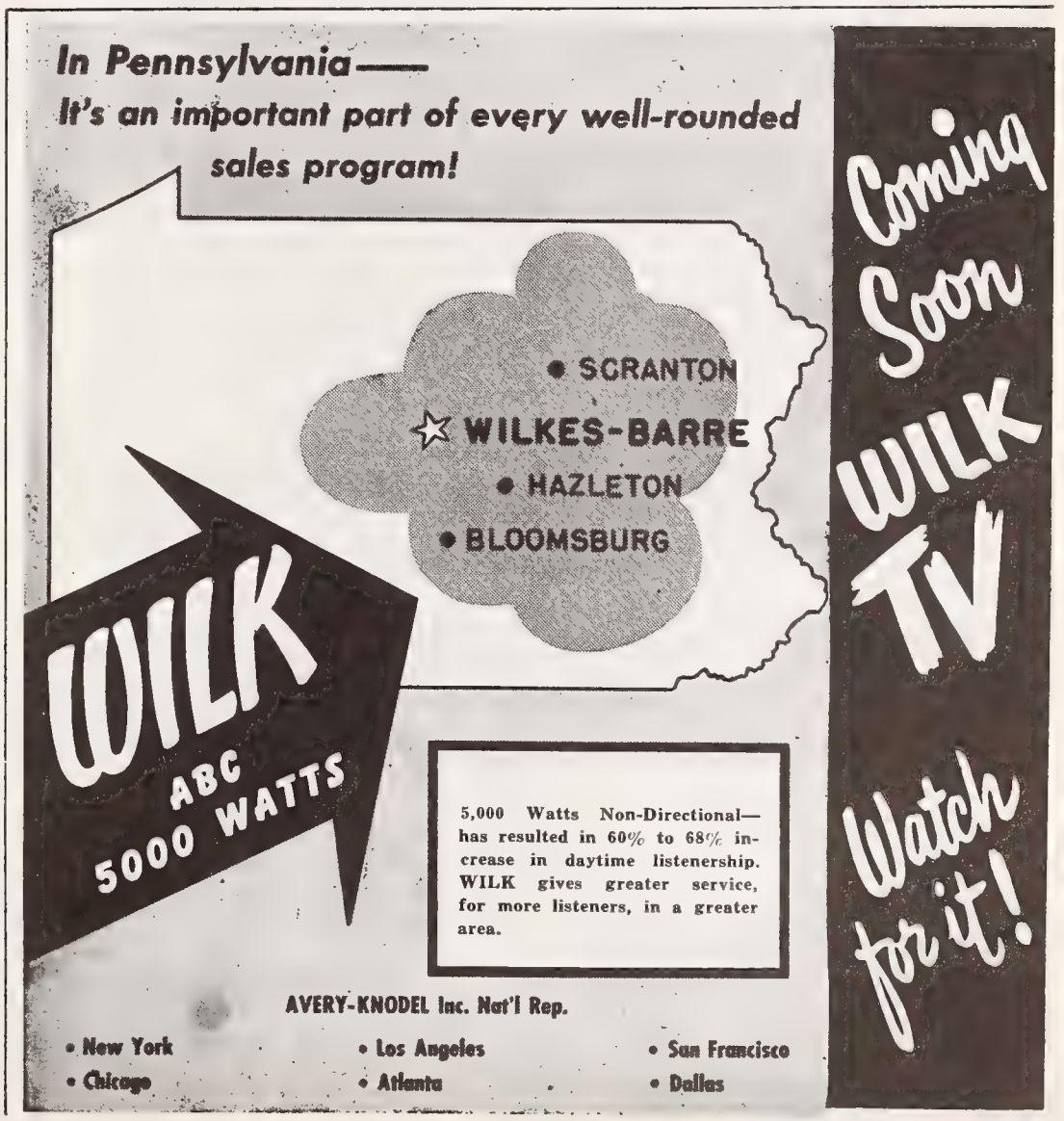
Winston-Salem, N. C.—Community Bcstg. Service Inc. (WAAA), vhf Ch. 12 (204-210 mc); ERP 11.04 kw visual and 5.52 kw aural; antenna height above average terrain 349 ft., above ground 350 ft.; estimated construction cost $168,363, first year operating cost $144,000, revenue $200,000. Post office address WAAA, Atlantic Bldg. Studio location U. S. Highway 311 at east city limits. Transmitter location south edge of city, Beth St. extended. Geographic coordinates 36° 03′ 30″ N. Lat., 80° 15′ 06″ W. Long. Transmitter and antenna RCA. Legal counsel Frank U. Fletcher, Washington. Consulting engineer Commercial Radio Equipment Co. President and 99% owner of applicant is F. Roger Page Jr. City priority status Group B-3, No. 175. Filed June 1.

Philadelphia, Pa.—Delaware Valley Educational TV Corp., noncommercial educational uhf Ch. 35 (596-602 mc); ERP 156.5 kw visual and 84.4 kw aural; antenna height above average terrain 446 ft., above ground 305 ft.; estimated construction cost $450,000, first year operating cost $250,000. Post office address Walter Biddle Saul, Board of Education, 21st at Parkway. Studio location to be determined. Transmitter location between Ridge Ave. and Roxboro Reservoir, NW of city. Geographic coordinates 40° 03′ 33″ N. Lat., 75° 14′ 20″ W. Long. Transmitter and antenna RCA. Legal counsel Saul, Ewing, Remick & Saul, Philadelphia. Consulting engineer George P. Adair Engineering Co., Washington. Filed May 29.

San Juan, P. R.—Dept. of Education of Puerto Rico (WIPR), noncommercial educational vhf Ch. 6 (82-88 mc); ERP 100 kw visual and 50 kw aural; antenna height above average terrain 1065 ft., above ground 285 ft.; estimated construction cost $548,715, first year operating cost $250,000. Post office address Mariano Villaronga, Secretary of Education. Studio location Escuelas Metropolitanas, Carpenter Rd. Transmitter location Cerra La Marguesa Mt. Geographic coordinates 18° 16′ 48″ N. Lat., 66° 06′ 36″ W. Long. Transmitter and antenna GE. Legal Counsel Arnold, Fortas & Porter. Consulting engineer A. Earl Cullum Jr., Dallas. Filed June 1.

Providence, R. I.—Board of Education, noncommercial educational uhf Ch. 22 (518-524 mc); ERP 250.2 kw visual and 131.2 kw aural; antenna height above average terrain 406 ft., above ground 340 ft.; estimated construction cost $300,000, first year operating cost $100,000. Post office address Dr. Michael F. Walsh, 205 Benefit St. Studio location Providence Public Library. Transmitter location Neutaconkant Hill on Hwy. 14. Geographic coordinates 41° 48′ 12″ N. Lat., 71° 28′ 24″ W. Long. Transmitter and antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Filed June 1.

San Antonio, Tex.—San Antonio Council for Educational TV, noncommercial educational vhf Ch. 9 (186-192 mc); ERP 30.2





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MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI



Weed and Company, National Representatives

Up to 239% More Audience Families

than other Syracuse Stations

According to SAMS and Nielsen, Dec. 1952

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WSYR ACUSE
NBC Affiliate
570 KC

kw visual and 18.1 kw aural;; antenna height above average terrain 388 ft., above ground 465 ft.; estimated construction cost $177,000, first year operating cost $30,000. Post office address W. W. Jackson, American Hospital and Life Insurance Bldg. Studio and transmitter location North St. Marys and Villita Sts. Geographic coordinates 29° 25′ 20″ N. Lat., 98° 29′ 22″ W. Long. Transmitter and antenna RCA. Legal counsel Norman S. Case, Washington. Consulting engineer Frank H. McIntosh, Washington. Storer's KEYL (TV) offers transmitter and other equipment totaling $80,000. WOAI-TV pledges gift of $10,000 yearly for minimum of five years. Filed May 29.

Madison, Wis.—State of Wisconsin by Gov. Walter J. Kohler, noncommercial educational uhf Ch. 21 (512-518 mc); ERP 0.85 kw visual and 0.415 kw aural; antenna height above average terrain 221 ft., above ground 297 ft.; estimated construction cost $300,000, first year operating cost $50,000. Post office address Vernon W. Thomson, Attorney General, State Capitol. Studio and transmitter location on campus of U. of Wisconsin. Geographic coordinates 43° 04′ 34.2″ N. Lat., 89° 24′ 06″ W. Long. Transmitter GE, antenna Andrew Corp. Legal counsel state attorney general. Consulting engineer Glenn Koehler, technical director, Wisconsin State Radio Council. Filed June 1.

MAYAGUEZ, Puerto Rico—Radio Americas Corp. (WORA), vhf Ch. 5 (76-82 mc); ERP 1.86 kw visual, 1.11 kw aural; antenna height above average terrain 1,994 ft., above ground 141 ft. Estimated construction cost $104,403, first year operating cost $80,000, revenue $85,000. Post office address Box 43, Mayaguez. Studio location 1150 Guanajibo Ave. Transmitter location 212 mi. S. of Maricao on Insular Rd. No. 81. Geographic coordinates 18° 9′ 2″ N. Lat., 66° 59′ 20″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Millard M. Garrison, Washington. President **Alfredo R. de Arellano Jr.** (93.55%) has extensive sugar cane interests. Filed May 28.

MIDLAND, Tex. — Midessa TV Co., (KSWO-AM-TV Lawton, Okla.), vhf Ch. 2 (54-60 mc); ERP 10.5 kw visual, 5.25 kw aural; antenna height above average terrain 510 ft., above ground 551 ft. Estimated construction cost $230,000, first year operating cost $150,000, revenue $120,000. Post office address Box 1385, Lawton. Studio and transmitter location 3-3/4 mi. E. of Midland, Hwy. 307. Geographic coordinates 32° 0′ 15″ N. Lat., 101° 59′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Lyom, Wilner & Bergson, Washington. Consulting engineer William D. Buford, Lawton. Partners include **R. H. Drewry** (50%), **T. R. Warkentin, J. R. Montgomery** and **R. P. Scott** (15.5% each). Partnership owns 90% of KRHD Duncan. Filed May 25.

SEATTLE, Wash. — U. of Wash., (KUOW-FM), noncommercial educational vhf Ch. 9* (186-192 mc); ERP 25.12 kw visual, 12.5 kw aural; antenna height above average terrain 467 ft., above ground 287 ft. Estimated construction cost $131,566, first year operating cost $183,164. Post office address Seattle 5. Studio location school campus. Transmitter location 1712 Harvard St., Seattle. Geographic coordinates 47° 37′ 2″ N. Lat., 122° 19′ 13″ W. Long. Transmitter and antenna RCA. Legal counsel Haley, Doty & Schellenburg, Washington. Consulting engineer unspecified. Filed May 27.

Applications Amended

MERIDIAN, Miss.—Southern TV Corp. Amends bid for vhf Ch. 11 to relocate studio at WMOX Bldg. Filed May 27.

ALLENTOWN, Pa.—Penn-Allen Bcstg. Co. Amends bid for uhf Ch. 67 to change ERP from 101.6 kw visual and 57.5 kw aural to 178 kw visual and 91.8 kw aural; increase antenna height above average terrain from 261 ft.' to 810 ft., and relocate transmitter at .18 mi. NE of Bauer Rock, 3 mi. SSE of Allentown. Filed May 27.

SEATTLE, Wash.—Mt. Ranier Radio & TV Co. Amends bid for vhf Ch. 7 to give control to **Theodore R. Gamble** (43.5% to 87%) and drop three absentee parties. Mr. Gamble is 20% owner of KLZ Denver; with his brother, Joseph E., owns KCMJ Palm Springs, Calif.; is 44% owner of Mt. Hood Radio & TV Co., applicant for TV and licensee of KOIN-AM-FM Portland, Ore. Filed May 27.

Applications Dismissed

RIVERSIDE, Calif.—California Tcstrs. Returned bid for uhf Ch. 40, citing failure to prosecute. Dismissed May 22.

WINSTON-SALEM, N. C.—Mary Pickford Rogers. At request of attorney, dismissed bid for vhf Ch. 12. Mrs. Rogers becomes 1/3 owner of competing Ch. 12 bid of Triangle Bcstg. Corp. (2/3 owned by WSJS). Dismissed May 27.

Cleveland, Ohio—WGAR Bcstg. Co. (WGAR). At request of attorney, dismissed application for new TV station on uhf Ch. 65. Frees WERE application. Dismissed June 1.

Jacksonville, Fla.—Gulfport Bcstg. Co. (WEAR) Pensacola). At request of attorney, dismissed application for new TV station on uhf Ch. 36. Frees WJHP application. Will prosecute Pensacola vhf Ch. 3 bid. Dismissed June 1.

Pensacola, Fla.—WCOA Inc. (WCOA). Ae request of attorney, dismissed application for vhf Ch. 3, leaving uncontested bid of WEAR. WCOA principals to prosecute WJHP bid for uhf Ch. 36 at Jacksonville. Dismissed June 1.

Existing TV Stations . . .

Decisions

KIVA (TV) Yuma, Ariz.—Valley Telecasting Co. Granted mod. CP change ERP from 29 kw visual and 14.5 kw aural to 29 kw visual and 16 kw aural; antenna 440 ft. Granted May 25.

WMGT (TV) North Adams, Mass.—Grey-

HOW MUCH For LIBEL or SLANDER ?

BEST ANSWER— OUR UNIQUE SPECIAL INSURANCE Covering this and related hazards—it's surprisingly INEXPENSIVE

WRITE FOR DETAILS AND RATES

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

lock Bcstg. Co. Granted mod. CP to change ERP from 1 kw visual and 0.5 kw aural to 300 kw visual and 155 kw aural; change transmitter site; antenna 2,060 ft. Granted May 29.

KFOR-TV Lincoln, Neb.—Cornbelt Bcstg. Corp. Granted STA to operate commercially on vhf Ch. 10 for period May 31 to Aug. 18. Granted May 27.

KSWS-TV Roswell, N. M.—John A. Barnett. Granted STA operate commercially on vhf Ch. 8 for period June 3 to Nov. 27. Granted May 27.

WEWS (TV) Cleveland, Ohio—Scripps-Howard Radio Inc. Granted CP to change ERP from 16 kw visual and 8 kw aural to 83 kw visual and 47 kw aural; antenna 1,020 ft. Granted May 28.

WCHA Chambersburg, Pa.—Chambersburg Bcstg. Co. Granted mod. CP change ERP from 105 kw visual and 55 kw aural to 93 kw visual and 47 kw aural; antenna 1310 ft. Granted May 25.

WTVU (TV) Scranton, Pa.—Appalachian Co. Granted mod. CP to change ERP from 23 kw visual and 11.5 kw aural to 13 kw visual and 6.5 kw aural; antenna 1,270 ft. Granted May 29.

WILK-TV Wilkes-Barre, Pa.—Wyoming Valley Bcstg. Co. Granted mod. CP to change ERP from 250 kw visual and 130 kw aural to 170 kw visual and 87 kw aural; antenna 1010 ft.

KUHT (TV) Houston, Tex.—U. of Houston. Granted STA to operate educational station on vhf Ch. 8 for period May 25 to Nov. 30. Granted May 22.

KRON-TV San Francisco—Chronicle Pub. Co. Granted ERP change on vhf Ch. 4 from 14.5 kw visual and 7.7 kw aural to 50 kw visual and 25 kw aural. Granted May 22.

WCIA (TV) Champaign, Ill.—Midwest TV Inc. Granted transmitter relocation on vhf Ch. 3 to 0.35 mi. N. of Ill. Hwy. 47, White Heath, Ill. Geographic coordinates 40° 5′ 27″ N. Lat., 88° 30′ 58″ W. Long. Granted May 19.

WTVH-TV Peoria, Ill.—Hilltop Bcstg. Co. Granted special temporary authority to locate transmitter and studio at Creve Couer, site of WTVH-AM, 3 mi. from Peoria, until Aug. 17. Granted May 27.

KOAM-TV Pittsburg, Kan.—Granted ERP change on vhf Ch. 7 from 105 kw visual and 53 kw aural to 98 kw visual and 49 kw aural. Granted May 19.

KCEN-TV Temple, Tex.—Bell Pub. Co. Granted ERP boost on vhf Ch. 6 from 13 kw visual and 6.5 kw aural to 100 kw visual and 50 kw aural. Granted May 19.

KCMC-TV Texarkana, Tex.—KCMC Inc. Granted ERP change on vhf Ch. 6 from 18.5 kw visual and 9.4 kw aural to 28 kw visual and 15 kw aural. Granted May 22.

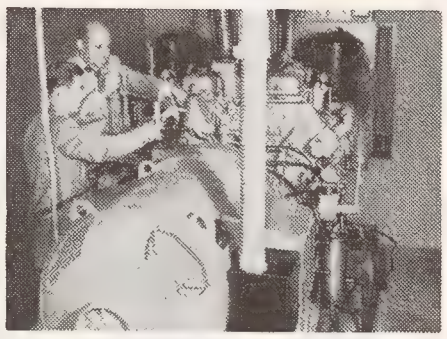
Station Deleted

WTVS (TV) Gadsden, Ala.—Jacob A. Newborn Jr. At request of applicant, FCC deleted CP for new commercial TV station on uhf Ch. 21. Deleted June 1.

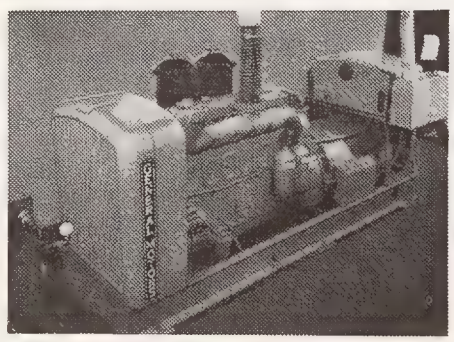
Applications

KOMU-TV Columbia, Mo.—U. of Mis-

GM DIESEL *Stand-by* GENERATOR SETS



WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.



WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12½ to 200 kw., 220 or 440 volts, single or three-phase current.
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- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting. Immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

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GM GENERAL MOTORS DIESEL POWER

souri. Mod. CP for new commercial TV station to change ERP from 205 kw visual and 105 kw aural to 316 kw visual and 162.19 kw aural; change studio location to transmitter site at U. of Missouri South Farm, 6 mi. SE of Columbia; make equipment changes. Filed June 1.

WBNS-TV Columbus, Ohio—Dispatch Printing Co. Mod. CP to change ERP from 93 kw visual and 56 kw aural to 221.35 kw visual and 132.75 kw aural. Antenna 451 ft. Filed June 1.

WIFE (TV) Dayton, Ohio—Skyland Bcstg. Corp. Amended application for power boost to change ERP specified from 245.164 kw visual and 127.589 kw aural to 254.563 kw visual and 132.469 kw aural; make antenna and equipment changes. Antenna height 701 ft. Filed June 2.

WGAL-TV Lancaster, Pa.—WGAL Inc. Application for vhf Ch. 8 is amended to submit up-to-date information on corporate and financial structure. Filed June 2.

KFSD-TV San Diego, Calif.—Airfan Radio Corp. Requests studio relocation to undetermined site and change of transmitter site to Mt. Soledad, 9.5 mi. from San Diego. Assigned vhf Ch. 10. Filed May 27.

KNOE-TV Monroe, La.—James A. Noe. Requests studio relocation at transmitter site; ERP increase from 175 kw visual and 88 kw aural to 230 kw visual and 115 kw aural. Assigned vhf Ch. 8. Filed May 27.

KZTV (TV) Reno, Nev.—Nev. Radio-TV Inc. Requests ERP change on vhf Ch. 8 from 3 kw visual and 1.5 kw aural to 2.7 kw visual and 1.4 kw aural; relocation of studio-transmitter to 770 E. 5th St. Geographic coordinates 39° 31′ 58″ N. Lat., 119° 48′ 11″ W. Long. Antenna height above average terrain, minus 517 ft. Filed May 27.

KSL-TV Salt Lake City—Radio Service Corp. Requests ERP boost on vhf Ch. 5 from 0.002 kw visual and 0.001 kw aural to 29.5 kw visual and 17.7 kw aural. Antenna height 4,046 ft. Filed May 27.

New AM Stations . . .

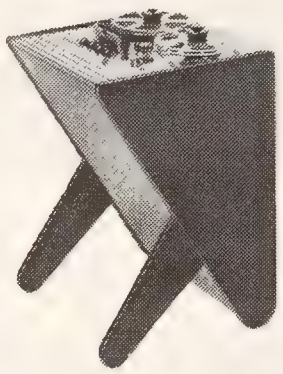
Decisions

PERRY, Fla.—Palatka Bcstg. Co. (WWPF Palatka), 1220 kc, 250 w daytime. Estimated construction cost $9,300, first year operating cost $24,000, first year revenues $30,000. PO address Box 86, Palatka. Granted May 27.

HODGENVILLE, Ky.—Lincoln Memorial Bcstg. Co., 1320 kc, 1 kw daytime. Estimated construction cost $16,430, first year operating cost $31,250, first year revenues $40,000. PO address Hodgenville. **Thomas Stearman** (74.4%) is Campbellsville, Ky., auto dealer. Granted May 27.

MILLVILLE, N. J.—Union Lake Bcstrs. Inc., 1440 kc, 1 kw daytime. Estimated construction cost $17,225, first year operating cost $38,000, first year revenues $52,000. PO address c/o Harry Daly, 613 15th St. NW, Washington. President **John Price** (40%) is partner in Gautney, Ray & Price, Washington consulting engineers. **George Gautney** of the firm holds 10%. **John H. Norris** (40%) is manager of WGCB Red Lion, Pa., and **Harry Daly** (10%) is radio lawyer and 28% stockholder in WOKE Oak Ridge, Tenn. Granted May 27.

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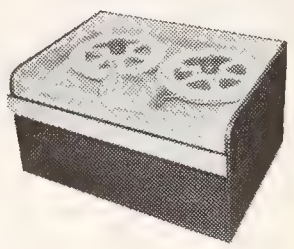


AMPEX Model 350 Tape Reproducer was designed especially for playback purposes without the ability to record. Full remote operation is afforded through push-button control of 3-motor tape transport.

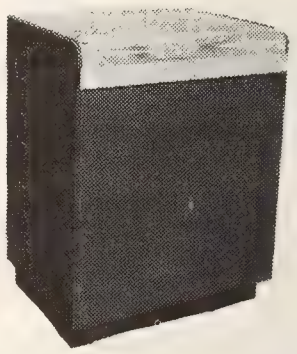
AMPEX Model 350 Recorder-Reproducer console carries top-plate at 30° angle from horizontal, permitting extra easy operation. Two-speed recorder is available for 3¾ and 7½ ips; or 7½ and 15 ips.



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AMPEX Model 450 Console Continuous Tape Reproducer makes it possible to broadcast automatically an entire day's programming of music and announcements. By use of a recorded 25-cycle sub-audible tone the music machine can be stopped and a second machine cut in, carrying a local announcement.



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Applications

NEOSHO, Mo. — Ozarks Playground Bcstrs., 1390 kc, 500 w daytime. Estimated construction cost $19,900, first year operating cost $25,000, first year revenue $40,000. PO address Court House, Russellville, Ark. Equal partners **John V. Turner**, Russellville County judge, and **Lawrence Neumeier**, restauranteur. Filed May 25.

New Castle, Ind.—Courier-Times Inc., 930 kc, 500 w daytime. File June 1.

Mansfield, La.—De Soto Bcstg. Corp., 1360 kc, 1 kw daytime. Filed June 2.

Existing AM Stations . . .

Applications

WCNL Near Central City, Ky.—Central City-Greenville Bcstg Co. Petition to reinstate expired CP for new AM station on 1380 kc with 500 w daytime. Filed June 1.

WCRB Waltham, Mass.—Charles River Bcstg. Co. CP change operation from day to unlimited install DA-DN. Assigned 1 kw on 1330 kc. Filed June 1.

WPXY Punxsutawney, Pa.—Jefferson Bcstg. Corp. Mod. CP increase power from 500 w to 1 kw on 1290 kc. Filed June 2.

WHYN-FM Holyoke, Mass.—Hampden-Hampshire Corp. Mod. CP to change main studio location to 65 Main St., Springfield.

KTLY Mesa, Ariz.—Harkins Bcstg. Inc. Requests power increase from 1 kw to 5 kw on 1310 kc. Filed May 27.

WAEL Mayaguez, Puerto Rico—Mario Acosta. Requests frequency change from 1400 kc to 600 kc and power boost from 250 w to 1 kw. Filed May 27.

Existing FM Stations . . .

Decision

MANITOU SPRINGS, Colo.—Garden of the Gods Bcstg. Co. Granted mod. of CP to change FM operation from 100.1 mc, ERP 250 w to 104.9 mc, 670 w. Granted May 19.

Station Deletions

WMOX-FM Meridian, Miss. — Birney Imes Jr. Granted cancellation of license and deletion of call letters for 98.5 mc, ERP 3.4 kw. Cancelled May 14.

WLWA (FM) Cincinnati; WLWB (FM) Dayton, and WLWF (FM) Columbus, all Ohio—Crosley Bcstg. Corp. Granted cancellation of licenses and deletion of call letters for stations operating, respectively, on 101.1 mc, ERP 9 kw; 97.5 mc, ERP 18 kw, and 96.3 mc, ERP 15 kw. Deleted May 14.

WCAE-FM Pittsburgh — WCAE Inc. Granted cancellation of license and deletion of call letters for 96.1 mc, ERP 12 kw. Deleted May 22.

WGNB (FM) Chicago—WGN Inc. Granted request to cancel license and delete FM station. Deleted May 28.

WWIN-FM Baltimore, Md.—Belvedere Bcstg. Corp. Granted request to cancel license and delete FM station. Deleted May 28.

KRBA-FM Lufkin, Tex.—Darrell E. Yates. Granted cancellation of license and deletion of call letters on 95.5 mc, ERP 2.9 kw. Deleted May 14.

Ownership Changes . . .

Decisions

KAFY-AM-TV Bakersfield, Calif.—Bakersfield Bcstg. Co. Granted acquisition of control by **Sheldon Anderson** and his mother. Stockholders **George Crome** and **R. F. Harlow** sell their one-third interests to Mr. Anderson (from 16-2/3% to 43-1/3%) and new parties **John Hearne** (25%) and **Charles Thierot** (15%). Total consideration $120,000. Mrs. Anderson retains 16-2/3%. Granted May 27.

KOCS and KEDO-FM Ontario, Calif. Mrs. Jerene Appleby Harnish, Carlton Appleby, Walter Axley and Ernest Atkinson d/b as Daily Report Co. Granted voluntary assignment of license to new partnership, adding **Andrew Appleby** (gift) and **Ralph Fairchild** (1% for $4,300). Granted May 27.

KGMS Sacramento, Calif.—Capitol Radio Enterprises. Granted voluntary assignment of license from previous partnership to **Irving Schwartz, William George** and **John Matranga** d/b as Capitol Radio Enterprises. **Samuel Melnicoe** sells his quarter interest divided equally among former partners so as to give each one-third interest. Consideration $25,000. Granted May 18.

WWDC-AM-FM Washington — Capital Bcstg. Co. Granted assignment of licenses to WWDC Inc., a Delaware corporation. Same principals. Granted May 22.

WJHP-AM-FM Jacksonville, WCOA Pensacola, WTMC Ocala and WDLP-AM-FM Panama City, all Florida—Granted involuntary transfer of control from **John H. Perry Sr.**, deceased, to **John H. Perry Jr.**, voting trustee. Granted May 27.

WRGA-AM-FM Rome, Ga.—Rome Bcstg. Co. Granted voluntary relinquishment of control by **Charles Smithgall** (formerly 59%, now 39%), who transfers 20% to **Southland Pub. Co.**, which he controls, for $10,811. Granted May 19.

WCRW Chicago—Clinton R. White. Granted voluntary assignment of license to co-partnership with his wife. No consideration. Granted May 27.

KCHA Charles City, Iowa.—Inland Bcstg. Corp. Granted voluntary transfer of control to Radio Inc. Involves transfer of all stock from five principals for $40,000. **Charles Ellis**, president and 95.5% owner, manages agricultural properties. Granted May 27.

KJFJ Webster City, Iowa—Jack and Gayle Bladine, Charles and Ruth Warren d/b as Land 'O Corn Bcstg. Co. Granted assignment of license to new partnership of **Mr. and Mrs. Warren and Lloyd and Margaret Karr**, attorneys. **Mr. and Mrs. Bladine** sell their half interest to **Mr. and Mrs. Karr** for $10,973. Granted May 27.

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WSPR-AM-FM Springfield, Mass. — **WSPR Inc.** Granted voluntary transfer of control from **Mrs. Ruth Brackett**, executrix of estate of **Quincy Brackett**, deceased (23%), and **Mrs. Alma Breed**, executrix of estate of **L. B. Breed**, deceased (25%) to those principals individually. Granted May 27.

KAUS Austin, Minn. — **Cedar Valley Bcstg. Co.** Granted voluntary relinquishment of negative control by **Harry M.** and **Albert W. Smith** (25% each). Stock distributed to other four stockholders giving the six equal interests. Consideration 25% of full purchase price, unspecified. Granted May 18.

WSKB McComb, Miss.—Lester Williams. Granted voluntary assignment of license to WSKB Inc. Mr. Williams retains 98.5% and three local stockholders are added with 0.5% each. Consideration unspecified. Granted May 22.

KRGI Grand Island, Neb.—Grand Island Bcstg. Co. Granted assignment of CP to Grand Island Bcstg. Co. Inc. **Samuel Wohlbach** retires and sells his interest 20% in equal parts to **Robert Lester** and **Wilber Bachman** (held 10% each before transfer). Total consideration $10,000. Granted May 22.

WGNR-AM-FM New Rochelle, N. Y.—New Rochelle Bcstg. Service Inc.—Granted involuntary assignment of license to **Irving J. Roth**, trustee in bankruptcy. Granted May 18.

WJET Erie, Pa.—Jet Bcstg. Co. (Myron Jones). Granted voluntary assignment of license to Jet Bcstg. Co. Inc. Mr. Jones transfers 36.5% to **William Flickenstein** in payment of $5,000 loan and 12.5% to **Frank Dieringer** to repay $25,000 loan. Granted May 27.

WPTZ (TV) Philadelphia—Philco Corp. Granted voluntary assignment of license to **Westinghouse Radio Stations.** Consideration $8.5 million, largest sale price for a single broadcast property. Philco valued its NBC affiliation at $5 million; its good will at $1.5 million. Granted May 27.

KERC Eastland, Tex.—Tri-Cities Bcstg. Co. Granted assignment of CP to present partners excluding **Laura Thorpe**, who returns 25% interest for $100. Granted May 27.

KTAN Sherman, Tex.—Sherman Bcstg. Corp. Granted voluntary assignment of license from Sherman (wholly owned by **Charles Cain**) to **Col. Howard L. Burris**, Air Force. Consideration $25,000. Mr. Cain is entering the Air Force. Granted May 27.

KPUY. Puyallup, Wash.—Clarence Wilson and P. D. Jackson d/b as Radio Station KPUY. Granted voluntary assignment of license to **Henry Perozzo** (87%), airline flight superintendent, and **Antonio Gomez** (13%), airline pilot. Consideration $45,000. Granted May 27.

KGA Spokane, Wash.—Corp. of Gonzaga U.—Granted voluntary assignment of license to **Bankers Life and Casualty Co.** Bankers gets 10-year lease at $40,000 annually with option to buy properties for $100,000. Granted May 27.

KWOS-AM-FM Jefferson City, Mo.—Capital Bcstg. Co. Granted involuntary transfer of control from R. C. Goshorn to Lenore R. Goshorn, R. L. Rose and Catherine Roer, executors of estate of R. C. Goshorn, deceased. Granted May 26.

WHUM-AM-TV Reading, Pa.—Eastern Radio Corp. Granted relinquishment of positive control by Humboldt J. Greig through termination of voting trust agreement with Jessie P. Greig. Granted May 25.

WHDH-AM-FM Olean, N. Y.—WHDL Inc. Relinquishment of control by E. B. Fitzpatrick through sale of 150 sh to Grey Fitzpatrick and Mrs. Jean F. Henzel. Filed June 1.

KGIL San Fernando, Calif.—San Fernando Valley Bcstg. Co. Requests voluntary transfer of control to **American Bcstg. Stations** (WMT Cedar Rapids, Iowa)—KJBS Bcstrs. (KJBS San Francisco), through transfer of 80% of voting stock. Total consideration $59,000 maximum; to **F. J. Smalley**, $45,000; **Howard P. Gray**, $9,000, and to **Les Scherer** and **J. C. Morse** no more than $5,000. Filed May 28.

WPCF Panama City, Fla.—Bay County Bcstg. Co. Requests voluntary relinquishment of negative control by **Edward G. Holmes** and acquisition of positive control by **E. L. Dukate** (56.6%). Transfer involves several stock changes. Consideration unstated. Filed May 25.

WALE Fall River, Mass.—Narragansett Bcstg. Co. Requests voluntary acquisition of control by **George L. Sisson Jr.**, through purchase by Narragansett of 49.7% from four withdrawing stockholders. They are: **Robert E. L. Kennedy** (8.6%), partner in Kear & Kennedy, Washington consulting radio engineers, **William A. Porter**, (21%), partner in Bingham, Collins, Porter & Kistler, Washington lawyers, **Nellie McCain** (20%) and two additional parties. Total consideration $49,560. Filed May 25.

WCRE Cheraw, S. C.—R. D. Baxley d/b as Chesterfield Bcstrs. Requests assignment of license to Chesterfield Bcstrs. Inc., including **Mr. Baxley** (40%), **Robert Misenheimer** (40%) and **Hugh Morris** (20%). Consideration: Mr. Baxley's stock interest plus assumption of $8,994 note by corporation. Filed May 25.

KSEL Lubbock, Tex.—Lubbock Bcstg. Co. Requests assignment of license from licensee corporation to partnership of same principals d/b as Lubbock Bcstg. Co. Filed May 22.

WIVI St. Croix, Virgin Islands—Radio American West Indies. Requests voluntary transfer of control from **Edward Moore**

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Vickers to Hazel Vickers in compliance with divorce decree. Mrs. Vickers, presently holding 15%, would increase her equity to 80%. Filed May 26.

Application Dismissed

KXIT Dalhart, Tex.—At request of attorney, dismissed application for assignment of license from Dalrad Assoc. to N. D. Allender. Dismissed May 21.

Hearing Cases

Portsmouth, Ohio. New TV, uhf Ch. 30. Woodruff Inc. (Docket 10440)—By memorandum opinion and order, FCC granted petition of Woodruff requesting that its TV bid be retained in hearing status. FCC directed hearing examiner to consider relevant facts regarding dismissal of competitive application of Brush-Moore Newspapers Inc. Order May 28; reported June 1.

Sacramento, Calif. New TV, uhf Ch. 46. John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343)—By memorandum opinion and order, FCC granted joint petition to extent that their applications are retained in hearing status. Directed examiner to proceed with hearing on issues not rendered moot by proposed dismissal of Gross application. Referred to examiner in connection with preparation of an initial decision that portion of petition which requests dismissal of Gross application. Order May 28; reported June 1.

Lorain, Ohio. New TV, uhf Ch. 31. Lorain Journal Co. (BPCT-1116) and Elyria-Lorain Bcstg. Co. (WEOL) (BPCT-1124). Designated for hearing to begin June 26.

Glenville, W. Va. Allocation of vhf Ch. 5 (Docket 10470)—Extended to June 15 deadline for filing comments, on petition of Appalachian Bcstg. Co. (WCYB Bristol, Va.).

Fayetteville, W. Va. Assignment of vhf Ch. 4. By memorandum opinion and order Commission rescinded April 1 action assigning Ch. 4 to Fayetteville. It explained that assignment was made at request of Robert R. Thomas Jr., who indicated intention of filing for Fayetteville CP but instead applied for Oak Hill, W. Va.

Lubbock-Slaton, Tex. New AM, 1340 kc, 250 w unlimited. South Plain Bcstrs., Slaton, (BP-8291) and Texas Tcstg. Inc. (KDUB-TV), Lubbock, (BP-8772)—Designated for hearing. KDPN Pampa, Tex., made party.

WGGA Cedartown, Ga. Timm Inc. Facilities change from 1340 kc, 250 w unlimited to 980 kc, 1 kw daytime (BP-8640)—Designated for hearing with WKLF Clanton, Ala., party.

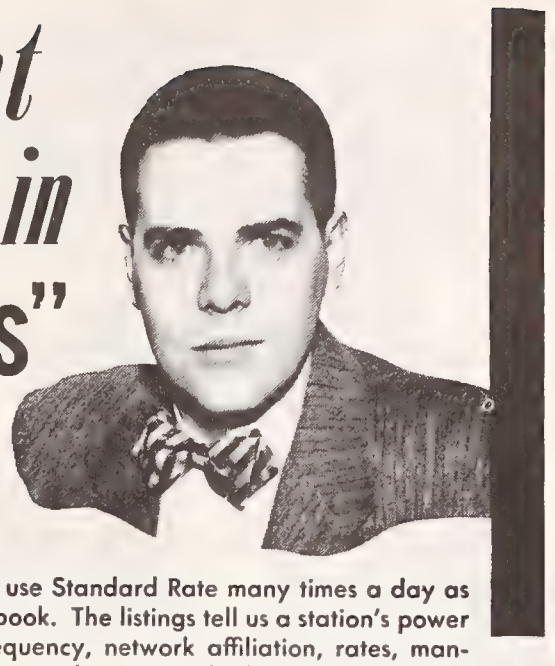
Evanston-Rockford, Ill. New AM, 1330 kc, daytime. N. Shore Bcstg. Co., Evanston, (Docket 10062) and Rock River Bcstg. Co., Rockford, (Docket 10084)—Granted both applications (N. Shore for 500 w, Rock River for 1 kw). Decision May 21; announced May 26.

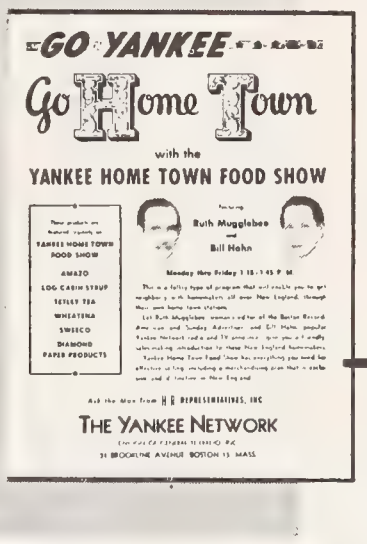
Houston-Dallas. AM facilities on 740 kc. KTRH Bcstg. Co. (KTRH Houston) (Docket 8753) and Tex. Star Bcstg. Co. (Docket 8258)—After case was remanded to it by Dist. of Col. Circuit Court of Appeals for reconsideration FCC, by memorandum opinion and order, set aside denial of KTRH to change daytime directional array with 50 kw power and designated application for further hearing with Texas Star bid for new AM on 740 kc, 5 kw night, 10 kw day, directional unlimited.

Lancaster, Pa. New TV, vhf Ch. 8.

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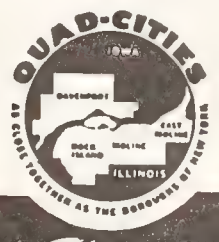
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Peoples Bcstg. Co. (WLAN) (Docket 10365) and WGAL Inc. (WGAL-TV) (Docket 10366)—By memorandum opinion and order FCC denied Peoples' petition asking reconsideration of Commission action March 25 denying Peoples' petition for modification and enlargement of hearing issues. Action May 28; announced May 29.

Thibodaux, Houma, La. AM facilities on 630 kc. Delta Bcstrs. Inc., Thibodaux (Docket 8602) and Charles Wilbur Lamar, Jr. (KCIL) (Docket 9442)—FCC in final decision granted Delta bid for new AM, 500 w, daytime, and dismissed with prejudice KCIL application to change from 1490 kc to 630 kc, 1 kw unlimited. Decision May 28; reported May 29.

Charlotte, N. C. Radio Station WSOC Inc. (WSOC) (Docket 9875)—By memorandum opinion and order Commission postponed action on WSOC motion for reopening record in proceeding involving its bid for new antenna (1240 kc, 250 w unlimited); also postponed action on motion of chief of FCC Broadcast Bureau to enlarge hearing issues to include consideration of program service of WKDK Newberry, S. C., and to reopen record to take testimony, pending filing of exceptions to initial decision. FCC also postponed action on chief's requests for oral argument. Deadline for filing exceptions extended to June 18. Decision May 28; reported May 29.

Opinions and Orders . . .

TV Allocation—By memorandum opinion and order FCC denied petition of Lawrence A. Harvey seeking assignment of uhf Ch. 58 to Beverly Hills, Calif. Action May 27.

Subscription TV—By letter, FCC denied request of WOR-TV New York to demonstrate Skiatron Subscriber-Vision System over its facilities during regular broadcast hours June 6-June 17. Commission contended sufficient opportunity for demonstration is allowed by its authorization to use non-broadcast hours. Decision May 27.

New Petitions . . .

May 25

Amendment of FCC AM standards relative to skywave field intensity measurements (Docket 10492)—Comments filed by WNEW New York, A. Earl Cullum Jr., Westinghouse Radio Stations Inc., American Broadcasting-Paramount Theatres Inc., KXLA Pasadena, Calif.

Beaumont, Tex. New TV, vhf Ch. 6. Enterprise Co. (KRIC) (Docket 10286), Beaumont Bcstg. Corp. (KFDM) (Docket 10267) and KTRM Inc. (KTRM) (Docket 10288)—Proposed findings filed by all parties.

Provo, Utah. New TV, vhf Ch. 11. KOVO Bcstg. Co. (KOVO) (BPCT-867) and Central Utah Bcstg. Co. (KCSU) (BPCT-1642)—KOVO requests immediate grant of its earlier petition for conditional grant of its TV bid.

Pontiac, Mich. New AM grant, 1460 kc, 500 w full time, directional night, James Gerity Jr.—Mr. Gerity replies to letter opposing grant filed earlier by Chief Pontiac Bcstg. Co. Latter wants comparative hearing on its bid.

KOB Albuquerque, N.M. Extension of SSA (Docket 10336)—WBZ Boston opposes motion of WABC New York to reopen record, for new evidence. Also files reply to WABC exceptions and brief. KOB filed reply to WABC exceptions May 28.

Evansville, Ind. New Tv, vhf Ch. 7. South Central Bcstg. Corp. (WIKY) (Docket 10461), Evansville TV Inc. (Docket 10462), On the Air Inc (WGBF) (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464)—Evansville TV Inc. asks waiver Sec. 3.613(a) to show studio location outside city limits and for determination petitioner is technically qualified in its proposal as amended.

Lancaster, Pa. New TV, vhf Ch. 8. WGAL-TV and Peoples Bcstg. Co. (WLAN)—Request by chief of FCC Broadcast Bureau for order that depositions by Peoples not be taken. Deposition request is too vague, chief alleges. Peoples on May 28 filed opposition to WGAL-TV's petition for review of examiner's ruling allowing depositions.

May 26

Chattanooga, Tenn. New TV, vhf Ch. 12. Southern TV Inc. (Docket 10471), Tri-State Tcstg. Corp. (Docket 10472) and WDEF Bcstg. Co. (WDEF) (Docket 10473)—Opposition by chief of FCC Broadcast Bureau to petition of Tri-State for clarification of issues or enlargement of issues. Opposition filed May 27 by Southern TV. WDEF filed comments May 28.

TV allocations. Proposal to add vhf Ch. 5 at Glenville, W. Va. (Docket 10470)—Polan Industries, which asked for allocation involved, filed opposition to request of WCYB Bristol, Va., for extension of time to file comments. WCYB on May 27 filed opposition to proposed allocation and offered counter-proposal to add Ch. 5 to Weston, W. Va. WCBY noted Glenville use of Ch. 5 would conflict with its application for Ch. 5 at Bristol but would not conflict with bid of WOPI Bristol, Tenn. WCYB attributed significance to fact counsel for Polan also is counsel for WOPI. WCYB has pending before FCC complaint charging WOPI's application was filed to block WCYB's bid. WCYB alleges Glenville is too small to support TV.

May 27

Proposed agreement between U. S. and Canada re assignment of Class II AM stations on clear channels (Docket 10453)—Comments in opposition filed by WERD Atlanta, Ga.; Assn. of Federal Communications Consulting Engineers.

KRNR Roseburg, Ore.—Petitions for allocation of vhf Ch. 4 there since uhf Ch. 28 is incapable of desired propagation. Would remove Ch. 4 from Medford where no application has been filed, KRNR states.

Wichita, Kan. New TV, vhf Ch. 10. Mid-Continent TV Inc. (Docket 10262) and KAKE Bcstg. Co. (KAKE) (Docket 10263)—Both parties petition examiner to revise his directive concerning filing of proposed findings. On May 28, chief of FCC Broadcast Bureau filed proposed findings, concluding both applicants meet FCC rules and technical requirements.

Mobile, Ala. New TV vhf Ch. 5. WKRG-TV Inc. (WKRG) (Docket 10437) and Mobile TV Corp. (Docket 10458)—Chief of FCC Broadcast Bureau comments on petitions by Mobile TV Corp. respecting proposed issues on financial and other qualifications of WKRG-TV Inc. Mobile TV wants new issues added and is opposed by WKRG-TV Inc.

Knoxville, Tenn. New TV, vhf Ch. 6. Mountcastle Bcstg. Co. (WROL) (Docket 10510) and WKGN Inc (WKGN) (Docket 10511)—WROL opposes petition of WKGN for leave to amend its application.

Youngstown, Ohio. New TV, uhf Ch. 21—Valley TV Co. asks FCC to dismiss as too late application of Polan Industries for

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extension of completion date for its CP for Ch. 21, charging CP expired May 19. Valley asks grant of its own pending application.

Assignment of vhf Ch. 2 at Chicago—Requests for special temporary authority to operate on Ch. 2 in compliance with provision by order of Court of Appeals were filed with FCC by Zenith Corp. and WBBM-TV (CBS).

KOAT Albuquerque, N.M. Application to change from 250 w on 1240 kc to 1 kw day, 500 w night on 860 kc (BP-8732)—KOA Denver asks hearing, alleging interference at night.

Central City, Ky. New AM, 1380 kc, 500 w daytime.—Central City-Greenville Bcstg. Co. petitions FCC to reinstate CP (BP-7856) granted Nov. 21, 1951, but withdrawn by FCC after May 1, 1952, for failure to prosecute. Petitioner asks 30 days to prepare new application, explains failure to build under original CP was due to "virtual state of siege" which existed there in 1952 from efforts of United Mine Workers of America to organize every local business in test demonstration of national union strength. Once again local business conditions are settled, petitioner asserts.

May 28

Columbia, S.C. WIS-TV Corp., grantee vhf Ch. 10 (BPCT-1560)—Spartan Radiocasting Corp. (WORD), Ch. 7 applicant at Spartanburg, petitions for reconsideration of FCC memorandum opinion and order released May 18 denying protest of Ch. 10 grant to WIS-TV Corp. Protest also asked that WIS-TV Corp. principals be required to choose among that channel and others requested at Spartanburg (Ch. 7) and Charlotte, N.C. (Ch. 9) because of alleged Grade A overlap [B•T, May 25, 18]. WORD wants conditional grant on Ch. 7.

KVOL Lafayette, La. Modification of CP to boost daytime power from 1 kw to 5 kw, on 1330 kc, 1 kw night directional (Docket 9739)—KVOL files reply attacking interference claims made by KXYZ Houston and KOLE Port Arthur, Tex., in petitions opposing request of KVOL for reconsideration of FCC decision denying power boost to KVOL.

May 29

San Juan, P. R. New TV, vhf Ch. 4. Jose Ramon Quinones (WAPA) (Docket 10436) and American Colonial Bcstg. Corp. (WKVM) (Docket 10437)—American asks 60 day continuance of hearing set June 1.

Champaign, Ill. New TV, uhf Ch. 21. Champaign-Urbana TV Inc. (BPCT—1631)—Petitions for immediate consideration and grant, requesting FCC to investigate anonymous telegram protesting applicant to determine whether "this improper conduct was on the part of a permittee or licensee subject to Commission jurisdiction."

Routine Roundup . . .

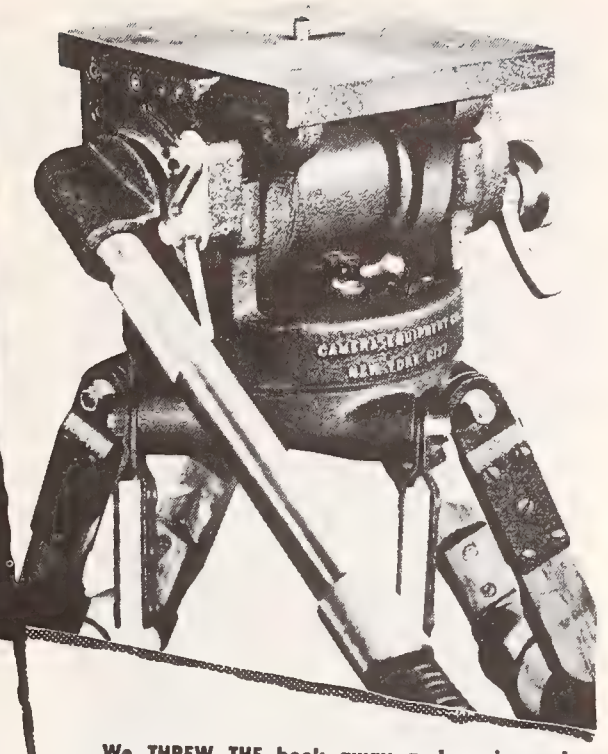
May 27 Decisions
BY COMMISSION EN BANC
Advised of Hearing

Lock Haven Bcstg. Corp., Lock Haven, Pa.—Is being advised that application (BPCT-1568) for new TV to operate on Ch. 32 involves considerations which indicate necessity of hearing.

St. Johns Bcstg. Co., Portland, Ore.—Is being advised that application (BP-8553) for new AM on 860 kc, 500-w-D involves engineering considerations which indicate necessity of hearing.

Clarence E. Franklin, Parkersburg, W. Va.—Is being advised that application for new AM (BP-8727) to operate on 1400 kc, 100 w, 250 w-LS, unl. involves interference considerations which indicate necessity of hearing.

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FOR THE RECORD

James W. and Hope N. Miller, Southbridge, Mass.—Are being advised that application (BP-8449) for new AM on 970 kc, 500 w-D, involves interference considerations which indicate necessity of hearing.

Extension of SSA

Granted extensions of SSA to following stations for period ending Aug. 1:

WNYC New York for use of 830 kc, 1 kw, to operate additional hours from 6 a.m. EST to sunrise New York City and from sunset Minneapolis to 10 p.m. EST; KFAR Fairbanks, Alaska, to use 660 kc, 10 kw, unl.; KWBU Corpus Christi, Tex., to use 1030 kc, 50 kw, from local sunrise, Boston, to local sunset Corpus Christi; WOI Ames, Iowa, to use 640 kc, 1 kw, from 6 a.m. to local sunrise CST.

Renewal of License

Following granted renewal of license for regular period:

WCOC Meridian, Miss.; WMFG Hibbing, Minn.; WSKR(FM) Shelbyville, Ind.; WWYO Pineville, W. Va.; KBWL Blackwell, Okla.; KBYE Oklahoma City, Okla; KLWN Lawrence, Kan.; KOIL Omaha, Neb.; KRHD Duncan, Okla.; KTOP Topeka, Kan.; KTOW Oklahoma City, Okla.; KVSO Ardmore, Okla.; KWOE Clinton, Okla.; WEEX Easton, Pa.; KOTV(TV) Tulsa, Okla.; WREN Topeka, Kan.; KGAR Garden City, Kan.; KMUS-FM Muskogee, Okla.; KCRW(FM) Santa Monica, Calif.; WHKW Madison, Wis.

KSEO Durant, Okla., Democrat Printing Co.—Granted renewal of license subject to condition that grant is without prejudice to any action that may be taken in Docket 8258. (Licensee is party to litigation with Texas Star Bcstg. Co., involving technical interference problems to KSEO).

Granted CP

WRNL-FM Richmond, Va., Richmond Newspapers Inc.—Granted CP for change in trans. site, ant. system and ant. height from 360 ft. to 240 ft.; engineering conditions (BPH-1848).

ACTIONS ON MOTIONS
By Comr. Frieda B. Hennock

Pioneer Bcstrs. Inc., Portland, Ore.—Granted request for withdrawal of petition for rehearing filed on Jan. 6, 1953, in proceeding re application (Docket 9136; BPCT-431) and that of Mt. Hood Radio & Television Bcstg. Corp. (Docket 10316; BPCT-1029).

Radio Station WBIR Inc., Knoxville, Tenn.—Granted petition to amend application for CP for new TV (Docket 10513; BPCT-686) to submit modified list of exhibits; reflect changes in officers, directors and stockholders; submit amended by-laws; submit revised Sec. III showing changes in estimated cost of construction, etc.; changes in proposed programming and show change in main studio location.

Chief, Broadcast Bureau—Granted petition for extension of time to and including June 8 to file reply to motion to re-open record filed by American Bcstg.-Paramount Theatres Inc. (WABC) in matter of Albuquerque Bcstg. Co., Albuquerque, N. M. (KOB) for extension of SSA (Docket 10336; BSSA-275).

By Hearing Examiner H. Gifford Irion

Notice of conference is given re applications of WTAG Inc. (Docket 10496; BPCT-1060) and Wilson Enterprises, Inc. (Docket 10497; BPCT-1241) for CPs for new TV stations on Ch. 20 in Worcester, Mass., June 8.

By Hearing Examiner Fanney N. Litvin

Premier Television Inc., Evansville, Ind.—Granted request for continuance of conference in proceeding re application and that of W. R. Tuley for CPs for new TV stations on Ch. 62 in Evansville, Ind., pending action on petition by Tuley to dismiss application; conference continued to June 22.

By Hearing Examiner Herbert Sharfman

Evansville Television Inc., Evansville, Ind.—Granted petition to amend TV application by proposing certain engineering mathematical corrections and submitting explanatory exhibit concerning applicant's main studio location (Docket 10462; BPCT 934).

By Hearing Examiner Thomas H. Donahue

McClatchy Bcstg. Co.; Sacramento Telecasters Inc., Sacramento, Calif.—Notice is given that further hearing in this proceeding (Docket 9013; BPCT-450) (Docket 10298; BPCT-976) will be held in Washington, D. C., May 27.

By Hearing Examiner Benito Gaguine

Lebanon Television Corp.; Steitz Newspapers Inc., Lebanon, Pa.—Upon oral motion of counsel for all applicants and with concurrence by counsel for Commission's Broadcast Bureau, ordered continuance of hearing from May 25 to June 8 (Docket 10459; BPCT-1011) (Docket 10460; BPCT-1028).

By Hearing Examiner William G. Butts

Louis Wasmer; Television Spokane Inc., Spokane, Wash.—In order recited action taken at hearing conference on April 6 and May 18 which shall control subsequent course of hearing in this proceeding (Docket 10422; BPCT-920) (Docket 10423; BPCT-1087).

By Hearing Examiner James D. Cunningham

Allen T. Simmons, Akron, Ohio—Granted motion to extent that it requests continuance of hearing in proceeding re application (Docket 10468; BPCT-1500) and that of Matta Enterprises (Docket 10468; BPCT-1500) for CPs for new TV stations in Akron, Ohio; hearing continued to June 29; motion in other respects denied.

By Hearing Examiner J. D. Bond

Peoples Bcstg. Co., WGAL-TV, WGAL Inc., both Lancaster, Pa.—In order after pre-hearing conference held on May 15, recited action and rulings taken which shall govern subsequent course of hearing in proceeding (Docket 10365; Peoples application for CP for new TV); (Docket 10366; WGAL-TV application for CP to change site, increase power and ant. height and for regular operation on Ch. 8); granted petition by Peoples to amend application to show changes re programming, staff, finances, studio location and offices; granted WGAL's petition to amend to submit revised secs. 2 through 5.

May 27 Applications
ACCEPTED FOR FILING
License Renewals

Following stations request renewal of license:

WREN Lawrence, Kan., WREN Bcstg.

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Co. (BR-504); WGAP Maryville, Tenn., Aluminum Cities Bcstg. Co. (BR-1874); WHAS-TV Louisville, Ky., WHAS Inc. (BRCT-72); WSM-TV Nashville, Tenn., WSM Inc. (BRCT-84); KCOR San Antonio, Tex., KCOR Inc. (BR-1238); WBAT Marion, Ind., Marion Radio Corp. (BR-1733); KLIZ Brainerd, Minn., Brainerd Bcstg. Co. (BR-1286); KXGN Glendive, Mont., Lewis Wiles Moore (BR-2395).

Remote Control Operation

Following have filed for remote control operation of trans.:

KVOR Colorado Springs, Colo., Voice of the Rockies Inc. (BRC-65); WNLC New London, Conn., Thames Bcstg. Corp. (BRC-66); KULP El Campo, Tex., Wharton County Bcstg. Co. (BRC-67).

Extension of Completion Date

WFPG-TV Atlantic City, N. J., Neptune Bcstg. Corp.—Mod. CP (BPCT-269) which authorized new TV, for extension of completion date from 6/29/53 to 12/21/53 (BMPCT-1131).

KDEN (TV) Denver, Colo., Empire Coil Co.—Mod. CP (BPCT-921) as mod., which authorized new TV, for extension of completion date (BMPCT-1144).

KTVW (TV) Wichita Falls, Tex., White Television Co.—Mod. CP (BPCT-1109), which authorized new TV, for extension of completion date from 7/5/53 to 1/5/54 (BMPCT-1146).

APPLICATIONS RETURNED
License Renewal

WSAU Wausau, Wis., WSAU Inc.—Returned application for renewal of broadcast license (BR-915).

Request CP

Hettinger Bcstg. Co., Hettinger, N. D., c/o Cecil R. Clark—CP for new AM on 1490 kc, 250 w, unl.

May 28 Applications
ACCEPTED FOR FILING
License for CP

KJRG Newton, Kan., George Basil Anderson—License for CP (BP-8205), as mod., which authorized new AM (BL-5014).

KBIM Roswell, N. M., Radio Station KBIM—License for CP (BP-8352), as mod., which authorized new AM (BL-5013).

Extension of Completion Date

WATR-TV Waterbury, Conn., WATR Inc.—Mod. CP (BPCT-965), which authorized new TV, for extension of completion date from 6/29/53 to 9/29/53 (BMPCT-1150).

WRTV(TV) Asbury Park, N. J., Atlantic Video Corp.—Mod. CP (BPCT-1213), which authorized new TV, for extension of completion date from 6/1/53 to 12/1/53 (BMPCT-1151).

WBRE-TV Wilkes-Barre, Pa., Louis G. Baltimore—Mod. CP (BPCT-134), which authorized new TV, for extension of completion date (BMPCT-1149).

June 1 Applications
ACCEPTED FOR FILING
Remote Control Operation

Following stations request remote control operation of trans.:

KCID Caldwell, Ida., Caldwell Bcstg. Co. (BRC-68); KANE New Iberia, La., New Iberia Bcstg. Co. (BRC-70); WENY Elmire, N. Y., Elmire Star-Gazette Co. (BRC-69).

Modification of CP

WXOK Baton Rouge, La., Capital City Bcstg. Co.—Mod. CP (BP-8309), as mod., which authorized new AM, to change frequency from 1260 kc to 540 kc and make changes in ant. system. AMENDED to change name to WXOK Inc. (BMP-6131 Amended).

Extension of Completion Date

WOI-FM Ames, Iowa, Iowa State College of Agriculture & Mechanic Arts—Mod. CP (BPED-214), which authorized changes in noncommercial educational FM, for extension of completion date (BMPED-264).

KXLY-TV Spokane, Wash., Symons Bcstg. Co.—Mod. CP (BPCT-972), as mod., which authorized new TV, for extension of completion date from 6/17/53 to 11/15/53.

License for CP

WJEF-FM Grand Rapids, Mich., Fetzer Bcstg. Co.—License for CP (BPH-276), as mod., which authorized new FM (BLH-851).

License Renewals

Following stations request renewal of license:

WDUQ (FM) Pittsburgh, Pa., Duquesne U. (BRED-34); WFBM-TV Indianapolis, WFBM Inc. (BRCT-86).

APPLICATIONS RETURNED
Assignment of License

WNLA Indianola, Miss., Central Delta Bcstg. Co.—Voluntary assignment of license to W. L. Kent and John M. McKendon d/b as Central Delta Bcstg. Co.

KSIJ Gladewater, Tex., Gradewater Bcstg. Co.—Voluntary assignment of license to T. W. Lee tr/as Gladewater Bcstg. Co.

June 2 Decisions
Granted Authority

KCID Caldwell, Ida., Caldwell Bcstg. Co.—Granted authority to operate trans. by remote control (BRC-68).

WENY Elmira, N. Y., Elmira Star-Gazette Inc.—Granted authority to operate trans. by remote control (BRC-69).

KJEJ Webster City, Iowa, Land O'Corn Bcstg. Co.—Granted authority to sign-off each weekday evening at 7 p.m. CST during May, June, July and August.

Following granted authority to operate trans. by remote control:

WVCV Cherry Valley, N. Y. (BRCH-25); KVOR Colorado Springs, Colo. (BRC-65); KULP El Campo, Tex. (BRC-67); WNLC New London, Conn. (BRC-66); WGAP Maryville, Tenn. (BRC-64); KIUL Garden City, Kan. (BRC-63); KPDN Pampa, Tex. (BRC-61).

Modification of CP

WKNB-TV New Britain, Conn., The New Britain Bcstg. Co.—Granted mod. CP to change studio location (BMPCT-1141).

WMEV-TV Marion Va., Mountain Empire Bcstg. Corp.—Granted mod. CP to change studio location (BMPCT-1122).

Extension of Completeion Date

Following granted mod. CPs for extension of completeion dates as shown:

WJBK Detroit, Mich., to 12/9/53 (BMP-6203); KIBE Palo Alto, Calif., to 9/1/53 (BMP-6212); WBRE-TV Wilkes-Barre, Pa., to 11/1/53 (BMPCT-1149); KEPO-TV El Paso, Tex., to 12/23/53 (BMPCT-1138); WFMD-TV Frederick, Mo., to 12/23/53 (BMPCT-1125).

Granted License

WTOB Winston-Salem, N. C., Winston-Salem Bcstg. Co.—Granted license covering increase in D power, installation of new trans., and change from DA-DN to DA-N; 1380 kc, 1 kw, 5 kw-LS, DA-N, unl. (BL-4971).

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WSSC Sumter, S. C., Radio Sumter—Granted license for AM; condition; 1240 kc, 100 w, unl. (BL-4985).

WGSW Greenwood, S. C., Radio Greenwood Inc.—Granted license for AM; 1350 kc, 1 kw-D (BL-4993).

WHKC Columbus, Ohio, United Bcstg. Co.—Granted license covering installation of new trans. at present location of main trans. to be operated on 610 kc, 1 kw; conditions (BL-4986) (for auxiliary purposes only).

WPID Piedmont, Ala., Piedmont Radio Station—Granted license for AM and for installation of new trans. (BL-4903).

WAPF McComb, Miss., The Southwestern Bcstg. Co. of Mississippi—Granted license covering increase in power, installation of new trans. and make changes in ant. system (BL-5001).

KUDL Kansas City, Mo., David M. Segal—Granted license for AM; 1380 kc, 1 kw-D (BL-4999).

WRMA Montgomery, Ala., The Southland Bcstg. Co.—Granted license for AM; 950 kc, 500 w-D (BL-5004).

WPIN St. Petersburg, Fla., Florida West Coast Bcstrs.—Granted license covering changes in station location and trans. site (BL-4998).

WIRK West Palm Beach, Fla., Ken-Sell Inc.—Granted license covering increase in D power; change from DA-DN to DA-N, and install new trans.; 1290 kc, 1 kw-5 kw-LS, unl., DA-N (BL-4989).

WWNY-FM Watertown, N. Y., The Brockway Co.—Granted license covering changes in FM; Ch. 263, 15.4 kw, unl., ant. 470 ft. (BLH-887).

KPFA (FM) Berkeley, Calif., Pacifica Foundation—Granted license for FM; Ch. 231, 52 kw, ant. 1330 ft. (BLH-887).

WDEF Chattanooga, Tenn., WDEF Bcstg. Co.—Granted license covering increase in N power and changes in DA system; 1370 kc, 5 kw, unl., DA-N (BL-4935).

Granted CP

WMMW-FM, Meriden, Conn., The Silver City Crystal Co.—Granted CP to make changes in FM (change type trans.) (BPH-1861).

WCAM Camden, N. J., City of Camden—Granted CP to install old main trans. at present location of main trans. to be operated on 1340 kc, 250 w, unl. (BP-8843).

June 2 Applications

ACCEPTED FOR FILING

Modification of License

Northwestern Auto Supply Co., Billings, Mont.—Mod. license to change name from Northwestern Auto Supply Co., to Northwestern Industries Inc. (BML-1543).

Modification of CP

Nathan Frank, Henderson, N. C.—Mod. CP (BP-7733), as mod., which authorized new standard broadcast station, for extension of completeion date (BMP-6218).

Robert W. Rounsaville, Cincinnati, Ohio—Mod. CP (BP-8504, as mod. which authorized new standard broadcast station for extension of completeion date (BMP-6220).

Richard Field Lewis Jr., Waynesboro, Pa.—Mod. CP (BP-8690), which authorized new standard broadcast station, for approval of ant. trans. location as 0.3 mile West of Pa. Hwy. 316, 1.5 mile SW of Waynesboro, Pa., specify studio location as Main at the Square, Waynesboro, Pa., and change type trans. (BMP-6219).

Application Returned

Charles W. Bullimore, Washington, Kan.—CP for new standard broadcast station to be operated on 1270 kw, 500 w-D.

Upcoming Events

June 8: National Community Television Assn., convention, Park Sheraton Hotel New York.
June 9-10: All-Advertising-Trades exposition sponsored by Advertising Trades Institute, Hotel Biltmore, N. Y.
June 17-18: Maryland Bcstrs. Assn., meets in Ocean City.

SPECIAL LISTING
(Program and sales conferences, co-sponsored by BAB and BMI.)
June 8-9: Skirvin, Oklahoma City; William Penn., Pittsburgh.
June 10-11: Rice, Houston; Fort Shelby, Detroit.
June 12-13: Roosevelt, New Orleans; Deshler-Wallick, Columbus.
June 15-16: Texas, Fort Worth; WIRE Studios, Indianapolis.
June 16-17: Alvarado, Albuquerque, N. M.
June 17-18: Westward Ho, Phoenix, Ariz.; Seelbach, Louisville.

California Independent
$55,000.00

Fulltime 250 watt station in one station market having annual retail sales over $20,000,000.00. Can be handled for $20,000.00 down payment, balance on liberal terms.

Midwest Major Market
$500,000.00

A long established regional facility showing consistent profits. This station has an excellent TV position. Net quick assets of more than $75,000.00 included.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
*Member AFCCE **

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
*Member AFCCE **

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO- 3-3000
Laboratories Great Notch, N. J.
*Member AFCCE **

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
*Member AFCCE **

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
*Member AFCCE **

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
*Member AFCCE **

There is no substitute for experience
GLENN D. GILLETT & ASSOCIATES
982 NATL. PRESS BLDG. NA. 8-3373
WASHINGTON, D. C.
*Member AFCCE **

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
*Member AFCCE **

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C
*Member AFCCE **

Frank H. McIntosh
Consulting Radio Engineer
1216 Wyatt Building
Wash. 5, D. C. ME. 8-4477
**Member AFCCE*

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
*Member AFCCE **

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
*Member AFCCE **

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 3-5670
WASHINGTON 5, D. C.
*Member AFCCE **

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
*Member AFCCE **

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
*Member AFCCE **

WILLIAM L. FOSS, Inc.
Consulting Radio Engineers
EDWARD W. DEETERS
EDMUND E. PENDLETON
927 15th St. N.W. Republic 7-3883
Washington 5, D. C.

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
*Member AFCCE **

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 I St., N. W., Wash. 6, D. C.
Executive 3-1230 *Executive 3-5851*
(Nights-holidays, Lockwood 5-1819)
*Member AFCCE **

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone Emerson 2-8071
Box 2468 Birmingham, Ala.
Phone 6-2924
*Member AFCCE **

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7016
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

H. W. HOLT
RADIO ENGINEER
AM 33-2129 TV
41 Four Mile Road
West Hartford, Connecticut

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
S.C. Grimwood, Pres. Ralph J. Bitzer, Ch. Eng.
Chestnut 4977
2026 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1932

*Member AFCCE **

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising

contact
BROADCASTING • TELECASTING
NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THEIR FIELD

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

General manager for kilowatt station in Pacific Northeast city with 100,000 trade area. We would prefer man who aggressively sells ideas and knows how to operate in a competitive market. Signal is excellent and remuneration will be geared to gross. Reply to Box 835W, B.T.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B.T.

Northeastern Pennsylvania. NBC affiliate wants successful salesman with great faith in radio's future. Wonderful opportunity for man who can click in this market. Write full details to Box 762W, B.T.

Excellent opportunity for experienced radio salesman desiring permanent sales position with old, established network station in southern market. Excellent salary plus bonus. Send photo, complete background experience with application. Box 827W, B.T.

Salesman—Experienced for southern kilowatt independent. Good salary, 15% commission. Must know programming and be capable of doing special air shows. Box 852W, B.T.

Experienced salesman wanted. Aggressive 1000 watt Michigan regional ABC station. Genuine opportunity for earnings and advancement. Booming industrial area plus resort trade. Please tell all! WKBZ, Muskegon, Michigan.

Firm operating several stations has excellent proposition for young experienced salesman with no bad habits. Must be a ball-of-fire with good common sense. If you think you're the man, contact John Greene, Manager, WKMT, Kings Mountain, North Carolina.

Announcers

Expanding independent needs experienced announcers with ideas. Prefer community-minded family men with varied talents. TV affiliate under construction. Salary open. Send complete data and disc or tape first letter to P. O. Box 369, Chambersburg, Pennsylvania.

Help Wanted—(Cont'd.)

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B.T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B.T.

Minnesota network station wants news director able to announce news, gather news and write news. Good salary. Box 763W, B.T.

Experienced announcer DJ, sincere pitch, handle board. Good pay. Progressive community near Chicago. Personal interview necessary. State age, experience. Box 764W, B.T.

Wanted—Network type disc jockey. Must be good. Starting pay $100.00 a week for 40 hours. Northern Virginia station. Box 786W, B.T.

Minnesota regional station needs first class engineer-announcer. Good salary. Must be good announcer. Box 800W, B.T.

Station managers: Is there a morning man on your competition you want to get out of your hair? If so, write all about him to Box 833W, B.T. and or salesman.

Can you build late afternoon record audience? Can you sell for sponsors? Are you 22-26, with minimum three years experience? Spot open for right man in major market indie starting in $5,000-6,000 yearly bracket. Applications considered from Pennsylvania, Kentucky, West Virginia, Ohio, Indiana, Michigan, Illinois. Send full background first letter. Will request disc, interview if you look good. Box 837W, B.T.

Personality DJ for major midwest market. Opportunity for right man to do some television work also. Box 840W, B.T.

Newsman, experienced in gathering, writing and announcing news, wanted by regional, network affiliated station, major southwestern market. Salary commensurate with ability. Send audition, photo and complete background to Box 847W, B.T.

Announcer-salesman for southern independent, good salary, 15% commission. Box 853W, B.T.

POSITIONS
N E W
TV STATION

EXPERIENCED TV PROGRAM DIRECTOR
EXPERIENCED TV SALESMAN

We require thorough television experience in small or medium size market. Please give complete television station experience, business and character references along with photo and salary requirements in first letter. Permanent position to right party in new station to serve the Texarkana-Shreveport market. Network, live and film programs. Channel Six VHF.

Frank O. Myers, *General Manager*
KCMC-TV, Texarkana, Tex.-Ark.

Help Wanted—(Cont'd.)

Experienced announcer for Louisiana network station. $65. Should have car. Box 856W, B.T.

Experienced announcer, must be very good, with first class operator license. Salary $90. Should have car. Network station in Louisiana. Box 857W, B.T.

Disc Jockey for popular and western music. KDZA, Pueblo, Colorado.

Desire newscaster, plus regular announcing. Give full resume of experience. KFRO, Longview, Texas.

Announcer who can handle board. Must have mature selling voice. New modern station. Available for work June 10th. 45 hour week. Starting salary $325.00 month. Send picture and tape to KLUK, Evanston, Wyo.

Progressive independent has opening for staff announcer. Contact William Fogg, KXJK, Forrest City, Arkansas.

Good basic announcer interested in breaking into promotion—publicity—merchandising work. We need DJ type announcer capable of handling daily one hour pop-hillbilly music shows. About twenty hours air work weekly. Interest in detail work plus creative thinking in handling promotions important. You will be joining progressive organization owning three radio stations and now building TV. Good base pay plus year end bonus. Send full details, photo, audition disc to WBOK, 505 Baronne, New Orleans.

Experienced announcer-salesman at network daytime station. Salary commensurate with experience and ability, up to $100.00 week. Apply WIFM, Elkin, N. C.

Staff announcer, immediate opening 1000 watt network station. Send disc or tape. WJPR, Greenville, Mississippi.

Immediate opening with firm operating several stations for good experienced announcer at southern daytime independent. No big shots. Southern boy preferred. Contact John Greene, Manager, WKMT, Kings Mountain, N. C.

Shenandoah Valley AM-FM-TV needs men with first tickets interested in announcing, production, etc. Contact Braun, WSVA, Harrisonburg, Virginia.

Experienced announcer. Must be versatile. $70. up. Interview necessary. WVSC, Somerset, Pa.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B.T.

Transmitter engineer with first class license for permanent position at northern Ohio 1 kw. Car necessary. Forty hour week. Box 804W, B.T.

Chief engineer. Experienced in AM and FM operation. New York metropolitan area, good working conditions. Give experience and salary expected. Box 851W, B.T.

1 kw station needs first class engineer immediately. No announcing, good working conditions. Transportation necessary. Living quarters for single man. Call or wire D. W. Williams, Chief Engineer, KECK, Odessa, Texas.

Chief engineer-announcer to start $90 per week. Announcing ability must be good enough to warrant employment on announcing alone. Opportunity for young man to settle down at good operation as a permanent employee. Personal interview necessary for satisfaction of both employer and employee. KNCM, Moberly, Missouri.

Immediate opening for first class operator. Give full details first letter. WASA, Havre de Grace, Maryland.

Help Wanted—(Cont'd.)

Engineer with broadcast experience, 1000 watt independent. Must have car. WGAT, Utica, New York.

Immediately—Experienced engineer-250 watter and FM. Chief leaving—need replacement. Will talk. All information first letter. C. Jim Murphy. WRLD, West Point, Georgia.

Chief engineer with ability to supervise construction of new radio station in Lake City, S. C. Good job with future and excellent salary. Send background of experience to J. Olin Tice, c/o Lake Broadcasting Corporation, 211 S. Alexander Street, Florence, S. C.

Production-Programming, Others

Experienced commercial continuity writer. 50 kw station. Send full facts. Box 846W, B.T.

Southwestern Ohio radio-TV production man for agency. About 25 hours a week copy. Give details in correspondence. Confidential. Box 866W, B.T.

Program director—give complete personal details and audition disc or tape in first reply. Prefer small station experience. WASA, Havre de Grace, Maryland.

Television

Technical

Television engineer for maintenance. Salary open. KDZA-TV. Pueblo, Colorado.

TV maintenance man for new VHF station—all new equipment—contact Glen Klein, Chief Engineer, KMMT, Austin, Minnesota.

Production-Programming, Others

WMIN-TV (Channel 11 St. Paul-Minneapolis) needs man experienced in production, direction, spot telecasting, operations supervision. Also need film director to supervise all phases film activity. Give complete particulars, experience, references, age, salary required in first letter. Direct replies WMIN-TV, St. Paul, Minnesota.

Situations Wanted

Managerial

Don't tolerate break-even operation. Can show profit in 90 days. Twelve years radio. Sober, dependable and aggressive. Available now for market under 50,000 south or west. Box 776W, B.T.

Wanted: Station owner with following problems: Expenses too high, revenue too low, audience too small, unsatisfactory programming, poor account relations, with independent operation in community of 35 to 75 thousand! Who wants a manager to correct these problems who has: excellent family background, good Army record and not subject to recall, station ownership background, years of training in sales, programming, management and public relations, top references, proven record of accomplishment with independent operation, faith in radio with or without TV competition—who will give manager a free hand to correct problems, support both financial and moral, a management contract, opportunity to purchase interest in station. If you are interested in complete details, references, picture write Box 863W, B.T.

Successful manager, excellent small market background. Midwest preferred. Best references. Box 864W, B.T.

Announcers

Good, deep voice. Radio announcing school and 20 months experience. Desire announcing position near Minneapolis. Box 748W, B.T.

Hillbilly disc work. Announcer. Country singer, guitar, piano. Must play personals. Permanent, progressive only. Tape, details request. Box 782W, B.T.

Alert disc jockey, newscaster, copywriter, sportscaster desires work in pleasant community. Free to travel. Veteran. Box 830W, B.T.

Announcer—staff (newscasting-sportscasting-DJ). Gates, G. E. boards—Any location. Box 862W, B.T.

Situations Wanted—(Cont'd.)

Announcer, strong news, DJ, sports, control board. Friendly and versatile. Married, draft exempt. Photo—tape on request. Box 832W, B.T.

News-conscious stations! Successful newscaster-reporter. $100. Primary, secondary market. Box 834W, B.T.

Versatile announcer, strong on commercials, news and ad-lib. Recently featured nationally as originator and DJ of top western and country program. Minimum start $125.00 weekly with appropriate increases commensurate with programs commercial value. No split shifts, oral promises or fifty hour weeks considered. World War II disabled veteran, married, twenty years in commercial radio. Presently employed. Box 836W, B.T.

Announcer—4 years experience both network and indie. 27, veteran, married, college graduate. Box 838W, B.T.

Staff man—Consistent, reliable, conscientious. 24, single, draft exempt, experienced. BA in Speech (radio), currently employed seeking relocation in good eastern market with progressive station. 2 years all phases announcing, DJ, board work. Authoritative bass-baritone, very strong on news and music. Good following here and high recommendations. Tape on request or, if near enough, will come for personal interview and audition. Available July 5th. Write Box 841W, B.T.

Wilson, Glickman and Lee—huh—just try us three. Color and play-by-play of all sports. New ideas. Box 844W, B.T.

Now dig this! Identical twins! Fresh approach, gimmicks, guaranteed to promote interest in television and radio. Disc jockey, news, dramatics, script writing. Strong on play-by-play sports. Hold Writer's Guild card. No drifters we. Married, two children each. How steady can you get? Box 845W, B.T.

Announcer-newscaster. Presently employed. Desires change. Restricted permit. Tape on request. Box 855W, B.T.

Up and coming young announcer, married, college, draft exempt, desires position. Strong newscasting, sports, DJ, good bass voice. 3rd phone. Available immediately. Audition tape on request. Philip Kendehl, 724 East 31st Street, Brooklyn, N. Y.

Announcer-DJ, with news, sports experience. Two years commerical radio. One year Armed Forces Radio Service. Desire position in east. Perry Samuels, 1645 Grand Concourse, Bronx, New York.

Recent SRT graduate desires position as staff announcer. Has knowledge of board. Write Gene Tully, Box 122, Manasquan, N. J. Call Manasquan 7-2671-J.

Experienced announcer, member Alcoholics Anonymous, I'll furnish audition tape, picture, resume, etc. only to stations supplying me with number announcers turnover in past two years, and reasons. Also picture of board equipment, and studio; congeniality of staff, a general resume of business activity. I'm not a wise guy, only want something permanent! Please, no more hysterical panic deals! Also advise if manager has ever been in radio or TV before. Address replies to Paul M. Ward, 408 West Aspen, Flagstaff, Arizona. Phone 638—collect.

Situations Wanted—(Cont'd.)

Technical

Twelve years experience all types pulse equipment. Can take full responsibility maintenance, repair sync generators, cameras, etc. First phone license. Box 850W, B.T.

Production-Programming, Others

Program director. Experienced all phases station management, production. Excellent background. Box 736W, B.T.

Program director—sports announcer—Salesman. Fifteen years experience, married, sober, desires location with progressive station in southwest. No hotshot, dependable, mature. References. Available immediately. Box 848W, B.T.

Program manager in 50,000 watt metropolitan station available July 1st. Excellent references—not a floater. Reasonable reason for making change. Not a "flash-in-the-pan"—just a mature, hard-working radio veteran. Box 854W, B.T.

Is selling around your station a drudgery? Mature producer-director with promotional experience has the cure. Also experienced writer and announcer. Box 858W, B.T.

At liberty June 15th due to change in station ownership: top news man with 22 years background including four years overseas assignment. Top rated regional commentator seven consecutive years same account. 42, Family, college degree. Box 860W, B.T.

Particular employer? Particular employee! Top commerical, news, continuity, program-minded. College grad. NBC Radio-TV School. Presently 5000 midwest net. Excellent references. Veteran. Minimum $90. Box 865W, B.T.

Television

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 793W, B.T.

Technical

First phone—AB, MA Degrees in Theater Arts, 27, desires position in TV production and engineering with advancement opportunities. Limited experience. Excellent references. WWR, 1123A Second Street, Santa Monica, California.

Production-Programming, Others

TV program director and production manager of medium sized operation desires to relocate immediately. Have initiated 3 new TV stations. Can save you money. Box 859W, B.T.

For Sale

Stations

Midwest: 250 watt indie. Gross $60,000. Nets $20,000. Will sell for $50,000. Terms possible. Box 825W, B.T.

Excellent affiliated 250 watt daytime broadcasting station in small industrial North Carolina town—single station market. No competition, making money. Wonderful opportunity for topnotch operation. $33,000—terms. Write Box 861W, B.T.

RADIO•TV ACCOUNT SUPERVISOR

Major Chicago advertising agency has position open in expanding radio-TV department for a man to supervise radio and TV client sponsored shows and related agency activity.

To qualify, applicant must be between 30-37 years of age, have a thorough knowledge of TV production and operational procedures and a familiarity with similar activities in radio. Experience working with or in an agency is highly desirable.

Position offers unusual opportunity for advancement.

Write P. O. Box 3576, Chicago 54, Ill., stating qualifications, salary desired.

For Sale—(Cont'd.)

Equipment, etc.

RCA BTF-3B transmitter in excellent condition. Many long years of life left due to careful maintenance. Used two years for functional music type operation. New England. $2,900. FOB. Box 591W, B.T.

10 kw RCA FM transmitter complete including tubes—also monitor, two crystals, transmission line and fittings. Box 781W, B.T.

TV mobile unit, GE RA14272, in new condition. Cupboards for storage space for all equipment necessary for remote pickups. Save more than 50%. Write for description. Box 784W, B.T.

FM antenna, four section RCA heavy duty steel pylon, 96-103MC, cheap. Box 785W, B.T.

Remote pickup broadcast, KAAR Engineering type FM-50X. Complete matching transmitter, receiver for 110 volt or can easily be returned to 6 volt operation. Now licensed for 26.47 mc. Practically new, priced right. Box 795W, B.T.

Complete series (156 fifteen minute transcribed programs) available of "Foy Willing and his Riders of the Purple Sage." Open-end with two openings during show for one-minute commercial insertions. Perfect for prospect on western show. Used successfully by present owner station. Will sell outright for less than half-price. Terms if desired. Box 831W, B.T.

Two (2) complete Western Electric 9-A reproducing groups, total of six (6) heads. Best offer takes all. Box 842W, B.T.

One Gates studioette control console model 51CS complete with monitor amplifier $300.00. Contact Miles Shepherd, Chief Engineer, Radio Station KOOL, Adams Hotel, Phoenix, Arizona.

RCA 250 watt transmitter, model 250K; RCA frequency monitor type 311-A; RCA modulation monitor type 66-A; clipper amplifier RCA M1-8231; 700 feet RCA six wire open transmission line using M1-19421 kits; 175 foot self-supporting Blaw-Knox tower with lighting; antenna tuning unit. All in excellent operating condition. Make offer. Chief Engineer, WARM, Scranton, Pennsylvania.

10 kw WE 506B-2 FM transmitter, Bivins-Caldwell FM monitor, Blaw-Knox heavy duty 55-ft. roof tower, RCA 4-section pylon antenna, 300 feet 3-1/8 in. Andrew coax line. Original cost $35,360. All in good condition, lot $8,000 FOB, Columbia, S. C. Station WIS.

Component parts or complete 5 kw composite Doherty transmitter. Priced for quick sale. Prompt reply to request for parts. Chief Engineer, WKNE, Keene, New Hampshire.

For Sale—(Cont'd.)

165 ft. Wincharger tower, type 101. Base insulated, galvanized and in good condition. Insulators and A-2 lighting included. Make offer—WMRN, Marion, Ohio.

Antenna tuning unit, Raytheon R. T. 1000 complete, never been used. WNOP, Newport, Kentucky.

Five Western Electric 9A heads; three tone arms; four filter compensators and equalizers. No reasonable offer refused. Chief Engineer, WTAO, Cambridge, Mass.

Two used 524 Fairchild turntables equipped with Western Electric 109 reproducer group. Extras—three 9A reproducers, three 5A reproducer arms, one equalizer assembly. Quick sale $500.00. WXLW, Indianapolis, Indiana.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Company, 1600 Broadway, New York 19, N. Y.

Wanted to Buy

Stations

250 or 1000 watt fulltime or daytime, network or independent station in southeast. Down payment and terms. Box 801W, B.T.

Equipment, etc.

A good late model one kilowatt AM transmitter in good condition. Box 839W, B.T.

1100 feet of Andrews 1-5/8" coax and hangars, Dumont 5000 transmitter, 3 bay RCA channel 2 antenna, 320 ft or over insulated guyed 40 lb tower. Box 849W, B.T.

Wanted: Chain of supermarkets wants good program that will get customers in the stores. Our station reaches eleven of the stores in eight towns. Program must be good, different. Send replies to Box 867W, B.T.

250 watt AM transmitter. Specify make and condition. Give price. Chief Engineer, WJOC, Jamestown, New York.

Presto 10A turntable with or without cabinet. Radio Station WSIV, Pekin, Illinois.

Thesaurus transcriptions featuring Rhythmakers and Rhythmcats. ARG, Box 341, Cooper Station, NYC.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, Cal.

Help Wanted

Salesmen

HELP WANTED SALESMEN

We are now accepting applications from time salesmen. Please include complete personal and job history, present income, complete information on past and present sales record, photo. Write Box 747W, B•T

GERITY BROADCASTING CO.
WABJ, Adrian, Mich.
WGRO, Bay City (VHF application)
Pontiac (1160 granted)

Announcers

DONT READ THIS

Unless you already have a good DJ job, are a successful personality, happy in your present work and will not consider making a change except to move up the ladder. Our station, in a 1,000,000 population market by the seashore, has an outstanding DJ spot available. After receiving personal data, snapshot and audition —which should show us your DJ ideas and personality and how you handle straight and ad-lib copy—we will visit your city and personally air-check your show. Box 829W, B.T.

Television

Salesmen

TV SALESMAN

with midwest radio or television experience. Salary and commission Cowles Broadcasting Company. Send complete details to Commercial Manager, KVTV, Sioux City, Iowa.

Situations Wanted

Television

WOMAN . . . 15 YEARS EXPERIENCE

all phases station operation
WANTS METROPOLITAN NEW YORK POSITION

This woman, in her forties, brings a rich background of 15 years in independent and network station operation.

Presently employed as station manager, she set up complete operational system of station and operated all departments with amazing economy.

Her supervisory efficiency is based on her own working experience in public service, public relations, FCC regulations, traffic, continuity, programming, sales and radio bookkeeping.

This woman will be a priceless addition to the executive staff of any metropolitan New York station seeking a woman who can tighten efficiently every station operation. Her reason for seeking new position; present station being sold. Salary; secondary to opportunity. Box 843W, B.T.

ATTENTION NEW CP HOLDERS
EXPERIENCED TV TEAM AVAILABLE
MANAGER, SALES MANAGER, CHIEF ENGINEER TO HANDLE ALL PHASES OF CONSTRUCTION & OPERATION

1. Design & oversee practical construction.
2. Assemble experienced key personnel.
3. Competently train new personnel for top production.
4. Organize effective local, regional and national sales force.
5. Purchase film intelligently and economically.
6. Manage, promote and operate smooth, effective organization.

Team has record of above successful accomplishment in a going VHF station, in competitive inland market. Good network acquaintanceship. Only desire greater opportunity in pleasant climate where experience and ability will be recognized for mutual financial benefits.

References that will stand stiff inspection, on request.

Box 868W, B.T.

Philco's Pitt Predicts Bigger Canada Sales

TELEVISION set sales in Canada will be at least two and a half times greater this year than last, Dr. Courtnay Pitt, Philco Corp. vice president for finance, said recently at ground-breaking ceremonies for a new Philco plant in Toronto.

Philco Corp. of Canada is erecting a modern, 80,000 sq. ft. plant at Don's Mills, a Toronto suburb, where it will manufacture TV sets, radios and other electronic equipment, with completion expected early in 1954. The firm formerly had rented Toronto quarters for its manufacturing operations there since 1929.

New Vhf Allocations Assigned in Canada

TV TRANSMITTER manufacturers in Canada have been informed of a number of changes in TV vhf allocations. Ch. 11, assigned to Ottawa and Toronto, has been moved to Kingston and Hamilton, leaving both Ottawa and Toronto with two vhf and two uhf frequencies. One of the vhf channels in each city is being used by Canadian Broadcasting Corp. stations.

Hamilton, which has a construction permit for an independent station on Ch. 13 (Niagara Television Ltd., CHML, CKOC and CJSH-FM Hamilton) will have Ch. 11 as its vhf allocation, and four uhf channels. Ch. 13 has been shifted to Kitchener, Ont., where a syndicate (Central Ontario Television Ltd., CKCR, Famous Players Canadian Corp., and Electrohome Industries) has applied for Ch. 6, a Toronto allocation, because there was no vhf assignment for Kitchener.

Ch. 7, one of the five vhf channels assigned to Montreal, is understood to have been shifted to Sherbrooke, Que., where there are only two uhf assignments.

These moves of taking one vhf channel from each of the major cities where CBC now has TV stations would be in keeping with the Canadian government's announced policy of limiting operations in major markets to but one station until there are more TV stations in Canada.

Canada TV Sets-in-Use Drop in May, E-H Reports

A DROP IN sets-in-use rating for Canadian television is noted in the May teleratings of Elliott-Haynes, Ltd., Toronto. In the Toronto-Niagara Falls area, where more than half the Canadian TV sets are located, sets-in-use dropped from 72.7 to 63.2 from April to May. American programs from Buffalo continue to be most popular. CBLT Toronto obtained 20% of the total audience.

Most popular programs on CBLT Toronto, in May were *Wrestling* with a rating 37.2, *Stock Car Races* 27.2, *Now's Your Chance* 26.4, *Aldrich Family* 25.1, and *Studio One* 23.6. (Last two were U. S. network shows microwaved to Toronto.)

Most popular programs in the southern Ontario area from WBEN-TV Buffalo, were *Arthur Godfrey* 73.4, *Comedy Hour* 73.2, *Dragnet* 72.4, *Two for the Money* 72, and *TV Theatre* 70.5.

At Montreal, most popular programs on CBFT, were *Wrestling* 75, *Bell Singers* 70, *What's the Record* 67.3, *Cruise to Europe* 66.8, and *Pays et Merveilles* 64.7.

Sets-in-use in the Montreal area dropped from 60.7 to 53.6 from April to May, after steady increases since the first of telecasting in September.

Program Techniques Feature Canada Meets

PROGRAM techniques designed to raise the calibre of station service and to increase the radio audience were outlined at a series of Western Canada clinics that wound up May 23. The clinics were held under auspices of BMI Canada Ltd.

Record attendance featured the meetings, with 128 at the May 19 Calgary session and 136 attending the May 21 clinic at Regina. Harold Moon, assistant general manager of BMI Canada, was chairman of the Alberta clinic with Hal Crittenden, CKCK Regina, as chairman of the Regina meeting. Clinics were held May 22 at Amherst and May 23 at Winnipeg.

Speakers at the sessions included Henry Viney, CFCN Calgary; Carl Haverlin, BMI New York, who outlined plans for presentation of Canadian concert music by Leopold Stokowski during the autumn; Eugene Halliday, KSL Salt Lake City; Don Clayton, CJCA Edmonton; James D. Russell, KVOR Colorado Springs; Lee Jacobs, KBKR Baker, Ore.; Vern Dallin, CFQC Saskatoon; Jerry Johnson, CKBI Prince Albert.

Situations Wanted—(Cont'd.)

Managerial

XXXXXXX **In Trouble?** XXXXXXX
X X
X Business off -- ratings down X
X -- expenses up? Then you need X
X expert consultation. Let me put X
X 20 years of radio management, X
X program and sales experience to X
X work for you. Consultation fee, X
X $200. per week plus expenses. X
X Box 828W, B.T. X
XXXXXXXXXXXXXXXXXXXXXXXXXXX

Miscellaneous

For the best in Complete Erection of
Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

Employment Service

EXECUTIVE PLACEMENT SERVICE
We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.



Judge Justin Miller has put his Pacific Palisades, California home on the market for sale at a price of $39,500.00 Broadcasters who have visited Judge and Mrs. Miller at this mountainside home will remember its glorious marine and mountain view and the generous proportions, both of the house itself and the surrounding grounds.

The Pacific Palisades section of Los Angeles is smog-free because of the prevailing sea breezes, and has become the most favored residential section of the City.

Inquiries may be directed to Judge Miller at the NARTB headquarters office, 1771 N Street, N. W., Washington, D. C., or to Pacific Palisades, California.

NOW THAT THE LID IS OFF

LAST WEEK the "ice cap" was thawed too. On June 2 the one-year moratorium on changes in the FCC's final television allocation expired by its own terms. The way then was opened for petitions to revise the provisions of the Sixth Report.

To date there hasn't been any stampede. There probably won't be, based on our soundings. But there are numerous places where beneficial changes could be made. The FCC has admitted inadvertant mistakes. The procedure established entails "rule-making" before any changes in the report can be effected. That is a cumbersome, unwieldly process, and the Commission, in its zeal to speed up, may find some short-cuts.

The FCC, during the one-year ban, refused to consider even the most meritorious pleas for departures from the final report. It was fearful that it would create precedent, and thereby open the flood-gates to less worthy petitions—and to the inevitable political pressures.

Now it need not be concerned. It has established a basic allocations structure. It has authorized 360 new TV stations. It has accomplished its main purpose of moving toward nationwide, competitive service, without inviting a frontal attack against the legality of its plan.

In this past year, there have been numerous injustices innocently perpetrated by the FCC. It had no real defense against "strike" applications, some of them actually "black-mail." It was forced to grant some unworthy applications, while the best-qualified contenders sat it out to await comparative hearings.

Now that the path is clear, the FCC should take the initiative. I should make conditional grants in those situations where blocks have been thrown by applicants who wouldn't have a prayer in comparative hearings. Where those qualified applicants are willing to take the risk and invest their funds, as against the outcome of the hearings, the FCC should move at once by making the conditional grants. The alternative is months, possibly even years of delay, during which important areas would be deprived of desired service.

Then there's the educational crusade, kicked from Congress to the White House and back again. The way is open, under the express terms of the Sixth Report, for petitions seeking transfer of non-commercial reservations to commercial, or vice versa. Those channels not now assigned can be applied for. Those unoccupied assignments available for commercial use can be sought for non-commercial use.

There has been more lobbying on the reservation aspect than any other involved in the allocations. Chairman Tobey of the Senate Commerce Committee, went far beyond his legislative province in threatening the FCC if it disturbed any of the 240-odd reservations.

Broadcasters should have no hesitancy whatever in petitioning the FCC. The Tobey statement was intended to scare off applicants. But the regulations are clear. A prospective applicant who is intimidated by these tactics would be derelict if he didn't apply for a facility lying fallow.

The obvious next step by some educator will be to shift from non-commercial to "non-profit" operation, which will still be commercial in the sense that there would be competition for the advertisers' dollars. If what we have seen is the critereon, the educators will have the way greased in Congress. This would be larceny.



Drawn for Broadcasting • Telecasting by Dick Wang

"Follinsworth!"

Broadcasters should move now on the uncalled for reserved channels. And they should prepare now for the fight against any organized effort to convert a single non-commercial channel, to semi-commercial or "non-profit" use by educators.

IF IT'S GOOD ENOUGH FOR IKE . . .

THERE'S still no clear-cut determination by the White House on regular radio and television broadcasts of President Eisenhower's news conferences. But he has far from ignored the importance of getting direct to the people. His radio broadcast of a fortnight ago on taxes was followed last Wednesday by a dual radio-TV report on the state of the nation—his first full-dress simulcast since the inauguration.

Meanwhile, there has been complete silence on the plan to arrange a schedule of regular broadcasts. The first step was to have been the appointment to the White House secretariat of a qualified radio-TV man to handle direct contacts with networks and presumably radio-TV newsmen.

Some broadcasters have had their misgivings about the attitude of the White House toward them. Last fall, there was no arrangement for a broadcast representative on the Korean trip—until sharp protest brought action. The President didn't say anything particularly reassuring to broadcasters in his message to the NARTB convention last month. He appeared in person before the American Society of Newspaper Editors with a highly significant message.

The fact that the President enlisted the volunteered services of BBDO for production of last week's simulcast, in which four of his cabinet members also participated, underlines the inportance attached by the Administration to White House emanations.

It is to be hoped that the President moves soon on the appointment of his radio-TV aide. It is clear that he intends to rely heavily upon the broadcast media to reach the people direct—and thereby get the "feel" at first hand. Once he has his man, the answer on how to handle regular White House broadcasts should follow swiftly and logically.



WDEL-TV

Channel 12
Wilmington, Delaware

Year after year . . . leading brand names appear on this screen

The reason: WDEL-TV sells profitably. That's why so many national and local advertisers use it consistently. They have found that the WDEL-TV market is responsive—$1,533,373,000 effective yearly net buying income. Vital, diversified local programming and top NBC network shows attract listeners and hold them in WDEL-TV's large, rich area—Delaware, parts of New Jersey, Maryland and Pennsylvania. Follow the example of leading advertisers, *buy WDEL-TV.*

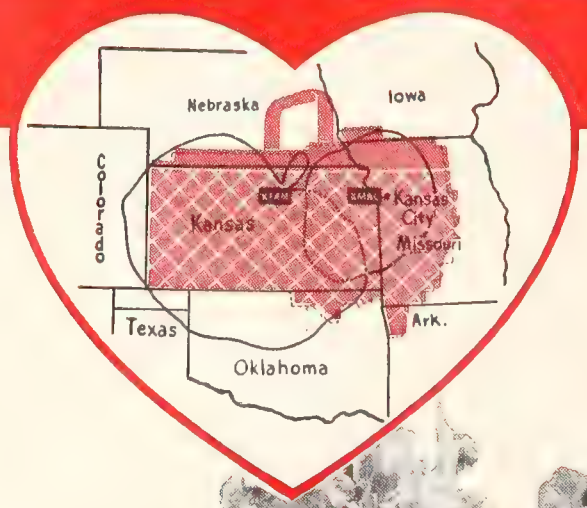
WDEL | AM TV FM
A Steinman Station

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

NBC TV·AFFILIATE

Every Year
THE "MARKET BASKET"
Gets
BIGGER AND BIGGER











The lines that define the boundaries of the great Kansas City Primary Trade Area remain the same year after year. And of course there's never any change in the half-millivolt contour of The KMBC-KFRM Team.

But, the "Market Basket" Gets Bigger Every Year!

KMBC-KFRM advertisers reap the major portion of the benefit of these hundreds of millions of dollars in increases each year. Because in rural, urban and metropolitan sections of the Kansas City Primary Trade Area alike, KMBC-KFRM sales messages are heard by more of the people, more of the time. The 1953 "Market Basket" is taking on new proportions, and The KMBC-KFRM Team is delivering its advertisers a pleasant share of 1953 Heart of America spending.

Write, wire or phone KMBC-KFRM, Kansas City, or your nearest Free & Peters Colonel at once. Arrange for your share of the Kansas City "Market Basket" 1953!



the KMBC·KFRM Team

CBS RADIO FOR THE HEART OF AMERICA

JUNE 15, 1953

35c PER COPY

BROADCASTING TELECASTING

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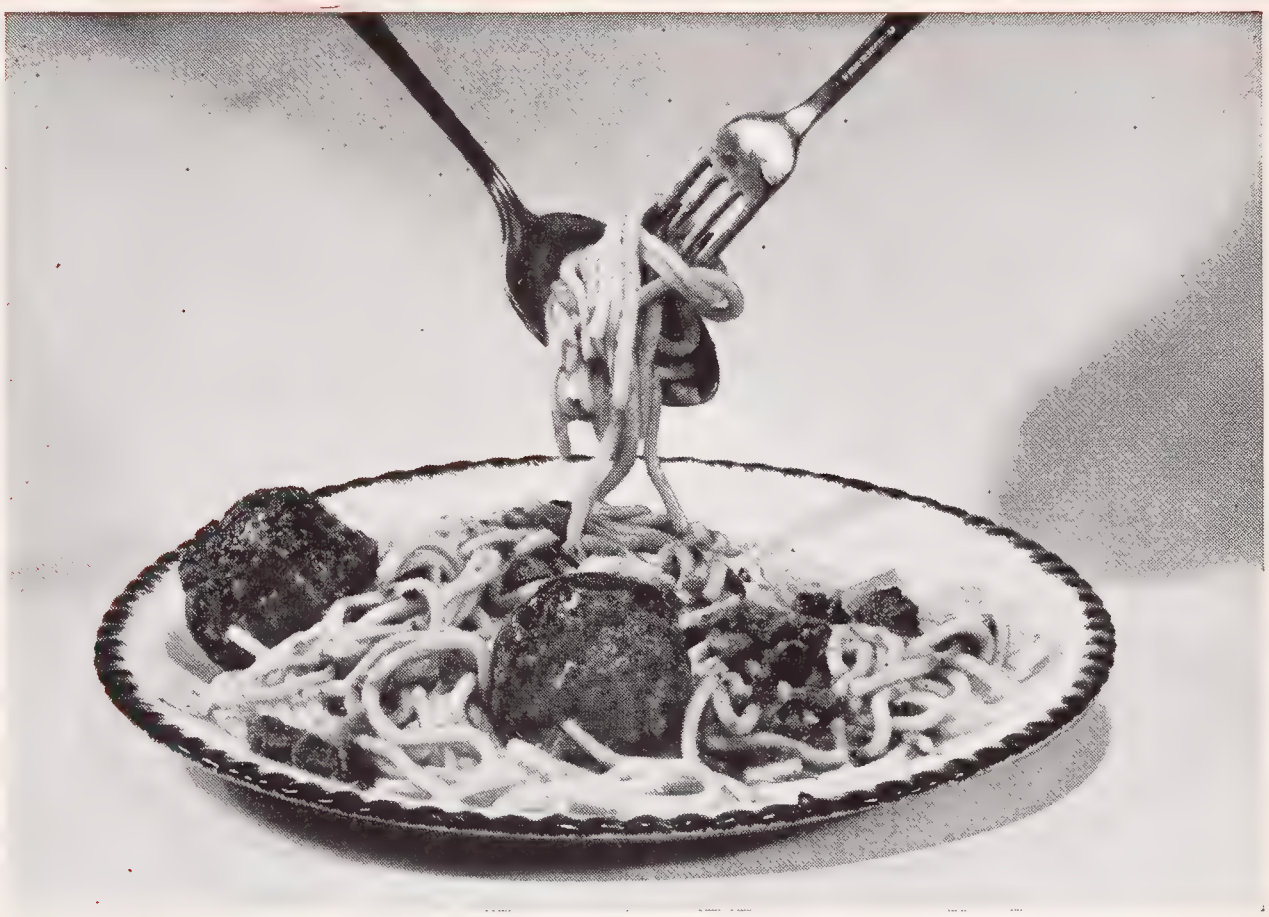
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22ND year

THE NEWSWEEKLY OF RADIO AND TV



Like meatballs go with spaghetti

That's how *profitable advertising* goes with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

WLS

personalities build

LISTENER LOYALTY



WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

DR. JOHN HOLLAND

In 1933 Dr. John Holland was assigned by Bishop Ernest Waldorf to be pastor of WLS . . . the first ordained minister to be so assigned as a full time staff pastor of a radio station.

For 20 years since, Dr. Holland has served all WLS listeners, regardless of race or creed, in that capacity—as conductor of the Sunday "Little Brown Church," the noontime "Message of Inspiration" and the daily "Evening Vespers."

As only one indication of his acceptance, the Illinois Federation of Women's Clubs wrote just last month . . . "In the classification of religion on radio, we find that the 'Little Brown Church' stands highest in our estimation. Here, our members enjoy the fine talks by Dr. John Holland, with their wealth of inspiration and philosophy for every day living."

We are proud to include this service as one of many WLS offers . . . services which have built and maintained for the station listener loyalty unequalled in Broadcasting. Advertisers readily recognize the value of this listener loyalty in creating a like acceptance of their advertising messages.

LISTENER LOYALTY
PREDICATES
ADVERTISING RESULTS

WLS The PRAIRIE FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

WHK

IS

CLEVELAND

You can't cover it -- without it!

Represented by Headley-Reed Company

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

TWO
YEARS
ACHIEVING
OUR
AIM . . .

PUBLIC SERVICE AND COVERAGE







NBC
TV-AFFILIATE

WLEV-TV

Bethlehem · Allentown
Easton

Two years ago, WLEV-TV knew what it wanted, set out to get it. It wanted to serve the people of Pennsylvania's rich Lehigh Valley and give advertisers one medium for reaching all of its people. Two years of experimental television testing have established WLEV-TV's signal and assured coverage to reach the homes —the people—in this large market—a big sales prospect for you. WLEV-TV offers a steady profit potential for your product. To reach all the people in this rich market—that spend $1,037,542,000 annually in retail sales—buy WLEV-TV. Write for information today.

Represented by

MEEKER TV *Incorporated*

NEW YORK
CHICAGO
LOS ANGELES
SAN FRANCISCO

A Steinman Station

closed circuit®

WILL NBC return to unintegrated operation—completely separating radio from TV? Portents of that seen in current activity, with all signs pointing to decentralization. NBC was first to separate its operations, but re-united them last year. Decision expected to await return of President Frank White from Europe this week.

★ ★ ★

NEW PLAN for NBC radio is being prepared at high executive level calling for more money to be pumped into programming to heighten listenership and induce more advertisers into network radio. Plan expected to be formally announced and instituted in about four months. Temporary NBC-radio affiliates group, headed by Bob Swezey, WDSU New Orleans, shortly will ask for top level meeting paralleling TV affiliates session last month with Chairman David Sarnoff.

★ ★ ★

NEGOTIATIONS for purchase of KABC San Antonio by Storer Broadcasting Co. for about $700,000 completed last week by George B. Storer Sr. and Sid Richardson, Texas oilman and broadcaster, and Gene Cagle, present owners. Transaction, subject to usual FCC approval, gives Storer Co. AM adjunct for KEYL (TV), managed by George B. Storer Jr. KABC, ABC and Texas State outlet, operates on 680 kc with 50 kw day, 10 kw night. KEYL (TV) is CBS-TV affiliate. Storer has sought AM companion for KEYL (TV) for some time, plans to sell one of its seven AM outlets.

★ ★ ★

NEGOTIATIONS whereby WALA-AM-TV Mobile was to have been sold for $2 million are off, reports W. O. Pape, owner, who avers he has taken properties off market. Agreement previously had been reached looking toward sale to Texas State Network group headed by Sid Richardson, oil man, Gene Cagle and Charles Jordon [see AT DEADLINE, June 1].

★ ★ ★

WHAT is regarded as "last fling" in behalf of Charles Garland, general manager of KOOL Phoenix, for remaining vacancy on FCC to be created with retirement on June 30 of Comr. Paul A. Walker, reportedly is in making. Arizona's new Republican Senator, Barry Goldwater, is marshalling Garland forces. For past few weeks situation has been regarded as "wide open."

★ ★ ★

DARKEST of dark horses in running for upcoming FCC vacancy is Julius N. Cahn, counsel for Senate Foreign Relations Committee and stalwart in Young Republicans of New York. He reportedly has Dewey organization support, along with backing of Republican members of committee, headed by Senator Wiley of Wisconsin. In his early 30's, he has been ardent worker in campaign against crime, has spearheaded radio-TV programming in field. He is 1942 *magna cum laude* CCNY graduate.

★ ★ ★

MORE SIGNS are emerging on jockeying for position in patent field, into which RCA's drive for compatible color appears to be spearhead. RCA now has 252 licensees for its overall patent structure with cross-licensing agreement expiring December 31, 1954. Bearing on situation is request of General Electric Co. to have Federal Court in Delaware interpret portions of agreement relating to patent rights (story page 74).

★ ★ ★

ONE of most significant moves on broadcasting of Capitol Hill proceedings is occurring in House. House Rules Committee action in naming three-man subcommitte to study means of assuring "fair play" for witnesses before congressional hearings is sure to encompass radio-TV. Broadcasters have noted that new rules of procedure first must be improved by committees thereby taking onus from broadcasting (particularly TV) for bizarre proceedings.

★ ★ ★

THERE'S speculation that Sun Oil Co. may name Kenyon & Eckhardt, N. Y., as its agency. Hewitt, Ogilvy, Benson & Mather, N. Y., is currently handling account. In past few weeks, such personnel as Anderson F. Hewitt, former board chairman, and Clinton Wheeler, former radio-TV director, have joined K & E.

★ ★ ★

POINTING UP need for specialist to help clear TV station lists for clients, Lennen & Newell, N. Y., planning to add station relations executive. James Mahoney, of ABC-TV station relations, will move into new post about June 23, as agency's station relations director. His first assignment will be Old Gold cigarettes account (Herb Shriner and Fred Allen shows).

★ ★ ★

NOW THAT hearings are set for July 1-2-3 by Senate Foreign Relations subcommittee on ratification of NARBA treaty, revival of clear channel issue is expected. Clear channel stations oppose NARBA on ground that Mexico is not party and it's therefore meaningless. High FCC source avers that if treaty is defeated, Commission will find it necessary to determine whether to occupy spectrum by licensing more stations or by giving clear channels power beyond present 50,000 watt limit to assure maximum use of facilities.

★ ★ ★

UNDER CONSIDERATION by Illinois State Boxing Commission is proposal by wine company to pay participating boxers $12,500 each for studio bouts to be telecast over at least 40 stations. Cost estimated at $50,000 for time and expenses for 40 stations plus fee to boxers, making total of $75,000.

★ ★ ★

LIST of names mentioned for NARTB engineering department vacancy now includes, besides A. Prose Walker, FCC Conelrad eastern zone supervisor, two other FCC officials — Ernest C. Thelemann, Conelrad central zone supervisor, and Cyril M. Braum, chief of Television Facilities Division. Fourth candidate discussed in industry circles is Jack R. Poppele, ex-WOR radio pioneer and consultant.

IN THIS ISSUE

LEAD STORY

New Blair study shows radio is stronger at night than daytime. CBS Radio's John Karol says radio has staged astonishing "comeback" since gloomy days two years ago. *Page 31.*

ADVERTISERS & AGENCIES

Anticipating the sneezing season, makers of cold remedies are lining up air campaigns. Most favor early morning radio. *Page 32.*

FILM

Unity TV buys 80 feature films—a $1 million package. *Page 33.*

Maurice Mitchell elected president of Encyclopaedia Britannica Films. *Page 34.*

FACTS & FIGURES

Radio-TV research experts criticize new *Life* report on accumulative audiences. *Page 40.*

GOVERNMENT

Senatorial group aims to push NARBA ratification this session. Treaty has been awaiting Senate action since February, 1951. *Page 52.*

STATIONS

Outlets in tornado-stricken areas perform heroically in disaster relief. *Page 60.*

Eight new TV stations go on air. *Page 66.*

MANUFACTURING

As warm-up for its imminent filing for FCC approval of compatible color, RCA schedules demonstration next week to members of Senate Interstate & Foreign Commerce Committee. *Page 76.*

PERSONNEL RELATIONS

AFTRA pulls members out of two TV shows in clash with AFM over jurisdiction. *Page 78.*

FEATURES

How to live with an AM network affiliation and like it. *Page 81.*

Television south of the border: A status report on Mexican TV. *Page 82.*

Kraft TV Theatre, a television epic. *Page 88.*

UPCOMING

June 14-17: Advertising Federation of America Annual Convention, Hotel Statler, Cleveland.

June 15-18: RTMA Convention, Palmer House, Chicago.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 21-25: Advertising Assn. of West, Fairmont and Mark Hopkins Hotels, San Francisco.

June-July: BAB and BMI sales and program conferences; see special list page 125.

(For other Upcomings, see page 125)

Any Advertiser

CAN

and most advertisers

SHOULD

use

SPOT RADIO

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO LOS ANGELES DETROIT

ST. LOUIS SAN FRANCISCO DALLAS

The Myth of "100% DISTRIBUTION"

Spot radio has thrived and prospered by exploding the myth of 100% distribution. Frankly, we've never heard of a product that had it (and we venture that you haven't either).

Point is, any soap or cigarette or cola drink can enjoy degrees of distribution ranging from "intensive" to "poor". And that is where Spot Radio enjoys a great advantage. Spot can be put to work in any major market in such a way that its intensity will line up exactly with sales potential.

Want to take a fresh look at matching sales and advertising dollars—in any of these top-rank markets—on these top-flight stations?

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WFAA*	Dallas / Ft. Worth	NBC / ABC
KOA	Denver	NBC
KSO	Des Moines	ABC
KARM	Fresno	ABC
KPRC*	Houston	NBC
KARK	Little Rock	NBC
KECA	Los Angeles	ABC
KSTP	Minneapolis / St. Paul	NBC
WSM	Nashville	NBC
WABC	New York	ABC
WTAR	Norfolk	NBC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KGO	San Francisco	ABC
KOMO	Seattle	NBC
KMA	Shenandoah	ABC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

*Also represented as key stations of the

TEXAS QUALITY NETWORK



The Station That Serves Best, SELLS BEST

For years WSAV has given greater Savannah its most important civic sounding board, the weekly public forum broadcast "Savannah Speaks". On it every subject which might conceivably contribute to the progress of the region, every condition which might need study and correction, is given a thorough going over by the leading citizens of the community.

For an equally long time, WSAV has been the only Savannah station which gathers and reports local and regional news on a regular basis . . . the only Savannah station which provides complete farm news coverage, including market news and information gathered and reported at the local level.

Any Blair Man can give you the full Savannah Story.

These are just a few examples of WSAV's broadcast philosophy that the station that serves best sells best. They help explain how WSAV has become the unifying force behind one of America's fastest expanding regions.



It's 630 in Savannah **WSAV** 630 kc. 5,000 watts Full Time

CBS AFFILIATE

REPRESENTED BY JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE: HARRY E. CUMMINGS

at deadline

Priaulx Resigns as ABC Vice President and Treasurer

C. NICHOLAS PRIAULX resigning as vice president and treasurer of ABC, effective June 24. Resignation accepted Friday by President Robert E. Kintner and AB-PT President Leonard Goldenson "with extreme regret" after he "gently but firmly declined" proffered renewal of contract.

He entered broadcasting in April 1941 as treasurer of WMCA N. Y., then owned by Edward J. Noble, and moved to ABC when network was purchased by Mr. Noble in 1943. He has been active in ABC affairs, worked closely on financial arrangements in connection with merger of ABC and United Paramount Theatres early this year. He plans short vacation in South, followed by extended visit to his Channel Islands birthplace, off Europe.

CBS-TV Film Sales Adds Three Executives

ADDITION of three account executives to CBS-Television Film Sales staff announced Friday by Wilbur S. Edwards, general sales manager, CBS-TV Film Sales. New staffers are John F. Howell, formerly director of sales for Paramount Television Productions Inc., who has been assigned to New York; John B. Burns, previously ABC account executive in Chicago, who will remain in that city, and Mack Ward, ABC account executive in Chicago, who has been shifted to Atlanta. Mr. Edwards also announced appointment of William Perkinson, CBS-TV Film Sales account executive in Chicago, as supervisor of office in that city.

NBC Signs KOMU (TV)

SIGNING of U. of Missouri's KOMU (TV) as NBC affiliate announced Friday by Harry Bannister, network's station relations vice president, and university President Frederick A. Middlebush. Mr. Bannister said NBC regards KOMU affiliation "as a most important step in linking its programming with one of the nation's great educational institutions" and expressed belief that "KOMU and the university will be an important contributor to NBC's educational and cultural planning." KOMU, assigned Ch. 8, is expected to start operation by Sept. 1. George J. Kapel is station manager; Dr. Edward C. Lambert is university's director of TV development.

Disney to Enter TV

WALT DISNEY Productions, Hollywood, will enter TV film production "before too long," expanding operations. Company President Roy O. Disney said firm enters TV as "way to further exploit . . . motion picture product [and] . . . earn revenue." Firm has no present intention of selling any of its inventory to TV, Mr. Disney, in report to stockholders, stressed.

DuMont Ships Transmitters

THREE 5 kw DuMont vhf transmitters loaded on trucks Friday by Allen B. DuMont Labs. and started toward KMMT (TV) Austin, Minn., Ch. 6; WMAZ-TV Macon, Ga., Ch. 13, and KIVA (TV) Yuma, Ariz.

WHAM-TV CEREMONY

ROCHESTER, N. Y., area provided record-breaking number of blood donors during nine-hour blood-recruiting program that marked fourth anniversary of WHAM-TV. Selected group of 200 donors gave blood in WHAM auditorium and were interviewed before cameras. Bob and Ray team from NBC took part in fete along with Sampson Air Force band and drill team. Actual hospital transfusion was telecast, along with films of Rochester seaman giving blood on USS Rochester berthed in San Francisco. Seven network programs paid tribute to WHAM-TV during day. Vice President-General Manager William Fay presented citations to Red Cross officials and said June 11, WHAM-TV's anniversary, "is now established as Red Cross Day in Rochester." Mr. Fay and Robert C. Tait, president of Stromberg-Carlson Co., were among blood donors during day.

McCarthy Would Make Broadcasters Keep Records

BILL introduced late last week by Sen. Joseph R. McCarthy (R-Wis.) to require radio and TV stations to make and keep recordings of all broadcasts has stirred Washington speculation. Senator not available for comment.

Committee and other associates of Sen. McCarthy refused comment or pleaded ignorance of legislation. According to measure (S-2125), referred to Senate Interstate & Foreign Commerce Committee, FCC would make rules and regulations requiring stations "to keep records of programs, transmissions of energy, communications or signals as it [FCC] may deem desirable . . . to make and keep recordings or verbatim records of all communications transmitted."

Some sources sought to tie in bill with Sen. McCarthy's staff probing of FCC files.

Legislation would amend Sec. 303(j) of Communications Act. Sen. McCarthy expected back in Capital today (Mon.). FCC now does not require recordings or verbatim records of broadcast schedule. Legislation proposed would go further than wartime when records were kept specified periods of time for spot checking with some recordings required of foreign language broadcasts. Also there was some monitoring for security reasons. Industry then was self-regulatory.

Musicians Cross Picket Line At KSTP-AM-TV St. Paul

AFM MUSICIANS reported returning to work at KSTP-AM-TV St. Paul Friday despite continued picketing by Radio Broadcast Technicians Union (AFL-IBEW). St. Paul Labor Trades and Central Labor Union of Minneapolis had both rejected AFM plea to remove KSTP from unfair list, taking action Thursday.

IBEW picketing started April 5, 1950. In NLRB election last Feb. 17, only 10 of 35 voting technicians voted for IBEW representation.

• BUSINESS BRIEFLY

CIO CAMPAIGN ON ABC • CIO's new million-dollar radio-TV campaign goes ABC with target date Labor Day. Commentator not yet selected for news show on 130 stations on ABC radio to run 6:15-6:30 p.m. Eastern and Pacific time and 5:45-6 p.m. Central and Mountain time. TV show expected to start late September, once per month with tentative time Thursday, 10-10:30 p.m. Eastern time on full network.

HALF HOUR ON ALBUM • ABC-TV has sold half-hour segment of its new *Album* series to Duffy-Mott (fruit and fruit juices). Vehicle is "Jaimie," Monday, 7:30-8 p.m., to begin next fall under 52-week contract through Young & Rubicam. Star is Brandon DeWild.

CHAINBREAK DRIVE • Pharma-Craft Inc., N. Y. (Ting), through McCann-Erickson, N. Y., preparing chainbreak spot announcement campaign in six radio markets starting this month for 13 to 26 weeks.

TWO-WEEK TIDE CAMPAIGN • Procter & Gamble for its Tide, placing two-week radio campaign using nighttime spots in number of markets with end-of-fiscal-year budget. Agency: Benton & Bowles, N. Y.

BROWNE BUYS RADIO • E. T. Browne Drug Co., N. Y. (Palmer's skin soap, ointment and bleach cream), preparing spot announcement radio campaign to start in September in more than a dozen Negro markets. Agency: Herschel Deutsch, N. Y.

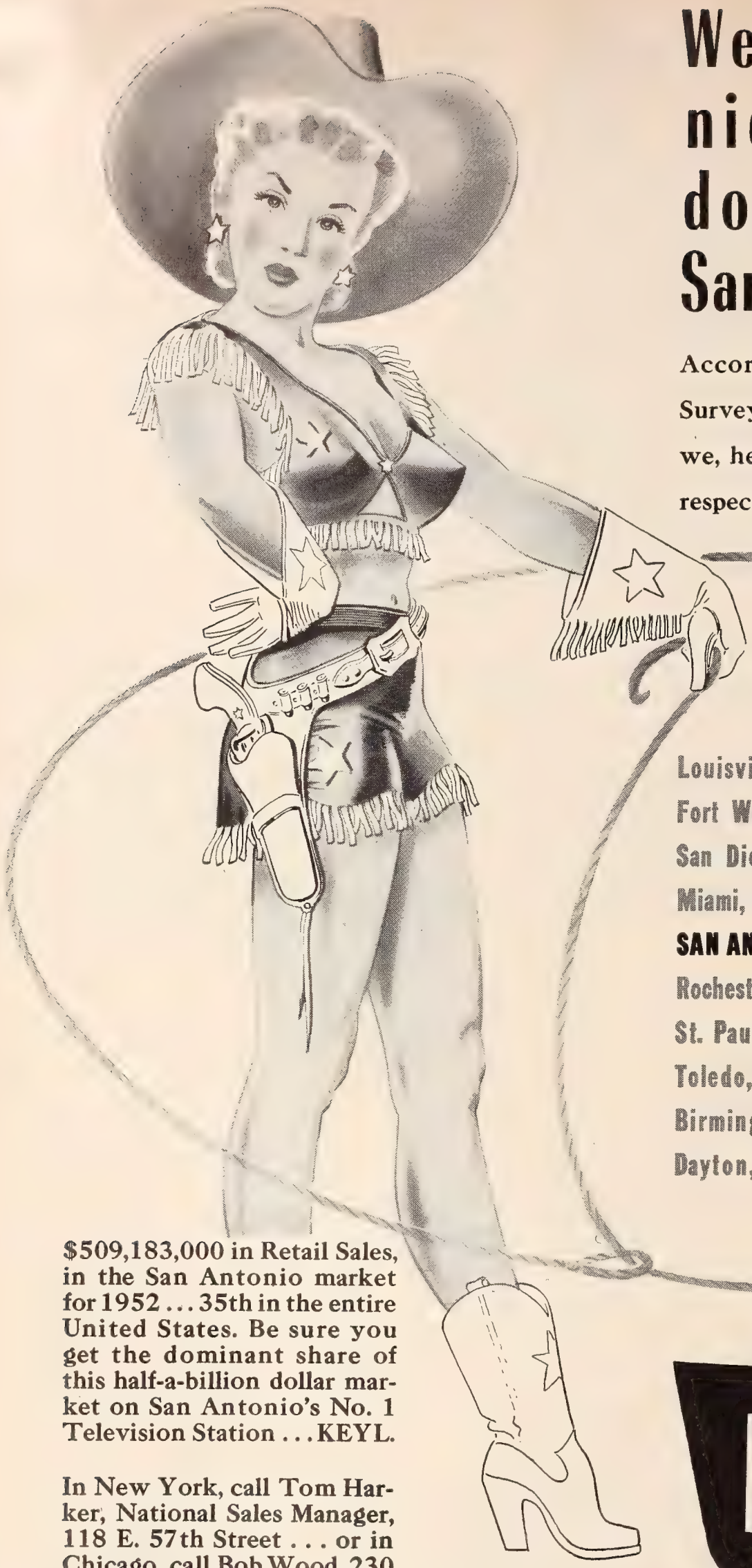
REYNOLDS BUYS TOPPER • R. J. Reynolds Tobacco Co. (Camel cigarettes) will sponsor television version of Thorne Smith's *Topper* this fall. Series will be co-produced on film by John W. Loveton and Bernard L. Schubert. Network and time have not yet been decided upon. Agency is William Esty & Co., N. Y. Camel's had dropped its share of *Your Show of Shows* and obviously this budget will be placed in *Topper* film series.

GOLDBERGS FOR RCA VICTOR • RCA Victor Div. to sponsor *The Goldbergs* on NBC-TV (Fri., 8-8:30 p.m. EDT) as summer replacement for Dennis Day show, starting July 3. Agency for RCA Victor: J. Walter Thompson Co., N. Y.

NESTLE'S PLANNING • Nestle's Cookie Mix (semi-sweet) through Cecil & Presbrey, N. Y., currently analyzing possibility of summer spot radio campaign. Details will be worked out by next week.

Ziv Seeks Shubert Shows

OFFICIALS of Ziv Television Programs Inc. reported negotiating with Shuberts, theatrical producers, for rights to produce one-hour TV film versions of Shuberts' broadway successes of past, which include such hits as *Blossomtime, Student Prince, Hellzapoppin, Ziegfeld Follies, Life Begins at 40, Dark of the Moon,* and Al Jolson's broadway shows.



We have pretty nice figures down here in San Antonio, too

According to the Sales Management Survey of Total Retail Sales in 1952... we, here in San Antonio, keep pretty respectable company.

Louisville, Ky.	$528,884,000
Fort Worth, Texas	528,233,000
San Diego, Cal.	520,565,000
Miami, Fla.	517,372,000
SAN ANTONIO, TEXAS . . .	**509,183,000**
Rochester, N. Y.	504,922,000
St. Paul, Minn.	476,946,000
Toledo, Ohio	456,625,000
Birmingham, Ala.	453,908,000
Dayton, Ohio	433,298,000

$509,183,000 in Retail Sales, in the San Antonio market for 1952... 35th in the entire United States. Be sure you get the dominant share of this half-a-billion dollar market on San Antonio's No. 1 Television Station... KEYL.

In New York, call Tom Harker, National Sales Manager, 118 E. 57th Street . . . or in Chicago, call Bob Wood, 230 North Michigan Avenue.

National Representatives—
Katz Agency

San Antonio's
KEYL
Channel 5
ABC • CBS • DUMONT
STORER STATION

(Copyright, 1953, Sales Management Survey of Buying Power. Not to be reproduced without permission of the copyright owner)

at deadline

Two More Initial Decisions; Other FCC Actions

FCC's policy revision to speed TV hearing cases and application processing brought two more initial decisions Friday recommending grants at Sacramento, Calif., on uhf Ch. 46 and at Lebanon, Pa., on uhf Ch. 15. For earlier TV grants, see story page 52.

Examiner Thomas H. Donohue issued initial decision dismissing bid of Jack O. Gross and recommending grant of Ch. 46 to John Poole Bcstg. Co. Poole owns KBIG Avalon, Calif., and is permittee for uhf Ch. 22 KPIK (TV) Los Angeles.

Examiner Benito Gaguine in initial decision proposed grant of Ch. 15 at Lebanon, Pa., to Lebanon TV Corp., following dismissal of competitive bid of Steitz Newspapers Inc. Steitz acquires option for one-third interest in proposed grantee, controlled by principals in WLBR Lebanon.

In radio action, Examiner Hugh B. Hutchison issued initial decision recommending grant of new AM station at Atlantic City on 1490 kc with 250 w fulltime to Press-Union Pub. Co. Competitors Atlantic City Bcstg. Co. and Garden State Bcstg. Co. for same assignment were found financially unqualified. Bid of WDAS Philadelphia to switch from 250 w on 1400 kc to 1 kw on 1480 kc was found not desirable from engineering standpoint.

Three new TV applications filed:

Cincinnati, Ohio—Gordon Bcstg. Co. seeks uhf Ch. 74, ERP 165 kw visual and 83 kw aural, antenna height above average terrain 610 ft. Sherwood R. Gordon and wife are owners. Mr. Gordon has bought WSAI there for $200,000 from Storer Bcstg. Co. Gordons are principals in TV Corp. of Greater Miami, seeking uhf Ch. 33 at Miami, Fla.

Houston, Tex.—Houston TV Co. seeks vhf Ch. 13, ERP 316 kw visual and 229 kw aural, antenna height above average terrain 1,043 ft. Estimated construction cost $1.2 million. 15 equal stockholders, all local businessmen, headed by Lloyd J. Gregory, 1946-1951 vice president-general manager Houston Post (KPRC-TV).

Evanston, Ill.—Northwestern TV Bcstg. Corp. seeks uhf Ch. 32, ERP 24.25 kw visual and 13.06 kw aural, antenna height above average terrain 167 ft. Co-owners: Angus D. Pfaff, one-third owner WNMP Evanston, and Howard S. Martin, scientific glassware manufacturer.

Elkins, W. Va.—Elkins TV Assn. requests experimental station on vhf Ch. 13 to study propagation effects in hilly area, would rebroadcast WDTV (TV) Pittsburgh.

TV application dismissals:

Honolulu, Hawaii—Territorial Telecasters drops application for vhf Ch. 13. None other pends.

Akron, Ohio—Allen T. Simmons (WADC), unable to find suitable site, drops application for uhf Ch. 61. Matta Enterprises left clear, is in hearing status.

Quincy, Ill.—Lee Bcstg. Co. (WTAD) dismissed application for vhf Ch. 10, leaving unopposed bid of Quincy Bcstg. Co. (WGEM). Lee has bought nearby KHQA-TV Hannibal, Mo., grantee for vhf. Ch. 7.

CBS-TV asked FCC for permission to relay programs to CMTV (TV) Havana, Cuba, for period Aug. 1, 1953-Feb. 1, 1954.

Color Next Year—Kaar

PUBLIC "may be well advised to look for color television next year," I. J. Kaar, engineering manager, General Electric Co. electronics division, asserted Thursday, at formal opening of GE's new tube warehouse in Chicago.

UNION DISPUTE FLARES

BATTLE between AFTRA and AFM over musicians who double as singer-m. c. on TV programs broke out again when AFM ordered Spade Cooley, m. c., musical director and performer on KTLA (TV) Los Angeles, to resign from performers union (early story page 78). Lawrence Welk, musical director-m. c., told by AFM he is not to join AFTRA. Mr. Cooley belongs to four unions and uses 12 or more AFTRA members on weekly *Spade Cooley Show*. About third of Mr. Welk's group doubles in brass.

Viewers Will Pay for Top Shows, Woodbury Reports

VIEWERS in four cities—Los Angeles, San Francisco, Salt Lake City and Ames, Iowa—would rather pay $1 to watch world series baseball, championship boxing or first-rate movies at home than at movie theatres, according to June Tele-Census survey by Woodbury College, Los Angeles. Study covered 3,000 set owners and is ninth in series. Like Purdue [B•T, May 25], Woodbury has Zenith consultant on survey staff.

Home subscription drew nod over theatres with 60.7 in Los Angeles, 58.5 in San Francisco, 53.6 in Salt Lake and 61.7 in Ames. Other findings: 85% approve of educational courses via TV; only 15% go to movies more frequently now than year ago; wrestling continues to lose popularity as boxing gains; more than 50 brands of TV sets are in use in Los Angeles, with 56% more than three years old.

WJR Stages Relief Program

TOP CBS network personalities joined WJR Detroit talent Friday evening in 2½-hour WJR program for benefit of Flint disaster relief fund. Performers included Edward R. Murrow, John Reed King, Robert Q. Lewis, Jeannette Davis, Kay Starr, Tony Marvin and others. Prominent political figures took part in proceedings as well as Flint civic leaders. Worth Kramer, WJR vice president-general manager, arranged benefit program.

Name Avery-Knodel

WHYU AND WACH-TV Newport News, Va., name Avery-Knodel Inc. as their exclusive national representative. Stations are owned by Eastern Broadcasting Corp. John Doley is president, and Frederic F. Clair manager and secretary. WACH-TV is assigned Ch. 33; WHYU is on 1270 kc with 1 kw, daytime only.

Old Movie Quiz

GRAND INTERNATIONAL Pictures Co., N. Y., will release in July new series of five-minute, TV film programs under title *The Big Movie Quiz*. Material for series is said to have been edited from more than 20 million feet of film from motion pictures as far back as 1903.

PEOPLE

BRIG. GEN. DAVID SARNOFF, chairman of boards of RCA and NBC, was to receive honorary degree of Doctor of Engineering from Drexel Institute of Technology at ceremonies there Saturday. In commencement address prepared for occasion, he stressed importance of U. S. being kept strong enough to resist aggression and asserted that future of U. S. and of world are "inescapably . . . linked with technology."

RALPH W. TYLER, U. of Chicago, to be director of Ford Foundation's center for advanced study in behavioral sciences, CBS President Frank Stanton, chairman of center's board of directors, announced today (Monday).

DR. HARRY K. NEWBURN announced resignation as president of U. of Oregon, effective Oct. 1, to become head of Educational Television & Radio Center of Ford Foundation.

KEN GOLDBLATT, national sales manager of cooperative programming for MBS and previously WOV New York junior salesman, named sales representative of WOV.

CHARLES D. BISHOP appointed program manager of WMAL-AM-TV Washington. **DAVID M. DAVIS** will succeed Mr. Bishop as WMAL-TV production manager.

Kentucky Broadcasters Attack Baseball Bill

MEMBERS of Kentucky Broadcasters Assn. took sharp action Friday against effort of organized baseball industry to push federal legislation exempting clubs from antitrust laws in negotiating radio-TV contracts (early story page 54).

KBA adopted resolution at close of two-day Louisville meeting opposing Johnson Bill (S-1396), which has been approved by Senate Interstate & Foreign Commerce Committee. Members urged to tell their federal legislators about association's stand, pointing out that bill would deny radio free and open negotiations to broadcast games.

Joseph Eaton, WKLO Louisville, KBA president, presided at meetings, with 79 delegates in attendance. Speakers included NARTB President Harold E. Fellows (see story page 48), and James D. Russell, KVOR-AM-TV Colorado Springs. Mr. Russell advised separate radio and TV staffs. He said his TV station was 80% local-regional business, 10% national and 10% network.

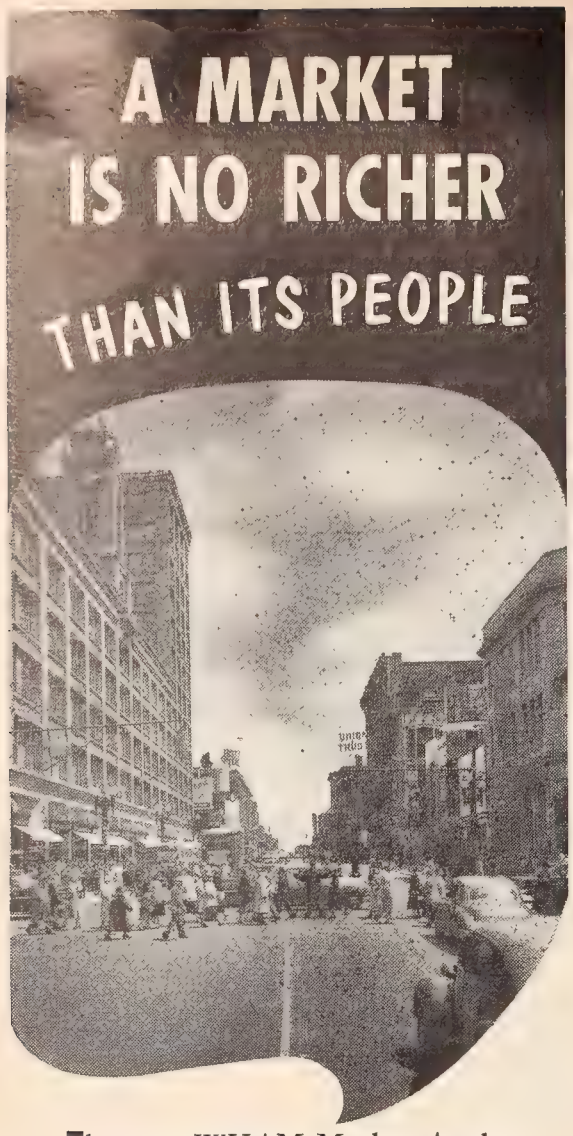
Members of Resolutions Committee were Gilmore N. Nunn, WLAP Lexington; Porter Smith, WGRC Louisville, and Hecht Lackey, WSON Henderson.

Doerfer Heads Group

COMR. John C. Doerfer was appointed chairman of Pre-Trial Committee of the President's Conference on Administrative Procedure which held its first sessions in Washington last Wednesday and Thursday. Also on Pre-Trial Committee is FCC Hearing Examiner J. D. Bond. Purpose of conference is to work out methods of decreasing length, expense and record of administrative hearings and court appeals [B•T, May 4]. Conference will reassemble Nov. 16.

Morton Move

MORTON Television Productions Inc. and Morton Radio Productions Inc. move to new expanded quarters at 64 E. Lake St., Chicago.



The new WHAM Market Analysis tells how people in WHAM-land are warm, human and rich in buying power. There are more than 450,000 people in the immediate area with almost 2 billion dollars to spend annually. They buy considerably more than national averages from food, retail and home furnishing stores.

Whether you wish to establish distribution, stimulate an upward trend in your sales curve or use this area as a test market, you need WHAM to sell Upstate New York.

Write

WHAM for a copy of the new WHAM-land Market Analysis

50,000 watt—clear channel

WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.

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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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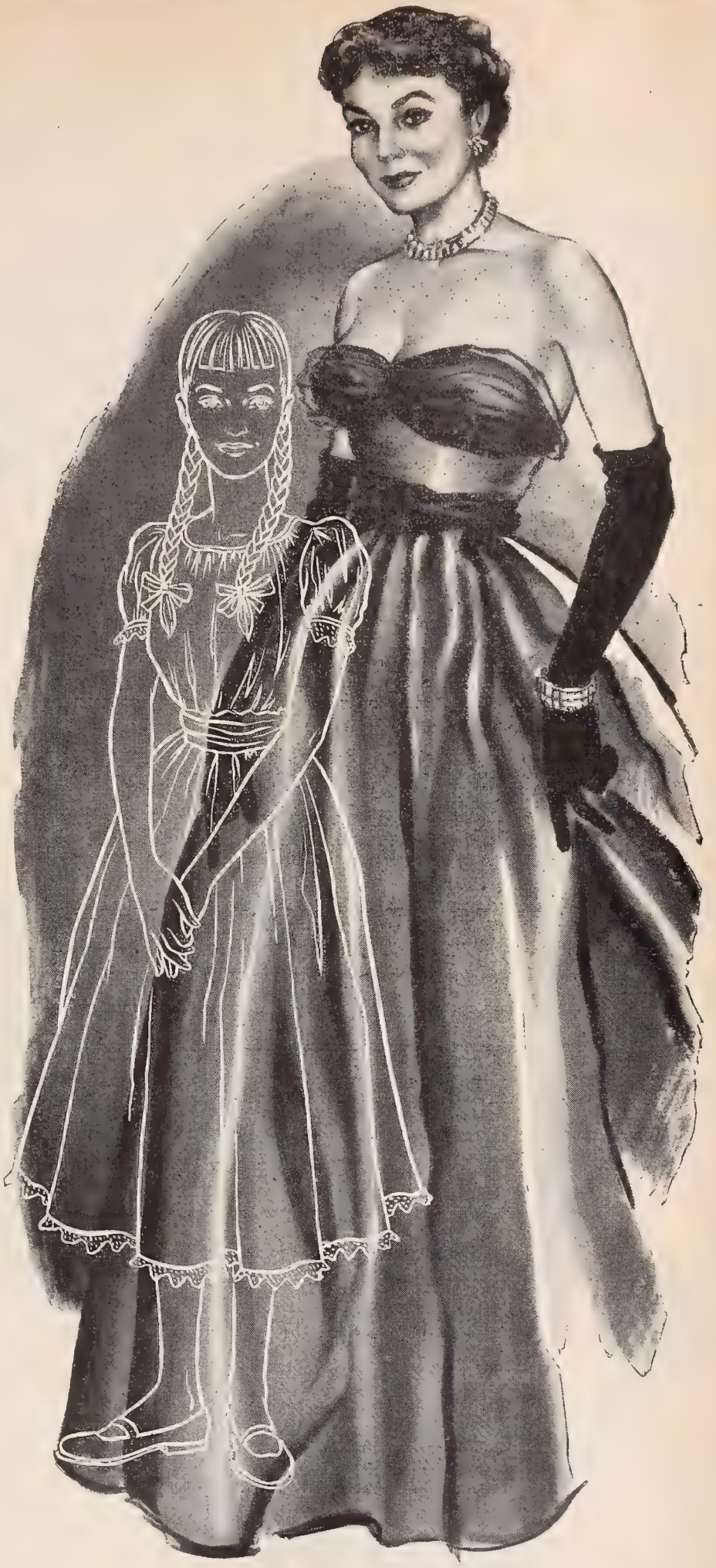
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*Reg. U.S. Patent Office

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Things have changed in ARKANSAS, too!



Things have changed *plenty,* in Arkansas, since Bob Burns introduced the bazooka! In the last ten years, the state has made tremendous industrial and agricultural strides. For instance, *Retail Sales have increased 251.7%**!

There's a big new radio value to *deliver* the new Arkansas, too — 50,000-watt KTHS in Little Rock. Formerly located at Hot Springs with 10,000 watts, KTHS is *now CBS* — is now the only Class 1-B Clear Channel station in Arkansas. It gives primary daytime coverage (0.5MV/M) of 1,002,758 people — more than 100,000 of whom do not receive primary daytime coverage from any other station. Interference-free daytime coverage (0.1MV/M) adds another 2,369,675 people, includes practically all of Arkansas.

Ask your Branham man for excellent "early-bird" opportunities now available!

* *Sales Management figures.*

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

to cash in on the $730,000,000
Charleston, W. Va. market

PICK YOUR "SPOT"

Here's WKNA's half-millivolt area alone:

TOTAL POPULATION 671,178

TOTAL FAMILIES 186,235

RETAIL SALES $407,643,000

FOOD SALES $ 86,621,000

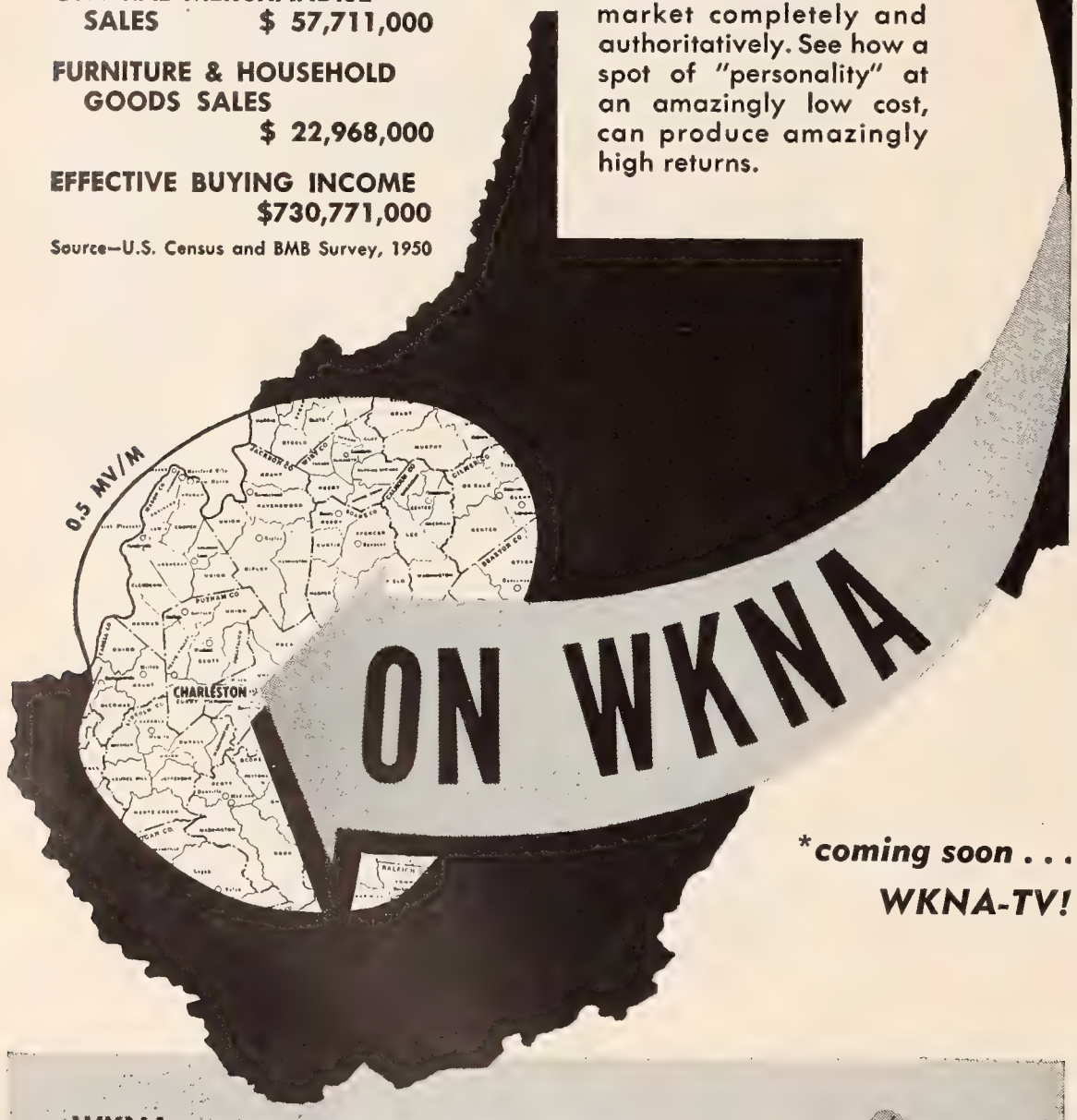
GENERAL MERCHANDISE SALES $ 57,711,000

FURNITURE & HOUSEHOLD GOODS SALES $ 22,968,000

EFFECTIVE BUYING INCOME $730,771,000

Source—U.S. Census and BMB Survey, 1950

You're talking to $730,000,000 when you're on WKNA. And you're speaking with a power-packed voice that saturates the market completely and authoritatively. See how a spot of "personality" at an amazingly low cost, can produce amazingly high returns.



ON WKNA

*coming soon . . .
WKNA-TV!

WKNA is also sold as part of West Virginia's

personality package



WKNA WKNA-FM
Charleston — 950 KC
5000 W Day • 1000 W Night
ABC Radio Network Affiliate

WJLS WJLS-FM
Beckley — 560 KC
1000 W Day • 500 W Night
CBS Radio Network Affiliate

Joe L. Smith, Jr., Incorporated • Represented Nationally by WEED & CO.

IN REVIEW

TELEGRAM FOR YOU

ABC Radio, Sundays, 8:55-9 p.m. EDT on 340 stations.
Sponsor: Western Union Telegraph Co.
Agency: Albert Frank-Guenther Law Inc., N. Y.
Director: Bob Noble.
Wires from celebrities read by Bob Denton.

IN RECENT months, Western Union Telegraph Co. has come into the radio fold to promote its own brand of rapid communication and advantages. It is using radio with a five-minute commercial in program disguise.

Telegram for You, a more subtle pitch than the usual five-minute radio sales talk, is heard Sunday evening on ABC radio. Any dramatic connotations that special-occasion telegrams may have are being fully exploited in the format of this short and quickly-paced segment.

Telegram for You is conventional radio programming in miniature—the opening commercial, format, middle commercial, more format and closing commercial. Some zippy organ music sets a pace approximating telegraphic speed. The one-man announcing assignment is handled by Bob Denton who manages to crowd a tremendous number of words into a minute.

In this case, the format is actually an indirect pitch illustrating the glories of telegraphic communication that the listener is told all about in the commercial portions of the broadcast. Telegrams are sent weekly to well-known personalities. Each is asked a question related to his profession. Replies sent via telegram are read over the air. Information garnered from the celebritiy's answer isn't exactly earth-shaking but it aptly demonstrates that Western Union is in business to efficiently deliver all messages that the listener may wish to send.

It's a programming idea that will be of interest chiefly to service firms whose "products" are adaptable to verbal demonstration. From a sponsor's viewpoint, such an idea has definite commercial value. The integration between program and commercial content as it has been established in this series in something that all advertisers hope for but seldom achieve.

* * *

OPERA VERSUS JAZZ

ABC-TV, Mondays, 7:30-8 p.m. EDT, sustaining.
Producer: Fred Heider.
Director: Charles Dubin.
Mistress of Ceremonies: Nancy Kenyon.
"Jazz" Guest: Karen Chandler (replacing Helen Forrest for show of June 8).
"Classical" Guest: Thomas Heyward, Metropolitan Opera Tenor.

A MORE appropriate title might have partially excused some of the flaws in a new ABC-TV Monday evening sustainer, *Opera Versus Jazz.* Operetta would have been a better word choice to describe the majority of the June 8 telecast's "heavy" selections. Jazz portions of that show actually were ballad-type tunes—all a far cry from jazz as a jazz fan would define it. And there was no contest between the two schools of music as the word "versus" usually implies. Someone got his terms confused when he christened this one.

Opera Versus Jazz, as viewers see it, is a half-hour of melody and song running the gamut from Chopin to Gershwin. If it pretended to be nothing more, the show would still not qualify as polished programming. Guiding the show through the works of con-

temporary musicians to composers of the classical school and back again is Nancy Kenyon, who knows very little about the art of singing a song well and less about the difficult role of smoothly playing mistress of ceremonies on a half-hour TV production. These, however, are her assignments on *Opera Versus Jazz*. Her stiff and faltering presentation of continuity between songs weakens the theme of the program. Both in song and speech, Miss Kenyon concentrates on words — not phrases or thoughts—and the show suffers as a consequence.

Thomas Heyward, a Metropolitan Opera tenor, and Karan Chandler were guests on the June 8 show to respectively fill abbreviated opera and jazz requirements. Mr. Heyward was not at home on television. He has a fine voice but lacks the personal relaxation and warmth that a television camera demands of a performer. Miss Chandler is a passable singer of popular songs. She at least seemed at ease and this compensated for her talent limitations.

Four pianos were used on *Opera Versus Jazz*. One number, featuring only the four pianists, was interestingly staged. A stationary camera focused on a revolving stage to bring the viewer some good shots of each pianist as he played. The set, a tasteful and attractive one, was not used as well as it could have been. Only portions of it were visible most of the time because of an abundance of close-up shots of the singers whose contributions to the show hardly merited such attention.

★ ★ ★

BOOKS

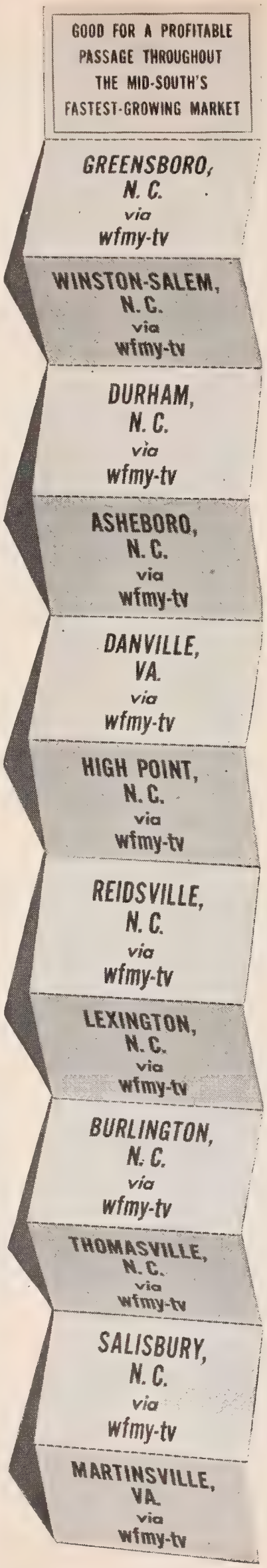
THE TELEVISION MANUAL, by William Hodapp. Farrar, Straus & Young Inc., 101 Fifth Ave., New York 3. 296 pp. $4.50.

BILL HODAPP, executive director of Teleprograms Inc., a non-profit corporation producing public affairs TV programs, has utilized his experience in this field preparing this guide for television production and programming for educational, public affairs and entertainment. His suggestions will be of interest to experienced telecasters as well as novices, and educators will find especially valuable Mr. Hodapp's section on raising money for educational stations. Among other sources he suggests local industries be approached for hand-outs under the 5% income tax deduction clause. He also asserts that listeners may "be glad" of an opportunity to pay for educational TV. Existing budgets, public appropriations and foundations are other sources suggested. Appropriately enough, the last pages in the book (just before the inevitable but, we presume, valuable glossary of terms, list of TV books and "typical network costs"), Mr. Hodapp quotes Dr. Arnold J. Zurcher on the economics of television.

★ ★ ★

RADIO & TELEVISION WORKSHOP MANUAL, by Sidney A. Dimond and Donald M. Andersson. Prentice-Hall Inc., 70 5th Ave., New York 11. 301 pp. $4.50.

FOR the beginning student in radio and television, this workshop manual's detachable pages include lessons and sample scripts on: Radio—voice and microphone techniques, music and sound effects, auditions, production of scripts, technical tips, narration, commercial copy, news and music continuity; television—writing for visual presentation, properties, camera angles, characterization and sample scripts.



this is just the ticket to sell the real North Carolina market.

If you want to go places in a profitable way throughout the fastest-growing area of the fast-growing mid-South . . WFMY-TV is ready to cover a lot of ground for you in a hurry.

Your itinerary, via Channel 2, includes a market that's $1,500,000,000 strong in buying power . . home of some of the biggest, best-known names in American manufacturing . . rich with payrolls that stem from a busy combination of industry and agriculture.

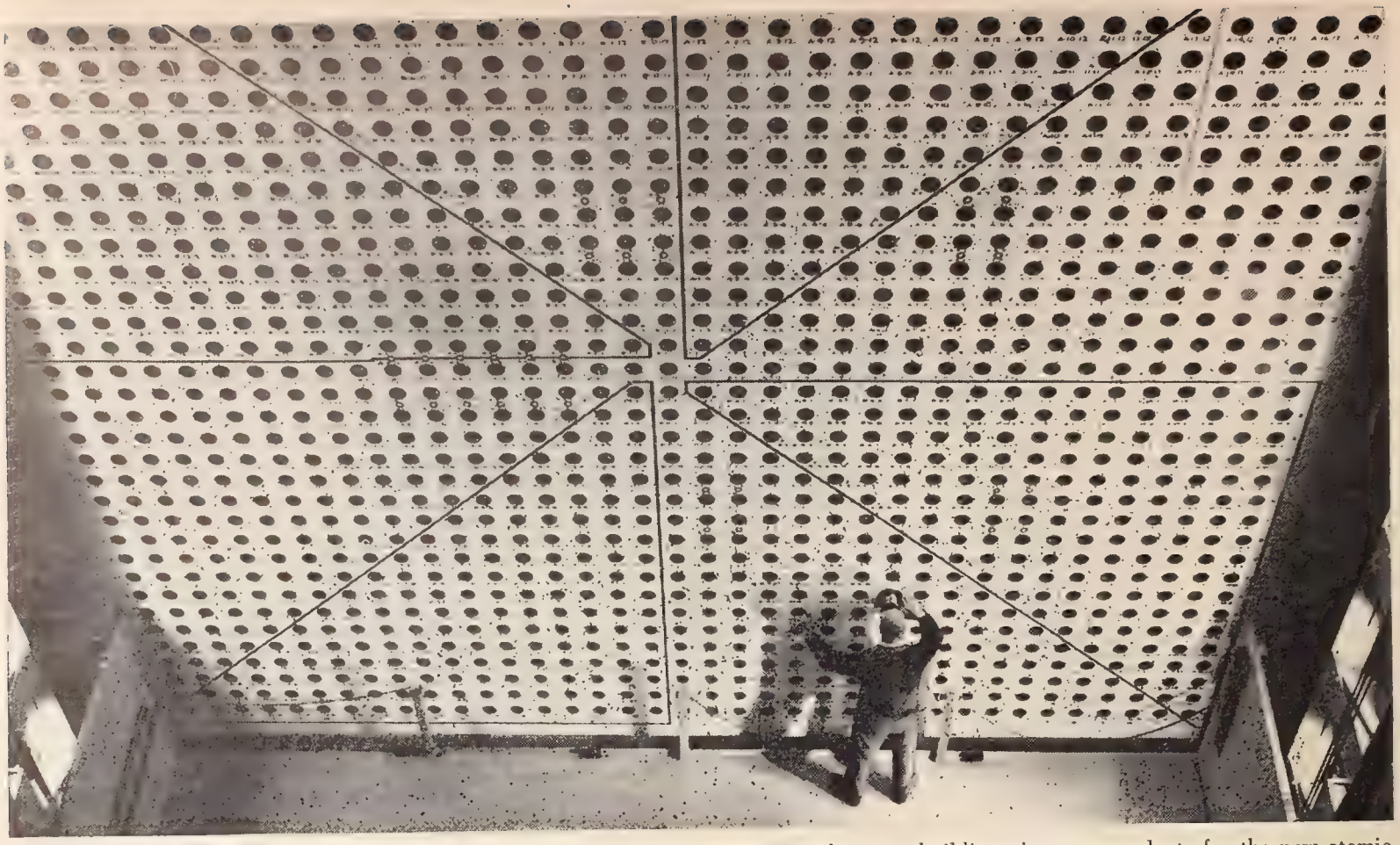
When your message travels via WFMY-TV, you're sure of a warm and resultful welcome in television homes all over this progressive region. For more sales in the heart of the mid-South, WFMY-TV is just the ticket!

wfmy-tv

Basic CBS Affiliate — Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York— Chicago—San Francisco



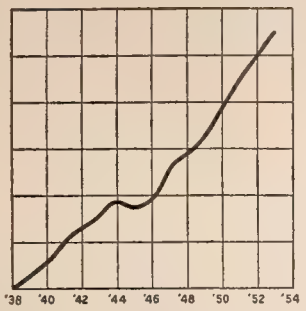
ELECTRICITY FOR THE ATOM—AND FROM IT. This is the atomic pile at Brookhaven Laboratory, L. I. Through the holes in the 5-foot wall, tons of pure uranium are thrust to start the chain reaction. To prepare this uranium, vast amounts of electricity are needed. Five electric companies help power a uranium factory in Kentucky. Fifteen others are building giant power plants for the new atomic project in Ohio. But soon the atom will make electricity. Electric company engineers, working with industry and government scientists, already have produced atom-electricity experimentally, expect to have atom-power electric plants in 5 years.



LARGEST PEACETIME CONSTRUCTION PROGRAM ever undertaken by any industry. Electric companies have spent $13 billion since the war, will spend $2½ billion this year alone, building more power for America. Completed early this month, the Washington Water Power Company's spectacular dam at Cabinet Gorge (spillway shown above) is one of the few remaining sites where water power can be harnessed economically. (Most new construction is in fuel-burning plants.)



NEW BUSINESSES, NEW JOBS, NEW OUTLOOK. All over the U. S., local electric companies are helping to spark prosperity and civic pride. Statesboro, Ga., for example, was a prize-winning town in a state-wide improvement program sponsored by the Georgia Power Company.



MORE AND MORE ELECTRICITY. Heavy line shows how use of electricity is still shooting up as the Electric Age progresses.

AMERICA'S NEW ELECTRIC AGE

American families are using 2 to 3 times as much electricity as they did before World War II. Look around your home—and you'll see why. The Electric Age is here—in a big way.

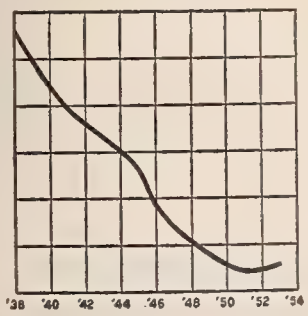
But this is only the beginning. Never in the history of the power industry has the future of electricity looked so full of promise for the nation, for its families, farms, businesses and industries.

The use of electricity is still skyrocketing. And so are the new supplies of electric power. The 800 business-managed electric light and power companies have already *doubled* the prewar supply and will *triple* it by 1960.

All this is new lifeblood for the Electric Age, bringing everyone more electricity for better living. It's building new businesses and booming old ones, creating new jobs, opening doors to opportunity all across the U. S.

Best of all, the average price of electricity is lower than before World War II—and *America's Electric Light and Power Companies** are doing their utmost to keep it there!

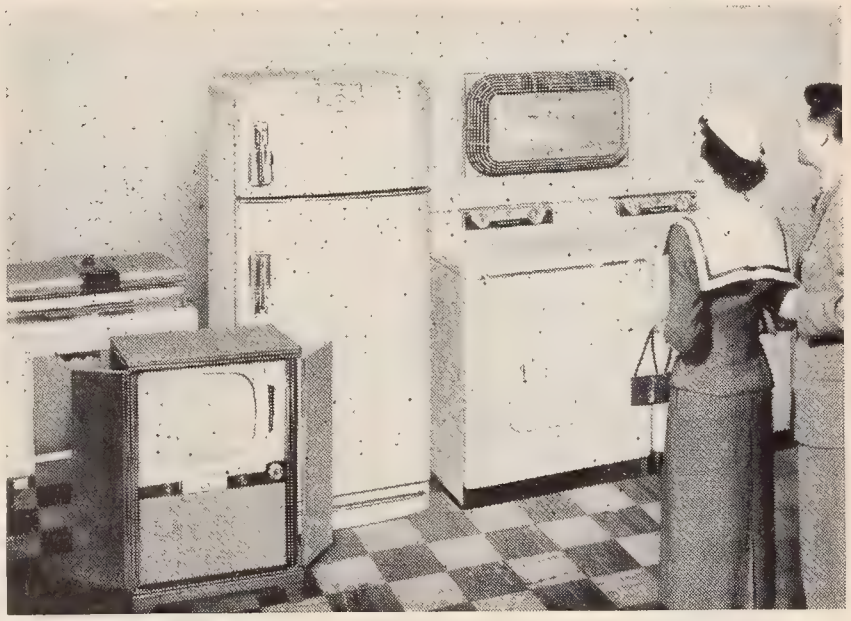
**Names on request from this magazine*



AVERAGE PRICE STILL LOW. For the U. S. family, the average price of electricity per kilowatt-hour has dropped sharply — despite inflation!



NEW ELECTRIC HOMES. This home for electric living was part of an exhibit co-sponsored by Indianapolis Power and Light Company. It features planned kitchen, improved lighting, year-round temperature control.



NEW ELECTRIC APPLIANCES. Large-screen TV, home air conditioning, automatic laundry and kitchen equipment — these and other developments are helping to usher in America's *new* Electric Age.



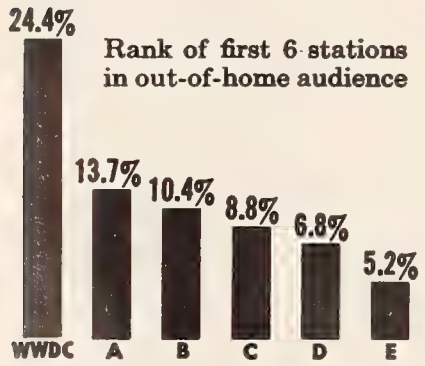
NEW ELECTRIC FARMS. Electric equipment to do more jobs plus teamwork between farmers and electric light and power companies make modern farms more productive, more profitable.



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

WWDC
1ST
in out-of-home

Latest Pulse survey shows WWDC by far the leading Washington station in out-of-home audience. WWDC had 24.4% of this audience—6 A. M. to 12 midnight for the entire week. Second place station had only 13.7%. So get this big PLUS from WWDC when you advertise in the rich Washington market.



Rank of first 6 stations in out-of-home audience

In Washington, D. C.—it's
WWDC
Represented Nationally by John Blair & Co.

Feature Reprints

EDITOR:

I have just finished reading the reprint of an article published in the April 27 issue of your magazine, "How Many TV Outlets Can the U. S. Support?" by Peter R. Levin. I enjoyed it very much and was wondering if it was possible to obtain another copy for one of our clients. . . .

George J. Zachary
Exec. Vice President
Platt, Zachary & Sutton Inc.
New York City

EDITOR:

We have read with interest the recent article you published entitled "How Many TV Outlets Can the U.S. Support?" written by Peter R. Levin.

It is service of this type along with your excellent editing of the regular magazine that merits our continued praise.

We would appreciate very much if you would forward six copies of this article to the writer's attention. . . .

Ronald E. Vedder, Sales Mgr.
Sylvania Electric Products Inc.
Buffalo, N. Y.

EDITOR:

"The A.B.C. of Radio and Television" which you published recently is one of the most informative and useful discussions of the industry I have seen. How do I get extra copies of the reprint? I'd like to have about 20 of them for our New York office and to send to our several other offices.

Harold Fair
Director, Radio-TV
Bozell & Jacobs Inc.
New York City

EDITOR:

. . . I would like to request that you send me, with a bill, two dozen copies of Mr. Gillingham's "ABC of Radio and Television." I want all of my radio and television advertising students to read that before they read anything else in the course. . . .

Milton E. Gross
Associate Professor
School of Journalism
U. of Missouri

[EDITOR'S NOTE: Though demand for reprints of this article has been heavy, a limited supply still is available.]

Memphis Mixup

EDITOR:

The Closed Circuit comment in B•T of June 1 was in error. WHBQ-TV has entered into a standard two-year contract with CBS Television. The contract does not include a six-month cancellation clause. There is the usual 12 months notice and the usual automatic renewal if neither party gives notice within six months of date of termination. . . .

John Cleghorn, Gen.Mgr.
WHBQ-AM-TV Memphis

Judicial Notice

EDITOR:

All the promotional barrages of the ANPA notwithstanding, did you notice that the United States Supreme Court, in its majority opinion concerning the *Times-Picayune* case, verifies what the broadcasting industry has blushingly admitted . . . "(there is) a national advertisers' trend away from newspapers toward other mass media. . . ."

Alan Goff, Director,
Radio & Television Services
Barber and Baar Assocs.
New York

Collector's Items

EDITOR:

. . . We have on hand about 75 or 100 old records on various labels. Most are the original recordings, and they date back from around 20 to 30 years. Some are in pretty good condition; others can be cleaned and re-recorded for your own particular needs. Anybody with more space than we have and who wants these gems of the past, just write and pay the express for same. Otherwise, we will throw them away.

Edwin J. Powell
General Manager
WMTE Manistee, Mich.

Strike Issues

EDITOR:

Congratulations to you and your staff on the fine job you did with B•T during the printers' strike.

It's remarkable what fine work the Varitype machine can do in this kind of an emergency. B•T looked good and was very easy to read.

Daniel Nicoll
Associate Publisher
Toledo Blade, Toledo Times,
Pittsburgh Post-Gazette.

EDITOR:

. . . I have just finished reading your June 1 issue—and I want you to know how profoundly I am impressed by the way you and your sidekicks have met the challenge of the greatest crisis that can face any publisher . . .

James S. Tyler, Adv. Mgr.
MBS, New York

EDITOR:

Under what must have been unusually trying circumstances you did a remarkable job in getting out your June 1 issue. In this industry we're accustomed to serving the public needs and interest, and true to the traditions you came through in great style.

Your ingenuity and resourcefulness are worthy of commendation.

Philip G. Lasky, V. P. & Gen. Mgr.
KPIX San Francisco

EDITOR:

Heartiest congratulations on the splendid job B•T performed in bringing out the Varitype offset issue of June 1.

It's just another example of the book's well-deserved reputation for "being with it" at all times.

Robert G. Criar, Progr. Dir.
WINS New York

EDITOR:

Congratulations on the magnificent job you are doing in circumventing the problems you have faced for the past two weeks. Everyone in the trade is proud of the way you are delivering. Warmest regards.

Thomas B. McFadden
Dir. Nat'l Spot Sales
NBC, New York

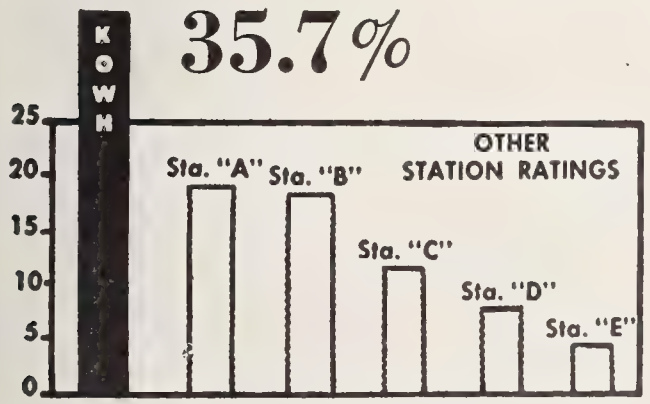
[EDITOR'S NOTE: B•T is grateful to these and other subscribers for their cheering support during an emergency which now, happily, is at an end.]

All It Took was the Right Line...



. . . A tow line, to cost the Allies four ships in the first battle of Savo Island. Spotted by an American search plane, and knowing that their speed would be calculated as that of the slowest ship in their force, the Japanese used an ancient sailing-ship trick. The faster fighting ships took the slower in tow . . . increasing the unit's speed so that the fleet arrived at Savo before it was expected!

KOWH uses the right programming line too, to keep every minute of their broadcasting day moving at the same merry pace. The result? KOWH gets there first in the Omaha, Council Bluffs area—as attested-to by the below HOOPER, averaged for the 18-month period from Oct., 1951, to April, 1953. If you want to "get there fustest, with the mostest," use KOWH!



• *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru April, 1953.)

• *Largest share of audience,* in any individual time period, of any independent station in all America! (April, 1953.)

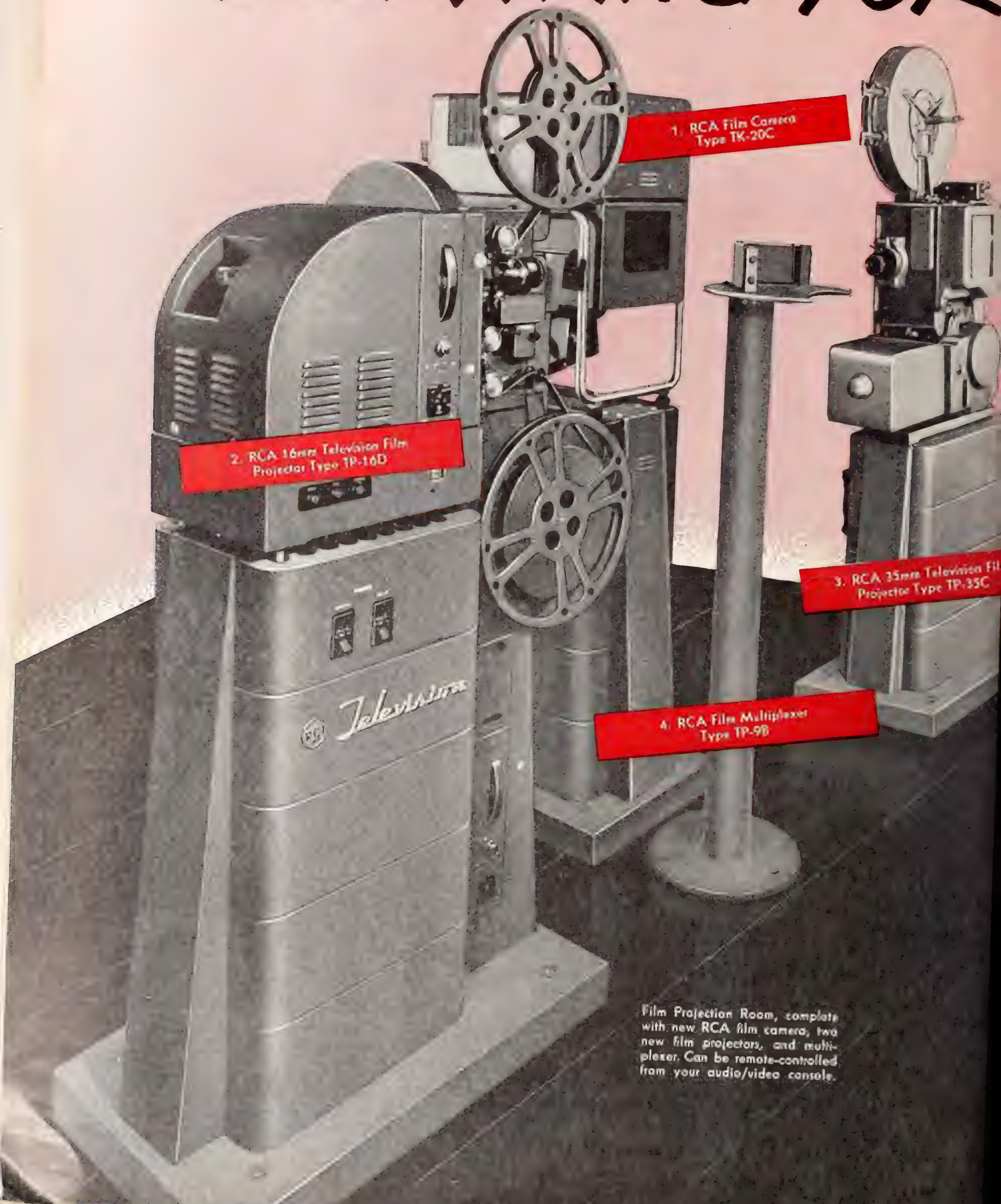
Kowh

OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

EVERYTHING FOR



Film Projection Room, complete with new RCA film camera, two new film projectors, and multiplexer. Can be remote-controlled from your audio/video console.

CO-ORDINATED

FILM SYSTEMS

1. New Film Camera Type TK-20C produces clear pictures approaching the quality of studio pick-ups. Low noise level. No image "sticking." No constant shading needed. It looks equally well with the 16mm projectors, and 3" x 4" opaque slide projectors.

2. The 16mm TV Film Projector Type TP-16D makes film programming practical, economical. It's entirely self-contained. It's designed and built only by RCA.

3. The 35mm TV Film Projector TP-35C uses a highly efficient pulsed light source. The projector operates without a shutter mechanism, is completely self-enclosed (including film mechanism) . . . and it's designed and built by RCA!

4. Type TP-9B Film Multiplexer enables you to use two projectors with one film camera for maximum program flexibility.

5. TK-3A Flying Spot Camera produces high-quality video signals from 2" x 2" transparencies. Dual channel increases flexibility, provides for lap dissolve and switching between channels. Ideal for titles, spots, commercial inserts (spots), test patterns. Special Effects Amplifier TA-15A is an ideal accessory.

RCA is your headquarters for a complete line of television film equipment. If you need 16mm or 35mm television projection equipment, RCA has the finest. If you want a revolutionary film camera, RCA has it. Kinescope recording equipment, automatic slide projectors, flying spot cameras, automatic processors, and miscellaneous accessories such as rewinders, reels, slide viewers, and film cleaning equipment, also are available.

RCA equipment can be used in many different combinations to fit your planning and budget. For example, you can start with a complete film projection setup as illustrated here. Or you can start simply with a film projector, and add facilities as your program service grows. Note this fact, too: *RCA Service Company engineers are available on a nationwide basis to keep your RCA film equipment in top condition!*

Film systems planning is another RCA television service available to you through your RCA Broadcast Sales Representative. Take advantage of his broad experience.



5. RCA Flying Spot Camera Type TK-3A

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

IN THE
Upper Midwest...

YOU MUST HAVE

• The Best Facilities

• The Most Experience

• The Best Programs

to be

Number One.

In

Minneapolis-

St. Paul,

Television

IS

KSTP-TV



our respects

to CLIFFORD CHARLES GRAMER



WHEN Hotpoint Co., Chicago, churned the wheels on the biggest consumer promotion drive in its history last June 1, it tabbed some $80 million worth of major home appliances to move from dealer shelves to customers in 60 days as part of the "Summer Shower of Special Values" across the country.

One of the key men behind this carefully-planned campaign—and, indeed, behind others that have swelled the company's sales in the past year—is Clifford Charles Gramer, articulate, soft-spoken merchandising manager of Hotpoint.

Mr. Gramer's job is to coordinate various units of Hotpoint—advertising, sales promotion, sales training and materials—into a smooth, workable operation. There is evidence that he is meeting with all kinds of success, thanks partly to the use of network radio and television. Hotpoint sales have risen 90% the past year.

Mr. Gramer is not only an avid admirer of Hotpoint's *Ozzie & Harriet,* which the company co-sponsors on both ABC radio and ABC-TV networks, but also is an astute observer of the twin electronic media and their overall role in Hotpoint's dealer campaigns.

Mr. Gramer has developed his own theories on the efficacy of both radio and television in markets in which Hotpoint has set its particular mark.

Mr. Gramer has divided most of his career between the Coca-Cola Co. and Hotpoint, before and after World War II.

A native of Wyanet, Ill., where he was born July 19, 1918, Mr. Gramer claims his early life was uneventful. He did win a scholarship to the U. of Chicago, majoring in business administration from 1935 to 1939. After his graduation, he took his first job with the Lake Shore Bank of Chicago.

In 1940, young Mr. Gramer joined the Coca-Cola Co., attending its training school and finally emerging as a salesman. He headed the firm's fountain sales division in Kalamazoo, Pontiac and Detroit, all Michigan, concentrating on advertising and promotion. In Detroit, he worked with food and drug chains.

In 1942, Mr. Gramer interrupted his career to join the Marine Corps. With the rank of captain, he saw service with the First Marine Brigade in Guam and the Sixth Marine Division in Okinawa. He was mustered out in October 1945 with the Silver Star and various campaign ribbons.

A business refresher course seemed indicated upon his return to civilian life, so young Gramer applied for admittance to the Harvard Business School. When his application was received too late, Mr. Gramer returned to Coca-Cola in Chicago. He did, however, get into Harvard in June 1946 and took the complete course rather than merely an eight month's refresher. He received his master's degree in October 1947.

Mr. Gramer returned to Coca-Cola, this time to its Atlanta sales promotion department, where he headed fountain sales. He then switched within the department, heading up home market promotion. His duties consisted of developing and testing packing procedures and displays.

Mr. Gramer came to Hotpoint in July 1950 as advertising manager and later was named merchandising chief.

While network TV executives have taken pains to point out that the cost-per-thousand has decreased in television, Mr. Gramer is careful to point out that dollar-wise the TV cut of the advertising budget is still mounting.

"As a result," he observes, "there is a basic need for continual market studies to see what we are getting for our dollar. With new TV stations coming on the air—and especially next July and August—we must, of necessity, evaluate new markets on a dollars-and-cents basis. The emergence of uhf also is another brand new factor."

Speaking for Hotpoint, Mr. Gramer sees television as a medium not only for giving a sales message to dealers and distributors but also for demonstrating home appliances. TV is a tool for educating the public on so-called "low-saturation" items (like dispose-alls, dishwashers, etc.). He sees radio as a medium for "giving advertising support to products in areas not covered by television."

While it is "sold" on markets in which stations are cleared by the network (ABC)—both for radio and TV—Hotpoint also keeps a calculating eye on spot commitments (negotiated by its dealers around the network shows) for selective station coverage. This was done last fall when Hotpoint launched a fall campaign for its appliances with spot adjacencies built around the newly-launched *Ozzie & Harriet* program.

It is this dealer cooperative aspect of merchandising — and other functions — over which Mr. Gramer keeps a coordinating hand in his top-level capacity at Hotpoint.

While there doubtlessly are other factors involved, Hotpoint is enjoying greater sales success—it is back-ordered on most products—since it fell back last year on radio and television as advertising supports on a long-term basis. Prior to last fall, Mr. Gramer notes, Hotpoint had bought radio-TV time on short-term contracts.

Mr. Gramer lives in Riverside, Ill., with his wife, the former Mary Curtis, and their three children—Cliff Jr., 10, and twins, Arthur and Linda, 6. He likes gardening and golf.

be right in Pittsburgh

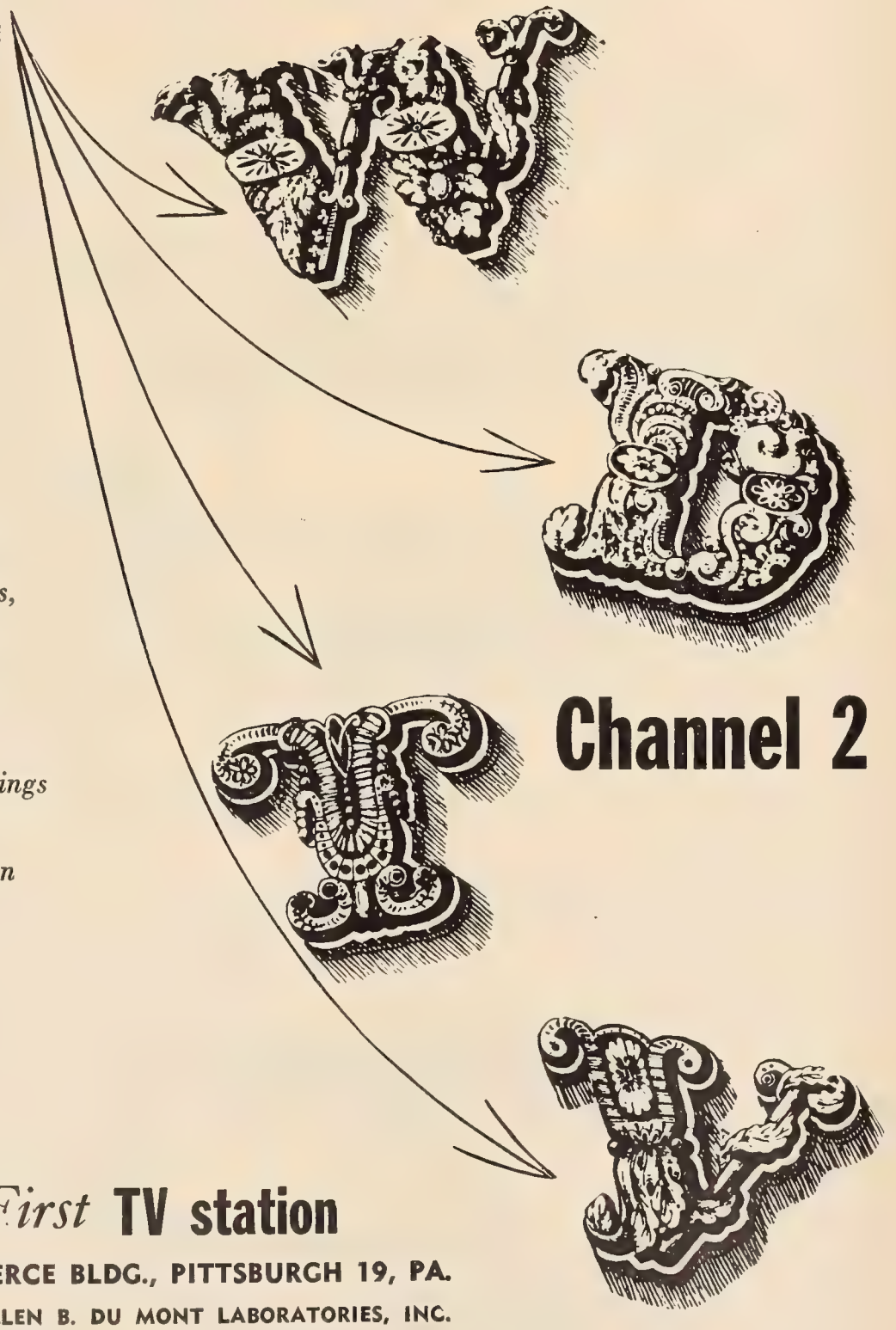
to the letter

Pittsburghers have watched television so long they think it's a natural phenomenon.

Just as natural — and just as phenomenal — is the way they buy products and services advertised on TV.

Which must be why so many advertisers, national and local, have found television on WDTV so letter perfect for selling the Pittsburgh market.

And it will always be in the nature of things that for phenomenal results, you just can't be more right in Pittsburgh than on Station WDTV.



Channel 2

Pittsburgh's *First* TV station

CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.

Owned and Operated by **ALLEN B. DU MONT LABORATORIES, INC.**

another Hooper
in Chattanooga—
another smashing
record of morning
leadership for...

WDEF

now 5000 WATTS
DAY and NIGHT
ON NBC

WDEF
CHATTANOOGA, TENNESSEE

CARTER M. PARHAM, Pres. • KEN KLENNIKEN, Gen'l Mgr.

REPRESENTED BY BRANHAM



Edmund Lytle

on all accounts

A BROADCASTER most of his working years, Edmund Lytle at 36 is now straddling the fence as radio-TV director of Western Adv. Agency Inc., Los Angeles.

The major portion of his duties revolves around *Voice of Prophecy,* Seventh Day Adventists' program handled by the agency for seven years and heard on approximately 825 stations, including ABC, MBS, Canada, India and Japan. He also handles Ontra Cafeterias and Lindy's Food Products (sauces), both Los Angeles.

The agency's other radio-TV accounts include Alemite Div. of Stewart Warner (CD-2 oil additive) and Pierpoint Landing, Long Beach fishing pier. On Western's fall agenda is the production of a TV film version of *Hymns of All Churches* for Frederick Jacky Productions, Chicago. Program was formerly on NBC Radio for General Mills.

Born in Hinsdale, Ill., Mr. Lytle worked his way through the U. of Illinois as trumpeter and singer with a dance band, announcer on WILL Urbana and disc m.c. for WDWS Champaign. Graduating in 1939 with a political science major, he continued with the band which landed a spot on *Fitch Bandwagon* on NBC's then Blue Network.

Mr. Lytle started his radio career in earnest the following year as announcer on WMRO Aurora. From WHIO Dayton as special events director he went to WHAM Rochester in 1944. While announcer-producer at WTAM Cleveland, he was called to active Navy duty. Classified as an electronics technician's mate because of his radio background, he passed the radar tests in two weeks. First stationed in Hawaii and then on occupational duty in Japan, he was discharged in 1946.

Going immediately to KTKN Ketchikan, Alaska, as program director, he was promoted to manager in three months' time. Two years later he joined William G. Rambeau Co., Chicago, transferring to Los Angeles in January 1950 as West Coast manager.

Mr. Lytle entered the agency field that October at Western Adv. Back to radio as sales manager of KCSB San Bernardino, he rejoined the agency last February in his present capacity.

Though their parents lived two blocks apart in Hinsdale, he didn't meet his wife, the former Carralyn Hines, until she was in the Army Nurse Corps, stationed in Hawaii. They were married in 1946 and recently bought a home in suburban Reseda, where he indulges his hobby of gardening. They have two children, Barbara, "their little Eskimo," 5, and Jimmy, 2.

THE NEW

WHBQ

MEMPHIS, TENNESSEE



MR. "Q"

Announces the appointment of

JOHN BLAIR

AND COMPANY

As National Representatives

On July 1, 1953, John Blair & Company adds to its important list of stations WHBQ, Memphis, operating on 5,000 watts, 560 kc.

The new WHBQ is of particular interest to advertisers because rarely has a station's programming been so specifically directed to the tastes of its listeners. Brighter, gayer, more tuneful than ever before, WHBQ gives 'em what they want—plenty of popular recorded music on such hit participating shows as "Covington's Corner", "Red, Hot & Blue", "Murfarm Time", "Clockwatchers".

To see what this kind of audience-geared programming is doing for other sponsors—and what it can do for you —call your John Blair man today!

JOHN BLAIR & COMPANY

Advertisement



From where I sit *by* Joe Marsh

It's Fine To Be Fooled —Sometimes

Handy Peters entertained for the ladies of the Auxiliary the other night —and had the ladies really believing for a while that he's the best marksman in the county.

Handy put on a great act. He set up a whole bunch of balloons on a muslin backdrop and then took out his peashooter. He shot blindfolded, standing on his head, every which way—and broke a balloon every time!

No wonder that Handy impressed the ladies. What they didn't know—till the show's end—was that Buck Mulligan was hiding behind the backdrop improving on Handy's every shot with a hatpin.

From where I sit, we all get things "put over" on us now and again. When it's good-natured—fine! But, some folks would like to fool the rest of us into believing it's wrong to enjoy an occasional glass of beer—just because they prefer some other refreshment. For real American tolerance and neighborliness these people are simply way "off target."

Joe Marsh

Copyright, 1953, United States Brewers Foundation

IN THE PUBLIC INTEREST

WEWS (TV) Cited in Senate

OHIO State Senate has unanimously cited WEWS (TV) Cleveland, a Scripps-Howard station for excellence in public service programming. Resolutions which led to the citation were prompted when WEWS won a John Foster Peabody award for public service telecasts. The Senate certificate was presented to news analyst Dorothy Fuldheim of the WEWS staff.

* * *

Sewer Situation Explained

FOLLOWING two years of difficulty experienced by Pine Bluff, Ark., in construction of a $1.75 million sewer project, B. J. Parrish, general manager of KOTN Pine Bluff, decided to get the facts before the public. He made arrangements with the city's sewer commission, and listeners were urged to write in their questions about the project. The sewer commission, which was promised two days to look up records in order to answer the questions, was on the air with Mr. Parrish for an hour and a half. The station reports that the clerk of the sewer commission says complaints and inquires from the public have almost disappeared since the broadcast.

* * *

Seattle Stations Cited

SEATTLE radio and television stations in past months have brought to a wide audience the story of mental retardation of children, according to Washington Assn. for Retarded Children, which cites KING-TV, KXA and KIRO for their airing of programs publicizing the organization's activities. KOMO Seattle also is scheduled to air similar programs, the association announces.

* * *

Easter Seal Campaign

EIGHTY-EIGHT Canadian radio stations which carried the Easter Seal campaign for the Society for Crippled Children on a coast-to-coast network from Toronto this spring contributed $81,872 in time and talent costs to the campaign, according to figures released by the National Radio Committee of the Society for Crippled Children at Toronto.

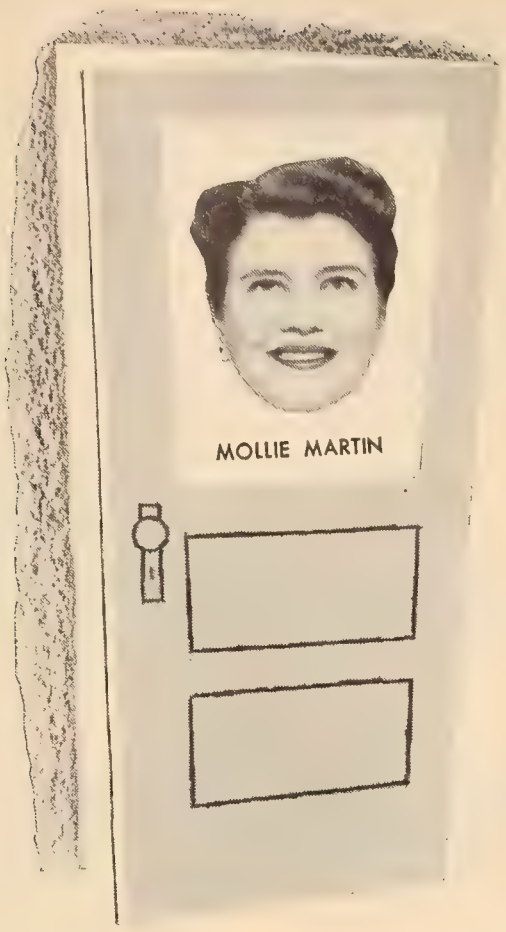
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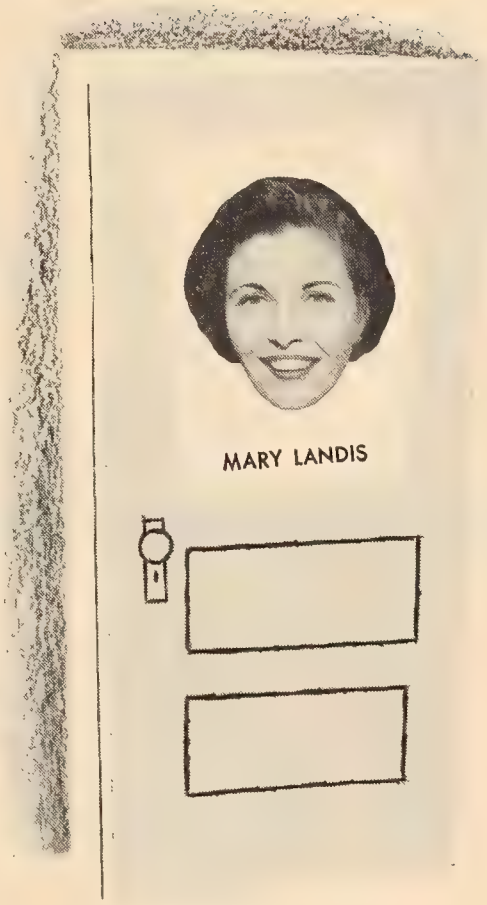
$407,510 for CPA

SUM of $407,510 was pledged to the Chicago Cerebral Palsy Assn. during a telephone simulcast by ABC's WBKB (TV) Chicago, with

Trenton Clean Up

IT'S a clean campaign in Trenton for all four radio outlets in the New Jersey capital city. WTTM WBUD WTNJ WTOA-FM in Trenton broadcast five days last week beginning last Monday heavy spot and station break schedules, special interviews and programs for the city's Clean Up . . . Paint Up . . . Fix Up Week. Drive was staged by the Mayor's Citizens Committee. WTTM prepared the spot announcement kit and set up radio details for the committee. Cooperating in this endeavor were Fred L. Bernstein, general manager; Vin Gruper, director of continuity; Fred Walker, director of public affairs, and Wes Hopkins, program director, all WTTM.





Three doors to bigger sales . . .

Homemaker's Institute



Knock on your customers door with Homemaker's Institute . . . there's a friendly *"welcome"* every time!

Mollie Martin, Mary Landis and Kitty Dierkin, three of WBAL-TV's most popular *women* personalities, cover almost every subject of interest to homemakers . . . from green beans to buttons. While Al Herndon, well known WBAL-TV star, adds the masculine touch! From noon 'til 1:00 it's an exciting full hour telecast!

Here is YOUR ready-made entrance into Maryland homes . . . Homemaker's Institute, packing a three star *sales* punch for you!

TELEVISION BALTIMORE

WBAL-TV

NBC IN MARYLAND

Nationally Represented by
EDWARD PETRY & CO.

Over 70 Sponsor Classifications





THE *Thesaurus* LIBRARY OF 1800 SINGING COMMERCIAL JINGLES

✓ Use it to sell spot time!
✓ Use it to sell programs!
✓ Use it to sell any prospect!

No easier way to make a time sale than by playing a singing commercial jingle designed for your prospect's product.

And that's just what you *can* do when you have RCA's *Thesaurus* Jingl-Library in your station. For in this library, you have over 1800 singing commercial jingles covering more than 70 sponsor classifications. There are jingles for Dairies, for Jewelers, for Laundries, for Paint and Wallpaper — and many, many more!

All this is yours to sell when you're a subscriber to RCA's *Thesaurus* . . . all this PLUS 31 big-name transcribed shows. You can more than pay for *Thesaurus* with the sale of its shows and jingles. It's the best transcription library deal you can get. Mail coupon for full details.

RCA recorded program services

Radio Corporation of America RCA Victor Division
TMKS ® *New York Chicago Hollywood Atlanta Dallas*

MAIL COUPON TODAY!

RCA Recorded Program Services, Dept. B-60
630 Fifth Avenue, New York 20, N. Y.

Rush me full details on Thesaurus — the library that pays its own way.

NAME ..... Title .....

STATION OR AGENCY .....

ADDRESS .....

IN THE PUBLIC INTEREST

WENR carrying nine hours of a 29-hour production.

* * *

Carries Science Casts

WATO Oak Ridge, Tenn., carried several broadcasts from the American Museum of Atomic Energy when the city played host to the National Science Fair. Union Carbide & Chemical Corp., which along with the Oak Ridge Institute of Nuclear Studies cosponsored the fair, sent tapes to radio stations in each section of the country which contributed finalists to fair competition.

* * *

NARTB Backs Blood Drive

NARTB will marshall industry support for the National Blood Program, sponsored jointly by the Red Cross, Armed Forces and Federal Civil Defense Adm. The blood campaign is scheduled June 22-July 4. NARTB President Harold E. Fellows will write all stations enlisting their help. Campaign headquarters will send radio-TV kits.

* * *

WKEI Aids in Arrest

WKEI Kewanee, Ill., reports it was instrumental in bringing arrest of a man who stole a city-owned truck. WKEI broadcast a description provided by witnesses who saw the man take the truck from the local fire station. A farmer heard the broadcast, saw the suspect and notified law officials, who then arrested the man, within an hour after the first WKEI broadcast.

* * *

WGAY Wins Catholic Award

WGAY Silver Spring, Md., recently was recipient of an award presented to the station by The Washington (D.C.) Arch-Diocesan Union of the Holy Name Society, WGAY has been broadcasting *Understanding Catholics* every Sunday since last November. The quarter-hour program is designed to promote greater understanding and goodwill between Catholics and non-Catholics by explaining the teachings of the Catholic Church.

* * *

Radio Aids Palsy Drive

RADIO personalities and nightclub entertainers were featured in a benefit stage show for the Northwest Louisiana Chapter of the Cerebral Palsy fund May 29 at Shreveport's Strand Theatre. Bill Barnes, national sales manager for KTBS Shreveport, was chairman of the fund raising drive, and Al Hart, KTBS special events director, was m.c. All Shreveport stations contributed talent and boosted the benefit through an intensive spot compaign before the show.

* * *

Aid TB Group

WTOP-TV Washington will feature the tuberculosis problem in the Washington area on all its local programs July 8. Described by the District of Columbia TB Assn. as an "unprecedented public service," local TV personalities will devote part of their shows to what the officials called "Washington's most serious health problem."

Additionally, all D. C. television stations will air a series of film spots on tuberculosis during July, the TB Assn. announced. Stations WTOP-TV WMAL-TV WNBW (TV) and WTTG (TV) will televise one-minute 20-second spots which were produced by the Metropolitan TB Television Council.

NETWORK TELEVISION AND RADIO FOR $10,000?

Too often in combinations of other media, the advertiser is actually wasting money. Duplicated circulation puts his message in the hands of customers who already know it.

By their very nature this can't be true of NBC Radio and Television. People don't—usually can't—look and listen to them simultaneously.

By using both NBC Radio and Television, you reach a larger unduplicated audience than with any other media combination. And you can buy both for as little as $10,000 for a basic 5-minute segment on both networks. Another NBC plan offers you 12 radio commercials and 12 television commercials on outstanding shows for less than $100,000.

Remember this: NBC Radio and Television combined reach virtually all of America.

NBC

a service of Radio Corporation of America

Greetings

WJAR

PROVIDENCE, R. I.

New England's first network station

on the

20TH ANNIVERSARY

of our association together

On July 1st, 1933, we started as national sales representatives of WJAR, the 5000 watt NBC outlet for Providence, Rhode Island. These have been 20 happy and profitable years, selling WJAR, Rhode Island's leading station and New England's first* network station. WJAR, we are proud to serve you.

*In 1924 the American Telephone & Telegraph Company linked WJAR, Providence and WCAP, Washington, D. C. to WEAF in New York. This was the first hookup of radio stations and the nucleus around which the National Broadcasting Company network was built.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK BOSTON DETROIT ATLANTA CHICAGO HOLLYWOOD SAN FRANCISCO

BROADCASTING TELECASTING

June 15, 1953 Vol. 44, No. 24

BLAIR STUDY, KAROL TALK PROVE RADIO'S VITALITY

Two persuasive arguments attesting to the liveliness of radio were advanced last week. Evidence is conclusive that radio is healthier than ever.

Using monthly Pulse rating reports in 12 established TV markets, John Blair & Co.'s analysis shows more people listen to their radios from 6-9 p.m. than from 6-9 a.m.

THE WIDELY held belief that it's "daytime for radio, evening for TV," is a misconception that is losing business for radio stations and causing advertisers to pass up a good opportunity to buy large audiences at low cost, according to an analysis of morning and evening radio listening made by John Blair & Co., national station representative organization.

Truth is, the Blair study shows, that in established TV markets more people are listening to their radios between 6 and 9 p.m. than between 6 and 9 a.m.

Cities included in the Blair survey were Pittsburgh, Boston, Tulsa, Seattle, San Francisco, Washington, Los Angeles, Columbus (Ohio), Indianapolis, Fort Worth, Dallas and Houston.

These markets, it was pointed out by W. Ward Dorrell, Blair research director, and Wells H. Barnett, sales development manager, have five characteristics in common:

- They all are within the top 50 metropolitan areas in population.
- They are all mature TV markets.
- Blair represents a station in each market.
- Pulse Inc. issues a regularly syndicated audience measurement report in each market.
- The Blair station in each market is a one-rate station, with nighttime rates the same as daytime rates.

Making no special study of its own but depending entirely on the regular monthly Pulse rating reports, the Blair researchers compared radio audiences at 6-9 a.m. with those at 6-9 p.m. for the weekdays Monday through Friday, finding that:

In all 12 markets, without exception, sets-in-use and listeners-per-set averaged higher during the evening three-hour period than during the morning one.

Individual sets-in-use increases in the evening over the morning hours ranged from 5% to 125%. Listeners-per-set during the evening hours ranged from 6% to 28% higher.

Program audiences for the Blair-represented stations also are larger in the evening than the morning hours, the company reported. Nighttime ratings for these stations ranged from 9% to 155% ahead of their morning ratings.

Taking two individual markets, Pittsburgh in the East and Los Angeles on the West Coast, Pittsburgh with one TV station and seven AM stations, and Los Angeles with seven TV stations and 13 AM stations, as examples, Blair analysts reported:

Pittsburgh weekday radio sets-in-use were 49% higher during the 6-to-9 p.m. period than during the hours between 6 and 9 a.m. Listeners-per-set averaged 18% higher during those evening hours than in the morning. And, the Blair station's average rating for the evening hours was 33% above its morning average.

Los Angeles weekday radio sets-in-use were 27% higher in the evening than in the morning and listeners-per-set 19% higher at night than during the breakfast hours. The Blair station ratings averaged 84% more in the evening than in the morning.

Confirming the individual market comparisons based on Pulse figures is a concomitant analysis made by Blair of the audience in the Pacific Coast area served by the Don Lee Regional Network, using Nielsen's Pacific Coast radio index figures as a basis. In this California-Washington-Oregon region, Blair reported, sets-in-use averaged 125% more during the evening than the morning hours. Ratings for the Don Lee stations averaged 155% higher in the evening than in the morning. Listeners-per-set figures for the network were not reported; they are not in the NRI data.

Major significance of these statistics, according to Mr. Dorrell, is that many advertisers are overlooking a good bet in the evening by overly-rigid insistence on morning programs. Morning radio is and always will be a good buy, he said, because of its low cost, good family audience and high audience turnover. But, he pointed out, a lot of advertisers apparently fail to realize that during the early evening hours they can get considerably greater family audience at less cost than in the morning.

Findings of the study will be detailed market by market in a heavy schedule of industry promotion on behalf of nighttime radio which the Blair organization plans for later this year.

CBS Radio's John Karol predicts radio billings in 1953 will set all-time record, as advertisers discover what until recently were hidden values in aural broadcasting.

TODAY'S trend among advertisers is "to use more radio," John J. Karol, CBS Radio vice president in charge of network sales, declared last week in a speech in which he predicted that radio's gross billings in 1953 will exceed the record-setting total of 1952.

Addressing the Proprietary Assn. at White Sulphur Springs Wednesday, he said that "radio today—local radio, regional radio, and network radio—is riding high on the wave of comparative media research, with the result that more advertisers are buying more time."

He attributed radio's "comeback," starting about two years ago, to "media detective work" which demonstrated anew the vast scope of radio set ownership and radio listenership, in TV as well as non-TV homes He conceded that ratings of radio programs are lower now than a few years ago, but asserted that "there are many more radio homes now than there were a few years ago" and "this tends to offset, to an important degree, lower ratings."

In fact, he said, "the latest Nielsen listing of the 'top ten' network programs—daytime and nighttime half-hour shows—reveals that these programs reached *more homes* than they did in the corresponding report of a year ago." He continued:

"Radio's ability to produce big audiences at low cost is just as real in television markets as outside of television markets. Let me give you an example: 35% of the national audience to four of our major evening programs comes from the CBS Radio stations located in the 10 biggest television markets. And the cost-per-thousand for this audience is lower than national cost-per-thousand."

Mr. Karol cited CBS Radio network figures—"since I find I can get more figures from that network than from the others"—to show that "in 1952, CBS Radio had more clients than in 1948, the year television emerged into the big time among media. During 1952, our CBS Radio daytime schedule was completely sold out. Our daytime weekend commercial schedule was the biggest in our history."

He expressed belief that "this well-defined swing back to the one truly national, big audience, low cost medium will be felt in every section of broadcasting.

"It will be felt, I believe, because advertisers and agencies are becoming more and more astute in their media selections. If and when the excess profits tax is eased, still more care will be exercised in investing advertising appropriations. When this happens, radio will be sought out by even more advertisers."

COLD REMEDIES JOCKEY FOR AIR TIME

Annual rush among the manufacturers of those products to get early-morning radio time is underway. Only a few will take other hours, while a single firm is thinking about TV.

THE cold war has begun.

Manufacturers of cough and cold remedies have started their annual battle for early-morning radio time with at least four advertisers known to be lining up fall availabilities already and with others expected to follow shortly.

Radio and the pre-work hours of the morning have come to be recognized among cold remedy clients as the most favorable combination for the successful advertising of their products, and while some of the advertisers will spill over into noon and nighttime promotion, and one of them is contemplating television, those purchases promise to be more or less in the nature of supplemental buys to their basic morning radio schedules.

The advertisers currently planning fall campaigns are Monticello Drug, Pertussin, Vick Chemical, and Grove Labs.

Monticello Drug Co., Jacksonville, Fla. (666 Cold preparations), through its agency, Charles W. Hoyt, New York, is starting its exploration in early-morning radio with a 75-market list in mind. Campaign will probably start Oct. 1 with one-minute electrical transcriptions. The budget probably will be increased over that of last year.

Seeck & Kade, New York (Pertussin), through Erwin, Wasey & Co., New York, is planning to use live one-minute announcements and some E.T.'s in about 100 radio markets. Contracts will run from 20 to 30 weeks. Several TV markets will be used for a similar period of time.

Vick Chemical Co., New York (Vick products), through Morse International, same city, is beginning to prepare its annual fall campaign using about 100 markets starting late in September or early in October.

Grove Labs., St. Louis, through Harry B. Cohen Adv., New York, will be beginning its timebuying plans shortly in more than 150 markets, using radio time periods, morning, noon and night. Kickoff date usually is around last week in September or early October.

Some Riordan Clients, Staff Join Roy S. Durstine, L. A.

ROY S. DURSTINE INC. will take over part of the personnel and clients of the John H. Riordan Co., Los Angeles, which will be liquidated, it was announced last week.

Effective today (Monday), John H. Riordan, head of the Riordan firm, will join Durstine in an executive capacity; Ernest Schroeter, art director, and Ann Johnson, office manager, also will make the change in similar capacities.

Among the accounts switching to the Durstine organization are the Doyle Packing Co. of New Jersey, packers of Strongheart dog food; Hydro-Aire Inc., aviation subsidiary of the Crane Co., and the Vogue Rubber Co.

Gunther Brewing Buys Colts Radio-TV Rights

RADIO-TV rights to the Baltimore Colts 1953 football schedule have been bought by Gunther Brewing Co., Baltimore, Colts President Donald S. Kellett announced last week.

The Baltimore radio and TV outlets to be used will be announced in the near future, according to Arthur Goldman, Gunther advertising director. The Colts, members of the National Football League, will play six pre-season and 12 league games, with Gunther carrying radio play-by-play for all games if facilities permit.

The Colts earlier sold part of their schedule to DuMont Television Network, but Gunther has bought the remainder and intends to televise back to Baltimore those games in cities with available TV facilities.

Gunther also will sponsor a mid-week *Quarterback Show,* which will be carried by both radio and TV.

* * *



PURCHASE of radio-TV rights to the Baltimore Colts is toasted by (l to r): Seated, Leroy Cohen, vice president, and Abraham Krieger, president, both Gunther, and Don Kellett, Colts manager; standing, Sam Banks, Colts publicity director; Arthur Goldman, advertising director, and Hugh McLaughlin, general sales manager, both Gunther.

Ford Anniversary Show May Cost $300,000

PRODUCTION costs of Ford Motor Co.'s two hour, two-network 50th anniversary TV show tonight (Monday) will range from $200,000 to $300,000—more than the cost of a Broadway musical—Producer Leland Hayward estimated last week. This figure does not include time costs for the 114-station hookup of the NBC TV and CBS-TV networks.

To be presented 9-11 p.m. EDT, the show will be a cavalcade in drama, music, song, dance, comedy and factual recreation of historic events of the past 50 years. It will carry no commercials. Mr. Hayward, noted Broadway producer making his TV debut, said that whereas the program will run 118 minutes on the air, its length at the start of rehearsals was eight hours. Ten days ago about an hour of running time still remained to be condensed or deleted.

The show will be presented live, with participants including such stars as Ethel Merman, Howard Lindsay and Dorothy Stickney, "Ollie" of *Kukla, Fran and Ollie,* Wally (*Mr. Peepers*) Cox, Marian Anderson, Rudy Vallee, Frank Sinatra, Teddy Wilson and Eddie Fisher. Only three stars will be introduced: Oscar Hammerstein 2d, Mary Martin and Edward R. Murrow who will serve as commentators.

Phila. Baseball TV Plans

ATLANTIC Refining Co., Chesterfield Cigarettes and Valley Forge Beer jointly will sponsor 12 major league night baseball games in Philadelphia, with each of the three local TV stations carrying two of the Athletics' and two of the Phillies' contests, it was announced last week. WCAU-TV will carry the first game between the Athletics and the Cleveland Indians, on Thursday night; WPTZ (TV) will carry the second game, on June 23, and WFIL-TV the third, on July 1. Telecasts will be rotated among the stations in that order for the rest of the TV schedule, which ends with a Sept. 2 contest.

Two Executives Join D-F-S

TWO executives are joining Dancer-Fitzgerald-Sample, New York, this month: Walter C. Schier, an attorney who has been in the CBS Business Affairs Dept. for five years and who moves to the agency's radio-TV department June 22, and Lawrence D. Benedict, account executive with Compton Adv., who will be on the Nestle Co. account for D-F-S.

NEW BUSINESS

Philip Morris Cigarettes, N. Y., to sponsor *Pentagon Confidential* dramatic series based on files from Criminal Division of U. S. Army, effective Aug. 6, Thurs., 10-10:30 p.m., on CBS-TV. Agency: Biow Co., N. Y.

Edison Chemical Co., Chicago (Dermassage), is buying 15-minute program on radio stations of Columbia Pacific Network. Agency: Louis Block Adv. Agency, Chicago.

Procter & Gamble (Tide), Cincinnati, to sponsor half-hour audience participation show on NBC-TV, Mon.-Fri., 4-4:30 p.m., starting today (Mon.). Agency: Benton & Bowles, N. Y.

Beatrice Foods Co., Chicago (Meadow Gold butter, La Choy products), plans to buy radio



COLGATE-Palmolive-Peet Board Chairman E. H. Little (r) receives an honorary Doctor of Laws degree from Davidson College, N. C., and congratulations from Joseph McConnell, C-P-P president. Mr. Little was principal speaker at the commencement ceremonies. Radio-TV coverage was handled by WBT-WBTV Charlotte.

and TV spot announcements in fall as part of newly launched nationwide advertising campaign for those products. Agency: Foote, Cone & Belding, Chicago.

Lever Bros., N. Y., will sponsor 10 minutes of 9-9:30 p.m. EDT portion of *Hoagy Carmichael* show (Sat., NBC-TV, 9-10:30 p.m. EDT) for 13 weeks, starting last Saturday.

Revere Copper & Brass Inc., sponsors of TV version of *Meet the Press* on NBC-TV, Sun., 6-6:30 p.m. EDT, will drop its share of program to alternate weeks instead of every week. A second sponsor will be sought for alternate week starting this fall. Revere has been sponsoring program 52 weeks a year since Oct. 8, 1950.

General Mills has renewed *The Lone Ranger* on ABC Radio, Mon., Wed., Fri., 7:30-55 p.m. EDT, effective May 29 for 52 weeks, using 170 ABC stations. Agency: Dancer-Fitzgerald-Sample.

Willys Motors renews sponsorship of New York Philharmonic-Symphony broadcasts on CBS Radio for second straight season, starting Oct. 11, Sun., 2:30-4 p.m. EST. During summer, sponsor is presenting *World Music Festival* in same time period. Agency: Canaday, Ewell & Thurber, N. Y.

Lambert Pharmacal Co., St. Louis (Listerine), to sponsor six half-hour dramatic films, *The Summer Theatre,* distributed by Consolidated Television Sales, on ABC-TV on alternate Fridays, 8-8:30 p.m., as summer replacement for *Ozzie & Harriet,* effective July 3. Agency: Lambert & Feasley, N. Y.

Kellogg Co., Battle Creek, Mich., has renewed for 52 weeks the 4:30-4:45 p.m. segment of *Howdy Doody,* Tues. and Thurs., on NBC-TV, effective June 2. Agency: Leo Burnett Co.

AGENCY APPOINTMENTS

Whitehall Pharmacal Co., N. Y., names Harry B. Cohen Adv. Co., N. Y., to promote two new products for company. Media plans are being set.

Union Oil Co. of California, L. A. (petroleum products), appoints Young & Rubicam Inc., that city.

UNITY TELEVISION BUYS $1 MILLION PACKAGE WITH 80 FEATURE FILMS

The transaction, described as one of the largest in the industry, was completed with Major Attractions Inc. Mayers, Unity head, says they will be released to the TV market as the "Plus 80" package.

PURCHASE of $1 million package of 80 feature films from Major Attractions Inc. was announced Wednesday by Unity Television Corp. in a transaction described as "one of the largest to be completed in the TV film industry."

Arche Mayers, Unity president, noted that the 80 motion pictures represent a minimum production cost of $40 million. They will be released for the first time to the television market, he added, under the program heading of the "Plus 80" package.

Included in the package are such films as "Anna Karenina," "An Ideal Husband," "Wanted For Murder," "Uncensored," "I Am a Stranger," "Bad Men of Arizona," "Dangerous Years," "Half-Past Midnight," "Tucson," "Roses Are Red," and "Charlie Chan" features.

Among the stars who will be seen in the films are Gary Cooper, Vivien Leigh, Stewart Granger, Ray Milland, Ralph Richardson, Burgess Meredith, Marilyn Monroe, Jeff Chandler, Cesar Romero, Virginia Field, J. Carroll Naish, and Lynn Bari.

The package will be released under the sub-headings of "All-Star Adventure Classics," "International Masterpieces," "Hollywood Major Package" and "Charlie Chan Features."

Declaring that the new package in conjunction with the regular catalogue of 1,001 titles "emphatically gives Unity TV motion picture leadership," Mr. Mayers added:

"Regardless of what others may say, Unity believes motion pictures are the basis of good entertainment and economic telecasting. Now that we have the best Hollywood names to present, we are confident our faith will be justified. The old stations need film; the new stations need encouragement. Our ability to supply both should be a great inspiration to stations, agencies and sponsors."

'Hopalong' Sold in 113 Areas; Two Other Series Offered

SALES of the *Hopalong Cassidy* film series have reached a total of 113 markets, John B. Cron, national sales manager for the NBC Film Div., announced last week. At the same time, Robert W. Sarnoff, vice president of the division, announced two film series, *The Cop* and *Captured,* will be offered for syndication.

The latest film sales of *Hopalong Cassidy,* which marked its 250th consecutive weekly telecast June 13, were to KSWS-TV Roswell, N. M., KTXL-TV San Angelo, Tex., and the Jack Lacey agency for sponsorship by Robert Dairy Co. in the Lakeland-Orlando, Fla., market.

Mr. Cron reported that *Dangerous Assignment* has been sold in 110 markets; *Victory at Sea,* 32; *Douglas Fairbanks Presents,* 74, and *The Visitor,* 19.

Mr. Sarnoff, in discussing the films being offered for syndication, said local stations and local and regional sponsors will be offered 48 half-hour films of *The Cop* (former episodes of *Dragnet*) and 26 half-hour films of *Captured* (formerly *Gangbusters.*)

WRVA Buys 'Movietown'

PURCHASE of the Frederic W. Ziv Co. program, *Movietown Radio Theatre,* by WRVA Richmond, CBS outlet, for on-the-air promotion for the station, its sponsors and programs was announced last week by Alvin E. Unger, Ziv radio vice president.



TWO-DAY meeting of stockholders, officers and directors draws these prominent TV executives associated with the newly-reorganized Vitapix Corp., film rental and distribution syndicate. Chatting informally between sessions at Chicago's Drake Hotel are (l to r) seated, Richard A. Borel, WBNS-TV Columbus, Ohio; Frank E. Mullen, Vitapix president, who presided over the sessions; John E. Fetzer, WKZO-TV Kalamazoo-Grand Rapids and WJEF-TV Grand Rapids, Vitapix board chairman; J. Leonard Reinsch, WSB-TV Atlanta and WHIO-TV Dayton; Joseph A. Baudino, WBZ-TV Boston; Paul A. O'Bryan, Dow, Lohnes & Albertson, Washington, D. C.; standing, G. Richard Shafto, WIS-TV Columbia, S. C.; Kenyon Brown, KWFT-TV Wichita Falls, Tex., and KRTV (TV) Little Rock, Ark.; Don Campbell, Hollywood, Vitapix treasurer; Robert H. Wormhoudt, Vitapix executive vice president; Horace L. Lohnes, Dow, Lohnes & Albertson, and William F. Broidy, William F. Broidy Productions, Vitapix vice president. TV station owners are stockholders in the plan.

MITCHELL TO HEAD BRITANNICA FILMS

MAURICE B. MITCHELL, vice president and director of Muzak Corp. and general manager of Associated Program Service, transcription library division, last Wednesday was elected president of Encyclopaedia Britannica Films Inc. All three companies are controlled by William B. Benton.



Mr. Mitchell

In electing Mr. Mitchell, the EBF board again broadened Mr. Mitchell's responsibilities in the organization, which he joined two years ago. He succeeds Walter Colmes as EBF president. Mr. Colmes had joined the organization in 1951. Mr. Mitchell will move from New York to Chicago.

EBF produces and distributes educational films to schools, universities and other groups. It is located in Wilmette, Ill., near Chicago. The product includes films for use in the U. S. and Canada along with similar films in a large number of foreign tongues. Although EBF films were not designed for television, they have been released for that purpose through APS and are used in many nations.

Films Inc., subsidiary of EBF, holds rights for distribution of 16 mm versions of Twentieth Century-Fox and Warner Brothers feature releases but these do not include television rights. Also owned and operated is Instructional Films Inc., distributing educational films produced by independent producers and distributed by the EBF national sales organization. EBF operates nine film exchanges and has its own staff of producers, writers, film editors and others.

Mr. Mitchell was the original director of the old NAB's Broadcast Advertising Bureau, setting it up in 1949. Before joining NAB in 1948 he had been general manager of WTOP Washington. He had joined CBS after World War II service. His business career started on the advertising staff of the *New York Times.* After running a country weekly that won a number of national awards he became advertising manager of the *Ogdensburg* (N. Y.) *Journal,* of the Gannett group. He was with the Gannett papers six years and served also in Rochester and Albany.

In the sales and advertising fields Mr. Mitchell is known for development of many basic promotion devices now in general use at radio and TV stations. He has conducted sales clinics and the texts are extensively employed in the sale of time. He has taught public relations, merchandising, radio and advertising at nine universities. In 1948 he was named secretary of the All-Radio Presentation Committee and he has served on a large number of advertising and media committees.

Kling Buys Hollywood Land

KLING Studios Inc., Chicago, last week announced the expansion of its west coast operations with the purchase of a large tract of land on Hollywood Blvd. in the film capital. Kling will continue to maintain studios at 6650 Sunset Blvd., Hollywood, location of Ray Patin Productions, Kling's annimated division.

NBC Adds Film Cameramen, Enlarges TV News Coverage

IN MOVES designed to enlarge its global television news film operations, NBC announced last week the addition of two camera correspondents in the Far East and the completion of an exchange agreement with Radio Italiana Televisione.

New Correspondents

The new correspondents are Robert A. Hecox, of Bad Axe, Mich., and Yung Su Kwon, a Korean, both of whom will cover the Japan-Korea area. Mr. Hecox, a former U. S. Army cameraman, has been working in Europe for Paramount Newsreel. Mr. Kwon has been shooting combat films since the Korean war began and already has received assignments from NBC.

The exchange agreement with RIT is similar to arrangements NBC has made with other organizations, including BBC, Pathe Journal in France, Cine Journal Suisse in Switzerland, Polygoon in Holland, and Belgavox in Belgium. The Italian company will provide NBC with film coverage of Italy with rights for TV showing in U. S. in return for NBC's daily syndicated newsreel.

UTP Sales $125,000

SALES totaling more than $125,000 during the first week of June were reported last week by United Television Programs, which said this figure represented 26 new contracts. Officials reported *Look Photoquiz* was sold for 52 weeks in seven markets; *Studio Telescription* library was sold on two-year contracts in seven markets; *Royal Playhouse* in six; *Heart of the City* in four; *Old American Barn Dance* in four; *Counterpoint* in three, and four other properties in one market each.

NBC Film Standards

DESIGNED to assist both the advertiser's agency and the station, a newly-published "NBC Commercial Film Standards Booklet" has been mailed to a list of agencies, film producers and stations.

The new booklet was described as the work of Stan Parlan, supervisor of NBC's broadcast film operation, who compiled a similar pamphlet in 1950. After publication of the first standards booklet in 1950, the network said, the percentage of film spots rejected by stations dropped to 3% from a high of 50% in 1949.

Weiss & Co. Budget Plan Offered for TV Package

LOUIS WEISS & Co., Los Angeles, is offering a 157-hour film library package to TV stations on a weekly budget plan. Contract calls for exclusive and unlimited runs over an 18-month period at a weekly cost equal to station's initial one-hour Class A time, regardless of rate increases during the run of the contract.

Under the print distribution plan, a station whose rate is $200 per hour would receive 628 hours of programming over an 18-month period at an average cost of $25 per hour, showing the films on a four-run basis.

Program groups include 26 half-hour *Craig Kennedy Criminologist,* 13 half-hour *Thrill of Your Life* and 13 quarter-hour *Canine Comments.* Also included are 51 hour-long western feaures, 26 features films, 26 ten-minute *People & Places,* 14 seven-minute Walt Disney and "Krazy Kid" cartoon shorts, three five-hour 15 episode serials, eighty-nine 20-minute slapstick comedies and others.

First station to sign with Weiss is KVEC-TV San Luis Obispo, Calif., represented by manager Jack Wasson. Videofilm Assoc. represents Weiss in San Francisco.

Film Sales

Schaefer Wright Corp., Portland, Ore. (home appliances), has started the weekly half-hour *Ethel Barrymore Theatre* on KPTV (TV) that city, for 13 weeks from May 28. The series is produced by **Interstate Television Corp.,** Hollywood. Agency is **Jim Diamond Adv.,** Portland. KPIX (TV) San Francisco started the weekly half-hour *The Amazing Tales of Hans Christian Andersen,* film series distributed by Interstate, for 26 weeks from May 21.

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WBAL-TV Baltimore has acquired rights to *Custer's Last Stand,* a 15 half-hour episode serial, from **Louis Weiss & Co.,** Los Angeles. Arrangements were concluded by **Victor Campbell,** station program director, and **Harry Wright,** distribution firm's Baltimore representative.

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Los Angeles Brewing Co., L. A. (Eastside) starts weekly half-hour *City Detective* on KNBH (TV) Hollywood for 52 weeks from today (Monday). The series, filmed by **Revue Productions,** North Hollywood, stars **Rod Cameron.** Agency: **Warwick & Legler Inc.,** L.A.

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Lewis & Martin Films Inc., Chicago, announces completion of 10- and 15-minute "commercial story" films for the **Grant Tool Co., Garden of Eden** and **Auto-Grant Co.** (through **Arthur Meyerhoff Co.); Homemaid Inc.** (through **Morlock Adv.),** and **Windsor Creme Co.** (direct).

Production

Workshop Productions Inc. is the name of a new Hollywood company formed to produce two television film series, *Variety Theatre* and *Our United States.* Both series will be distributed by **George Bagnall & Assoc.,** Hollywood.

Officers of the firm, headquartered at United Producers Studios, include **Ernest Baumeister,** president; **Paul Garrison,** vice president and executive producer; **Lee Perkal** secretary-counsel; **Edwin Gillette,** treasurer and **Lester M. Cook Jr.,** general manager.

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Wigmar Productions, a new firm, plans to

Film Series Planned

PLANS to produce a TV film series around the book, *Marital Infidelity,* by Dr. Frank S. Caprio, Washington psychiatrist, were announced last week by Ben Grauman, New York public relations counsel and screen writer-producer. Mr. Grauman, who has acquired television and motion picture rights to the book, said that production on the TV film series is expected to begin in New York in the fall. He added that the book, which deals with case studies of martial discord and offers possible solutions, has been selected by the Pastoral Psychology Press as its August book-of-the-month selection for distribution to its 5,000 clergymen members.

IOWA PEOPLE
Work-Play-Live
BY RADIO!



Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!

Ever wonder what women do, all day long? Well, we know so far as Iowa radio users are concerned — information gathered from thousands of diaries kept for the 1952 Iowa Radio-Television Audience Survey. Here it is:

WEEKDAY	WOMEN (Over 18)
Using the radio	5.75 HOURS
Watching television	1.56
Reading daily newspaper	0.49
Reading weekly newspaper	0.08
Reading a magazine	0.39
Working in the home	6.06
All other (eating, etc.)	3.35
Total, at Home and Awake*	12.90

*Above figures are for in-home listening only—do not include hours spent listening to car radios, etc. Column does not add to this "Total home" figure because of multiple-activity by some individuals.

Please note that Iowa women spend more time with radio than with any other single activity except working.

Iowa people spend more time with WHO than with any other Iowa station. Write for your copy of the Survey, today. You'll find it invaluable.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

produce a half-hour television film series called *The Narcotics Pusher.* A company representative said technical cooperation had been promised by the Los Angeles Police Dept., the Narcotics Bureau and other government agencies.

Principals in Wigmar Productions are **William Orwig** and **Les Lamarr.** Producer of *The Narcotics Pusher* will be **George Carillon.** **Al Martin** is writing the series.

•

Norstone Productions Inc., Hollywood, headed by San Francisco businessman **J. Robert Norberg,** has been formed to produce *Off the Record,* a half-hour TV film series which will preview a new Victor, Columbia, Decca and Capitol record release on each program. **Irving Salkow,** Orsatti & Co., Beverly Hills talent agency, is vice-president.

Production is expected to start this week at Goldwyn Studios, and **Leroy Prinz,** Warner Bros. producer-director, will serve in the same capacity on the series which will back the records with production numbers. **Barry Trivers** is set as writer and **Irving Friedman** as music director.

•

Joe Palooka Productions, Hollywood, headquartered at Motion Picture Center, has been formed to produce a half-hour TV film series based on the Palooka cartoon strip. **Joe Kirkwood,** star of the motion picture version, has secured all rights from cartoon creator **Ham Fisher** and will act as producer-star. Production starts this week with **Hal Conrad** and **Clark Reynolds** adapting series.

•

Stuart Reynolds, president of **Reynolds Productions,** Beverly Hills, Calif., **Sovereign Productions,** Hollywood, and **Aleen Leslie,** who writes ABC-TV's *Date With Judy,* have completed plans for a quarter-hour television film series, to be called *History in the Making.* The programs will be produced by Sovereign and distributed by Reynolds.

•

Roland Reed Productions, Culver City, goes into production this week on the pilot film in *Waterfront,* a half-hour TV series. **Preston Foster** was signed to portray the leading role of the tugboat captain. Producer **M. Bernard Fox** and **Jesse Lasky Jr.** are adapting the script from their original story.

•

American Pictures, Hollywood, will start shooting June 15 on "Paris Model," an episode feature film which, sometime after theatrical release by Columbia Pictures, will be broken into four segments for television distribution. Starring in the light comedy are **Paulette Goddard, Marilyn Maxwell, Eva Gabor, Tom Conway, Cecil Kellaway** and **Leif Erickson.**

Producer **Albert Zugsmith** plans additional feature films which will be given the same treatment, eventually making a complete television film package. **Alfred E. Green** is the director.

•

Federal Telefilms Inc., Hollywood, with headquarters at Goldwyn Studios, is completing a half-hour pilot film for *The Falcon* TV series, to be presented by **Bernard Schubert.** The film stars **Charles McGraw** in the title role, and **George Waggner** is directing from a script by **Eugene Wang. Buster Collier** and **Harry Joe Brown** are producers.

•

Screen Gems Inc., TV subsidiary of Columbia Pictures Corp., announced that production has begun on *Manhunt,* starring Broderick Crawford, the fifth series in a new group of productions being offered for national and regional sponsorship. According to **Ralph Cohn,** Screen Gems president and general manager, shooting of the pilot film of the new series is already underway in the Hollywood studio of the parent company.

•

Harry Owens Television Productions Inc., Hollywood, headquartered at Swanstrom Studios, has completed the first half-hour film in a proposed series of 26 featuring **Mr. Owens and His Royal Hawaiians.** The program currently is seen live on KNXT (TV) Hollywood and its sponsor, **United Air Lines,** reportedly is interested in the filmed series for national TV distribution. The films, to be shot in both black-and-white and color, may be made on location in Hawaii this summer. **Bob Lehman,** KNXT (TV) director, will direct the series.

•

Revue Productions, North Hollywood, plans to start shooting in mid-July on 26 half-hour films in an untitled anthology series which **Pepsi-Cola Co.,** New York, will sponsor on ABC-TV this fall.

•

Chester Erskine Productions Inc., Culver City, with headquarters at RKO Pathe Studios, plans August shooting on first film in half-hour TV series, *Reader's Digest on Television,* in both black-and-white and color. Mr. Erskine, former writer-producer at Universal-International, has secured all video rights to material which has appeared in the magazine for the past 21 years and will serve as executive producer. Associates are **Edward Conne,** vice president in charge of sales; **Joe Brown,** secretary-treasurer and general manager, and **William Stephens,** productions manager. **PSI-TV** has been set to handle the distribution.

•

Superman Inc., Hollywood, starts shooting the second group of 26 half-hour films in *Superman* at California Studios this week. The series, produced by **Whitney Ellsworth,** is sponsored by **Kellogg Co.** on a regional basis. **Tommy Carr** and **George Blair** are alternate directors.

•

Video Pictures Inc., Hollywood, has started production on a second group of 13 half-hour films for the *Hank McCune Show.* Series currently is sponsored in five Western states by **Lewis Food Co.**

•

Jerry Fairbanks Productions, Hollywood, is completing editing on "Flying with Arthur Godfrey," an hour-long film in color, produced by **Eastern Airlines** for approximately $250,000. With **Mr. Fairbanks** as producer-director, the film features **Mr. Godfrey** flying different type planes from "crates" to Eastern's Super Constellation and appearances by **Capt. Eddie Rickenbacker,** firm president, and **Dick Merrill.** TV release plans have not been completed.

•

Reid H. Ray Film Industries, St. Paul, is producing "The Eagles Strength," a 27-minute film designed to show operation of the Air-Material Command. Production on the film, which will be narrated by **Edward R. Murrow,** is scheduled to be completed in mid-August.

Reid H. Ray is directing the film. The script was written by **Robert West.** Copies of the film will be made available for non-profit showing.



THREE-divisional sale to American Home Products Corp. of 52 half-hour films in *Orient Express,* shown on KECA-TV Los Angeles, brings these men together. They are (l to r) Rol Rider, account executive, Young & Rubicam Inc., Hollywood agency servicing American Home Foods (Chef-Boy-Ar-Dee) and Whitehall Pharmacal (Anacin); Phil Hoffman, manager, KECA-TV; Ned Koenig, station account executive; William Phillipson, general manager, ABC Western Division; Don Wilson, program announcer-host; Wright Nodine, vice-president in charge of West Coast, Geyer Adv. Inc., agency servicing Boyle-Midway (Old English Wax), and (seated) Ross Covert, vice-president, Boyle-Midway and American Home Foods.

Representation

Criterion Films, Seattle, producer of film commercials for television, has announced the appointment of **Williams Brothers,** still photography firm in Vancouver, B.C., as its representative in the Canadian city. **Larry Huseby,** director of radio-TV for Howard R. Smith Adv. Agency, Tacoma, also will serve as Tacoma representative for Criterion.

•

Real George Corp., North Hollywood, has selected **William Morris Agency** to represent *Real George,* a new half-hour film series. The programs star **George O'Hanlon** and are produced and directed by **Richard Bare.**

Film People

Hank Long, account executive with KNXT (TV) Hollywood, joins film sales division of **MCA,** Beverly Hills, in same capacity.

•

Frank P. Dunn, independent producer-director associated with Bob Loewi Productions, New York, to **Fletcher Smith Studios,** TV film producers, that city, in an executive capacity.



Coverage that Counts!



WJIM-TV CHANNEL 6

covers 5 major Michigan markets
for NBC, CBS, ABC and Du Mont

Truly an Area Station!

H. R. Representatives

Start of the big **WCCO-TV**

Fishing Contest



A **TON** *of fish in a television studio!*



Rollie Johnson, Sports Director at this station is now running his 3rd Annual Fishing Contest.

Weekly prizes and season prizes go to the catchers of the biggest fish of each game species found in Minnesota's 10,000 lakes. Each Izaak W. shows his own entry. Prizes, too, are whoppers.

Last year's contest produced a literal total of a ton of entries.

We are sports minded people in the land of Paul Bunyan; and we stay home all summer to have fun at it.



WCCO

CBS

MINNEAPOLIS • ST. PAUL

Nationally represented by FREE and PETERS

100,000 WATTS TV Channel 4

RADIO...830 kc...50 kw and **TELEVISION**...ch 4...100 kw...

For dominant coverage of the Northwest Market

TELESTATUS®

Weekly TV Set Summary—June 15, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U. S., however, is unduplicated estimate.

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	26,434	.....
Altoona	WFBG-TV	177,034	.....
Amarillo	KGNC-TV, KFDA	25,858	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	.....	8,000
Atlanta	WAGA-TV, WSB-TV WLWA	330,000	.....
Atlantic City	WFPG-TV	.....	12,275
Austin	KTBC-TV	36,936	.....
Baltimore	WAAM, WBAL-TV WMAR-TV	478,944	.....
Battle Creek	WBKZ-TV	.....	30,200
Bangor	WABI-TV	18,685	.....
Baton Rouge	WAFB-TV	.....	18,000
Bellingham	KVOS-TV	.....	.....
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	104,300	.....
Birmingham	WAFM-TV, WBRC-TV	157,000	.....
Bloomington	WTTV	230,000	.....
Boston	WBZ-TV, WNAC-TV	1,053,837	.....
Bridgeport	WICC-TV	.....	11,031
Buffalo	WBEN-TV	353,759	.....
Charlotte	WBTV	325,490	.....
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,510,000	.....
Cincinnati	WCPO-TV, WKRC-TV WLWT	413,000	.....
Cleveland	WEWS, WNBK, WXEL	768,249	.....
Colorado Springs	KKTV	19,869	.....
Columbia	WCOS-TV	.....	24,115
Columbus	WBNS-TV, WLWC, WTVN	287,000	.....
Dallas-Ft. Worth	KRLD1TV, WFAA-TV, WBAP-TV	272,000	.....
Davenport	WOC-TV	203,000	.....
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Dayton	WHIO-TV, WLWD	278,000	.....
Denver	KFEL-TV, KBTV	150,362	.....
Detroit	WJBK-TV, WWJ-TV WXYZ-TV	850,000	.....
Duluth	WFTV (TV)	.....	.....
Elmira, N.Y.	WTVE (TV)	.....	.....
El Paso	KROD-TV, KTSM-TV	26,226	.....
Erie	WICU	185,00	.....
Fargo, N.D.	WDAY-TV	.....	.....
Ft. Lauderdale	WFTIL-TV	.....	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	272,000	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	237,643	.....
Green Bay	WBAY-TV	.....	.....
Greensboro	WFMY-TV	172,374	.....
Harrisburg	WHP-TV	.....	35,000
Holyoke	WHYN-TV	215,000	.....
Honolulu	KGMB-TV	21,500	.....
Houston	KPRC-TV	242,450	.....
Huntington-Charleston	WSAZ-TV	200,432	.....
Indianapolis	WFMB-TV	342,000	.....
Jackson	WJTV	.....	17,138
Jacksonville	WMBR-TV	118,000	.....
Johnstown	WJAC-TV	666,881	.....
Kalamazoo	WKZO-TV	295,000	.....
Kansas City	WDAF-TV	294,467	.....
Lansing	WGAL-TV	224,961	.....
Lancaster	WJIM-TV	180,321	.....
Lawton	KSWO-TV	28,799	.....
Lima	WLOK-TV	.....	.....
Lincoln	KOLN-TV	57,478	.....
Little Rock	KRTV	.....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA, KNXT, KTTV	1,579,375	.....
Louisville	WAVE-TV, WHAS-TV	240,828	.....
Lubbock, Tex.	KDUB-TV, KCBD-TV	27,064	.....
Lynchburg	WLVA-TV	55,000	.....
Madison	WMTV	.....	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	209,756	.....
Miami	WTVJ	178,500	.....
Milwaukee	WTMJ-TV	433,649	.....
Minn.-St. Paul	KSTP-TV, WCCO-TV	371,000	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	24,000	23,000
Montgomery	WCOV-TV	.....	7,700
Muncie	WLBC-TV	.....	.....
Nashville	WSM-TV	117,450	.....
New Britain	WKNB-TV	.....	61,789
New Castle	WKST-TV	.....	35,573
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	182,111	.....
New York-Newark	WABA-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,520,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	173,729	.....
Oklahoma City	WKY-TV	213,266	.....
Omaha	KMTV, WOW-TV	187,342	.....
Peoria	WEEK-TV	.....	41,125
Philadelphia	WCAU-TV, WFIL-TV WPTZ	1,233,000	.....
Phoenix	KPHO-TV, KTYL-TV	67,400	.....
Pittsburgh	WDTV	641,000	.....
Portland, Ore.	KPTV	.....	93,142
Providence	WJAR-TV	1,043,320	.....
Pueblo	KDZA-TV	19,000	.....
Reading	WHUM-TV	.....	84,748
	WEEU-TV	.....	.....
Richmond	WTVR	169,617	.....
Roanoke	WROV-TV, WSLS-TV	83,000	21,102
Rochester	WHAM-TV	184,000	.....
Rockford	WTVO	.....	21,452
Rock Island	WHBF-TV	203,000	.....
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Roswell	KSWS-TV	.....	.....
Saginaw-Bay City-Midland	WKNX-TV	.....	30,060
St. Louis	KSD-TV	502,000	.....
St. Petersburg	WSUN-TV	.....	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	144,360	.....
San Diego	KFMB-TV	182,300	.....
San Francisco	KGO-TV, KP' KRON-TV	611,680	.....
San Luis Obispo	KVEC-TV	.....	.....
Schenectady-Albany-Troy	WRGB	271,500	.....
Seattle-Tacoma	KING-TV, KTNT-TV	263,000	.....
Sioux City	KVTV	47,208	.....
Sioux Falls	KELO-TV	36,000	.....
South Bend	WSBT-TV	43,781	36,531
Spokane	KHQ-TV, KXLY-TV	30,686	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	21,991	.....
Syracuse	WHEN, WSYR-TV	220,041	.....
Tacoma-Seattle	KTNT-TV, KING-TV	263,000	.....
Tijuana (Mexico) San Diego	XETV	205,926	.....
Toledo	WSPD-TV	226,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	144,460	.....
Utica-Rome	WKTV	93,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	451,000	.....
Wichita Falls	KWFT-TV, KFDX-TV	33,000	.....
Wilkes-Barre	WBRE-TV	.....	75,000
Wilmington	WDEL-TV	139,168	.....
York	WSBA-TV	.....	54,676
Youngstown	WFMI-TV, WKBN-TV	.....	35,508
Zanesville, O.	WHIZ-TV	.....	.....

Total Stations on Air 171 * Total Markets on Air 117 *

* Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico

Total Sets in Use 23,834,461

Station

KRLD TV

Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST

TELEVISION MARKET...

Southwest

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

272,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 . . . Represented by

The BRANHAM Company

RADIO-TV RESEARCHERS BLAST 'LIFE' AUDIENCE STUDY REPORT

"Highly inaccurate," say the broadcast men who feel the electronic media are getting the short end of the deal. The magazine survey purports to compare accumulative audiences—and concludes that magazines get the top share.

COMPARISONS between accumulative audiences of magazines, newspaper supplements, radio programs and TV programs, made by *Life* magazine in a new advertising research study, "A Study of Four Media," are being called "highly inaccurate" and even harsher terms by broadcast researchers.

The study announced today (Monday) by *Life's* publisher, Andrew Heiskell, was made for *Life* by Alfred Politz Research Inc., the organization that also made studies of *Life's* own cumulative and repeat audience in 1950 and 1952. It purports, according to Mr. Heiskell, to "make available for the first time data with which an advertiser can analyze the accumulative audiences of several important media."

These media are: Magazines—represented by *Ladies' Home Journal, Life, Look, Saturday Evening Post;* newspaper supplements—represented by *This Week;* radio programs—represented by *Amos 'n' Andy, Charlie McCarthy, Jack Benny, Lux Radio Theatre;* TV programs—represented by *Colgate Comedy Hour, Fireside Theatre, Red Skelton, Texaco Star Theatre,* and *Your Show of Shows.*

Interviews for the study were made of a sample said to be representative of all U. S. residents ten years of age or over. Radio and TV programs selected for the study were those rated by Neilsen as reaching the most homes for the period ending Dec. 10, 1951. Walter Winchell was originally included in the radio list, but was dropped after illness forced him off the air.

Respondents in the survey were interviewed six times during a 12-month period to cover magazines and programs in all parts of the year. "All persons who listened or watched a program 'within the past seven days' were counted as listeners or viewers for that particular program during that 'wave' of interviews," *Life* explained.

Comparable Measurements

"Any study which attempts to make comparable measurements of printed media with broadcast media is faced with an impossible task," according to Edward Miller, research director of *Life.* "While audience measurements for both were made comparable as far as *opportunities* were concerned, the *units* measured cannot be made comparable.

"One cannot say, for example, that 50 hours of broadcasting is comparable to 500 pages of reading and picture matter," he said. "Consequently, a subjective decision had to be made as to what units were to be used for the various media, i.e., for purposes of the study, the unit for printed media is the individual issue, for air media, the radio or TV program."

Study found the six-issue audience for *Life* to be 60,500,000 individuals—50.6% of the total ten-year-old-or-over U. S. public. The six-issue audiences of the other magazines were: *Look*—41.8%; *Ladies' Home Journal*—23.9%; *Saturday Eevening Post*—29.6%. For *This Week* the six-week audience was shown as 35.3%.

Because of cancellations caused by the 1952 political conventions, a strike of TV engineers, a change (*Texaco Star Theatre*) to a three-week-in-four schedule and other reasons, the survey could not be based on 32 separate programs for each radio and TV show, *Life* explained. Results for the broadcast media are reported as four-broadcast audiences which were: For radio—28.4% or 34 million listeners; for TV—38.2% or 45,750,000 viewers.

Breaking down these totals on the basis of repeat audience, *Life* reported that radio's 34 million listeners include 27.7 million who hear one or two broadcasts, 6.3 million who hear three or four. Similarly, the TV repeat audience includes 31 million seeing one or two telecasts, 14.75 million who see three or four.

Comparably, the *Life* audience was shown as including 34.8 million persons who read one or two issues, 15.25 million who read three or four, and 10.45 who read five or six issues. Similar analyses were made of repeat audiences of the other publications included in the study.

"Radio and television are really getting the short end of the deal in this study," Harper Carraine, research director, CBS Radio, told B•T. "This is no simple comparison of apples and oranges; this is comparing houses with rooms—magazine houses with radio and TV rooms."

Advertisers Buy Space

An advertiser in a magazine does not buy the whole magazine but just space for his ad, Mr. Carraine pointed out, just as he does not buy a station or network but only time for his program. To compare an entire magazine's audience with the audience of a single broadcast program would be ridiculous, he said, if it were not for the fact that some advertisers may be misled by the *Life* presentation of its survey's findings.

"A more fair comparison might be made by taking the number of people who 'noted' a magazine advertisement on the one side and those who heard a radio program or viewed a TV show on the other," Mr. Carraine said. Taking 25% as a fair if not generous figure for readers noting a black-and-white magazine page, he commented, would place the total six-issue number of readers of a typical *Life* page ad at 25% of 60.5 million or 12.125 million, a more equitable balance with the four-broadcast radio audience of 34 million and the four-broadcast TV audience of 45.75 million.

Perhaps an even fairer comparison would be between the broadcast program audience and the number of magazine readers reporting that they "read most" of an advertisement, Mr. Carraine said. This would give the magazine one-page ad between 6% and 7% of the magazine's total readership, he noted, or about 4 million individuals who read a typical *Life* ad, against the 34 million hearing a radio program or the 45.75 million viewing a TV show.

"I wish we knew how to make a valid comparison between printed and broadcast advertisements," Mr. Carraine commented. "Some day we will, and *when we do* we won't start out our report by saying it is impossible to compare the two and then going ahead and doing it."

Hugh M. Beville, NBC research and planning director, also regarded it as "basically wrong" to compare entire issues of magazines with individual radio and TV programs—a comparison which, he noted, radio and TV have been protesting for years but which he said in this case seemed to go to new extremes.

Mr. Beville also held the comparison between media uncomparable in another way—that is, persons being interviewed were shown copies of the magazines involved, but for the questions on radio and TV programs no such aided-recall factor was provided in the form of a playing of the radio program or showing of a film or kinescope of the TV program. And yet, Mr. Beville added, when the Politz organization a few years ago was making a study of the extent to which people recall commercials, it did play back the commercials to the persons interviewed.

SRA FIXES METHOD FOR RATINGS USE

SINCE buyers of time insist on and persist in projecting program rating figures against total audience data, despite the statistical impropriety of this practice, the Audience Research Committee of Station Representatives Assn. has devised a method for such projections which the committee believes is in general preferable to other methods currently in use.

Pointing out that "a rating, by definition, is a percentage of the total number of radio homes in the rating area," SRA said. "First find out what the rating area is: A city, a county, a group of counties." Then follow this three-step procedure:

"1. Multiply the total number of radio homes in this rating area by the rating. This gives the listening audience in the rating area.

"2. Calculate this listening audience as a per cent of the Nielsen (NCS) or Baker (SAMS) audience in the rating area.

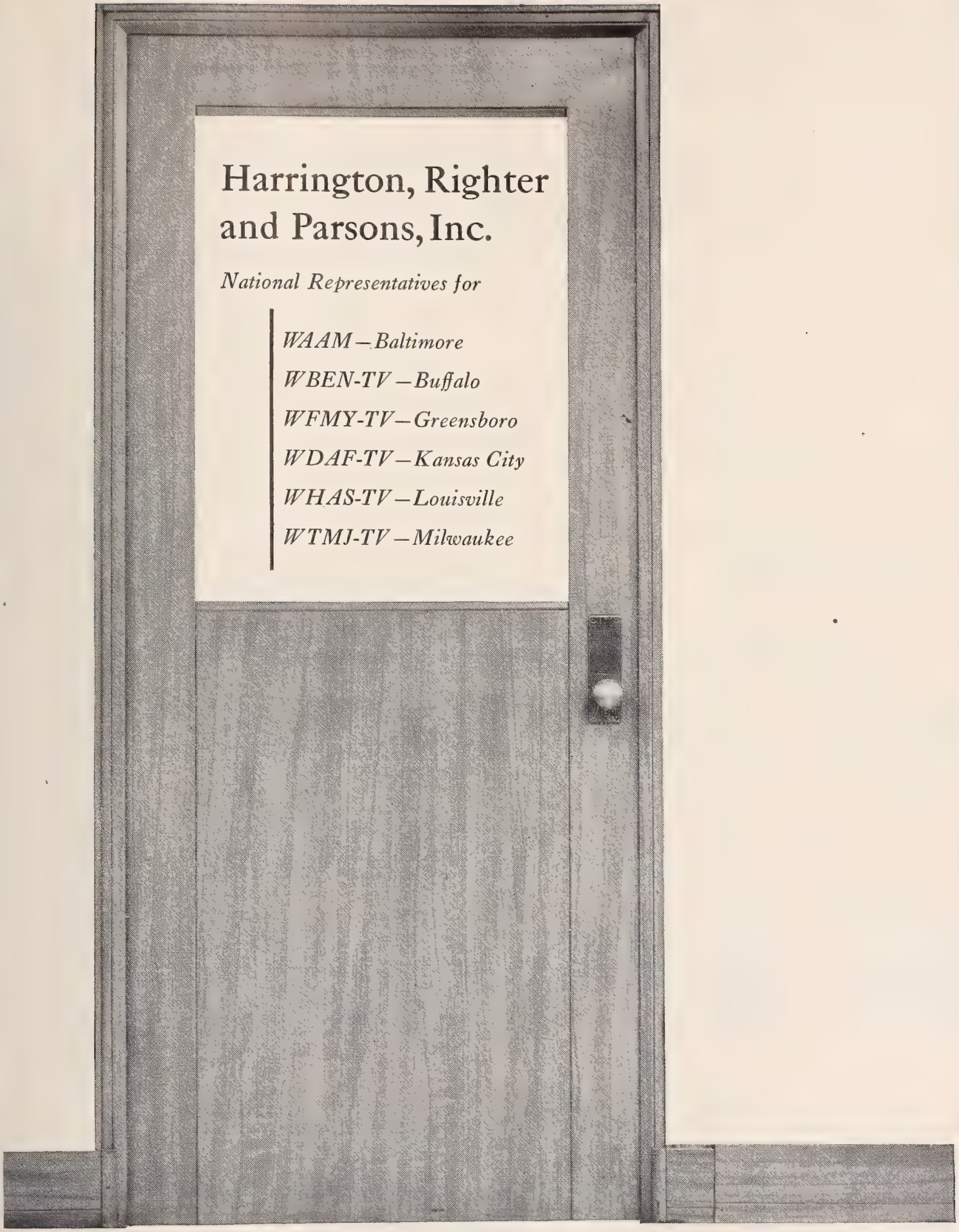
"3. Multiply the station's total Nielsen (or Baker) weekly audience by this per cent."

Ratings Used

As an example, SRA used a rating of 10 in a rating area of 120,000 radio homes, meaning a listening audience of 12,000 in the rating area. If the station has a NCS or SAMS weekly audience of 60,000 in the rating area, divide the listening audience (12,000) by the weekly audience (60,000). This figures to 20%. If the station has a total weekly audience (NCS or SAMS) of 300,000, multiply this by 20% and get 60,000 as the total listening audience for the program.

"This formula," SRA admitted, "has its weakness in that it assumes that a station's circulation as reported by Nielsen or Baker will have the same listening patterns in the outside area as in the rating area; that there is constant relationship between the outside and rating area for all programs during all times of day. While there is no denying this fact, we believe it is not too far-fetched an assumption in that we are dealing with a station's identified circulation. Despite this weakness, however, this formula comes closer to reality than any of the other methods currently being used."

A four-page mimeographed folder detailing the SRA method as well as others now in use may be obtained without charge from SRA, 101 Park Ave., New York 17.



ask any one of them why...

APRIL '53 ADVERTISERS SPEND MORE THAN SAME NUMBER DID IN APRIL '52

The number of television advertisers in April 1952 was the same as in April of this year—but this year's advertisers spent an average of $16,827 apiece more than last year. P & G is the biggest TV time-buyer.

THE SAME number of advertisers used network television during April 1953 as in the same month of 1952 and spent more for time to boot, according to figures on advertising expenditures for network TV compiled by Publishers Information Bureau.

In each April there were 163 sponsors of TV network programs, Their average expenditures for time on the video networks (at gross rates before discounts of any kind) amounted to $108,938 in April 1953, compared to an average of $92,111 in April 1952.

Top ten TV network clients in April (Table I) are the same advertisers who comprised the top ten for April 1952, with Procter & Gamble Co. in first position both months, as it has been for each intervening month. Of the ten, eight invested more money in TV network time this April than last, only General Foods Corp. and Lever Brothers Co. falling behind their April 1952 totals.

Leading advertisers, classified in table II into 22 groups, show 13 who headed their groups in April 1952 and nine who were not on that month's list of leaders.

Total expenditures of each product group for TV network time in April and January-April, with this year's totals compared to last year's, are shown in Table III. Foods are consistently in first place, followed by smoking materials, toiletries and soaps, with household equipment holding down fifth position this April and January-April, while automotive advertising ranked fifth in April and the first four months of 1952. Automotive was sixth this year, both month and four-month periods, and household equipment sixth last April and January-April.

* * *

TABLE I

TOP TEN TV NETWORK ADVERTISERS IN APRIL 1953

1.	Procter & Gamble Co.	$1,362,558
2.	Colgate-Palmolive-Peet Co.	877,393
3.	R. J. Reynolds Tobacco Co.	780,468
4.	General Foods Corp	539,961
5.	Liggett & Myers Tobacco Co.	532,260
6.	American Tobacco Co.	515,388
7.	General Mills	472,196
8.	General Motors	404,330
9.	Lever Brothers Co.	398,751
10.	P. Lorillard Co.	381,584

* * *

Radio-TV Set-Making Pace Bests 1952 Output 38 and 70%

PRODUCTION of radio and TV sets during the first four months of 1953 increased by 38% and 70% respectively over the same period last year, according to Radio-Television Mfrs. Assn.

Gains were made in all four radio groups—home sets, clock radios, portables and auto receivers. Radio output in April totaled 1,158,936 sets compared to 957,666 sets in April 1952.

Radio receivers having FM circuits totaled 40,178 units in April, with another 2,721 TV receivers containing FM band tuning facilities.

RTMA announced 3.7 million cathode ray picture tubes were sold by manufacturers during the first four months of the year, with 163.4 million receiving tubes sold in the period. Sales ran well above the same four months a year ago. Cathode ray tube sales in April totaled 907,076 units. Receiving tube sales totaled 41,342,599 units for the month.

Following are RTMA estimates of radio and TV set production by months for 1953:

	Television	Home Sets	Portables
Jan.	719,234	361,921	93,962
Feb.	730,597	402,742	87,711
March (5 wks.)	810,112	442,101	177,656
April	567,878	286,974	201,476
Total	2,827,821	1,493,738	560,805

	Auto	Clock	Total Radio
Jan.	447,667	189,592	1,093,142
Feb.	491,062	210,924	1,192,439
March (5 wks.)	654,367	275,079	1,549,203
April	483,092	187,394	1,158,936
Total	2,076,188	862,989	4,993,720

Sales of radios (excluding auto sets) at retail totaled 1,851,673 in the first four months of 1953, according to RTMA. TV sales totaled 2,100,620 in the four-months period. Retail radio sales in April totaled 412,802 sets, with 319,721 TV sets sold.

RTMA announced that 2,452,508 TV sets were shipped to dealers during the first four months of 1953 compared to 1,564,516 sets in the same 1952 period. April TV shipments totaled 392,492 sets compared to 287,004 in April 1952.

Following is tabulation of TV sets shipped to dealers by states during the first four months of 1953:

State	Total
Alabama	40,864
Arizona	17,680
Arkansas	15,541
California	171,326
Colorado	34,989
Connecticut	37,265
Delaware	5,712
District of Columbia	20,890
Florida	34,934
Georgia	40,335
Idaho	4,403
Illinois	145,052
Indiana	86,060
Iowa	50,040
Kansas	22,710
Kentucky	36,340
Louisiana	33,706
Maine	18,527
Maryland	31,178
Massachusetts	78,736
Michigan	102,004
Minnesota	43,036
Mississippi	21,099

TABLE II

LEADING TV NETWORK ADVERTISERS BY PRODUCT GROUPS For April 1953

Apparel, Footwear & Access.	Cat's Paw Rubber Co.	$62,574	Industrial Materials	Reynolds Metals Co.	$109,560
Automotive, Automotive Equip. & Access.	Ford Motor Co.	331,155	Insurance	Prudential Insurance Co. of America	55,635
Beer, Wine & Liquor	Joseph Schlitz Brewing Co.	106,128	Jewelry, Optical Goods & Cameras	Speidel Corp.	61,260
Building Materials	Glidden Co.	42,000	Office Equip. & Stationery	Hall Brothers	154,415
Confectionery & Soft Drinks	Sweets Co. of America	125,460	Publishing & Media	Curtis Publishing Co.	2,925
Consumer Services	Electric Cos. Adv. Program	50,784	Radios, TV Sets, Phonographs & Access.	RCA	168,900
Drugs & Remedies	American Home Products Corp.	228,348	Smoking Materials	R. J. Reynolds Tobacco Co.	780,468
Food & Food Products	General Foods Corp.	539,961	Soaps, Polishers & Cleansers	Procter & Gamble Co.	1,089,152
Gasoline & Other Fuels	Texas Co.	146,175	Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	679,895
Household Equipment	General Electric Co.	375,492	Transportation, Travel & Resorts	Greyhound Corp.	49,668
Household Furnishings	Armstrong Cork Co.	101,445	Miscellaneous	Quaker Oats Co.	50,790

* * *

TABLE III

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR APRIL AND JANUARY—APRIL 1953 COMPARED TO SAME PERIOD 1952

	APRIL 1953	JAN.-APRIL 1953	APRIL 1952	JAN.-APRIL 1952
Apparel, Footwear & Access.	$ 264,974	$ 1,027,527	$ 327,308	$ 1,431,370
Automotive, Automotive Supplies & Equip.	1,409,113	5,485,680	1,170,975	5,019,360
Beer, Wine & Liquor	494,965	1,655,475	517,412	2,195,390
Building Materials, Equip. & Fixtures	42,000	73,655	86,104	325,106
Confectionery & Soft Drinks	416,759	1,995,703	425,025	1,904,232
Consumer Services	75,360	262,572	19,920	84,660
Drugs & Remedies	760,651	3,276,108	477,073	1,738,525
Food & Food Products	3,287,570	12,155,561	3,021,974	11,951,340
Gasoline, Lubricants & Other Fuels	266,454	1,124,952	364,305	1,520,283
Horticulture	.....	.....	1,905	1,905
Household Equip. & Supplies	1,620,429	5,919,865	820,941	3,588,770
Household Furnishings	270,284	1,121,488	267,223	869,768
Industrial Materials	414,126	1,649,495	354,807	1,586,497
Insurance	121,678	452,787	33,300	126,490
Jewelry, Optical Goods & Cameras	$ 246,564	$ 961,923	$ 211,485	$ 680,415
Office Equipment, Stationery & Writing Supplies	154,415	407,270	98,830	665,740
Political	.....	.....	4,035	72,617
Publishing & Media	2,925	170,106	73,026	260,067
Radios, TV sets, Phono. Musical Inst. & Access.	285,300	1,237,733	339,325	1,597,190
Retail Stores & Direct Mail	.....	23,175	87,900	385,250
Smoking Materials	2,874,283	11,264,397	2,331,600	9,172,452
Soaps, Cleansers & Polishes	1,766,336	7,255,453	1,545,813	6,456,436
Sporting Goods	.....	15,038	.....	.....
Toiletries & Toilet Goods	2,724,883	10,727,481	2,274,617	8,317,556
Transportation & Resorts	49,668	210,625	.....	.....
Miscellaneous	208,199	728,751	159,188	735,130
TOTAL	$17,756,936	$69,202,820	$15,014,091	$60,686,549

Source: Publishers Information Bureau.

"ABC Skips Hoopla Gets Crowning Glory." ...Harriet Van Horne, World Telegram & Sun

"ABC Wins the Race to Televise Pictures of Coronation in U. S." ...Wall Street Journal

"The real hero of the situation turned out to be ABC-TV." ...Variety

"By the cagey construction (for $6,700 almost its only expense) of its own telephone line TV relay ... (ABC) was able to get the earliest actual coverage on the TV air..." ...Jack O'Brian, Journal-American

"Crowns Off to ABC and Two Ex-Reporters." ...Jerry Walker, Editor & Publisher

The crown is most impressive —but it doesn't quite fit

For a week now, some very important people have been saying some very nice things about our coverage of the coronation.

We wouldn't be human if we weren't proud and grateful.

But we feel a little like a man who takes the credit for his wife's cooking.

Actually, the films we showed of this majestic, moving event were the brilliant work of the British Broadcasting Corporation. And it was the speedy delivery of the pictures to Montreal by the Canadian Broadcasting Corporation that enabled us to get the coronation here so quickly. A very neighborly network, the CBC.

If we can take credit for anything, it's the fact that we brought this nationally important event to America efficiently, effectively and economically. But even that is nothing special. It happens every day at ABC.

All this explains why we think the crown for coronation coverage should stay in England and Canada. It doesn't fit right on our American head.

ABC

ABC TELEVISION AND RADIO NETWORKS

AMERICAN BROADCASTING COMPANY

Missouri	61,072
Montana	300
Nebraska	21,798
Nevada	387
New Hampshire	7,685
New Jersey	64,996
New Mexico	5,881
New York	231,998
North Carolina	49,142
North Dakota	3,904
Ohio	150,495
Oklahoma	50,292
Oregon	32,279
Pennsylvania	223,439
Rhode Island	11,355
South Carolina	15,832
South Dakota	5,186
Tennessee	35,564
Texas	158,415
Utah	19,092
Vermont	4,256
Virginia	58,705
Washington	61,656
West Virginia	34,297
Wisconsin	50,788
Wyoming	1,267
GRAND TOTAL	2,452,508

'Lux Theatre' Heads Nielsen AM Listing

TOP show in the A. C. Nielsen Co. national network radio evening, once-a-week listings for May 3-9 in number of homes reached was *Lux Radio Theatre* (CBS). Nielsen listings for all type network shows are:

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK	(Average for All Programs)	(1,969)
1	Lux Radio Theatre (CBS)	4,207
2	You Bet Your Life (NBC)	4,028
3	People Are Funny (CBS)	3,760
4	Big Story (NBC)	3,491
5	Jack Benny (CBS)	3,446
6	Great Gildersleeve (NBC)	3,222
7	Charlie McCarthy Show (CBS)	3,088
8	Arthur Godfrey's Scouts (CBS)	2,999
9	Amos 'n' Andy (CBS)	2,954
10	Father Knows Best (NBC)	2,909
EVENING, MULTI-WEEKLY	(Average for All Programs)	(1,164)
1	One Man's Family (NBC)	2,462
2	News of the World (NBC)	2,238
3	Lone Ranger (ABC)	1,701
WEEKDAY	(Average for All Programs)	(1,566)
1	Romance of Helen Trent (CBS)	2,909
2	Our Gal, Sunday (CBS)	2,730
3	This Is Nora Drake (Seeman) (CBS)	2,685
4	Arthur Godfrey Time (Toni) (CBS)	2,641
5	Guiding Light (CBS)	2,596
6	Wendy Warren and the News (CBS)	2,596
7	This Is Nora Drake (Toni) (CBS)	2,551
8	Perry Mason (CBS)	2,506
9	Arthur Godfrey Time (Liggett & Myers) (CBS)	2,462
10	Aunt Jenny (CBS)	2,462
DAY, SUNDAY	(Average for All Programs)	(806)
1	True Detective Mysteries (MBS)	1,880
2	World Music Festivals (CBS)	1,298
3	Shadow, The (MBS)	1,253

Copyright 1953 by A. C. Nielsen Co.

CBS-TV SHADES NBC-TV FOR APRIL

PIB figures for April show CBS-TV slightly ahead of NBC-TV in gross time sales, but the latter network's gross is highest for the first four months of 1953.

NIP-AND-TUCK race for leadership among TV networks is revealed by the April report of Publishers Information Bureau, which shows CBS-TV in first place for April, with gross time sales of $7,770,181 to an NBC-TV gross of $7,526,760, but NBC-TV slightly ahead for the January-April period with a four-month gross of $29,844,488 compared to the CBS-TV gross of $29,184,017 for the same period.

In network radio, CBS is in front both for April and for the first four months of 1953, according to PIB data.

Combined grosses of the four nationwide radio and four TV networks for April totaled $31,915,267, a gain of 10.1% over the combined radio-TV network gross of $28,975,331 for April 1952. TV network gross time sales for April were up 18.2% over that month of the year before; radio network gross April time sales were up 1.5% over April 1952.

For the January-April period, combined radio-TV network gross time sales totaled $124,538,951 this year against $117,250,417, a gain of 6.2%. TV network time sales for the four-month period of 1953 rose 14% over the like period of 1952; network radio time sales for the first four months of this year dropped 2.1% from the same period of last year. Itemized network-by-network report, comparing April and January-April of 1953 with the same periods of 1952, follows:

	April 1953	April 1952	Jan.-April 1953	Jan.-April 1952
NETWORK RADIO				
ABC	$ 2,637,364	$ 3,244,146	$10,648,193	$13,079,310
CBS	5,350,599	4,943,400	20,702,423	20,047,381
MBS	1,974,359	1,681,924	7,373,267	6,808,132
NBC	4,196,009	4,078,593	16,612,248	16,614,038
TOTAL	$14,158,331	$13,948,063	$55,336,131	$56,548,861
NETWORK TELEVISION				
ABC	$ 1,640,597	$ 1,699,760	$ 6,454,967	$ 7,933,740
CBS	7,770,181	5,641,831	29,184,017	21,462,640
DuMont	819,398	738,926	3,719,348	2,965,211
NBC	7,526,760	6,946,751	29,844,488	28,339,965
TOTAL	$17,756,936	$15,027,268	$69,202,820	$60,701,556
COMBINED TOTAL	$31,915,267	$28,975,331	$124,538,951	$117,250,417

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
January	$ 2,674,622	$ 5,156,404	$ 1,786,134	$ 4,260,555	$13,877,715
February	2,538,663	4,670,089	1,638,075	3,813,602*	12,660,429*
March	2,797,544	5,525,331*	1,974,699	4,342,082*	14,639,656*
April	2,637,364	5,350,599	1,974,359	4,196,009	14,158,331
TOTAL	$10,648,193	$20,702,423	$ 7,373,267	$16,612,248	$55,336,131

NETWORK TV TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
January	$ 1,604,892	$ 7,052,395*	$ 982,794	$ 7,558,448	$17,198,529*
February	1,481,032	6,621,629*	862,299	6,820,529	15,785,489*
March	1,728,446*	7,739,812*	1,054,857	7,938,751	18,461,866*
April	1,640,597	7,770,181	819,398	7,526,760	17,756,936
TOTAL	$ 6,454,967	$29,184,017	$ 3,719,348	$29,844,488	$69,202,820

*Revised 5/25/53

CODE BOARD WARNS ON TV 'BAIT' ADS

TELEVISION stations were warned last week by the NARTB TV Code Review Board that "bait advertising" will destroy public confidence in the visual medium.

Taking official notice of the prevalence of shoddy mechandising methods in many areas the board issued a guarded statement on bait practices and reminded stations subscribing to the TV code that the document contains language covering such advertising.

Meeting at Hot Springs, Va., Wednesday, the board drew up this statement:

"Certain types of so-called 'bait' advertising are being offered to TV stations throughout the country. Such advertising usually makes extravagant claims about the availability of specially priced merchandise—wherein it has been found that prospective customers for such merchandise have been unable to purchase it upon inquiry—but that an effort has been made to 'trade up' to higher-priced items. Acceptance of such advertising exposes media to the loss of public confidence."

The board remained code subscribers of the code paragraph (1) under acceptability of advertisers products. This language notes the telecaster's responsibility to the public and the need of avoiding objectionable advertising.

John E. Fetzer, WKZO-TV Kalamazoo, Mich., code board chairman, said the board will issue a review of its activities this autumn. The review will be titled "A Report to the People of the United States" and will be issued to subscribers as well as interested parties. It will include case histories but omit names of principals, stations, networks, programs, advertisers and others.

Attending the meeting, besides Chairman Fetzer, were these board members: J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; Mrs. A. Scott Bullitt, KING-TV Seattle, and Ewell K. Jett, WMAR-TV Baltimore. Walter J. Damm, WTMJ-TV Milwaukee, was excused.

Attending from NARTB headquarters were Harold E. Fellows, president; Robert K. Richards, administrative vice president; Thad Brown, TV vice president and counsel; Edward H. Bronson, director of TV code affairs.

New England AWRT Holds Annual Meet

WOMEN in radio and TV will play a vital role in the nation's safety in event of an atomic blast, Katherine G. Howard, assistant to the Federal Civil Defense Administrator told the New England chapter of American Women in Radio & Television at the group's annual meeting June 6 in Boston.

Other speakers, who addressed a panel, included Mary McKenna, timebuyer, Benton & Bowles, New York, and Dorothy Thomas, consumer service director of Ward Baking Co. New York.

Others on the panel were Leo Barbo of Barbo's (furniture dealers), Stoneham, Mass.; Louise Morgan, WNAC-AM-TV Boston; Eileen Kneeland, WBZ-TV Boston and WHAV Haverhill, Mass.; Constance Stackpole, Granite State Network, Manchester, N. H., and Edith Stevens, *Boston Post* "Us Girls" cartoonist.

The chapter set its next annual meeting at Hartford next Feb. 4. Presiding was Heloise Parker Broeg, WEEI Boston, chapter president. Julie Chase, WTAG Worcester, was program chairman, and Mildred Bailey WLAW Boston, and Lillian Burchett, WNAC Boston, were general co-chairmen.



This oft-repeated scene has become a tradition between Clothier H. V. Holmes and KTUL Account Executive R. P. (Bud) Akin. For the 20th consecutive year, these two men have swapped signatures on KTUL advertising contracts. The satisfaction is obviously mutual. S. G. Holmes & Sons, sponsors the 5 o'clock News, Mon. thru Fri., on KTUL.

REPEAT

"SUCCESS STORY"

20th ANNUAL PERFORMANCE

starring

ORIGINAL CAST

★ H. V. Holmes, president of S. G. Holmes & Sons, clothiers, Tulsa, Oklahoma.

★ R. P. (Bud) Akin, senior account executive, the KTUL Sales Staff.

KTUL Offers Advertisers A Tradition of Confidence Based on Years of Consistent RESULTS

- KTUL has MORE LOCAL PROGRAM SPONSORS than any OTHER TULSA network radio station.
- LOCAL ACCEPTANCE is the "GRASS ROOTS" TEST of a Radio Station's SELLING POWER!
- Get the KTUL story from your nearest AVERY-KNODEL, Inc., office.

The AUDIENCE ~~ACTION~~ STATION

KTUL TULSA

CBS **RADIO** Network

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

TAX PROBLEM LOOMS FOREMOST BEFORE COMMUNITY TV SESSIONS

The New York meeting turned its concern to a Revenue Bureau ruling which puts an 8% excise tax on operators. The attitude of commercial broadcasters and new TV operations also were discussed.

PROBLEMS arising out of taxation, the attitude of commercial broadcasters and the beginning of new TV station operations in their markets were explored at the second annual meeting of members of the National Community Television Assn. in New York last Monday.

Deepest concern of the 200 members and guests was over the question of taxation. A recent ruling by the Bureau of Internal Revenue specifying that operators must pay 8% excise tax on both installation and monthly service charges led to a resolution calling on the board of directors to draft suitable recommendations.

Several members at a general session in the afternoon offered explanations of their approach to the tax question in the past, which was said to be typical of most operators. They said they paid the tax on the service charge, which is usually $3.50 monthly, but not on the installation, which averages $125.

Operators sought to receive assistance on their problems from a panel at the general session which consisted of Martin F. Malarkey Jr. of Pottsville, Pa., newly-reelected president of NCTA; J. C. Leitch, vice president of WCAU-TV Philadelphia; E. J. Mallon of Philadelphia, CPA and NCTA tax consultant, and Edward Friedman, deputy attorney general of Pennsylvania.

In reply to a question as to whether the $125 collected is considered a contribution or taxable income, Mr. Friedman voiced the opinion that it was not taxable.

Replying to another question, Mr. Leitch said he believed that commercial stations might prevent system operators from taking their signals "if they so desired." He pointed out that NARTB currently is conducting an overall study of community systems, concentrating on such areas as copyright, interstate commerce and lack of FCC regulation.

He made clear that to his knowledge no commercial broadcaster presently is considering steps to prevent a community TV operator from receiving the TV signal, but added that the matter is under consideration.

Several operators reported that when a new TV station went on the air in their markets, the number of subscriptions tended to remain static for several weeks but to grow gradually thereafter.

The number of community antenna systems has grown from about 80 last year to about 200 at present, Mr. Malarkey said, with the number of subscribers up to about 90,000.

At a dinner meeting Monday night, Oliver Gramling, assistant general manager of Associated Press, commended the association for its "public service" effort in extending TV reception to isolated communities, but warned:

"There is no business that carries greater responsibility. Because you are helping to inform, educate and entertain, you obviously must accept that responsibility. It is not enough merely to ride the air waves to fortune without giving your public its money's worth."

A technical clinic presented a panel of Dr. Frank C. Kear, Kear & Kennedy, Washington, moderator; R. C. Abbett, RCA Engineering Products Dept.; Caywood C. Cooley, Jerrold Electronics Corp., Philadelphia; Dr. Louis N. Ridenour, International Telemeter Corp., Los Angeles, and L. C. Smith, Smith-Kennedy Labs, Cambridge, Mass.

In addition to Mr. Malarkey, newly-elected officials are: Gerard B. Henderson, Carmel, Calif., vice president; Claude E. Reinhard, Palmerton, Pa., secretary, and William J. Calsam, Schuylkill Haven, Pa., treasurer.

At a special news conference, Milton J. Shapp, president of Jerrold, predicted that by 1955 one million homes in the U. S. will receive TV via the community antenna system and by 1960 some 10 to 15 million homes.



COMMUNITY antenna system which can provide its subscribers with events of local interest soon will begin operation in Oil City, Pa. Shown here signing contracts for new DuMont closed circuit camera equipment before DuMont's Videcon camera are (l to r) N. W. Cogswell of Television Cable Co., Oil City community antenna system operators, Donald Stewart, distribution manager for Transmitter Div., Allen B. DuMont Labs, and B. A. Drelick, president of Television Cable Co. Operating the camera is R. W. McCausland, Television Cable Co. engineer. On the table is the DuMont DuMitter, which will send the local programs over closed circuits to subscribers' receivers. DuMont film projection equipment also was purchased. The 2,000 subscribers, in addition to the Oil City local programs, also will receive programs from WDTV (TV) Pittsburgh, WJAC-TV Johnstown, Pa., and WBEN-TV Buffalo, N. Y. Pittsburgh residents, can receive only WDTV (TV).

FARM DIRECTORS MEET IN HOUSTON

Convention hears a message of praise from President Eisenhower on the developments their work is producing, along with comments that farm programs are carrying increasingly heavier commercial traffic.

FARM broadcasters are handling an increasing amount of commercial traffic, members of the National Assn. of Radio Farm Directors agreed at their annual meeting, held last week at Houston.

Television's inroads have not affected radio listening habits on the farm "to any great degree," Mal Hansen, WOW Omaha, NARFD president, said in reviewing developments of the past year. "At the same time," he told the 120 delegates, "TV stations that have started farm service programs are rapidly finding sponsors."

Mr. Hansen said a basic reason for the growing interest of sponsors lies in the appeal of service programs, including weather, markets, farm news and information broadcasts. "People in agriculture must have these broadcasts to stay in business," he said, adding that all farm shows on WOW are now sponsored.

President Eisenhower, in a letter to the convention, said NARFD members "can be proud of their share in the truly remarkable achievements of the American farmer—surely the most productive cultivator of all time." He added, "The broadcasters assembled in Houston on June 8 have played an impressive role in keeping the farmer informed of all these technical triumphs. They have also made a vital contribution to the interchange of information among the Dept. of Agriculture, the land grant colleges and the people on the land."

A group of foreign broadcasters touring the United States in an eight-week project sponsored by Mutual Security Agency took part in the meeting. Branislav Dadic, of Yugoslavia, said broadcasters in his country are free to criticize their government and to interview critics of the government or its policies.

Speakers at the meeting included Jack Jackson, KCMO Kansas City; Robert Murdock, NARFD vice president, KTBB Tyler, Tex., and Sam Schneider, KVOO Tulsa. Mr. Schneider enlisted support of members in a long-range farm communications project.

Texas broadcasters in the host group were George Roesner, KRTH Houston, committee chairman; Bill McDougall, KPRC Houston; Doc Ruhmann, WBAP-Fort Worth, and Mr. Murdock. They were aided by Jack Timmons, KWKH Shreveport, La.

Carolina-Va. Radio Newsmen Elect Bob Truere President

BOB TRUERE, newscaster with WHMA Charleston, S. C., was elected president of the Carolina-Virginia Radio News Directors Assn. at the mid-year meeting May 29-31 at Myrtle Beach, S. C. Mr. Truere succeeds Ed Kirk of WPTF Raleigh.

Other newly-elected officers are Vestal Taylor, WFNC Fayetteville, N. C., first vice president; Norvin C. Duncan, WFBC Greenville, S. C., second vice president, and Bill Melia, WWNC Asheville, N. C., secretary-treasurer.

KMA

SHENANDOAH

THE NO. 1 FARM STATION

IN THE NO. 1 FARM MARKET

5,000 WATTS
ABC NETWORK

now represented by
EDWARD
PETRY & CO., INC.

BAB SPEARHEADS UTILITIES DRIVE

Oklahoma City clinic launches campaign to sell radio to the state's public utilities companies. Other clinics in Kansas and Nebraska hash out radio's problems.

A SEVEN-MAN committee to lead a campaign to sell the public utilities companies of Oklahoma on radio's effectiveness was formed last week at the BAB sales clinic in Oklahoma City.

Headed by Frank J. Lynch of KBYE Oklahoma City, the group was formed after BAB Vice President Kevin Sweeney and local promotion director Jack Hardesty had stressed the desirability of presentations being made to top management of the utilities by such a committee. They pledged BAB's support of the committee's efforts.

In a panel session at the clinic, one of 43 now in progress throughout the country, "idea selling" was stressed as a solution to many of radio's sales and rate problems. The panel consisted of E. L. Coburn, KTOK Oklahoma City; Lawson Taylor, KFMJ Tulsa; Guy B. Farnsworth, KCRC Enid, and Allan Page, KSWO Lawton. Some 55 representatives from 25 Oklahoma stations attended the meeting, held Tuesday in conjunction with the semi-annual meeting of Oklahoma Broadcasters Assn., headed by Cy Casper, WBBZ Ponca City.

Kitchen Radio Important

In another BAB sales clinic, in Wichita on June 6, Gale Blocki, BAB director of Midwestern sales, emphasized the importance of kitchen radio: "More than 20% of all mid-evening listening is now going on in the kitchen, destroying the conception that the kitchen radio is purely a daytime radio listening post," he asserted.

Adoption of simplified rate cards was called for by Arden Booth, KLWN Lawrence, Kan., who also said in a panel discussion that advertisers should be allowed to combine their announcement and program buys for greater discounts.

Hale Bondurant, KFBI Wichita, panel chairman, stressed the changing status of program vs. spot announcement selling, asserting that at least 80% of station revenue now stems from spots, as compared with less than 60% a few years ago. Mr. Sweeney outlined BAB presentations now being prepared as part of its campaign to educate advertisers to the superior values of programs, and to show radio salesmen how best to sell programs.

The panel participants, in addition to Messrs. Bondurant and Booth, were Larry Cotton, KFH Wichita; Max Falkenstein, WREN Topeka, and Thad Sandstrom, KSEK Pittsburg. The Clinic was opened by Ray Jensen, KSAL Salina, newly elected president of the Kansas Assn. of Broadcasters.

Two days before the Kansas meeting, Omaha area broadcasters heard Mr. Sweeney, at a BAB clinic there, advise stations to "get off one another's backs and solicit together the 70% of the local advertising that other media now have, instead of fighting about the 30% we have."

Mr. Sweeney said that, starting about Aug. 1, BAB will spearhead a campaign in which member stations in each of the top 40 markets will call on district managers, brokers, and manufacturers' representatives in a body, to sell radio as a medium. While members make these joint solicitations, BAB's national staff will be putting pressure on the advertisers' headquarters organizations.

The question of a single local and national rate brought differing views in a panel session with Bob Thomas, WJAG Norfolk, arguing that stations covering a large area penalize local advertisers if they charge them at the some rate as national advertisers, while George Smith, KFOR Lincoln, contended local advertisers are no more entitled to a special discount from an equitable one-card rate than advertisers located in the suburbs are entitled to rates lower than those charged local advertisers downtown.

The question of a station's responsibility in merchandising for an advertiser brought opinions ranging from "no responsibility" to "full responsibility."

Panel members in addition to Messrs. Thomas and Smith were Frank Fogarty, WOW Omaha, chairman; Harold Anderson, KOLN Lincoln, and Joseph diNatale, KODY North Platte.

AAW Meeting June 21-24 Slated at San Francisco

ADVERTISING Assn. of the West will hold its 50th anniversary convention in San Francisco June 21-24, with co-headquarters in the Fairmont and Mark Hopkins hotels.

Among the speakers: June 22—Bruce Barton, BBDO chairman, "Fifty Years of Advertising Progress"; June 23—Elon G. Borton, president, Advertising Federation of America, "The Camel's Nose—and Its Rump" (legislative threats to advertising), and Fairfax Cone, president, Foote, Cone & Belding, "The New Challenge to Advertising."

June 24— Clyde Bedell, advertising and merchandising consultant; Dr. Ernest Dichter, president, Institute for Research in Mass Motivations, and Dr. Kenneth McFarland, educational consultant, General Motors.

North Carolina Meeting

NORTH CAROLINA Assn. of Broadcasters will hold its summer meeting Thursday and Friday at Nag's Head, with an expected attendance of 100. MBS President Thomas F. O'Neil will deliver the principal talk. Planned are a bus trip to Cape Hatteras, an air show, president's breakfast and a demonstration of new remote control equipment by Bill Rust of Rust Industrial Co., Manchester, N. H. Vic Diehm, WAZL Hazleton, Pa., and past president of the Pennsylvania Broadcasters Assn., will talk at a luncheon.

Florida Annual Meet

ANNUAL meeting of the Florida Assn. of Broadcasters will be held June 25-27 at the Empress Hotel, Miami Beach, with association business sessions the first day. The BMI session is scheduled June 26 with George Harvey, WFLA Tampa, and Ewald Kockritz, WGBS Miami, among speakers. The BAB session will be held June 27.

CBA Convention Agenda Set

TV and radio relations will be the chief topics for discussion at the Catholic Broadcasters Assn. sixth annual convention to be held at the Hollywood (Calif.) Roosevelt Hotel for three days starting Friday. More than 200 members from all parts of the United States and Canada will attend.

KBA TOLD MEDIA COMPETITION HELPS

COMPETITION among media is contributing to the benefit of all media, particularly in radio-television markets, NARTB President Harold E. Fellows said Thursday in addressing the banquet of the Kentucky Broadcasters Assn., meeting at Louisville.

"Radio stations in such markets have undertaken with enterprise and ingenuity to improve their own programming, to create a better sense of community interest, to seek all manner of devices of enterprises to re-establish their necessity to community life," Mr. Fellows said.

Noting there is a 12-1 ratio in number of radio-TV stations, he said that despite the ratio, television in dollar volume of business is rapidly overtaking radio. "Those of us interested in both branches of this great electronic miracle of entertainment, information and education," he said, "should face the fact unafraid that television probably within two years will have surpassed the billings of radio in this nation.

"Such a prediction does not mean that the two will at that point or at any point in the future, find it impossible to live together; it does mean perhaps that each of us in his respective fields must bear more heavily upon the virtues of understanding and patience to find the answer to how these two shall live together."

NEWS OPERATIONS QUERIED BY NARTB

DEVELOPMENT of an industry guide covering radio news techniques, including ways to obtain maximum revenues from newscasting, is planned by NARTB.

First steps were taken last week with mailing of two questionnaires to 2,500 AM stations and independently operated FM outlets. The questionnaires went to station managers and news directors.

Robert K. Richards, NARTB administrative vice president, and Richard M. Allerton, manager of research, are in charge of the project.

Maryland-D. C. Broadcasters to Meet

TWO-DAY series of panel discussions and talks covering radio and TV management problems will be held Thursday and Friday by the Maryland-D. C. Radio & Television Broadcasters Assn., meeting at Ocean City, Md. Charles J. Truitt, WBOC Salisbury, association president, will preside.

John H. Smith Jr., NARTB promotion and FM manager, will address the opening luncheon Thursday on public relations and promotion at the local level. The afternoon will include a discussion of Conelrad by Steve McCormick and Gil Jacobus of Federal Civil Defense Administration.

Audience measurement methods will be reviewed by Kenneth H. Baker, president of Standard Audit & Measurement Services, and Albert M. Wharfield, vice president of A. C. Nielsen Co. R. C. Embry, WITH Baltimore, will conduct a panel on local time sales. Rep. Orren Harris (D-Ark.) of the House Interstate & Foreign Commerce Committee will be Thursday evening dinner speaker.

Friday speakers will be Sam Kravetz, WITH-FM Baltimore; Max Fullerton, Baltimore AP bureau; Mary Dunlavey, Harry B. Cohen Adv. Co.; Stanley Pulver, Lever Bros.; Thomas F. Flanagan, Station Representatives Assn.; Leslie H. Peard Jr., WBAL-AM-TV Baltimore, and Ben Strouse, WWDC-AM-FM Washington, chairman of the Broadcasting Section of the Advisory Committee on Government Reports.

The TIME of Your Life—

on the

New WJAS AM & FM

$ $ $ MONEY $

THE ~~SUNNY~~ SIDE OF THE DIAL



IN THE MORNING . . .

With "The Bill Brant Show." The Tri-state area's popular award-winning Radio-TV personality calls the tunes and the times . . . and sells as he goes. The friendliest voice ever with the early morning show all Pittsburgh has been waiting for. Wake up to the biggest radio buy in the Pittsburgh market. BILL BRANT . . . musician, DJ, songwriter, award winning Radio-TV star . . . and your salesman in the tri-state area.

IN THE AFTERNOON . . .



The man who will capture the afternoon market for your product. But we can't tell the whole story here. See us in the next issue for full details.



ALL DAY . . .

The latest local and world news coverage EVERY 30 MINUTES under the direction of one of the nation's veteran radio newscasters, HERB MORRISON . . . 22 years of covering the nation's top news stories, including his dramatic on-the-spot report of the Hindenburg disaster.

5000 Watts

Serving the GREATER PITTSBURGH Metropolitan Area . . .

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.



EN ROUTE from Omaha to Wichita are BMI clinic speakers (l to r) Al Marlin, BMI; Karl Janssen, KTUL Tulsa; Joe Kirby, WKRS Waukegan, Ill., and Earl Glade, KDSH Boise.

* * *

BMI CLINICS AT HALFWAY MARK

BMI Program Clinics head into the half-way mark of the 43-clinic schedule today (Monday) with teams leaving the deep South and Midwest and fanning out into the Southwest, the West, and along the East Coast to Florida.

A BMI spokesman estimated Thursday that attendance at the clinics thus far has exceeded the 2,000 mark. He predicted that about 5,000 broadcasters will have participated in the sessions by July 7 when the program ends.

The clinic at Omaha on June 3 attracted 60 radio executives who heard talks by Ken Greenwood, program director of KFOR Lincoln, on the importance of effective advertising copy, and Robert Thomas, manager of WJAG Norfolk, Neb., on "Converting Public Service into Feature Programming in Order to Expand the Personality of the Station."

John B. Trotter, manager of KHBG Okmulgee, Okla., spoke at the Oklahoma City session last Monday on "Tailoring Music to Fit the Audience." He recommended that all music programs have a definite purpose, maintaining that they should not be used as fillers in periods when stations "don't have a good program idea."

Speaking before BMI's Program Clinic at Detroit on Wednesday, Jim Hanlon, public service director of WGN Chicago, offered two main criteria by which to justify the programming of a public service project. He said that the subject must be of "wide public interest and concern" and the station must acquire exclusive broadcast rights to the project it will help to develop.

At another clinic on Wednesday in Houston, Ken Bagwell, program director, KXYZ Houston, urged that ingenuity be used in building production copy, pointing out that staff talent could be utilized for voices and musical bridges. Dave Russell, program director of KFDM Beaumont, advocated that stations attempt to reach "so-called minority groups," meaning concert music lovers, who "turn out to be most loyal listeners."

Heading the list of speakers at the New Orleans session Friday was M. P. Finnerty, president of CKOK Penticton, B. C., who urged that radio stations meet the competition of TV and newspapers by recapturing audience and revenue by demonstrating superiority in the phase of programming in which radio "particularly excels—news coverage." Don Howell, program director of WDSU New Orleans, stressed that at his station music programming is "by design" and added:

"When it has been determined which areas are to be programmed with music, the possible majority audience is determined; the competition is analyzed; the type of music program is then decided; the talent of the program is settled upon; the format is devised; the music is chosen, and we confidently await results."

* * *



GET TOGETHER at Milwaukee BMI program clinic includes (l to r): Bruce Wallace, WTMJ Milwaukee; Jerry Sills, WMIL Milwaukee; Jack Hardesty, BAB, and Ben Laird, WDUZ Green Bay, president of Wisconsin Assn. of Broadcasters.

FCC MODIFIES REPORTS FILING

FCC has further revised its proposal to amend requirements covering the filing of contracts and other reports. The revisions are based on comments filed by NARTB and others.

FURTHER revision of its proposed rule-making proceeding to amend requirements covering the filing of contracts and other reports with FCC [B•T, Feb. 23] was announced by the Commission last week and the proposals were modified to relax some provisions and clarify others. FCC ruled that comments on the revisions may be filed until July 13.

In the proposal requiring report of bulk time sales to the same sponsor, FCC relaxed the 2 hours provision to 4 hours. The requirement for filing of all management contracts is relaxed to pertain only to agreements with persons other than regular employes, except where share of both profits and losses is involved. Clarifying requirements for filing of bylaws and amendments thereto, FCC decided all such bylaws and changes should be filed. Proposals on stock options and proxies also are revised.

Clarification of proposed requirements on filing of "documents, instruments and contracts" respecting network affiliation is made to exclude normal communications between networks and stations not dealing with affiliation. FCC rejected requests to eliminate requirements for filing of mortgage and loan agreements.

The full text of FCC's proposed rules revisions will be published in FOR THE RECORD in next week's issue of B•T.

The revisions are based upon comments filed with the Commission by NARTB, NBC, Storer Broadcasting Co., Westinghouse Radio Stations, WCAR Pontiac, Mich., and WEBC Duluth, Minn.

KBIG Ordered to Hearing On KMPC Interference Charge

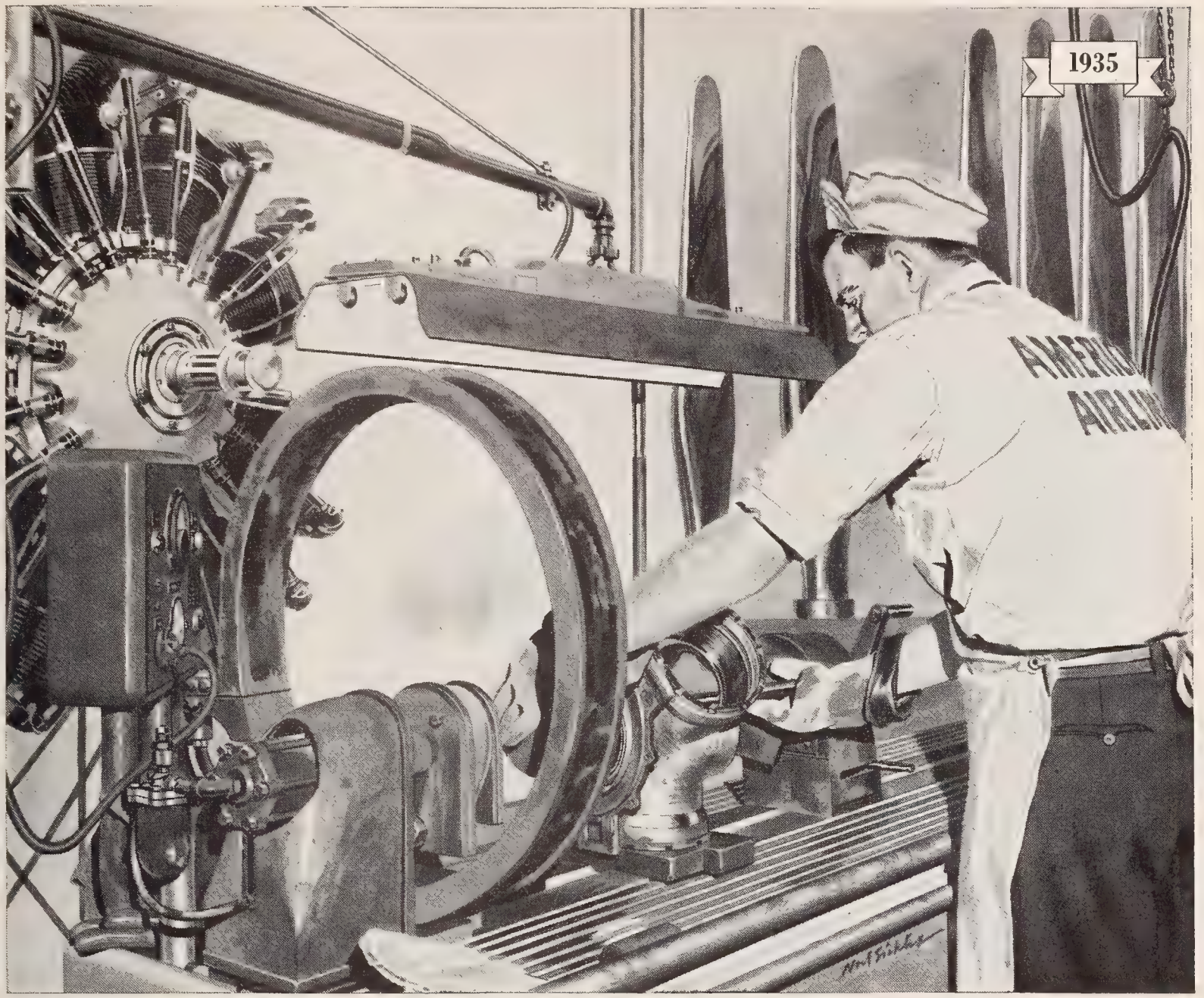
KBIG Avalon, Calif., was ordered by FCC last week to go to hearing with its application for a license to cover the construction permit it holds for 10 kw daytime on 740 kc, directional, because of the interference claims made by KMPC Hollywood and KCBS San Francisco. KBIG is owned by John Poole Broadcasting Co. KMPC and KCBS, made parties to the hearing, have been engaged in a battle of petitions before FCC with KBIG on the interference allegations.

In other broadcast actions, FCC last week granted a new AM station on 1410 kc with 1 kw daytime at Alexandria, La., to Dixie Broadcasting Service. Co-owners of Dixie are Cyril W. Reddoch, 50% owner of KDLA DeRidder and KREH Oakdale, La.; Klien Evans, 50% KREH, and Ralph L. Hooks, commercial manager of KDLA.

KIMA Yakima, Wash., was granted power increase on 1460 kc from 1 kw day and 500 w night to 5 kw fulltime, directional night.

FCC denied petition of Central City-Greeville Broadcasting Co. to reinstate the expired permit for WCNL Central City, Ky., which was assigned 500 w daytime on 1380 kc. Action was without prejudice to filing of a new application. The petitioner explained the CP was allowed to expire in mid-1952 because of Central City's union-labor emergency.

AMERICAN AIRLINES CONTRIBUTIONS TO THE DEVELOPMENT OF AIR TRANSPORTATION



Pioneering in Magnaflux–the Metallic "Detective"

Magnaflux is an electrical process used to detect hidden imperfections in magnetic material. It is used by American Airlines in the inspection of propeller parts, crankshafts, valves, springs, and other parts made of steel.

Magnaflux is so accurate that it shows up cracks 1/20,000,000 of an inch deep, reveals flaws that cannot be seen by the naked eye.

In 1935, American Airlines purchased this equipment from the Magnaflux Corporation and became a pioneer in applying these principles of preventive maintenance in air transportation. Only a few years later the Civil Aeronautics Administration ordered all airlines to use this method of scientific inspection.

Magnaflux detection devices are only one of a long series of milestones in the history of air transportation that have been introduced first by American Airlines.

AMERICAN AIRLINES INC.

America's Leading Airline

SENATORS ASK NARBA SHOWDOWN AS THEY SET JULY 1 HEARINGS

Sen. Johnson says he will testify in favor of the treaty. FCC Chairman Hyde was questioned by the Senators behind closed doors, after which the July 1-3 hearings were set. Clear Channel group plans to present detailed opposition.

A GROUP of firemen Senators on Capitol Hill, assisted by FCC and State Dept. officials, is getting up steam to clear the North American Regional Broadcast Agreement (NARBA) for Senate ratification before this congressional session ends.

It is pretty much a damn-the-torpedoes, full-speed-ahead approach. Whether the whole treaty will be scuttled, despite this high-powered effort, depends on two principal factors:

• How great the opposition to the treaty at hearings set last week for July 1, 2 and 3 by the Senate Foreign Relations subcommittee (Sen. Charles W. Tobey [R-N. H.] is chairman).

• Should the treaty be approved in committee, can a two-thirds majority of Senators present and voting be mustered?

NARBA apportions various parts of the AM spectrum among the North American countries. It has been awaiting Senate ratification since February 1951.

Sen. Tobey's subcommitte announced the hearing dates after holding a closed session Monday with FCC Chairman Rosel H. Hyde. Chairman Hyde's relationship with NARBA is pointed up by his position on the Commission and because he served as head of the U. S. delegation to the NARBA conferences leading up to the pact.

Supporters Argue

Ostensibly the behind-the-doors session was held to determine whether or not to hold a hearing. But what it amounted to, according to Capitol sources, was an argument by key people, like Sen. Edwin C. Johnson (D-Colo.), who, although not a member of the subcommittee, was present at the session, designed to convince the subcommittee that the treaty was needed and that opposition would not engulf its chances for ratification.

Apparently the subcommittee was convinced, at least sufficiently enough to decide to go ahead with hearings.

Sen. Johnson, asked about NARBA by B•T, revealed that he expected to testify in favor of the pact. He is ranking minority member of the Senate Interstate & Foreign Commerce Committee and the most NARBA-versed active Senator.

The Senator said the treaty has "good prospect" of being ratified. He said he was at the closed-door session because "I want to see it [NARBA] voted up or down," and because he wanted the subcommittee to hold hearings.

"I believe that the pigeon-holing of legislation like that is an atrocity," Sen. Johnson said. "Cubans were acting in good faith; to let it [NARBA] die is not only discourteous, it is rude—I run out of adjectives."

Senators present were: Tobey, Johnson, Mike Mansfield (D-Mont.) and William Langer (R-N. D.). Sens. Tobey, Mansfield, Langer, Homer Ferguson (R-Mich.) and J. William Fulbright (D-Ark.) make up the NARBA subcommittee.

Brunt of the opposition comes from the Clear Channel Broadcasting Service which functions to protect the sanctity of Class I-A channels for rural and remote coverage [CLOSED CIRCUIT, May 4]. CCBS opposes Senate ratification now because Mexico is not a party to the treaty and also because of "engineering difficulties."

Backing the clear channel group are the National Farm Bureau and the National Grange, both of which have sent protests to the subcommittee, it was learned.

The clear channel group, which was given to understand that opposition testimony was to clear within two days along with the stand of proponents, told B•T it already believes it "will be obliged to ask for a little more time."

Hearings actually were set for three days, although officially announced as two. Third day will be used as "cushion"—i.e., if hearings become bogged down with too much testimony.

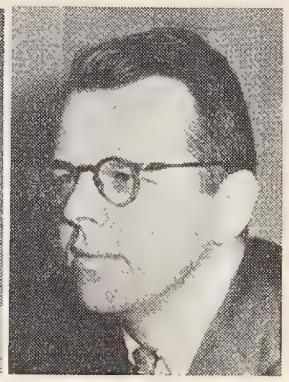
Here is the way the hearing schedule is shaping up:

Proponents—FCC Chairman Hyde probably will lead off, followed by other government officials; most likely there will be a State Dept. spokesman. Sen. Johnson will testify, if not ahead of Mr. Hyde (Senate courtesy), then soon after. Then will come other spokesmen, particularly station people—should they request to be heard.

Opponents—Hollis Seavey, director, CCBS; John H. DeWitt Jr., president of WSM Inc. (WSM-AM-TV Nashville) and chairman of CCBS' Engineering Committee; Reed T. Rollo, counsel, CCBS. Probably some station people will testify—though plans have not been made as yet. Farm groups may have spokesmen testify.



Mr. DeWitt



Mr. Seavey

Mr. Seavey told B•T that CCBS would want to make a "full presentation," and that it would be only "fair" for the subcommittee to afford his group sufficient time. He said it was his group's contention that the "people who will suffer are rural and small town people" because of NARBA. He also thought that it was doubtful whether the Senate could muster the necessary two-thirds majority to ratify the treaty.

Tax Finances Advertising

THE FLORIDA Legislature's House Citrus Committee has approved an amended Senate bill calling for an additional two-cent tax on fresh grapefruit to bring the tax to six cents per standard box.

Antenna Data Required

AGREEMENT between the FCC and the U. S. Coast & Geodetic Survey has resulted in an amendment of Part 17 of the FCC's Rules Concerning the Construction, Marking and Lighting of Antenna Structures, providing for a report to be made to the C&GS.

FCC GRANTS 1 VHF, 3 UHF

FCC's revised policies to expedite TV hearing cases and application processing resulted last week in the grant of a second vhf station for Seattle and new uhf stations for Albany, Rochester and Schenectady.

• The Commission on Wednesday issued a construction permit for vhf Ch. 4 at Seattle to Fisher's Blend Stations Inc., licensee of KOMO. The grant was made possible by withdrawal on Tuesday night of the competitive Ch. 4 bid of KJR there. KJR's chief stockholder (87%), theatre-owner Theodore R. Gamble, received an option for purchase of one-third interest in a new corporation to be organized by Fisher's Blend for the grant.

Associated with Mr. Gamble is Howard Lane, minority stockholder and vice president of KJR, and also of KOIN Portland. Mr. Gamble is principal stockholder in KOIN, applicant for vhf Ch. 6. KOIN has given 50% option to KGW Portland, former Ch. 6 competitor [B•T, June 8, May 25].

Seattle has been served by a single station, vhf Ch. 5 KING-TV.

In New York state, through last-minute withdrawals of competitors in several cases, the following grants were made:

• At Albany, WPTR received uhf Ch. 23 upon dismissal by WTRY Troy of its application. WTRY acquires 50% interest in Van Curler Broadcasting Corp., which received uhf Ch. 35 at Schenectady upon drop-out of Champlain Valley Broadcasting Corp. Latter sells physical assets of its WXKW Albany for $300,000 to Van Curler, WPTR and WTRY and will surrender WXKW's CP for 10 kw, 850 kc.

• At Rochester, N. Y., Star Broadcasting Co. received uhf Ch. 15 as WARC there gave up its competitive application. Star Broadcasting, licensee of WGVA Geneva, N. Y., buys WARC for about $110,000, subject to FCC approval.

Albany has no operating TV station but WROW there earlier was granted uhf Ch. 41.

Schenectady is served by WRGB (TV), assigned vhf Ch. 6.

Rochester is served by WHAM-TV, assigned vhf Ch. 5. Share-time grants on vhf Ch. 10 made several months ago there to WVET and WHEC have been postponed pending hearing on protest by WSAY Rochester. Uhf Ch. 27 has been granted to Genesee Valley TV Co., a merger of Schine Chain Theatres and WRNY Rochester, former Ch. 27 competitors.

Other TV actions last week included:

• Grant of uhf Ch. 27 at Lawrence, Mass., to General Broadcasting Co., owned by A. Alfred Franks, retail clothier, and Rudolph and Justin Wyner, textile manufacturers. The application was unopposed.

• Order by FCC making final immediately the June 4 initial decision of Examiner Fanney Litvin to grand uhf Ch. 62 at Evansville, Ind., to Premier Television Inc., owned by movie exhibitor J. D. Fine and family [B•T, June 8].

• Initial decision by Examiner Gifford Irion recommending grant of uhf Ch. 30 at Portsmouth, Ohio, to Woodruff Inc. (Edward Lamb), following drop-out by WPAY there [B•T, June 8].

• Initial decision by Examiner Benito Gaguine recommending grant of vhf Ch. 11 at Savannah, Ga., to WTOC there, following withdrawal of Martin & Minard [B•T, June 1].

Just a week earlier in the Seattle case, KJR had given up the contest for vhf Ch. 7 in competition with KVI and KXA to enter the Ch. 4 fight. Simultaneously, KIRO amended from Ch. 4 to Ch. 7 to "protect the total situation"

and to preserve its prospective chances for TV [B•T, June 8].

KOMO, 50 kw NBC affiliate on 1000 kc, and KIRO, 50 kw CBS affiliate on 710 kc, had been negotiating off and on for some time to determine which would change to Ch. 7 to avoid an endless deadlock between the two major outlets. But no agreement was reached because it became moot when KJR amended to Ch. 4, according to Paul Porter, KIRO's Washington counsel.

There was no hint of KJR's intention to withdraw when it switched to Ch. 4, Mr. Porter indicated. He said KIRO has not determined its next step now that it is left with two competitors on Ch. 7.

When the new Ch. 4 grantee corporation is formed and Messrs. Gamble and Lane acquire one-third interest, it is contemplated that they will sell their KJR holdings to local interests. Present KJR management and operating personnel would be retained, it is understood. KJR, 5 kw on 950 kc, is an ABC outlet.

The Albany-Schenectady grants to WPTR Albany (Schine Theatres) and to Fabian Theatres-WTRY Troy came about in this way:

WPTR had been opposed by WTRY for uhf Ch. 23 in Albany. Van Curler Broadcasting Corp. (Fabian) had been opposed by WXKW Albany for uhf Ch. 35 in Schenectady. Albany-Schenectady-Troy are considered one market.

In a merger arrangement, filed last Monday with the Commission, Van Curler and WTRY combined forces, and WTRY dismissed its application. This put WPTR in an uncontested position for Ch. 23 in Albany. In addition, WPTR and Van Curler-WTRY bought the physical assets of WXKW for $300,000, with WXKW's major owner Stephen Rintoul agreeing to turn in his permit to FCC and dismiss his TV application. WXKW, which has been operating under a construction permit since 1948, has been having difficulty meeting its directional antenna requirement. This put the Van Curler-WTRY combination in a no contest position for Ch. 35 in Schenectady.

Agreement between Van Curler and WTRY (owned by Col. Harry C. Wilder and associates) provides that upon grant of the TV application to Van Curler, WTRY will become half-owner of the Ch. 35 station. Fabian group owns 65 theatres in New York, New Jersey, Virginia and Pennsylvania. It also owns the national 300-theatre Stanley-Warner chain. Col. Wilder at one time owned WSYR-AM-FM-TV Syracuse.

Schine Theatre Chain Inc. (J. Myer Schine) owns several hundred theatres in the Northeast (principally in New York, Ohio, Maryland and Kentucky). The Schine group also is 50% owner of WRNY-TV Rochester, N. Y., and has hotel holdings in six cities.

Meanwhile, FCC set for hearing in Washington on July 10 the competitive applications for vhf Ch. 8 at Peoria, Ill. Contestants are WMBD, WIRL and Brookwell Enterprises.

By memorandum opinion and order, FCC turned down a petition filed by WIBG Philadelphia asking the Commission not to accept the competitive application of Lou Poller for uhf Ch. 23 at Philadelphia.

Approve TV in Cars

TWO states have taken action allowing the operation of cars and trucks equipped with television sets. In Oregon, the governor approved a bill which allows a television set to be installed in vehicles providing its screen is in back of the driver's seat and cannot be seen by him. The Texas House vetoed a bill which would have prohibited the operation of vehicles equipped with TV sets.

Obviously OUTSTANDING . . .



PEORIA'S FAVORITE DISC JOCKEY
LEADS THE FIELD IN NATIONAL SPOTS

Wayne West is Peoriarea's biggest salesman—in more ways than one! "Three hundred pounds of entertainment", he sells more merchandise than anyone else in town on his show, "Wayne West Entertains".

The program is specifically directed to women. Wayne gives recipes and household hints . . . plays records, plays and sings himself. His "Chapel of Memories" is particularly popular. Response for national spot advertisers has been outstanding . . . for instance, a single announcement offering a trial size of SOFSKIN free brought 589 requests.

Skillful programming with the most popular local personalities helps maintain WMBD's dominant position in Peoriarea radio. Featured stars are only a part of WMBD's well-balanced staff. WMBD—the leader in audience ratings . . . WMBD—the leader in sales results.

To sell the Heart of Illinois, buy WMBD!

See Free & Peters



AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts



CROWDED

EXCLUSIVENESS

with

KHSL-TV

CHANNEL 12

Chico, California

■ Scheduled to start telecasting August 15th as affiliate of CBS-TV in the population center of California north of San Francisco, the northern Sacramento Valley.

■ KHSL-TV will be FIRST in Northern California's interior, FIRST in the Sacramento Valley.

■ Ask your network sales representative about initial and permanent audience exclusives offered by KHSL-TV,

or

check with station representative offices of W. S. GRANT COMPANY

RULE 1 (d) HOPES BUOYED IN SENATE

BASEBALL's legislative hope for rule 1(d) was riding high last week.

The Senate Interstate & Foreign Commerce Committee Wednesday unanimously approved Sen. Edwin C. Johnson's (D-Colo.) bill to permit the rule's reinstatement. Before its 1951 repeal, the rule prohibited broadcasts or telecasts of major or minor league games within a 50-mile territory around the home team's ball park.

Now the Senate can act. Sen. Johnson said he knew of no opposition in the upper chamber and that the measure would pass "in a few days."

Features of the action and an accompanying report (S Rep 387):

• Bill was changed to specifically spell out rule 1(d).

• Committee warned that FCC "can and should" consider complaints lodged by baseball of "unauthorized and deceptive broadcasting practices" when renewing an alleged station violator's license and also consider "instituting revocation proceedings." Such action is within FCC's "province and duty," it said.

• Letters by four broadcasters favoring the legislation [CLOSED CIRCUIT, June 8] were released. Senators said that while they recognized the "honest difference of opinion" between organized baseball and certain radio-TV industry elements, "the radio and television industry, as represented by NARTB, appears to be divided."

Letters came from Ralph L. Atlas, president, WIND Chicago; Frank P. Schreiber, manager-treasurer, WGN Inc. (WGN-AM-TV, WGNB [FM] Chicago); H. W. Cassill, general manager, KIOA Des Moines (also an Atlas station), and R. O. Reynolds, vice president, KMPC Los Angeles.

All the broadcasters noted that their stations broadcast baseball. They all declared that baseball had the right to make its own rules for its own protection. (See excerpt of Mr. Schreiber's letter, B•T, June 8).

• "'Alleged' benefits from unrestricted, unregulated broadcasts as forced on the public today are superficial. They are sporadic, temporary and delusive," the report said.

• With rule 1(d) in the saddle again, broadcasting and telecasting by local radio and TV stations will be encouraged, according to the committee. "Reasonable regulation of baseball's broadcasts and telecasts will mean wider use of radio and television in the long run."

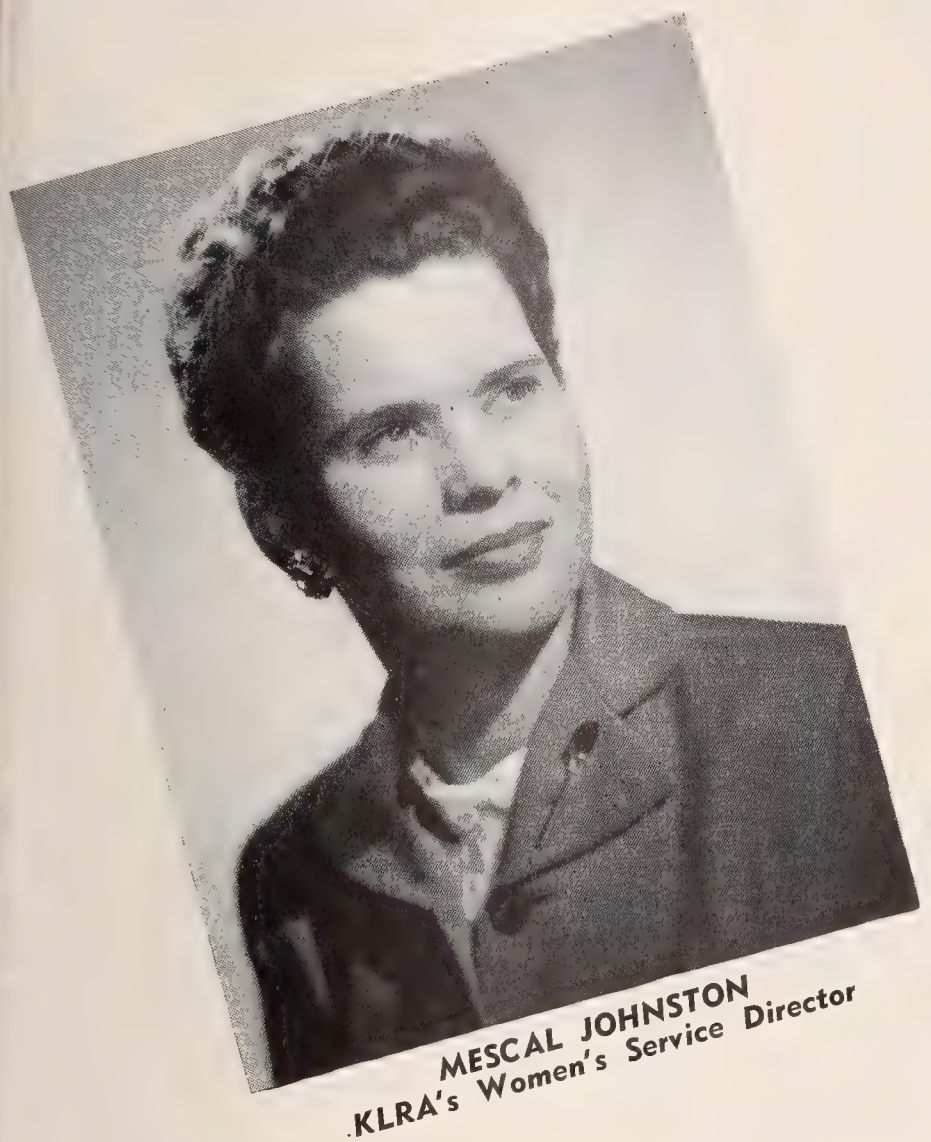
• The bill, according to the committee, authorizes action by baseball but does not compel such action in reinstating rule 1(d). While not admitting illegality of the rule, the committee wanted to clear up any doubt.

• From the tenor of the report and witnesses' statements quoted, there was no doubt that the committee felt that unrestricted baseball broadcasts or telecasts or both were harmful to major and minor leagues.

Hyde Sits In

ROSEL H. HYDE, FCC Chairman, took part in a Tuesday morning conference between President Eisenhower and members of the National Security Council. The meeting was confined to problems affecting the nation's defenses, it was understood. Haraden Pratt, telecommunications advisor to the President, also participated in the meeting.

"Mescal Johnston Calling"



MESCAL JOHNSTON
KLRA's Women's Service Director

Monday thru Friday
10:15 - 10:30 a.m.

Arkansas's Newest and Most Complete Woman's Show is on the Air!

Mescal Johnston is an Arkansas girl, married to Frank R. Johnston of the State Department of Education and Executive Secretary of the Arkansas Association of Future Farmers of America. They have a daughter, Marie, age 7.

Mescal is a graduate of Greenwood, Arkansas, high school, attended Arkansas Tech and received Bachelor and Master degrees in Home Economics from the University of Arkansas with further work in Home Economics at the University of Missouri. She taught home economics in high schools for 6½ years and clothing design and home economics at University of Arkansas for 3½ years. Taught art in West Side Junior High School, Little Rock, in 1952-53.

"Mescal Johnston Calling" is the kind of woman's show that women want to listen to, featuring as it does, interviews with interesting personalities, hints on homemaking, a good tip on buying, and suggestions for saving on the household budget.

Mescal Johnston is a member of the following organizations:

American Home Economics Association
Arkansas Education Association
Phi Upsilon Omicron—professional home economics
Kappa Delta Pi—honorary education
Mortar Board—honorary senior college women
American Association of University Women

Some good availabilities are open in "Mescal Johnston Calling." Ask your Taylor man.

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC
"ARKANSAS'S LISTENING HABIT"

KLRA
LITTLE ROCK

YOUR O. L. TAYLOR COMPANY MAN WILL GIVE YOU COMPLETE DETAILS

COVERING MOST ALL OF ARKANSAS AT 1010!

FCC APPROVES WAPI, WAFM-TV SALE

Commission action confirms the $2.4 million sale of WAPI-AM, WAFM (FM) and WAFM-TV Birmingham, Ala., from Ed Norton and Thad Holt to the Birmingham News Co. FCC also grants the sales of WLAW Boston-Lawrence to General Teleradio and WNAC-AM Boston to Vic Diehm Assoc.

SALE of WAPI-AM, WAFM (FM) and WAFM-TV Birmingham, Ala., for $2.4 million by Ed Norton and Thad Holt to the Birmingham News Co. was approved by FCC last week, conditional upon subsequent consent to the sale of the News Co.'s WSGN-AM-FM-TV there to another local group [B•T, April 27, 13]. Commrs. Paul A. Walker and Frieda B. Hennock dissented.

In other major transfer actions, the Commission approved the sale of WLAW-AM-FM Boston-Lawrence by Hildreth & Rogers' principals for $475,000 to General Teleradio Inc. FCC likewise granted the companion sale of General Teleradio's WNAC Boston for $120,000 to Vic Diehm Assoc. Inc. [B•T, May 11]. General Teleradio's WNAC-TV Boston on vhf Ch. 7 is not involved in the transfers.

Follows Storer Purchase

Consent to the WAPI transaction is the second major station sale approved at Birmingham in the past several weeks. FCC earlier granted Storer Broadcasting Co.'s $2.4 million purchase of WBRC-AM-FM-TV Birmingham from Mrs. Eloise H. Hanna [B•T, May 25]. Storer in turn has sold WSAI-AM-FM Cincinnati for $200,000-plus to broadcaster Sherwood Gordon, which awaits FCC approval [B•T, June 8].

Mr. Norton was 75% owner and Mr. Holt 25% owner of The Television Corp., licensee of WAPI, WAFM (FM) and WAFM-TV. WAPI, Alabama's first radio station, is a CBS affiliate on 1070 kc with 10 kw day and 5 kw night. WAFM-TV has been operating on vhf Ch. 13 since May 1949. It is a CBS, ABC and DuMont affiliate.

The Birmingham News Co. has sold WSGN-AM-FM and WSGN-TV, post-thaw permittee on uhf Ch. 42, to local investment banker John S. Jemison Jr. and associates. Consideration is $300,000. The transfer awaits FCC approval.

WLAW-AM-FM has been owned by Irving E. Rogers, publisher of the Lawrence, Mass., *Eagle* and *Tribune*. WLAW is assigned 50 kw fulltime, directional, on 680 kc.

WNAC is assigned 5 kw fulltime on 1260 kc, directional night.

General Teleradio, which owns the Yankee and Don Lee Networks, WOR-AM-FM-TV New York and is the principal owner of MBS, will retain the call letters WNAC when it takes over the 680 kc WLAW. The call of WLAW will be deleted.

Vic Diehm Assoc. have asked FCC to assign the new call of WVDA to 1260 kc WNAC. Mr. Diehm and his partners own WAZL-AM-FM-TV Hazleton, Pa.; WIDE Biddeford, Me., and WHOL Altoona, Pa.

General Teleradio proposes to retain the present WNAC studios for the 680 kc operation, retaining WNAC-FM and WNAC-TV. WLAW-FM will be surrendered. The Diehm group will take over WLAW's present studios in the Hotel Radford and WNAC's 1260 kc transmitter.

WNAC will retain its Mutual affiliation on the new 680 kc channel while the Diehm group will assume for WVHD on 1260 kc the ABC affiliation relinquished by WLAW.

Hildreth & Rogers is expected to drop its application for vhf Ch. 5 at Boston, also sought by CBS' WEEI, the *Boston Herald-Tribune's* WHDH and Greater Boston TV Corp. [B•T, May 25]. Latter is composed of 21 Hub businessmen, including Joseph A. Dunn, president of WORL.

General Teleradio is owned 90% by General Tire and Rubber Co. and 10% by R. H. Macy & Co. The Yankee Network Division comprises key MBS-affiliates (besides WNAC) WONS Hartford, WEAN Providence and WGTR (FM) Worcester. The Don Lee Network Division includes KHJ-AM-FM-TV Los Angeles, KFRC San Francisco and KGB San Diego.

Vic Diehm & Assoc. is owned 24.75% each by Mr. Diehm, Hilda Deisroth, E. H. Witney and George M. Chiswell. Kathryn Kahler owns 1%.

POOLE HITS EPT AS INEQUITABLE

TV broadcasters are "firmly opposed to extension of the excess profits tax for any period beyond July 1, 1953."

That is what John B. Poole, representing the Television Broadcasters' Tax Committee, told the House Ways & Means Committee last Friday. Mr. Poole is a Detroit attorney and a stockholder-director of Storer Broadcasting Co.

The committee is considering President Eisenhower's request for an extension of the excess profits tax for another six months.

The tax is undesirable and inequitable because it penalizes the growth and development of new and small business enterprises, distorts competitive relationship between members of the same industry, places a premium on base period experience and penalizes the present ability to compete, according to Mr. Poole.

He recalled that because of high TV losses in the so-called 1946-49 base period—and TV was pioneered primarily by radio broadcasters—normal earnings from radio were depressed. This placed the TV industry in a position of having a depressed base, making subsequent earnings vulnerable to a high tax rate.

Result, he explained, was a relief measure written into the Revenue Act of 1951 (Internal Revenue Code section 459[d]). This permitted TV broadcasters (before Jan. 1, 1951) to reconstruct their base period by eliminating the impact of TV losses upon radio or other businesses.

He charged, however, that regulations which have been promulgated since that time have placed broadcasters engaged in both radio and TV in an unreasonable and unrealistic position. Mr. Poole suggested remedies in the form of amendments should Congress decide to extend the excess profits levy.

These amendments, he indicated, would clear up difficulties in computing the radio rate of return in connection with TV operation, and in computing a new or consolidated excess profits credit when merger, consolidation or similar transactions occur.

Boots to Ike

TED KOOP, CBS Radio director of news and special events in Washington, called at the White House Tuesday morning as head of a committee that presented President Eisenhower with a pair of cowboy boots in connection with the National Press Club's annual outing. The President voiced regret he could not attend because of his trip to Rapid City, S. D.

KAMD Appeals FCC Approval Of KPLN Camden Sale

APPEAL to the U. S. Court of Appeals in Washington against FCC approval of the sale of KPLN Camden, Ark., was filed last week by KAMD Camden, Ark.

The *Camden News'* station alleged that the Commission erred in approving the assignment of the construction permit for KPLN (1 kw on 1370 kc, daytime) from Leo Howard to D. R. James Jr. It charged that the FCC had evidence of irregularity and hidden ownership in the construction of KPLN and that it should have revoked the CP.

Allen Protests Grant To Eugene TV Inc.

PROTEST against grant of vhf Ch. 13 in Eugene, Ore., to Eugene Television Inc. was filed last week by W. Gordon Allen, permittee of KTVF (TV) that city, on uhf Ch. 20.

Alleging standing as a competing TV station, Mr. Allen charged that C. H. Fisher and son, C. O. Fisher, had substantial interests in AM stations KUGN and KORE Eugene, Ore., and that this violated the FCC's duopoly rule prohibiting the control of more than one AM station in a single area.

Senate Backs More Money For NBS Radio Research

SECOND look taken by the Senate at the fiscal 1954 appropriation for the Commerce Dept. has prompted the upper chamber to recommend a $306,500 increase for research of the National Bureau of Standards in radio propagation and standards.

That amount was sliced from the bill by an economy-driving House. Differences of the House and Senate will be ironed out in conference. Conferees on this appropriation also will consider the fate of the business census, a function of the Bureau of Census. Funds for the service were cut by the House but reinstated by the Senate.

According to Sen. Andrew F. Schoeppel (R-Kan.), a member of the Senate Interstate & Foreign Commerce Committee who successfully fought for additional money for NBS, some $2.75 million had been allotted in the budget to NBS for its radio studies.

Stambler Leaves FCC Post

ARTHUR STAMBLER, legal assistant to FCC Comr. Frieda B. Hennock since 1950, resigned last Wednesday to become associated with the Washington radio-TV law firm of Scharfeld, Jones & Baron. Mr. Stambler began his new duties with the private law firm Thursday.

Samuel B. Groner, staff attorney-advisor since 1946 with the Justice Dept. Office of Legal Counsel, succeeds Mr. Stambler.

THE FACTS

speak for themselves - about

"HOMETOWN, AMERICA"

on WFBR in Baltimore!

"Hometown, America", is doing an *amazing* job for the 11 participations now placed on the show. The number of labels bid—the number of new accounts opened, etc.—has astounded even those who are used to "Hometown, America's" success in other cities. "Hometown, America" has been on WFBR in Baltimore for just 4 short weeks, but—

IN THE FIRST 4 WEEKS

28,338

LABELS WERE BID IN RADIO TELEPHONE AUCTIONS

511

CALLS WERE MADE BY OUR SALES SERVICEMEN

278

NEW RETAIL GROCERY OUTLETS WERE OPENED FOR SPONSORS

410

STORE POSITIONS WERE IMPROVED FOR SPONSORS

469

STORES ARE NOW COOPERATING AND DISPLAYING "HOMETOWN, AMERICA" DISPLAY MATERIAL

401

INDIVIDUAL DISPLAYS WERE BUILT FOR SPONSORS

THIS IS ONLY THE BEGINNING!

There is still room for a few non-competitive sponsors on "Hometown, America" on WFBR—the greatest, most effective radio grocery promotion ever devised! Write, wire or phone your John Blair man or any WFBR account executive!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

FCC SUBMITS REPLY TO SENATE QUERIES

FCC last week submitted detailed answers to questions asked it by the Senate Interstate & Foreign Commerce Committee on relieving the TV hearing backlog.

Questions grew out of a session held by the committee with the Commission May 18 [B•T, May 25].

Highpoints follow:

FCC said it cannot act "merely on the ground of vague suspicion, and must be careful to avoid injustice to innocent parties" when considering so-called "strike" applicants. It added it was studying a cut-off date plan to facilitate handling.

The Commission outlined actions taken and told of changes underway in streamlining procedures and overhauling its system of priorities [B•T, May 25].

FCC said it has received no specific proposal that it permit two or more competing applicants in a community to form a trustee corporation to obtain an interim license and operate the station during the time taken to complete a hearing involving the applicants for a channel.

With new hearing procedures, FCC believes that B-4 cities on the priority list can be designated for hearing "considerably sooner than we had previously expected." Actual time-table would depend on number of examiners provided in fiscal 1954's appropriation.

FCC pointed out technical differences between uhf and vhf operation have been reduced and that anyway, in considering successful competition by uhf in established vhf areas, factors of the number of stations established, economy of the community, of network affiliation, etc., must be noted.

FCC said: "Excluding educational and territorial assignments, 927 uhf channels and 110 vhf channels have neither been granted nor applied for."

Not all vhf sets must be converted to receive uhf. There are only 30 uhf outlets on the air (as of June 9).

Uhf will not go the way of FM because "it is believed that the intermixture of vhf-uhf channels throughout the country, the fact that the uhf band contains 70 channels as against 12 in the vhf band, and the fact that many areas will receive only uhf service" would prevent such an occurrence.

NTSC to Study Procedures At June 24 Meeting

THE NATIONAL Television System Committee has scheduled a full-dress meeting for June 24 in an effort to decide its procedure in the forthcoming petitioning of FCC for compatible color TV standards.

The main question, it was understood last week, is whether NTSC will itself petition FCC, or whether it will wait and make its position known in comments filed in connection with some other petition or petitions. RCA has made clear that it intends to petition FCC by July 1 (also see story page 76), and there has been speculation that some other manufacturers also may petition separately.

The approximately 20-man NTSC group, headed by Dr. W. R. G. Baker of General Electric, was reported now to be in general agreement that the compatible system is ready to be put before the FCC and has been sufficiently field-tested.

The June 24 meeting will be held at IRE New York headquarters.

'Streamlined' Agency Set To Replace NPA

NATIONAL Production Authority in the Commerce Dept. is scheduled to be replaced by a new, streamlined "business services agency." This was revealed last week by Secretary of Commerce Sinclair Weeks.

He said NPA's defense allocation functions would be retained but that some 20 main divisions, with "key advisers" recommended by various industries to represent them, would be created. A major division, he said, would be electronics.

"In our overall format," he said, "we plan to help advertisers, sales executives and salesmen through industry in divisions dealing with marketing and distribution problems." NPA had reduced staffing of its Electronics Div. from 92 to 18 in the past year [CLOSED CIRCUIT May 25].

Pro Football Argument Set for Court Hearing

JUDGE Alan K. Grim tomorrow (Tuesday) will hear argument on the National Football League's motion to stay the Government's antitrust suit pending in the U. S. District Court in Philadelphia.

In a 19-day trial ended March 12 the Government charged the football league with violating the Sherman Antitrust Act by restricting TV and radio coverage of games.

ILL. BANS FUNDS FOR U. TV PLANT

THE U. of Illinois may be permitted to construct its proposed television station, but without benefit of state funds, judging by developments in the state legislature at Springfield last week.

The Senate Education Committee approved a bill to ban outright construction of such a station, but an amendment was being prepared for submission on the senate floor. It reportedly would allow state universities to build TV stations, provided money or equipment comes from outside or private sources. The university already has some $200,000 worth of TV equipment on hand for its proposed operation on vhf Ch. 12. It hopes to get an additional $100,000 from the Ford Foundation.

Even so, it would need between $30,000 and $40,000 a year more than it is now spending for the station to go on the air, according to Dr. George Stoddard, U. of Illinois president.

Meanwhile, CETA reported last week that more than $300,000 of the necessary $800,000 have been pledged. Another $150,000 each has been promised by the Ford Foundation and Chicago Board of Education.

House Frowns on Standby

EXEMPTION of radio and/or TV station rates from a 90-day emergency "standby controls" proposal—a recommendation approved by the Senate [B•T, May 25]—may prove only academic. The House last week passed a watered controls measure without the 90-day emergency section which had been knocked out by the House Banking & Currency Committee. Unless Senate-House conferees reinstate the section, the emergency provision may be a dead duck this session of Congress.

EXECUTIVE SHIFTS MADE AT KCMO

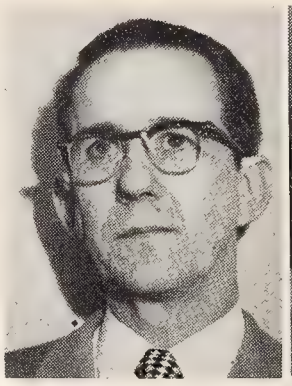
IN LINE with the grant of a TV construction permit for KCMO-TV Kansas City on June 3, T. L. Evans, president of KCMO, has announced that E. K. Hartenbower has been appointed general manager of KCMO-AM-FM-TV, assuming managerial operations of KCMO-TV. R. W. Evans has been named manager of AM operations.



Mr. Hartenbower

In addition to his present duties as assistant to Mr. Hartenbower, Clarence E. Breazeal assumes full management of KCMO-FM Transit Radio. Karl Troeglen, technical director of KCMO, will also assist Mr. Hartenbower in TV operations.

According to present plans KCMO-TV is expected to be on the air about Oct. 1.



Mr. Breazeal



R. W. Evans

KHJ-TV Names H-R TV Inc.; Staff Changes Announced

KHJ-TV Los Angeles has appointed H-R TV Inc. its national sales representative, effective today (Monday), according to Willet H. Brown, president of Don Lee Network Div. of General Teleradio Inc., parent corporation.

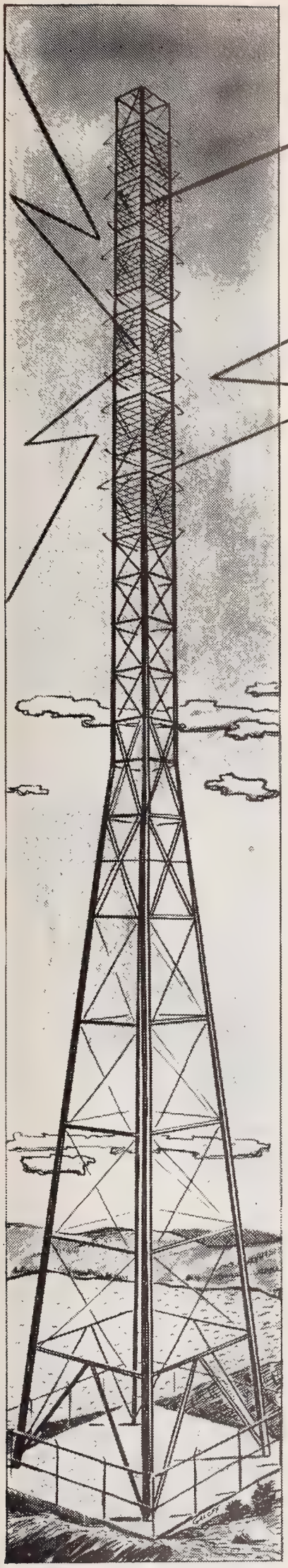
At the same time, Mr. Brown announced that George Whitney, vice president in charge of TV sales for KHJ-TV, has gone to New York to work with the H-R organization there.

In other changes, John Reynolds, sales manager of KHJ-TV, was appointed manager of the station, and Howard Wheeler, account executive for the past year, was named to take over as head of local sales. John Bradley, KHJ-TV's sales representative in the San Francisco area, will join H-R TV's San Francisco office.

John Blair & Co. continues to represent the Don Lee radio properties.

WHAS-TV Rates Go Up

WHAS-TV Louisville, Ky., will increase its hourly rate from $600 to $700 when rate card No. 6 goes into effect July 15, Neil Cline, station manager, announced last Thursday. The Louisville station's open rate 1-minute announcement, Class A, has been increased from $120 to $140.



Sell More On 4 with KRON-TV's SUPER SIGNAL

NOW you can be sure of reaching the largest group of consumers in the rich Northern California market over Channel 4. Now you can take advantage of KRON-TV's 4-POINT SUPERIORITY.

- HIGHEST ANTENNA in the San Francisco-Oakland Bay Area, with effective transmitting height of 1441 feet, gives you maximum clearance of local obstructions.
- HIGHEST POWER allowed by law for Channel 4 gives you added thousands to see and hear your sales message. Viewers as far away as 200 miles report fine reception.
- LOW FREQUENCY on Channel 4 gives you a more efficient wave length and more effective coverage over a wider area.
- GREATER DEPENDABILITY. Your advertising benefits from the unmatched protection of a double antenna system and an automatic standby generator to insure against telecast failure.

Add it all up and the answer is: You get better coverage... more complete coverage...more dependable coverage in Northern California on Channel 4. Take advantage of KRON-TV's 4-POINT SUPERIORITY for

SUPER SALES from a SUPER-SIGNAL

FREE & PETERS
National Representatives

KRON TV 4
SAN FRANCISCO

RADIO SERVES IN WAKE OF TORNADO DESTRUCTION

Broadcasters again rolled up their sleeves last week as the elements wrought havoc through the Midwest and New England. And these initial reports from the stricken areas indicate that all radio served well.

RADIO's ability to take over leadership under disaster conditions last week was again pointed up as additional tornadoes swept the country, dealing death and destruction in Massachusetts, Michigan, Nebraska and Ohio cities. Much already has been told of the medium's resourcefulness after similar tornadoes last month in Texas, Nebraska, Michigan and Ontario [B•T, May 18, et seq.]

Last week's grim harvest claimed well upward of 200 lives, injured hundreds and left millions of dollars in damages, with radio again proving its worth as broadcasters placed not only their facilities at the disposal of the victims and their communities, but in many cases displayed personal acts of heroism and sacrifice.

Highest death toll came from a series of twisters Monday in Michigan and Ohio, where deaths have been counted at 140 and injuries at more than a thousand. Next highest death toll was in the Worcester, Mass., area the next day when more than 80 lost their lives and some 800 were injured.

Stations providing on-the-scene staff coverage and assistance, as reported late last week, included: At Worcester, WAAB WNEB WTAG-AM-FM Worcester and WNAC Boston; at Flint, WFDF WKMF WTAC WBBC Flint and WJR WWJ-AM-TV Detroit. WGAR Cleveland reported on the tornado in that city Monday, as did WSRS Cleveland Heights.

Reports of radio's part in the tornado which struck in the Worcester region at 5:30 p.m. Tuesday still were coming in late last week.

WTAG-AM-FM Worcester, besides emergency broadcasting, supplied disaster coverage to WPRO Providence; WKNE Keene, N. H.; WLAW Lawrence, Mass.; WLAM Lewiston, Me.; WVOM Brookline and WEEI Boston. Late Tuesday WTAG News Director Jim Little reported coast-to-coast from WTAG studios on the entire CBS Radio network.

WTAG coverage was boosted by the reporting staffs of the *Worcester Telegram* and *Gazette*, affiliated with WTAG Inc. ownership. The station, undamaged by the tornado, remained on the air with intensive news coverage until the emergency was passed, with virtually the entire staff doing disaster work, according to Program Director A. J. Brissette.

On Wednesday the entire WTAG commercial department compiled disaster bulletins, personal notices and appeals, and many donated blood at Worcester hospitals. WSBM New Bedford, Mass., News Director Jerry Jerome and assistant Dick Bunnewith made telephoned reports from WTAG Tuesday night.

WTAG cancelled nearly all commercials and regular programs in favor of tornado coverage. Newsmen broadcasting eyewitness accounts from the disaster area included Louis Fontaine, Ben Oman and Andrew Fuller, community service director. Newsman Chris Condon reported from the city desks of the *Telegram* and *Gazette*.

WTAG at 10 p.m. Wednesday presented "Tornado," a full-hour documentary produced and narrated by Mr. Fuller which included recordings of WTAG eyewitnesses reporting.

The station last Friday was to produce "Tornado—Part Two," a sequel broadcast produced on-the-scene in Worcester County's tornado disaster zones which was to be aired at 9 p.m. by WTAG-AM-FM. Interviews were scheduled by Mr. Little, Mr. Fuller and John Wood. WTAG reported it was on the air more than 30 hours with continuous news and disaster bulletins. Programming became more normal Thursday, the station said.

WTAG on Wednesday sent a report in French on the tornado direct to Canadian Broadcasting Corp. at Montreal to be relayed to Canadian stations. Featured was Wilfred Beauliu, publisher of Worcester's French language newspaper, *Le Travalleur*, who interviewed his brother, Jean-Paul, a resident of the Great Brook Valley area, Worcester's worst disaster zone.

WNEB Worcester, upon news of the disaster, immediately went into action with its staff of 25, cancelling all scheduled programs and broadcasting emergency information, according to General Manager John J. Hurley.

Mr. Hurley said the station was on the air without a break from the time of the tornado until midnight the following day, devoting the complete 30 hours to disaster relief reporting. No commercial program was aired until 6 a.m. Thursday, he said.

Several members of the WNEB staff went immediately into the disaster areas and were able to give fast, eyewitness accounts. Although the home of Paul Larson, a WNEB personality, was demolished, he came to the studios to give an account of his experiences.

WNEB says it united hundreds of people, also acting as a relay point for messages from civil defense officials and for the Worcester police, who relayed telephone calls to many distant points. WNEB also cooperated with local officials of the American Radio Relay League, transmitting messages to them for retransmission by amateur operators to distant points.

The station had lines set up at local CD headquarters and helped relay instructions, many of which were received over car radios in Holden and Shrewsbury, Mass., where knocked-out power put home radios out of action.

Mr. Hurley said Thursday his station still was broadcasting messages from individuals and firms who were donating food, clothing, shelter and other facilities.

WAAB Worcester broadcast continuously for 33 hours after the tornado struck, with News Director Bob Nims coordinating story coverage. George F. Wilson, president-general manager, reports 10 staff members covered the disaster from the scene.

WNAC Boston aired first coverage of the Worcester tornado on its 6 p.m. Tuesday edition of the Yankee News Service on the Yankee Network and WNAC-TV.

WNAC beep telephone interviews with civil defense heads, police and fire representatives and others were presented. John D. Maloy, Yankee production director, and Lester Smith, special events staffer, sent direct feeds to WNAC from Worcester, describing the disaster. Leland C. Bickford, editor-in-chief of the Yankee News Service, aired an eyewitness report of the tornado in the 11 p.m. edition Tuesday, told by I. B. Robinson, Yankee technical director, who happened to be in Worcester at the time of the storm. This report was the highlight of Mutual's *Newsreel* coast-to-coast program Wednesday at 2:45 p.m., a WNAC spokesman said.

WNAC-TV telecast special news reports and UP pictures through Wednesday, and at intervals WNAC listed known fatalities.

Sen. John F. Kennedy (D-Mass.) was to have spoken Wednesday on the Yankee network.

WEEI Boston coverage of the tornado began at 6:15 p.m. Tuesday. Charles Ashley, on the air with a news program sponsored by Kaiser-Frazer dealers, flashed the first reports of the tornado. Commercials were dropped to allow maximum news items.

Newsmen Art Smith and Ralph Morse manned a special wire to WTAG Worcester, carrying direct reports from WTAG at 10:15 p.m. WEEI continued with reports of the tornado through the rest of the night.

WPRO-AM-FM Providence, R. I., according to Kenneth Curto, local sales manager, received permission to retransmit the WTAG

All Served Well

SYNONYMOUS with the word "radio" has been the public service rendered by all outlets in time of national or local emergency. Last week's tornado disasters provided no exceptions. The accompanying report, while representative of all radio, is based on that first information provided by the stations mentioned and is not to be construed as the full story of radio's effort.



WJR Detroit's mobile studio unit, shown on the scene of the Flint, Mich., disaster, was used as emergency communications center for the governor, state CD director and Red Cross.



THE NEW PITTSBURGH . . .

THE NEW

KQV

NOW CBS RADIO!

5000 WATTS · 1410 KC

Today, another inspiring chapter is being written in the Pittsburgh story . . . a book whose glowing chapters tell of a great city being built anew . . . of gleaming new office buildings, hospitals, industries, highways and parks.

On June 15, KQV—for twenty years Pittsburgh's leading local forum and radio market place—joins the great CBS Radio Network.

So now more than ever, the station for selling Pittsburgh's rich industrial market—more prized now than ever because of the city's great new vitality—is KQV, Pittsburgh's Aggressive Network Station . . . the steel capital's new voice of CBS Radio.

Obviously, everyone's now moving to the new KQV.

Won't you?

KQV . . . 5000 watts . . . 1410 on the dial . . . *but now on the CBS Radio Network.*

Pittsburgh's Aggressive Network Station

National Representatives: WEED & CO. New York • Boston • Chicago • Detroit • San Francisco • Los Angeles

FM signal and aired that station's entire programming from 8:30 p.m. Tuesday to 2:30 a.m. Wednesday, supplementing these broadcasts with warnings relayed by Rhode Island state police asking persons to stay out of the stricken area.

Mr. Curto said his station's switchboard was swamped with calls for aid from listeners seeking information about relatives in the tornado area. Mr. Curto said WPRO's FM signal helped WTAG to reach people in the WTAG fringe areas.

WPRO staffers voluntarily showed up to help with telephone calls and engineering and announcing duties during the emergency, Mr. Curto said. Of WTAG he said:

"WPRO gives its sincere tribute to WTAG radio coverage and flexibility, which was in the finest traditions of radio's real sense of responsibility to the community it serves."

At Flint, WFDF reports it carried its first eyewitness report at 10:18 p.m. Monday after the tornado had struck at 8:35 p.m., and carried other such reports on ensuing programs. WFDF representatives helped identify bodies of victims and broadcast tape recordings made in the disaster area from its mobile unit, beep telephone recorded interviews, a telephone interview with Mayor Donald Reigle, a list of victims, an interview with City Manager Herman Young, appeals for blood donors, warnings to purify drinking water, messages to Red Cross disaster units, locations of shelter points, appeals for bedding and other equipment, warnings to the public to stay out of the disaster area, appeals for manpower and equipment to dig bodies from the debris, appeals for doctors and nurses, for food and coffee, and for funds.

Lester Lindow, WFDF general manager, reports his station served as a news center for WJIM-AM-TV Lansing, WWJ-AM-TV Detroit, WOOD-AM-TV Grand Rapids and WEOA Evansville, Ind., also giving information to other stations who messaged for information.

Mr. Lindlow said WFDF acted as a relay point and clearing house for messages from relatives of those in the storm area and taped interviews at the scene with Sen. Homer Ferguson (R-Mich.), Postmaster Gen. Arthur Summerfield (a Flint resident), and Congressman Kit Clardy of the Flint district, all of whom flew in from Washington.

WFDF reports it also on Wednesday publicized formation of an Emergency Relief Planning Council, aired a round table talk on tornado relief, and at the mayor's request arranged for a one-minute silence Thursday in tribute to victims.

Mr. Lindow said Flint was not merely so badly damaged as newspaper reports have led the nation to believe; that the area stricken was only two to three blocks wide and seven miles long, and was two miles north of Flint's city limits. Casualties were high because the flimsy homes in this area were overcrowded in many instances, he said.

WKMF staffer Gary Willson aired a warning at 8:20 p.m. Monday that a pilot who had just landed had spotted the tornado several miles away. WKMF's first eyewitness account of the disaster was from staffer Stanley Heinemann, who witnessed the twister at its full impact from his home half-a-mile from it, according to W. Eldon Garner, station managing director.

Program Director Dusty Rhodes directed staffers in coverage of the disaster that night and through the next day from various points such as the destroyed area, hospitals, a large auditorium used for first aid treatment and the armory, which served as a temporary morgue.

WBBC Flint, according to Gerald Schroeder, general manager, operated according to its FCC license, deleting all commercials for 22 hours and carrying messages from the Red Cross and other agencies involved.

WJR Detroit sent its mobile studio with power plant, shortwave facilities, mobile radio telephone and a staff of two engineers and newsman Bill Sheehan to Flint to set up headquarters in the stricken area. A spokesman said, it arrived "in time to meet a critical need for emergency communications on the part of the governor, the state civil defense director, Red Cross, state police and hospital officials."

Gov. G. Mennen Williams, who the station reports assumed personal supervision of the disaster area, used the mobile studio as early communications headquarters, employing the WJR shortwave telephone to call out the national guard, state police and issue other instructions.

Gov. Williams praised WJR for supplying the mobile equipment, saying, "I want to especially thank WJR. They have been very helpful to me. . . . WJR has performed an outstanding public service."

Gen. Lester Maitland, state civil defense director, also used the mobile unit for directing emergency work, WJR reported. Newscaster Sheehan broadcast appeals and emergency instructions.

Previously, WJR's program director, Franklin Mitchell, had reported damages from Monroe and Erie, Mich., where others were killed and injured by tornadoes, and the WJR mobile unit broadcast property damage at Milford, Mich., before finding that Flint had suffered heavier damages.

WJR reports it aired 16 special on-the-scene reports from Erie, Milford and Flint from 10 p.m. Monday to 9 a.m. Tuesday, besides airing frequent news bulletins based on telephone calls and wire service flashes.

WWJ-AM-TV Detroit reported it assigned dozens of broadcasters and technicians to cover the Michigan tornadoes and devoted four hours of radio time and two and a half hours of television time to coverage.

A WWJ disc jockey interviewed Detroit Police Commissioner Donald S. Leonard as he drove into Flint at 4 a.m. James Eberle, WWJ public affairs manager, went to the devastated area with WWJ's field unit, from which he made on-the-spot reports.

Bob Maxwell, WWJ-TV performer, flew a plane over Flint while Robert Ritter, producer-director, shot movies of the damage, which were shown on two evening telecasts. At 11:30 a.m. Tuesday WWJ-TV showed ground films of Flint damage which were made by James Jewell of the station's engineering staff. John Merrifield, WWJ farm director, aired a story on damage to farms. Newscasters Carl Cederberg and Harold True described the disaster over NBC at 7:30 p.m. and 11:15 p.m. Tuesday.

Bob Leslie presented a summary of the day's telecasts at 11 p.m., plus interviews with rescue and civil defense workers. The station said technical difficulties prevented TV coverage direct from Flint despite construction of two relay posts between there and Detroit. WWJ-AM-TV appeals were credited with helping obtain record blood donations at Detroit, the station reported.

WGAR Cleveland claimed it was the only radio station in that city which continued emergency operation after a storm there knocked out public power. WGAR switched to its diesel-powered 5 kw transmitter to maintain its signal during the hour other radio-TV outlets were dead. WSRS Cleveland Heights also broadcast during the emergency. WGAR carried a civil defense appeal for blankets, food and milk for storm victims, and the station reports that when other outlets returned to the air they helped workers to locate damaged power lines and reported damages. All Cleveland outlets had warned of the coming tornado, holding loss of life to a minimum, a WGAR spokesman said.

WSRS President-General Manager Samuel R. Sague said his station broadcast warnings of the impending danger, carrying direct comments by weather experts. WSRS then went into emergency operation, cancelling commercial programs. He said a number of letters have been received from local citizens praising the station for its alerting activities and its coverage and instructions on what listeners should do.

KNIGHT NAMED WABD (TV) MANAGER

APPOINTMENT of Norman Knight, vice president in charge of sales, advertising and promotion of *Sponsor* magazine for the past four years, as manager of the DuMont TV Network's WABD (TV) New York was announced last week by Chris J. Witting, DuMont's managing director.



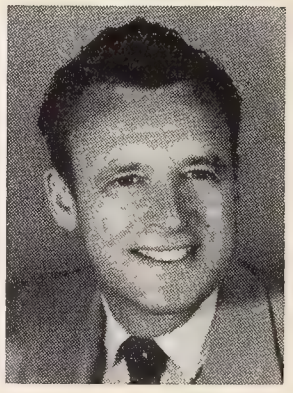
Mr. Knight

He succeeds Richard E. Jones, whose future plans were not announced. The appointment is effective July 21.

Mr. Knight formerly was eastern manager of station relations for Mutual for three years. Before that, he had gained experience as a salesman for Storer Broadcasting Co. and subsequently as general manager of West Virginia Radio Corp., which is licensee of WAJR Morgantown and WDNE Elkins. Previously he had engaged in announcing and radio writing and promotion activities.

HARTB Elects Hollinger

FIN HOLLINGER, general and commercial manager for KPOA Honolulu, has been elected president of Hawaiian Assn. of Radio & Television Broadcasters, succeeding Jack A. Burnett, KULA Honolulu. Ezra Crane, KMVI Wailuku, was elected vice president of HARTB, and Ira G. Mercer, KHON Honolulu, was elected secretary-treasurer. Mr. Burnett and Robert Denison, KIKI Honolulu, were elected directors.



Mr. Hollinger

WDAF-AM-TV Strike Still On

WDAF-AM-TV Kansas City entered its 21st day of shutdown last Thursday with the AFTRA-called strike still underway [B•T, May 25]. Management and union officials have been meeting intermittently during the past three weeks but with no results. At issue is a union demand that the stations' announcers be paid a fee for commercial announcements while on their regular shifts. Announcers are paid talent fees for commercials they render off-shift. The *Kansas City Star's* stations offered a raise in pay of $4 weekly.

SOCIAL NOTES FROM ALMOST ALL OVER

especially Amarillo



THERE ONCE was an Indian tribe, the "Tejas," whose name meant "friends." Explorers mistook the tribal name for the land's name, and that's one story about how "Texas" was born.

———

Armadillos, which often end up as baskets, have nothing to do with the origin of the name Amarillo. An armadillo can't see much better than the mole in Pogo; it is just as easily confused; and if you ever lose a bit of skin to its sharp toes, remember it was only trying to depart in a hurry. No he armadillo has a sister his age; no she armadillo has a brother her age; they're always born four of a kind.

———

You're probably wrong about a horse with lots of bottom. It means he has endurance.

———

"You want a saddle with a horn or without?" asked the outfitter at a dude ranch. "Better make it with," replied the tenderfoot, "this traffic will need honking at."

———

There are only two markets in the U. S. whose per family retail sales exceed $5,000. Both are in Texas. The top one (of the 225 metropolitan counties listed in *Sales Management*) is Amarillo, with $5,794.

———

26,461 TV sets have been sold in the Amarillo trade area in the last five months.



AM: 10,000 watts, 710 kc. TV: Channel 4 • Represented nationally by the O. L. Taylor Company



WCKY THE

RADIO SATURATES CINCINNATI

Using Radio You Can Reach Just 2.5% Less Than Everybody

RADIO HOMES	97.9%
TV HOMES	73.6%
DAILY NEWSPAPER A	41.9%
DAILY NEWSPAPER B	42.2%
DAILY NEWSPAPER C	42.4%

Why settle for less when you can get 97.9% of all Cincinnati homes on Radio

and

Why settle for less when you can get 50,000 Watts of Selling Power

on

WCKY

* Figures for Cin. Met. Area 295,600 Families
Radio Homes BAB
TV Homes Pulse
Newspaper Circulation ABC City Zone

SELLINGEST STATION IN THE NATION

ON WCKY YOU GET

FULL PENETRATION
Not just part of the market as with other media.

REAL FREQUENCY
10 - 20 - 30 times a week if needed, to drive home your sales message.

LOW COST
with WCKY's low low rates and high ratings, you get the lowest cost per thousand, lower than any other Cincinnati radio station and much much lower than TV or newspapers.

BONUS COVERAGE
at no extra cost. WCKY is first in Out of Home Listening and also gives you a big big bonus of listeners outside of Cincinnati area with 50,000 watts.

Buy WCKY and Get Full Coverage in Cincinnati Plus a Big Bonus

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281



Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK

EIGHT MORE TV STATIONS DEBUT TO BRING POST-THAW STARTS NEAR 80

More important markets, including Kansas City, Mo., Duluth, and Scranton, get uhf service. And reports from permittees indicate scores more are in the final stages of preparation.

THREE new TV stations, all uhf, went on the air last week, one vhf outlet was to have started programming yesterday, and two uhf and two vhf are planning to begin commercial operations today (Monday).

Last week's starters are KCTY (TV) Kansas City, Mo., uhf Ch. 25, WFTV (TV) Duluth, Minn., uhf Ch. 38, and WGBI-TV Scranton, Pa., uhf Ch. 22. Yesterday KROC-TV Rochester, Minn., vhf Ch. 10, was planning to begin, and today KSWS-TV Roswell, N. M., WFAM-TV Lafayette, La., WROM-TV Rome, Ga., and WTVE (TV) Elmira, N. Y., are to begin.

WROM-TV had been counted as going on the air May 30, but did not make that date.

KCTY officials last Thursday were uncertain whether or not the station would begin commercial programming over the past weekend —it depended on how soon equipment tests could be completed.

Deducting WROM-TV from last week's total on-the-air with commercial programming, and adding KCTY (TV) WFTV (TV) and WGBI-TV, the total number of operating post-thaw uhf stations equals the total vhf outlets. Both stand at 36. (Add KROC-TV and the four which planned to start today, and the total post-thaw stations rises to 77, with 38 uhf and 39 vhf stations.)

The total number of commercially-operating U. S. TV stations now is 180, exclusive of the aforementioned probable starters.

Here are late reports from some of the stations:

• Herbert Mayer, president of KCTY Kansas City, Mo., uhf Ch. 25, said his newest uhf TV station may be programming commercially today (Monday)—and if equipment tests late last week were completed in time, the station was to have been on the air the past weekend with major league baseball games and other special events. At the latest, the station is due on with commercial programming this week.

Meanwhile, it was announced that KCTY (TV) has appointed Avery-Knodel Inc. as its exclusive national representative.

Mr. Mayer said everyone at the station was pleased at the excellent coverage the station was getting, even though it is operating with interim power while awaiting shipment of a 10 kw amplifier. "In fact," he declared, "I've heard reports of reception in St. Joseph, Mo., which is 56 miles away from here.

• WGBI-TV Scranton launched commercial operations on June 7 with an hour-long dedication broadcast featuring station officials along with civic and religious leaders and key city officials. The station is on uhf Ch. 22 with 215 kw, and current plans call for daily telecasts between 5 and 11:15 p.m.

Mrs. M. E. Megargee, president of Scranton Broadcasters Inc., which owns and operates WGBI-AM-FM-TV, opened the special program with a brief dedication speech.

Frank Megargee, son of Mrs. Megargee and the late Frank Megargee, founder of WGBI, threw the switch which put WGBI on the air. Kenneth Cooke, chief engineer of WGBI for the past 24 years, was singled out as responsible for designing the TV studios and installations and for supervising the construction.

WGBI-TV is affiliated with CBS-TV, and claims the distinction of being one of the few TV outlets to begin programming on its scheduled target date.

• Tom Evans, KCMO-TV Kansas City president, said the station hoped to be on the air by fall. He estimated a 90-day construction period following the customary 30-day waiting period. RCA equipment is on hand and the station probably will seek temporary authorization to use its present FM tower to introduce prompt service.

Katz is the KCMO (AM) representative and is expected to represent the station TV-wise, too, Mr. Evans said. KCMO-TV was granted vhf Ch. 5.

• Tom Richards, general manager of WACA-TV Camden, S. C., uhf Ch. 14, said the station will be represented nationally by the Capper Sales offices.

• Tom Gilchrist, general maanger of WJHP-TV Jacksonville, Fla., uhf Ch. 36 grantee, and also manager of WTMC Ocala, Fla., said "We are starting construction immediately and hope to bring the finest uhf signal possible to Jacksonville." He anticipates going on the air in the late fall with General Electric equipment. National representative will be John H. Perry Assoc. No network affiliation has been arranged.

• WOKY-TV Milwaukee, uhf Ch. 19, hopes to be on the air by Labor Day. Mel Bartell of Bartell Broadcasters Inc., permittee, said network affiliation is contemplated. No national representative has been selected.

• Robert F. Wright, president and general manager of WTOK-TV Meridan, Miss., vhf Ch. 11, expects to start Sept. 27. He said the station had a General Electric transmitter in a warehouse under option. The national representatives will be Headley-Reed TV Inc., but no network affiliation has been set at this time.

• Donald McFall, general manager of WTRC-TV Elkhart, Ind., owned by the Truth Publishing Co., said the starting date would depend on the delivery of equipment, all RCA, but he hopes to have the station on the air within a year. There have been no commitments for the TV network or representative.



SCRANTON's largest department store, Cleland-Simpson Co., was the first store to sign for commercial announcements on WGBI-TV there, which went on the air June 7 (see story). Signing the contract is John A. Noble, president of Cleland-Simpson Co. Watching are (l to r): Francis A. Coy, vice president and general merchandise manager of Cleland-Simpson; George D. Coleman, WGBI-TV general manager; W. W. Davis, advertising and publicity director for Cleland-Simpson, and Ed. Schomburg, WGBI-TV account executive.

is aiming for Nov. 1, and will use a DuMont 5 kw transmitter with an effective radiated power of 92 kw visual. No national representative has been chosen, he said, and negotiations still are underway on network affiliation.

• Mel Wheeler, general manager of WEAR-TV Pensacola, Fla., vhf Ch. 3, said a Sept. 1 debut was planned. Mr. Wheeler, who also manages WJDM-TV Panama City, Fla., granted two months ago, said DuMont equipment will be used and that George P. Hollingbery would be the national representative.

• Ben Ludy, general manager of WIBW-TV Topeka, Kan., vhf Ch. 13, looks toward "late fall" as the starting date for the new station. He said there have been no network negotiations as yet. WIBW (AM) is a CBS affiliate. Prospects are that the TV station, like WIBW, WTRC (AM) is an NBC affiliate and is represented by John E. Pearson & Co. The station is assigned uhf Ch. 52.

• KTXL-TV San Angelo, Tex., vhf Ch. 8, reported that various promotion activity is underway, preparing for the station's debut about the Fourth of July. The station reports that its 5 kw DuMont transmitter now is being installed and programs are being rehearsed so that the staff will be trained for the start of programming.

KTXL-TV's general rate card No. 1 lists Class A time as $200 for one hour one time, and Class B time as $150 for one hour one time. The station will be a CBS-TV affiliate and is represented by the O. L. Taylor Co.

• Ted A. Eiland, general manager of WTAP (TV) Parkersburg, W. Va., said the starting

Vic RADIO PROFIT Diehm Says:



Champions of the Airways...

... the Team of Diehm!



Year after year the team of Diehm in Hazleton, Bloomsburg and Allentown in the Pennsylvania League and Biddeford-Saco in the New England League have been Champions of the radio airways. Their consistent professional performance is the reason why radio time buyers buy these stations, for they know their clients will get sparkling fielding, smart base running and powerful offensive performance when the team of Diehm takes to the field to put a sales message across. Depend on Diehm to deliver results !

WAZL HAZLETON, PA. NBC-MBS (Represented by Robert Meeker Associates).

WHOL ALLENTOWN, PA. CBS

WHLM BLOOMSBURG, PA. (Owned and Operated by Harry L. Magee).

WIDE BIDDEFORD-SACO, ME. MBS-YANKEE (Promotion Rep. Robert S. Keller).

date for that uhf Ch. 15 outlet has been set for Sept. 21.

• Bob Marye, chief engineer of KTVH (TV) Hutchison, Kan., said construction of the tower and antenna were completed last week. He said the four-ton antenna will add 84 feet to the 700-foot tower, located eight miles east of Hutchison. It is reported to be the highest man-made structure in Kansas.

• N. L. Bentson, president of WMIN-TV St. Paul, Minn., said the station (which will share time equally on vhf Ch. 11 with WTCN-TV) has set Sept. 1 as its commercial on-the-air date. The station will use a 50 kw RCA transmitter with an effective radiated power of 316 kw and will be an ABC-TV affiliate.

• WAKR-TV Akron, Ohio, will begin its regular test pattern schedule today (Monday), S. Bernard Berk, president, told B•T. Programming will begin in July, he said.

• WPMT (TV) Portland, Me., is to bring Maine its first live network programs Aug. 30, Frank S. Hoy, president of the station, said. He said AT&T told him that live service would be available on a temporary basis then between Boston and Portland.

The WPMT target date also is set for August 30, Mr. Hoy said, and he added that construction of studios and the transmitter location in the Columbia Hotel "is progressing nicely."

Station manager is George E. Curtis Jr., former administrative assistant to Gov. Burton Cross.

• KVOS-TV Bellingham, Wash., vhf Ch. 12, went on the air with British Coronation film June 3. It will begin fulltime programming June 28.

WNBK (TV) Constructing $1 Million Transmitter

WNBK (TV) Cleveland, NBC o & o outlet, has begun construction on its $1 million transmitter on Herbst Hill at Parma, with completion expected in late September.

WNBK General Manager Hamilton Shea, who broke ground for the new plant, said that when the transmitter is completed WNBK will switch from Ch. 4 to 3 and will boost effective radiated power to the 100 kw maximum authorized by FCC.



CONSTRUCTION begins on WNBK (TV) Cleveland's $1 million transmitter at Parma with groundbreaking ceremonies by (l to r) S. E. Leonard, WNBK engineer in charge; Mayor Stephan A. Zona of Parma, and WNBK General Manager Hamilton Shea.

• Transfer of KONA-TV Honolulu to KGU and KPOA Honolulu became effective last Monday (June 8), according to John D. Keating, KONA-TV general manager. He said the station is scheduled to resume June 17 with 35 kw visual. NBC Spot Sales will be national representative and the station will be an NBC-TV affiliate. Frank Fitch is chief engineer and Frank Maudsley is sales manager. Hourly rate is $225.

• KIDO-TV Boise, Ida., vhf Ch. 7, will commence "full scale" programming July 12, Walter E. Wagstaff, vice president and general manager, announced last week. The station's new building is completed, he said, with all control and camera equipment installed except the transmitter, which is expected today (Monday) or tomorrow. The station will be affiliated with CBS-TV, DuMont and NBC, represented by Blair TV and have a base hourly rate of $150.

• Larry Israel, partner in WENS (TV) Pittsburgh, Pa., uhf Ch. 16, said a mid-August starting date is contemplated.

• WNAO-TV Raleigh, uhf Ch. 28, started testing its Federal transmitter a week ago, Charlie Stone, general manager, reported.

• WTRF-TV Wheeling, W. Va., vhf Ch. 7, told B•T it has a priority contract with RCA and expects a 10 kw transmitter and 50 kw power supply delivered in late July. The starting date has been set for Oct. 1. Robert W. Ferguson, vice president and general manager, said final contracts with networks and national representatives are not yet ready.

• A 10 kw vhf transmitter and associated equipment have been shipped to KEYT (TV) Santa Barbara, Calif., RCA Victor announced last week. The station plans a July 25 starting date.

• RCA Victor, Camden, N. J., reports that it has shipped new uhf transmitters and associated equipment to two more stations, WCAN-TV Milwaukee and WMTV (TV) Madison, Wis. The stations' uhf antennas will be shipped later this month, an RCA spokesman said.

WCAN-TV will operate on uhf Ch. 25 and WMTV (TV) will be on uhf Ch. 33.

• A 5 kw vhf transmitter and associated equipment have been shipped to KTXL-TV San Angelo, Tex., James B. Tharpe, national sales manager, DuMont TV Transmitter Div., reported last week. He added that similar equipment has been ordered by KIVA-TV Yuma, Ariz., vhf Ch. 11.

• Greater Rockford Television Inc., granted vhf Ch. 13 in Rockford, Ill., has contracted to purchase $250,000 worth of DuMont Labs equipment, including transmitter, two image orthicon camera chains, complete central control equipment, transmitter control console and complete studio lighting facilities. The contract was signed by Louis E. Caster, president of Rockford company, and John Klindworth, sales representative of DuMont transmitter division.

• KLPR-TV Oklahoma City, Okla., uhf Ch. 19, has started construction of its 978-foot tower, which it claims will be the highest man-made structure in the southwest. Byrne Ross, president of the station, told guests at the ground-breaking ceremony that the station's target date has been set for early September.

• KSTM-TV St. Louis, uhf Ch. 36, is aiming for a Sept. 1 start. Bill Ware, president, said that construction of the station's $750,000 studio building is being delayed because of a St. Louis construction workers' strike.

• KCEN-TV Temple, Tex., vhf Ch. 6, has announced an Oct. 1 starting date. The station, which will be an NBC-TV affiliate, will operate with 100 kw visual effective radiated power. Station President Frank W. Mayborn will be assisted by Burton Bishop, KTEM (AM) general manager who has taken a leave of absence from the AM outlet.

Here is a complete listing of the expected starting dates of stations going on the air between now and next fall:

On the Air
With Programming

KCTY (TV) Kansas City, Mo., uhf Ch. 25, represented by Avery-Knodel Inc., to carry programs from various TV networks (if equipment tests were completed in time, KCTY [TV] was to have begun programming over the past weekend; at the latest it expects to start commercial programming this week).

WFTV (TV) Duluth, Minn., uhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks (started June 7.)

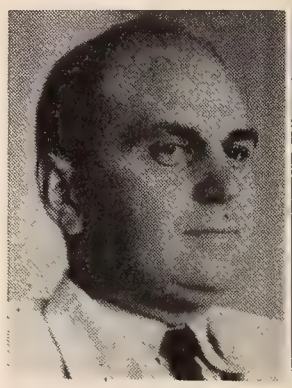
WGBI-TV Scranton, Pa., uhf Ch. 22, repre-

(Continued on page 100)

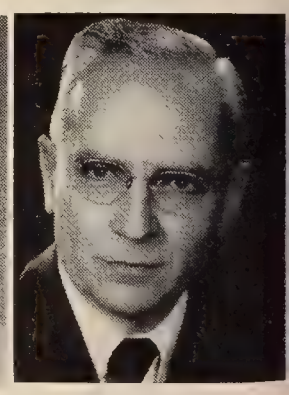
Dolph, Quarton Named To Higher ABS Posts

WILLIAM B. DOLPH, executive vice president of American Broadcasting Stations Inc., has been named president, according to an announcement last week by Helen S. Mark, who has resigned the presidency to become board chairman.

Mrs. Mark also announced the election of William B. Quarton, general manager of



Mr. Dolph



Mr. Quarton

WMT-AM-TV Cedar Rapids, Iowa, licensed to ABS, as vice president in addition to his present duties. ABS holds a construction permit for vhf Ch. 2 in Cedar Rapids and expects to be on the air with the TV outlet about Sept. 27, Mrs. Mark said.

Frost Joins KNX, CPRN

JAMES W. FROST, for the past six months advertising promotion manager of the San Francisco *Chronicle* has been named advertising and promotion manager for KNX Hollywood and Columbia Pacific Radio Network, effective today (Monday), it was announced last week by William D. Shaw, general manager. He succeeds Sherril W. Taylor, recently transferred to New York as manager of CBS Radio Spot Sales promotion.



Mr. Frost

98% of all U.S. TV stations use Houston-Fearless equipment



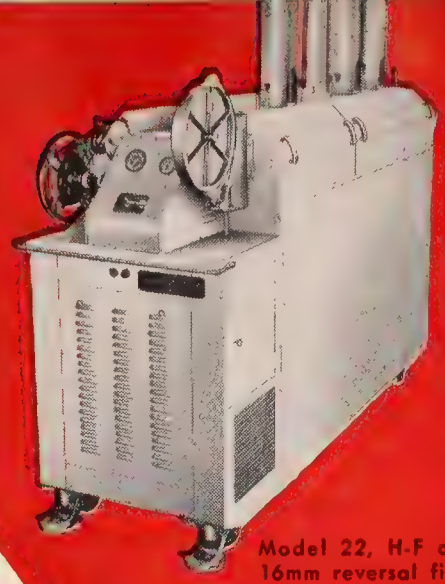
uston-Fearless TV Crane, Model -T, offers extreme versatility. mera lens can be raised quietly, m 3'-6" to 9'-6" while dollying.



louston-Fearless microwave parabola mounted on H-F tilt head nd tripod. Also available in power-driven models operated by emote control.



elevision's finest portable camera ount. Houston-Fearless friction ead, all-metal tripod and tripod olly. For studio or field use.



Model 22, H-F developer for 16mm reversal films. It is self-contained, easy to operate, entirely automatic, daylight operating. Adaptable to negative, positive or 35mm films.

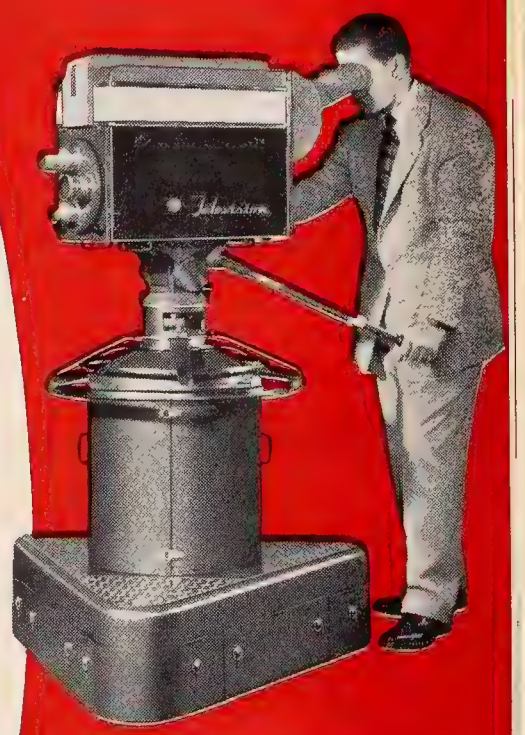
Smoother BETTER SHOWS

are produced with

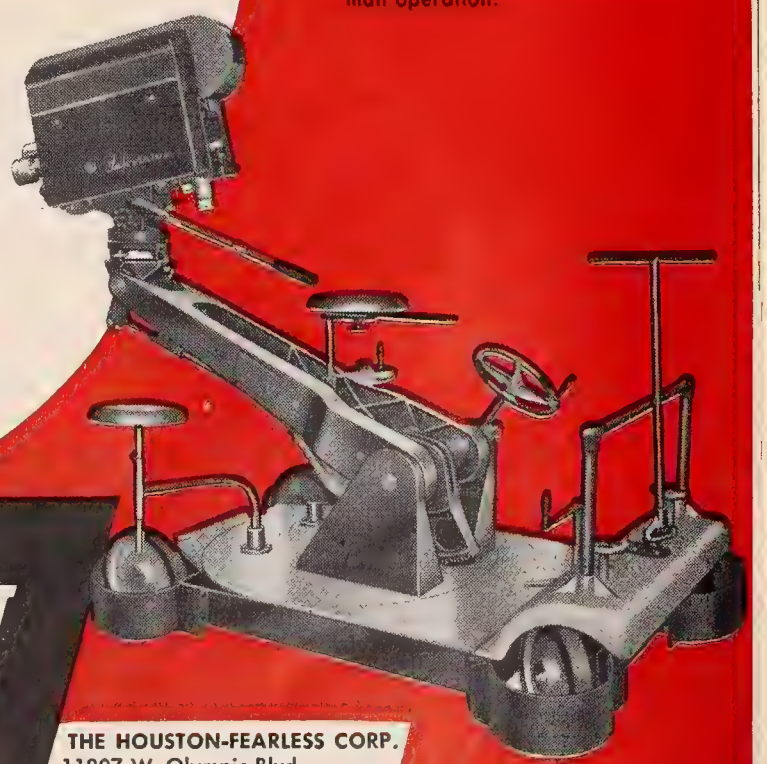
HOUSTON-FEARLESS EQUIPMENT

Top flight television showmanship is dependent not only on capable writers, producers and cameramen, but also on reliable studio equipment that will produce any desired camera effect smoothly and quietly with a minimum of effort . . . and on efficient film processing equipment that opens vast new sources of program material. That's why 98% of all U.S. television stations, as well as motion picture studios in Hollywood and throughout the world, rely on Houston-Fearless for matchless quality, proved performance and absolute dependability

In addition to building many models not shown here, Houston-Fearless offers extensive engineering and manufacturing facilities to produce special television and photographic equipment for your particular requirements. Write for information and catalogs.



Model PD-3 H-F TV Camera Pedestal raises camera quickly, easily by lifting on steering wheel. Rolls smoothly for dolly shots. One man operation.



H-F Panoram Dolly provides countless camera effects . . . raising, lowering, panning, tilting, and dollying. Smooth and steady.

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Please send catalogs on ☐ Friction Head ☐ Tripod ☐ Tripod dolly ☐ Panoram dolly ☐ TV Cranes ☐ Camera pedestals ☐ Film Processors ☐ Parabolas ☐ Remote control parabola

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Station or firm.....
Address.....
City..... Zone... State.....

NBC-TV PLANS O&O STATION NETWORK, REVEALS 'NEW HORIZON' BLUEPRINTS

At last week's meeting in New York of NBC network officials and 30 executives from the network's o&o stations, NBC reports plans for a 'network within a network' for its TV stations. Higher degree of coordination between the o&o stations, both radio and TV, also was planned.

PLANS for a "network within a network," to consist of NBC's owned-and-operated television stations, were reported set last week in a two-day "new horizons" meeting of o&o station officials with executives of the network's o&o division in New York.

The "little network" blueprint was one of several drawn as the officials mapped methods of achieving a higher degree of coordination among the o&o's in the fields of programming, merchandising and promotion. Program plans related to TV, but the merchandising and promotion aspects would also be applicable to radio, it was explained.

First of the "little network" shows is tentatively set to get started the first week in August. Two programs, both live and both across-the-board strips, are contemplated for launching that week. According to present plans, one would go into the 2:30-3 p.m. period, Monday through Friday, probably would be a women's program, and would be originated by WNBT (TV) New York and fed to WNBQ (TV) Chicago and WNBW (TV) Washington.

The other probably would go into the Monday-Friday 7-7:30 p.m. period, is expected to be of the "intimate variety" format, would originate from WNBT or WNBQ and would be fed live to all NBC o&o TV stations except KNBH (TV) Hollywood, for which a kinescope of the program would be made available.

Such shows as these, it was pointed out, would open up new sales possibilities for the stations and at the same time offer advertisers a lineup in a small but select group of markets. A sponsor could buy the programs on all five or a lesser combination of stations. Those not bought as a "network" could offer cut-ins to local advertisers.

Plans also are afoot for the development of a show by KNBH, to be made available to other o&o's on a kinescope basis.

"Prefabricated" programs also may be developed. Under this plan, one station would supply the others with scripts, formats and other material of a particularly successful local show; the other stations would take these ingredients and produce the show themselves.

As part of the "coordinated" promotion campaign, national magazine and local newspaper advertising is planned, keyed to the theme "daytime is bigtime on television." Also, a central publicity office will assist in the coordination and expansion of the activities of those departments of the respective stations.

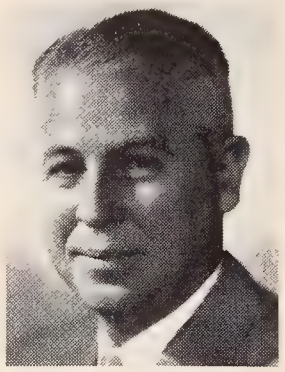
The meeting, held in New York Monday and Tuesday and part of Wednesday, was attended by approximately 30 executives from the network's o&o division headquarters and from the stations.

WJMR-TV Joins DuMont

WJMR-TV New Orleans, La., scheduled to start programming on uhf Ch. 61 in September, will be affiliated with the DuMont Television Network, James E. Gordon, vice president and general manager, announced last week.

CLIFFORD ELECTED NBC PERSONNEL VP

ELECTION of John M. Clifford, personnel director of RCA Victor Div., to the new post of NBC vice president in charge of personnel was announced last week by Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC.



Mr. Clifford

Disclosure of Mr. Clifford's election coincided with the announcement that Ernest de la Ossa, NBC personnel director, had been promoted to station manager of NBC's WNBC-AM-FM and WNBT (TV) New York [B•T, June 8], and that George D. Matson, operations analyst, had been named assistant treasurer of NBC.

Mr. Clifford will be in charge of all personnel activity for the network, including labor relations, the announcement said.

Mr. de la Ossa in his new post reports to Ted Cott, who continues as vice president in charge of WNBC-WNBT. Mr. Matson reports to Joseph A. McDonald, treasurer.

DuMont Reports $6 Million In TV Billings During May

GROSS billings of almost $6 million in May represented a high point in the history of DuMont TV Network, Ted Bergmann, director of sales, has announced.

New network shows signed during May, Mr. Bergmann said, were:

What's Your Bid? for Charles Antell Inc., Baltimore, through Television Adv. Assoc.; *Your Big Moment,* alternately by Toni Co., Chicago, through Weiss & Geller, and Hazel Bishop Inc., New York, through Raymond Spector Co., and *Tom Corbett, Space Cadet,* for International Shoe Co., St. Louis, through D'Arcy Adv.

ABC-TV Books $4.7 Million

BOOKING of a record volume of $4,700,000 in gross television time billings from advertisers set to sponsor new ABC-TV network programs, beginning in the fall, has been announced by Alexander Stronach Jr., vice president in charge of ABC-TV.

Among the advertisers signed up through the week ending May 22 are:

E. I. du Pont de Nemours & Co., Wilmington, for *Cavalcade of America,* Tuesday, 7:30-8 p.m. EDT, starting Oct. 9, through Foote, Cone & Belding, New York.

Pepsi-Cola Co., New York, for a new dramatic show to begin in the early fall with Biow Co., New York, as the agency.

Brown Shoe Co., St. Louis, for *Smilin' Ed McConnell,* Saturdays, 10:30-11 a.m. EDT, starting Aug. 2, through Leo Burnett Inc., Chicago.



WSB-TV Atlanta becomes the 35th NBC-TV affiliate to sign the color supplement to its NBC affiliation contract as the station's Managing Director J. Leonard Reinsch (l) and RCA-NBC board chairman, Brig. Gen. David Sarnoff, put pens to the agreement by which stations may broadcast the network's compatible color programs.

* * *

37 ELECT NBC COLOR TV

NBC reports that 37 of its television affiliates have signed color supplements.

NBC reported last week that a total of 37 affiliates already have signed color supplements to their affiliation contracts, giving them the right to broadcast NBC-TV color programs when compatible color standards have been approved by FCC.

The signings started when NBC first disclosed, during its TV affiliates' meetings late in May, its tentative schedule for starting colorcasts as soon as the Commission approves standards [B•T, June 1].

Stations signed as of last week, along with names of the executives who affixed their signatures, are listed as follows:

WBRE-TV Wilkes-Barre, David M. Baltimore, general manager; WJAR-TV Providence, Norman Gittelson, managing director; WSYR-TV Syracuse, E. R. Vadeboncoeur, president and general manager; WLWC (TV) Columbus, WLWD (TV) Dayton, and WLWT (TV) Cincinnati, Robert E. Dunville, president, Crosley Broadcasting Corp.; WSAZ-TV Huntington, W. Va., Lawrence H. Rogers, general manager; WDSU-TV New Orleans, Edgar B. Stern, president; KSTP-TV St. Paul-Minneapolis, Stanley E. Hubbard, president and general manager; WKY-TV Oklahoma City, P. A. Sugg, manager.

KCBD-TV Lubbock, Joseph H. Bryant, president and general manager; WBAP-TV Fort Worth, Harold Hough, vice president and director; KPRC-TV Houston, Jack Harris, general manager; KPTV (TV) Portland, Ore., Herbert Mayer, president, Empire Coil Co.; WBAL-TV Baltimore, D. L. Provost, vice president, Hearst Radio Inc.; WTTV (TV) Bloomington, Ind., Robert Lemon, manager; KEDD-TV Wichita, Stanley H. Dunwood, president; WFMJ-TV Youngstown, William F. Maag Jr., president and general manager; WOAI-TV San Antonio, Hugh A. L. Halff, president; WNHC-TV New Haven, Aldo De Dominicus, secretary-treasurer; WKTV (TV) Utica, M. J. Kallet, president; KGNC-TV Amarillo, Tom Kritser, general manager.

WCOV-TV Montgomery, Hugh M. Smith, general manager; KTYL-TV Mesa-Phoenix, Harry L. Nace Jr., president; WBEN-TV Buffalo, Alfred H. Kirchhofer, vice president; WWJ-TV Detroit, Edwin K. Wheeler, general manager; WTMJ-TV Milwaukee, Walter J. Damm, vice president and general manager; KFEL-TV Denver, Gene O'Fallon, manager; WFAA-TV Dallas, Ted M. Dealey, owner and publisher, *Dallas News*; KTSM-TV El Paso, Karl O. Wyler, vice president and general manager; WOOD-TV Grand Rapids, Willard Schroeder, general manager; WEEU-TV Reading, Thomas E. Martin, general manager; WSB-TV Atlanta, J. Leonard Reinsch, managing director; KSD-TV St. Louis, George M. Burbach, general manager, and KOTV (TV) Tulsa, Maria Helen Alvarez, manager.

KHJ-TV
Channel 9
LOS ANGELES

is proud to

announce the

appointment of

H-R TELEVISION, inc.

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

as National

Representatives

Effective Immediately

KHJ-TV

1313 North Vine Street
Hollywood 28, California

FLINT IS NOT RUINED!

THE tornado that struck Flint, Michigan on June 8 did a great deal of damage, but it was limited to a scattered residential area one mile north of the city limits.

FLINT plants and businesses are continuing their full and normal operations.

WFDF carried out its 31 year old tradition of serving the public in this area during the disaster period in a manner in keeping with the highest traditions of broadcasting.

WFDF FLINT, MICHIGAN

NBC AFFILIATE

"Our 31st Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

NBC DISPUTES CBS-TV CLAIMS

CBS-TV's advertisement citing seven points of leadership draws fire from its rival.

THE feud between NBC and CBS-TV continued last week, with NBC charging its rival with violating "one of the basic principles of responsible media advertising" [CLOSED CIRCUIT, June 8].

The charge was made in a detailed study sent by NBC to its television affiliates in answer to a CBS-TV advertisement claiming seven points of leadership, and was based on the ad's failure to cite sources in support of six of the seven claims.

Asserting that the ad's claims for the most part "apparently" or "presumably" were based on Trendex or ARB data, the study cited Nielsen figures—"the principal measurement of national TV audiences"—to show that "NBC has maintained its audience lead over CBS" on five of the points claimed in the ad. These are nighttime program popularity, daytime program popularity, package hits, average audiences and economy in terms of cost-per-thousand.

Of the ad's two other claims—higher April gross billings, for which Publishers Information Bureau was shown in the ad as the source, and amount of sponsored time—the study says that (1) the lead in billings was by only 3.2%, and NBC has "every reason to believe" it will regain top place in May and also June, and (2) CBS-TV's lead in sponsored time results from its larger daytime schedule, a situation which "we are meeting with our expanded morning schedule."

The NBC report also said that the PIB gross billings figures were not released until the day after CBS-TV's ad appeared, and, with respect to sponsored time, that NBC led CBS-TV in evening commercial time by 1.45 hours "if the comparison is limited to sales in network option time periods."

The NBC report, prepared by the research and planning department, asserted that "the CBS claims, so far as they can be rationalized, are attributable to switching the base to a 'rating' service of most limited scope in an effort to construct an appearance of leadership."

Samish To Head Daytime TV

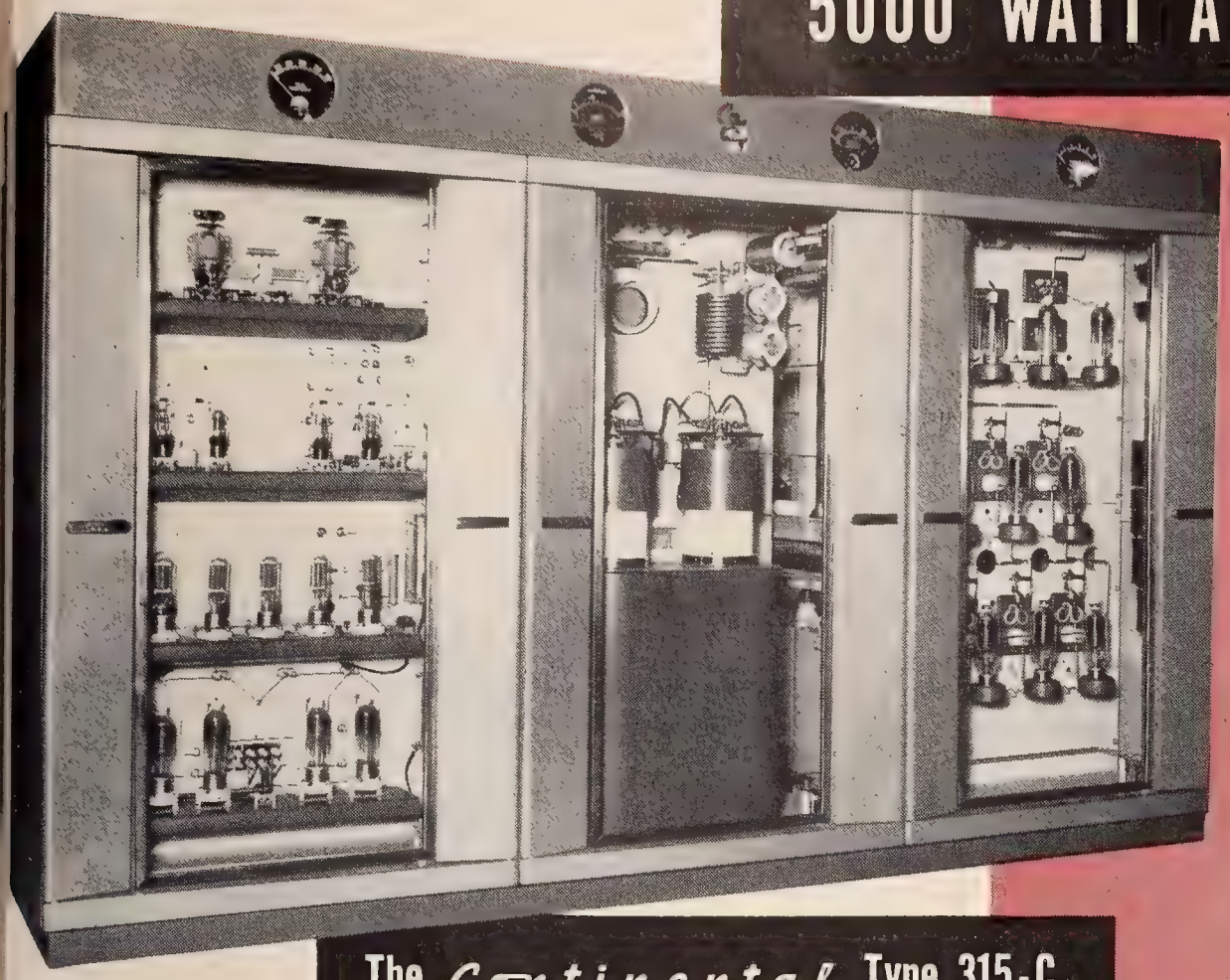
APPOINTMENT of Adrian Samish to supervise all daytime network TV programming of NBC was announced last week by Charles C. Barry, vice president in charge of NBC programs. It was announced during the NBC-TV affiliates' meetings late last month that Mr. Samish would supervise the network's expanding morning lineup [B•T, June 1,] but last week's announcement gave him "full responsibility for all television daytime programming. . . . from 10 a.m. to 6 p.m." Mr. Samish joined NBC May 1, after six years as vice president and radio-TV director of Dancer-Fitzgerald-Sample.

KIMA-TV Joins CBS-TV

ADDITION of KIMA-TV Yakima, Wash., as a CBS affiliate, effective July 15, was announced Thursday by Herbert V. Akerberg, vice president in charge of station relations for the network. KIMA-TV, which will operate on Ch. 29, is owned and operated by Cascade Broadcasting Co., with R. Lee Black as general manager. It becomes CBS-TV's 117th affiliate.

IDEALLY SUITED TO
IRECTIONAL ANTENNA OPERATION

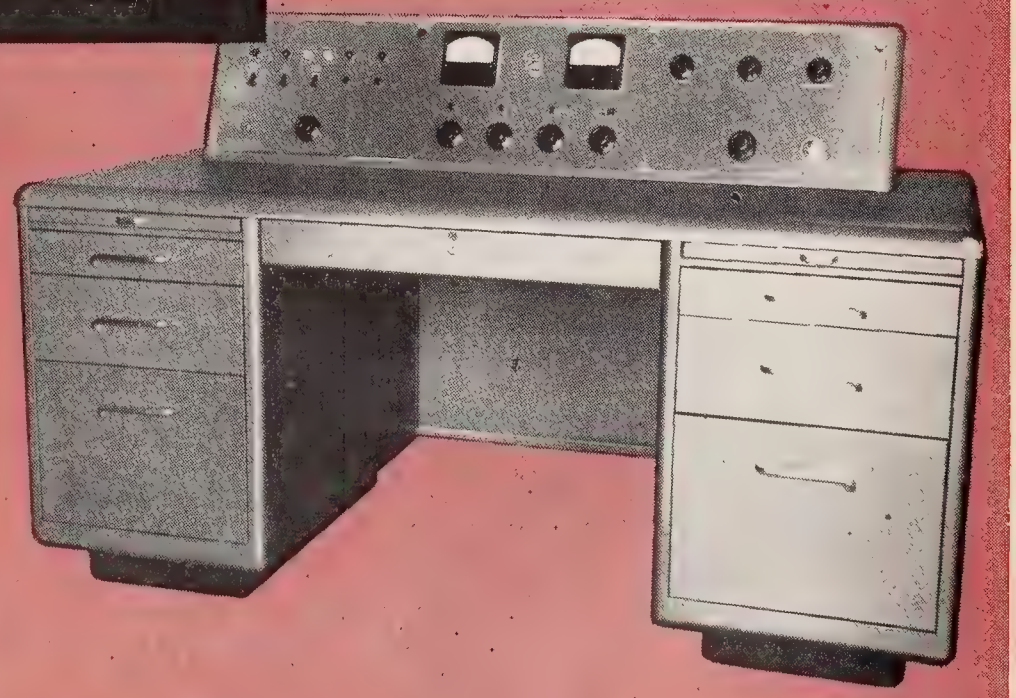
...The *Continental* Type 315
5000 WATT AM TRANSMITTER



Radio stations utilizing directional antenna systems find this modern 5 KW AM Transmitter especially suited to their requirements. It offers unexcelled performance, plus many extra features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

For 10 KW operation, CONTINENTAL also offers the Type 316 Transmitter with identical features and performance.

The *Continental* Type 315-C
CONTROL CONSOLE



This up-to-the-minute console is now available for use with either the Type 315 or Type 316 Transmitter. Complete control and supervision of normal operation of either type of transmitter and associated equipment is provided. Microphone and turntable inputs for testing or for local emergency operation are incorporated. Control panel is designed with maximum accessibility for servicing.

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Phone EVergreen 1137 Dallas 10, Texas

Distributed by GraybaR ELECTRIC COMPANY
GraybaR QUALITY SINCE 1869 * REG U S PAT OFF
IN OVER 100 PRINCIPAL CITIES

MBS BILLINGS MARK 8.4% RISE

SIGNING of a record volume of new summer business for Mutual was announced last week by Sales Vice President Adolf N. Hult, who also reported that the network's gross billings for the first five months of 1953 ran 8.4% ahead of those for the same period last year.

Referring to summer sales gains, Mr. Hult voiced belief that "this significant reversal of the summer slump in 1953 is in large measure due to a greater recognition of summertime radio effectiveness than has been the case in many years."

He placed Mutual's January-May gross billings at $9,347,591 as compared to $8,624,475 for the same five months of 1952.

Three Join ABC-TV; Affiliates Now 117

THREE more television stations have joined ABC-TV as affiliates, bringing the network's total number of outlets to 117, Alfred R. Beckman, national director of ABC station relations departments, announced last week. New affiliates are:

WDAY-TV Fargo, N. D., which operates on vhf Ch. 6 and is owned by WDAY Inc., with Thomas Barnes as station manager, effective today (Monday).

WTVP (TV) Decatur, Ill., which operates on uhf Ch. 17 and is owned by the Prairie Television Co., with Harold G. Cogwill as general manager, effective Wednesday.

KFSA-TV Fort Smith, Ark., which operates on uhf Ch. 22 and is owned by the Southwestern Pub. Co., with Weldon Stamps as general manager, effective July 7.

ABC Shifts Staff At Central Division

REALIGNMENT of ABC Central Div. personnel at WENR and WBKB (TV) Chicago was underway last week following top level changes announced at the network's New York headquarters [B•T, June 8]. The realignment stems from the ABC-United Paramount merger earlier this year.

John H. Mitchell, ABC vice president who shifts to WABC-TV New York effective July 1, announced appointment of William P. Kusack as division engineering director. He replaces Edward C. Horstman, who resigned. Simultaneously, Sterling Quinlan, new general manager of WENR and WBKB, announced the appointment of John Fitzpatrick as WBKB production manager, succeeding Monte Fassnacht. Mr. Kusack was engineering chief at the old WBKB on vhf Ch. 4 [now WBBM-TV] and Mr. Fitzpatrick has been assistant production manager.

Other changes involve the resignations of Fred Kilian as WBKB program manager and Burr Lee as Central Div. radio program chief. Mr. Lee is replaced by Maury Murray. No replacement has been announced for Mr. Kilian. Additionally, Charles Buzzard joins the WBKB engineering department and George Rice the station's film section.

AB-PT To Pay 25¢ Dividend

AB-PT board of directors has declared dividends of $0.25 per share on both the outstanding preferred and common stocks of the corporation, payable on July 20 to holders of record at the close of business on June 26, it was announced last week by AB-PT President Leonard H. Goldenson.

GE QUESTIONS RCA PATENT RIGHTS IN BID FOR COURT CLARIFICATION

Does RCA, under 1932 Consent Decree, retain all sub-licensing rights to GE patents after 1954, when cross-licensing agreement expires? GE contends not and asks Delaware Federal Court to clarify the issue. RCA, GE says, believes it loses rights only to GE inventions made after 1954.

EXTENT of RCA's rights in radio-TV patents owned by General Electric Co. after the Dec. 31, 1954, termination of the cross-licensing agreement between the two companies was questioned by GE last week when it asked the Federal Court in Wilmington, Del., to clarify certain provisions of the 1932 Consent Decree.

GE asked the Federal Court in Wilmington to clarify the terms of the 1932 Consent Decree involving patent licensing relations among GE, RCA and Westinghouse by declaring that RCA has no right to grant any sub-license under any GE patent after Dec. 31, 1954, or to continue after that date any sub-license previously issued by RCA under a GE patent.

Dr. W. R. G. Baker, vice president and general manager of the GE Electronics Division, explained that attached to the 1932 Consent Decree was the so-called A-1 Agreement, which provides in substance that all three companies be licensed in the field of "radio purposes" under patents issued on inventions conceived through Dec. 31, 1954, with these licenses to continue for the lives of the patents. There is no controversy on this phase of the agreement, Dr. Baker said.

Disagreement arises, he noted, over the sub-licensing rights the agreement gave RCA under GE and Westinghouse patents. The GE application to the court states that since only "licenses herein granted" continue past 1954, the right to grant sub-licenses comes under the Dec. 31, 1954, termination date and will expire on that date.

RCA's assertion that its sub-licensing rights continue for the duration of the patents on all inventions made by GE prior to Dec. 31, 1954, have depreciated the value to GE of its pre-1955 inventions, Dr. Baker said, with the uncertainty over the extent of RCA's rights causing considerable confusion throughout the industry.

Dr. Baker also pointed out that his attempts to interest other companies in taking licenses under GE patents have been unsuccessful because these companies were not interested in purchasing these rights from GE until it was determined whether RCA's sub-licensing rights would continue beyond the end of the year 1954.

"We felt it was necessary to take action promptly to clarify for the companies directly involved, and for the industry generally, the vital question of this phase of the Consent Decree," Dr. Baker commented. "This was not a matter which could be resolved by negotiation between the companies involved. The court entered its decree on the basis of its particular understanding of the license relations of the parties. The Dept. of Justice concurred in the entering of the decree on the same basis. Therefore, the individual companies concerned are not free at this date to determine by discussions between themselves just what the court and the department must have relied upon in the taking of this step back in 1932."

RCA issued the following statement after GE filed its request for clarification in the Wilmington court:

The Federal Court in Delaware has been asked to interpret the meaning of that part of an existing agreement between the General Electric Co. and the RCA which relates to certain patent rights after 1954.

That agreement was recommended by the Government and approved by the Federal Court in a Consent Decree entered in 1932 and reaffirmed by the Court in 1942.

Under the agreement RCA retained a non-exclusive right to grant licenses to competitors on all radio and television inventions made by GE prior to December 31, 1954.

The General Electric Co. has already received a substantial payment for this right in the form of RCA stock which it distributed to its stockholders about 20 years ago.

RCA was formed in 1919 by the General Electric Co. for the purpose of taking over the British-owned American Marconi Co. Thereafter, exclusive agreements were made with AT&T, Westinghouse, Tropical Radio, and General Motors. These gave RCA predominance in the radio field. At the same time, Westinghouse joined GE in the ownership of RCA.

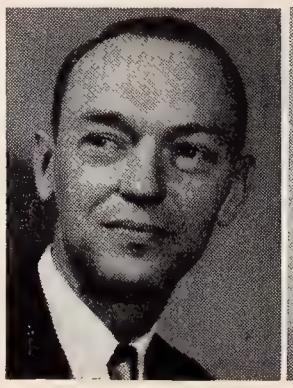
In 1930, the Dept. of Justice brought suit against the "Radio Group," alleging that the exclusive cross-licensing agreements violated the antitrust laws. This suit was narrowed after two years to charge RCA, GE and Westinghouse with antitrust violations. In 1932, RCA, GE and Westinghouse entered into a Consent Decree which provided for the divestiture of GE and Westinghouse from RCA ownership, the elimination of interlocking officers and directors and a prohibition against exculsive patent agreements.

The Dept. of Justice, in 1942, attempted to reopen the 1932 decree, but the court refused to do so.

RCA VICTOR DIV. UPS WATTS, SMITH

RCA's board of directors has elected W. Walter Watts, vice president in charge of engineering products at RCA Victor Div., to be vice president in charge of technical products, and has named Theodore A. Smith, assistant manager of the engineering products department, to succeed Mr. Watts.

The promotions were announced June 5 by Walter A. Buck, vice president and general manager of RCA Victor Div., after a meeting of the RCA board [AT DEADLINE, June 8]. Mr. Watts in his new post succeeds L. W. Teegarden, who became RCA executive vice president in February. Mr. Watts will supervise both the engineering products and tube departments.



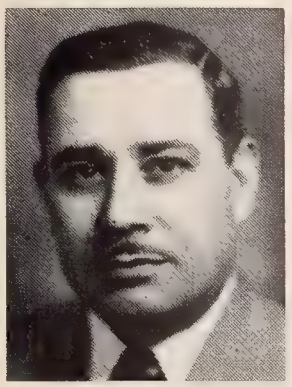
Mr. Smith



Mr. Watts

RCA Communications Names Meola, Muller, Becken

THOMAS D. MEOLA has been elected vice president in charge of operations of RCA Communications Inc. and John H. Muller and E. D. Becken have been named vice president in charge of the New York district and assistant vice president and plant operations engineer, respectively.



Mr. Meola

Mr. Meola, with RCA since 1925, moves up from the post of vice president in charge of the New York district, which he has held since February 1952. Mr. Muller, who succeeds him in the New York district vice presidency, advances from the post of assistant vice president and plant engineer.



Mr. Muller



Mr. Becken

Mr. Becken, has been an assistant to RCA Communications President Thompson H. Mitchell since November 1952.

Maj. Gen. Leavey Named FTL President

ELECTION of Maj. Gen. Edmond H. Leavey, U.S.A. (ret.), as president of Federal Telecommunications Labs Inc., Nutley, N. J., research associate of IT&T, was announced last week by Col. Sosthenes Behn, chairman, and William H. Harrison, president of IT&T. Gen. Leavey fills the vacancy created by the recent death of Vice Adm. Carl F. Holden.



Gen. Leavey

Gen. Leavey has been vice president of IT&T since joining the corporation in November 1952.

Television Room

TELEVISION is said to have an impact even on construction of new homes. According to a survey by Allen B. DuMont Labs., a "second living room for television" now is being included in some newly-built homes along the eastern seaboard and "prospective buyers like idea."

TV FOR DOCTORS PLANNED BY SKF

PLANS for taking telecasts of medical operations into the homes and offices of individual doctors, at first in black-and-white but in full color at such time as color TV sets are in the hands of the public have been announced by Smith, Kline & French Labs, Philadelphia, pharmaceutical firm which for the past four years has sponsored closed circuit color-casts of operations to gatherings of doctors.

Speaking at a preview news demonstration of large screen color reception of an eye operation that preceded a week of such surgical color-casts for the benefit of doctors attending the convention of American Medical Assn. in New York, G. Frederick Roll of SKF said that the company's plan to bring such demonstrations to individual physicians would be tested in the fall. Pictures would be scrambled, he said, to prevent their reception by the general public, doctors being provided with unscrambling devices.

"How soon this will finally materialize, we can't say. There are many problems . . . FCC approval . . . how to finance it . . . and so on," Mr. Roll said. "But we believe the principle is sound and the demand is there. With this method the programs would be telecast over open networks in scrambled form and would only be seen by doctors with the appropriate device to unscramble them."



RCA SLATES NTSC COLOR SHOWING FOR SENATE COMMERCE COMMITTEE

RCA will file for FCC approval of the compatible, commercial system "before July 1," it is said. Meanwhile, Philco's Balderston and Admiral's Siragusa predict several years' wait before color TV sets get to the general public.

IMMINENCE of a request to the FCC to authorize compatible, commercial color television was indicated last week when RCA announced it would demonstrate the National Television System Committee standards to members of the Senate Interstate and Foreign Commerce Committee next Monday.

Program, to be microwaved to Washington from New York, will be the last before RCA files with the FCC "before July 1," it was said.

Meanwhile, pessimistic estimates of the immediateness of color TV sets were voiced by two major manufacturers in the last two weeks.

No mass production of color receivers until 1956 was the prediction of Philco President William Balderston at the Atlantic City convention of 7,500 distributors and dealers last week.

Satisfactory color sets will not be on the market for at least 18 months—probably two years, Admiral President Ross Siragusa told Admiral distributors in New York convention two weeks ago.

RCA demonstration will be the same as that shown previously to the House Interstate and Foreign Commerce Committee, the FCC and newsmen at Princeton [B•T, May 25, April 20]. Emanating from the Colonial Theatre in New York, the NBC-produced show features Ben Grauer as narrator; Dolores Gray, singer; George Burton and his love birds; Kukla, Fran and Ollie, and the Hit Parade dancers. The demonstration for the Senators will take place at the Sheraton Park Hotel at 1:30 p.m.

The RCA showing comes two days before the full NTSC is scheduled to meet in New York to determine the results of its final tests and to decide when to petition the FCC for adoption of its color standards.

NTSC Chairman Dr. W. R. G. Baker, GE Electronics Div. vice president, recently said he did not think the industry committee could have its reports completed until September.

Among the viewers undoubtedly will be Sen. Edwin C. Johnson (D-Colo.) who charged in March that the industry was holding back on color TV until the black and white market was saturated [B•T, March 16]. Sen. Johnson is the senior Democratic member of the Senate Commerce Committee.

Figuring on FCC approval of compatible, NTSC color standards by Jan. 1, Mr. Balderston said that only "a trickle" of experimental color sets will be available by the last quarter of 1954. Mass production in the commercial sense will not come until the begining of 1956, he asserted.

Reason for long delay between government authorization and mass marketing, Mr. Balderston said, was the need for a new, low priced color tube. He estimated that a 14-in. color set would cost between $800 and $1,000 initially and that it would be "years" before the cost could be brought down to within 50% of comparable black and white sets.

Warning against too hasty action in approving NTSC standards was sounded by the Philco president: "I am sure that no amount of pressure from any one company anxious for commercial gain or anxious to grab the limelight will persuade the Federal Communications Commission to short-circuit the final field tests of the NTSC. To do so might jeopardize the entire future of color television." The statement was considered an obvious reference to RCA.

Even stronger words were used by James Carmine, Philco executive vice president, regarding early manufacture of color sets. "Color TV before Christmas is absolutely silly," he declared.

Philco sales ran $129 million for the first quarter of 1953, Mr. Balderston announced. The sales target is $435 million for the year, he said.

Mr. Siragusa predicted Admiral will produce and sell more than one million sets in 1953 and scored "saturation talk" on TV markets as "myth." Over half of the firm's TV sales still are made in the 38 cities which have had no new stations since July 1952, he said.

SKIATRON PAY-SEE OPERATION SHOWN

Public gets first view of Skiatron's Subscriber-Vision in New York demonstration. WOR-TV cooperates in telecasts.

SUBSCRIBER-VISION, pay-as-you-view TV system developed by Skiatron Corp., currently is having its first public demonstration at New York's Hotel Belmont-Plaza.

Visitors are shown films on operation of the system and the kind of programming planned for the paying public at home, plus occasional live programming at hourly demonstrations from 11 a.m. to 8 p.m. Showings, started last Tuesday, continue through this Wednesday.

First program each day is telecast by WOR-TV New York, which has cooperated with Skiatron in experimental telecasts of its scrambled picture system for two and a half years, in time preceding regular WOR-TV programming. The rest of the demonstrations are by closed circuit.

As explained by Arthur Levey, Skiatron president, and William J. Shanahan, chief electronic engineer, Subscriber-Vision consists of a device at the station transmitter which codes or scrambles the broadcast signal and another device at the receiver of each subscriber to decode or unscramble the signal for good reception. Non-subscribers would receive only the scrambled signal, which as demonstrated at a news preview last Monday agitated the picture violently back and forth across the screen and at the same time distorted the sound unpleasantly.

During the news demonstration session, Mr. Levey, Judge Landis and Jack Poppele, Skiatron director and for 30 years chief engineer of WOR New York, in charge of its AM-FM-TV technical operations, spoke to their audience by television from the WOR-TV studio, returning to the hotel to answer questions after the telecast.

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

WDBJ...



Roanoke's LARGE ECONOMY SIZE

Whether YOU use NIELSEN or SAMS, you'll find WDBJ's daily audience DOUBLE the second station's — at LESS than 20% more cost!

WDBJ's Nielsen and SAMS reports are now available from your nearest Free & Peters Colonel, or from the station.

Compare — then call — Free & Peters!

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Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
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FREE & PETERS, INC., National Representatives





TELEVISION'S FIRST GUEST STAR

It was 1927. Fifty people faced a blank screen in New York, waiting for the Bell System's public demonstration of the first intercity television transmission. Then they saw Secretary of Commerce Herbert Hoover smile from Washington, and the first signs of life stirred in a new industry.

The next twenty years were filled with research, further experiments and tests. Out of them came improved transmission techniques, using coaxial cable and radio relay.

By 1947, network television was ready.

Even now, with some 34,000 channel miles crisscrossing the country, millions of dollars are going into building more and better facilities for tomorrow's needs.

Yet the cost of the service, furnished by the Long Lines Department of the American Telephone and Telegraph Company, is low. Bell System charges for the use of intercity television facilities average about ten cents a mile for a half-hour program time.



Walter Gifford, then president of the American Telephone and Telegraph Company, talks with Herbert Hoover in the first demonstration of intercity television transmission, between New York and Washington, D. C., April 17, 1927.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW

AFM-AFTRA TROUBLE ERUPTS FOLLOWING HOLLYWOOD INCIDENTS

Reportedly on instruction of AFM's Petrillo, musicians doubling in other duties refused to take out AFTRA cards. AFTRA in turn pulled its performers from two shows.

OPEN WARFARE between American Federation of Musicians and American Federation of Radio-TV Artists over jurisdiction of singing musicians on TV shows broke out Tuesday night when the actor-announcers union yanked nine of its members from the *Ina Ray Hutton Show* on KTLA (TV) Hollywood, after she refused to join AFTRA. Her stand reportedly came on instructions from AFM President James C. Petrillo who had ordered all members to resist AFTRA's campaign to enroll musicians who double as singers or m.c. on TV shows.

Citing the Hutton case as "one of the most flagrant" violations of AFTRA's contractual policy, Claude McCue, Hollywood AFTRA executive secretary, declared "we will request all TV producers comply with our contract, that all singers and m.c.s must belong to our union."

He added that AFTRA is only following a contractual policy which prohibits members from working with non-members. Warning was also given that AFTRA members will be pulled off other TV shows should there be a violation of the union's contract.

AFTRA recently clashed with AFM over the *Harry Owens Show* on KNXT (TV) Hollywood. The musical director-m.c. finally took out AFTRA membership.

AFM President Petrillo personally entered the local battle when he, late Wednesday, instructed Mr. Owens to turn in his AFTRA card.

Mr. Owens promptly wired his resignation to Mr. McCue, who refused to accept it on grounds that the radio-TV performer's union still considered him a member in good standing.

Incensed at the Petrillo intervention Mr. McCue indignantly declared, "we regard this in a very serious light, for it's without precedent. We will resist any effort by Petrillo or or any other union head to order anyone not to join AFTRA or to resign their AFTRA membership."

He considered it "ridiculous" for the AFM to contend musicians who sing or m.c. are not performers, and "we can't let anyone dictate our policy to us."

Aury Paul, AFM local 47 recording secretary, said he asked the Hollywood AFTRA executive board to wait until the July 1 AFM convention when a meeting could be arranged between Mr. Petrillo and Mr. Heller, but they refused, demanding a meeting this week. He felt the controversy could be settled through negotiations. Mr. Paul emphasized that under the Petrillo orders, musicians "can't join AFTRA, not while part of their duties are those of a musician."

Mr. McCue said he regretted putting KLTA "in the middle" but felt that responsibility for the action lies with AFM, adding that "we consider it unlawful that instructions be issued to anyone that they must not join a union."

Pulled from the Tuesday show were The Five Roguettes, harmony group; Arlene Harris, commedienne; Wallace and Carroll, comedy team and a commercial announcer. Filmed commercials were substituted for Rybutol and Snowy Bleach, program sponsors.

Recognizing the seriousness of the situation and with AFTRA's stand possibly spreading to other TV cities, musicians want the controversy resolved through negotiation between AFM President Petrillo and AFTRA National Executive Secretary George Heller.

With seven AFTRA members on his TV show, and in view of the intra-union battle, Mr. Owens said he didn't know if he would be able to finish out the season on KNXT. So far as AFTRA was concerned however, the show will go on, since that union considers him a member in good standing regardless of his resignation, according to Mr. McCue.

Warning was given Klaus Landsberg, vice president and general manager, KTLA (TV), Wednesday that "we may have to take necessary legal steps to protect ourselves." He did not elaborate. Mr. Landsberg personally produces the weekly show.



Labor Group Decries Foreign-Made U.S. Films

STRONGLY-worded letters are being drafted to advertising agencies and sponsors, giving organized labor's position and reasons for asking support in the stepped up campaign of Hollywood AFL Film Council against U. S. companies making television or theatrical film abroad.

Dolf Thomas, TV committee chairman of the council said New York TV network executives recently assured him and Roy M. Brewer, council president, of cooperation. Mr. Thomas said the same support is expected from agencies and advertisers. He indicated that Hollywood unions may refuse to process what he described as "runaway production."

Stressing the fact that the council has no objection to films being made abroad where locale is essential to the story, Mr. Thomas said, "where such a background is necessary, the American producers can do their processing, editing and other work in Hollywood." The film council's campaign is directed to productions made abroad with American financing, stars and directors, to "escape paying the higher skilled craftsman wage scales at home," it was said.

AFTRA Bans Free Bows Of Members on Panels

CHARGING "too much misuse and abuse of gratis appearances," AFTRA Hollywood local banned free appearances of professional talent on TV panel shows effective May 30. Union will require programs to pay professionals regular scale, depending on the nature of the show. Public affairs and educational shows were exempt from the ban.

Mounting wave of free guest appearances by professionals "to plug selfish interests" cuts down on total amount of paid employment on TV to AFTRA members as a whole, it was claimed. Non-professionals were not affected by the ruling.

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features

- Status report on Mexican television. Page 82.
- A plea for more merchandising by stations. Page 86.
- How Kraft's TV Theatre pays off. Page 88.

WHAT'S THE SHOOTING ALL ABOUT?

By Jerome Sill

WE SEE an ocean of crocodile tears being shed over the sad fate of radio, declining audiences and radio's unhappy future. And, turning the coin (while we mix a metaphor) we see some grinning operators of independent stations reaping harvests while the others prepare the funeral pyres. Oddly enough, from where we sit, both are right. And both are wrong.

Now, let's look back to the "radio norm" that existed not so many years ago. What was it? It was a period when any station worth its salt sought, and usually got, a network affiliation. Then, as of the throwing the network switch, some guys in New York and Hollywood and Chicago, did all of the program thinking, all of the program planning, all the long range viewing for said affiliate. And they did it very well, as far as commercial shows were concerned.

In a younger, brasher day, I wrote a book in which I discussed in part the kind of programming that typified many of the network affiliates in those days and typified, too, the kind of trash the networks turned out when they were feeding their affiliates "sustainers." I said it was called "fill" and I said it was the same kind of fill that you used to cover a yawning hole in your back-yard. I realize now that was pretty accurate reporting for a young squirt who, given the challenge, probably would have done no better. But it was dismally prophetic.

Because as AM network business declined, AM networks added "fill". And it was still the same kind of stuff as you still used to cover yawning holes in back-yards. Only now it became important because now there was a competing medium which supplied, for home entertainment, sound *and picture* in place of just sound. And when the "just sound" was of the same general program content as the "sound and picture", the less suffered in contrast with the more.

Once, in an article, I said that it's about time that we learned that the network business wasn't the radio business; it was simply a supplier like the guys who supply transcriptions and news services and recorded jingles. That gets more true every year. But what also remains true is the converse . . . that networks *do* serve a programming function, albeit a decreasingly important one. And if you, as a station operator, can effect a happy marriage of the two . . . well, what's all the shooting about; why the wake and for whom?

I decided to prove it, not because I am a programming genius, not because I know answers that other people don't know, but because I wanted to use the answers *we all know* and see what would happen.

The market shall remain nameless. It is a major market, in the over-100,000-group with five stations. The station which was the guinea pig was the low man on the totem pole. And, fortunately, it was a Hooperrated community. The station—good power and fine frequency—was affiliated with one of the lesser of the four networks. It "rode the network" much of the day.

We went to work. We dropped network sustainers that seemed to us to have no meaning. We took others—sustaining and commercial—and blocked them. Mystery shows, for example, were taken out of "A" time and put back to back on Sundays; music shows were backed with music shows. We couldn't do anything with the mornings because it was a hodge-podge of unlike network commercial originations. The station was "stuck", too, with commercial religion on week-day mornings.

So we ignored mornings. We re-programmed the entire afternoon, most of every evening and most of Sunday daytime. We grafted what was good from the network on to what had been proved was good in independent operation . . . well planned, carefully selected recorded music, well balanced, intelligently presented and with a "reason why" for each program (and that is more important than it sounds). We would like to have made this a year-long test but circumstances were against us. A new Hooper was released for roughly the same months as the Hooper of a year before. But it represented only three months of this new programming. Even so, here is what happened:

1. Morning, afternoon, evening and Sunday showed a 50% increase in share of audience for each segment.

2. The straight music shows (following independent station programming principles) showed an increase in share of audience of 113%.

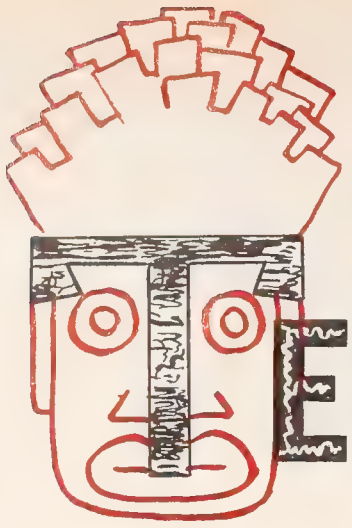
3. Six network shows that were chosen because the same shows were on the network a year before (but some of which we had moved to a more logical time slot) showed an increase in share of audience of 26.2%.

4. Some of these network programs which had indifferent acceptance in the past, climbed as high as 41.1% share of total audience (remember, this is a five station market).

I could go on about intangibles; about how local advertisers told us that they were now listening; that this was "something different on Station XXX" (which it wasn't); about how listeners' acceptance —in terms of unsolicited mail climbed to an unbelievable high.

But this is not intended to be a success story; it is intended instead, I think, to be a well-deserved spanking. If we would quit crying about how badly the networks are treating us these days, if we would quit worrying about that nasty TV, if we would go back in the radio business and learn what we can see all around us, if we only would look—well, what's all the shootin' about?

Mr. Sill, part owner and general manager of WMIL Milwaukee, is active as a radio management consultant. He formerly was associated with CBS for many years in a variety of operational functions.



TELEVISION FIESTA

TELEVISION is an established and thriving industry south of the border.

Romantic Mexico, darling of the travel agencies, is actually Industrial Mexico to the business-minded observer with an eye on economics rather than bullfights and senoritas.

Already a half-dozen commercial stations supply good signals and immensely popular programs to an estimated 40,000-to-60,000 receivers that attract anywhere from two to a hundred or more viewers per set—with an average of 6.5 as a widely accepted figure.

Fast-growing Mexico is fascinated with television — commercial television using American standards and equipment, and following the American program pattern. While only a fourth of its 25 million people are literate, all those having access to a set see and listen regularly and enthusiastically. With more radio sets than beds, the Land of the Fiesta is electronic-minded to an astonishing degree. Several operators of aural broadcast stations with waiting lines of sponsors will cheerfully concede the profitable presence of this audience devotion.

Modern Nickelodeon

A Mexican specialty is the "50 centavo theatre" found in the backroom of a store or other place of business, with viewers paying about 5 cents (U. S. money) to watch television programs.

If 40,000-to-60,000 TV sets may not sound gigantic to an American who thinks in terms of 23 million receivers, the Mexican audience must be evaluated (1) in terms of its video age (one to two years of service); (2) in terms of viewers-per-set, much larger than is the case here, as many American advertisers are aware, and (3) in terms of the Latin nation's industrial potential and the zeal of its fiercely patriotic citizens.

Mexico's industry is heading upward—and fast. Electrical generating facilities have expanded 100% in the last six years. Just two years ago only 20% of families had electricity. The figure will be 50% in another six years, Mexican broadcasters insist.

Of the 200,000 telephone families, possibly 25% own TV sets. This market promises perhaps 75% saturation, or another 100,000 sets, in the next two years. Meantime another 200,000 or more homes may acquire telephones and/or electricity in this two-year period.

Here, then, is a dynamic economy where ultra-modern architecture and wide thoroughfares are fast changing the face of a nation with centuries of tradition and culture; an area of economic transition where masonry of a past era is ruthlessly razed to speed the march of progress. An active market, too, for sale of TV receivers.

Unfortunately, TV receivers are expensive in Mexico. A set that costs $200 in the United States may cost $350 to $400 south of the border, or 3,000 to 3,500 Mexican dollars (pesos). While import duty is high, the levy is kept down by use of assembly plants which insert a U. S. chassis in a Mexican-built cabinet. Long-term installment deals are popular.

Fortunately, sets are coming down in price as more U. S. brands enter the market. Older models are fast sellers, since giant screens and new gadgets are not in great demand due to a dearth of national advertising, and the set buyers are just starting to become aware of newer features. This is aiding the cut in price of old sets.

By far the bulk of TV sets presently are located in the great saucer surrounding the capital, Mexico City. A powerful booster station atop a 13,000-foot pass about 60 miles south of Mexico City is serving a growing audience. This booster, XEQ-TV, repeats programs of XEW-TV and XHTV Mexico City, but currently is angling for a professional baseball sponsor and may do some of its own programming. Other set concentrations are developing on the U. S. border.

The shape of Mexico's TV future can be forecast with some certainty. It's obvious that the rich markets surrounding the capital will be adequately served, with the number of TV homes mushrooming as better signals and new programming become available.

Television promises to defy the old political "bootstrap" adage by helping create its own expansion. The 19 million Mexicans unable to read or write are getting new, and sumptuous, ideas every time they look at TV. Their culture is being raised by the newscasts, dramas, music, quiz shows and other programs. Even the soap operas are enlightening, as well as entertaining, to hut dwellers who are learning from neighborhood sets how the rest of the world lives and who are acquiring a taste for comforts and appliances.

A problem in the case of some older TV sets has been the 50-cycle current in Mexico City. This is seldom important in the case of newer models, station executives say.

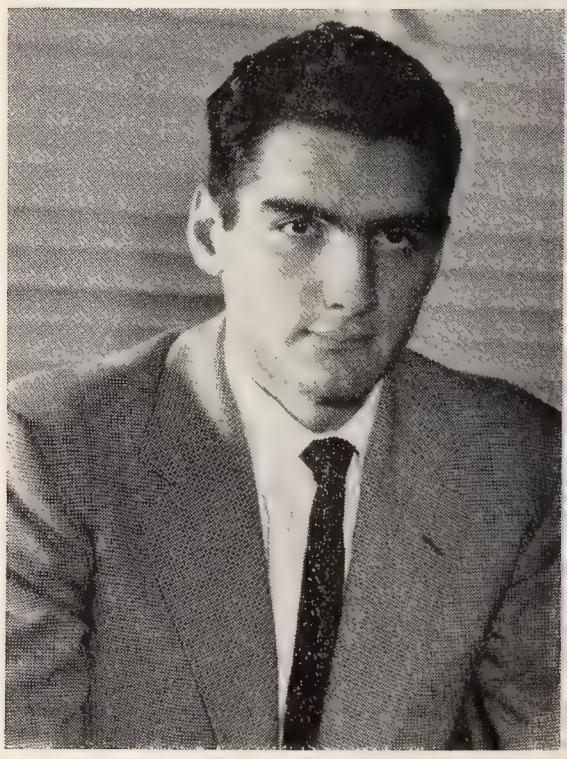
There's minor censorship in Mexico—a government ban on religious and political telecasts. Government inspectors are assigned each station, or perhaps a group of stations, but some broadcasters claim the federal men merely collect regular pay checks. These checks, incidentally, are paid by the stations.

The government is interested in advertising rates, but here again broadcasters say the supervision merely amounts to a sort of ceiling on time charges.

Mexico's TV programming is a latinized version of American television. The popularity of this visual fare is astonishing to



EMILIO AZCARRAGA



EMILIO AZCARRAGA JR.

By J. Frank Beatty

STYLE



South of the border TV is hotter than a chili pepper. Five stations are on the air, and despite low income average TV sets are selling like tortillas. It's commercial television, Norteamericano style, and the Mexicans love shows like 'Jaudi Dudi'.

Americans accustomed to taking the U. S. version in stride. Mexico City's stations operate from dinner time to midnight, but XEQ-TV is planning to open service at noon. The capital is rich in talent resources.

In some respects Mexican TV fare can show American programming a trick or two because of low production costs. For example, the opera is telecast in its entirety on XHTV for 10 weeks each season. The current series has been sponsored by Ford.

Mexico's famous Opera Nacional de Mexico imports Europe's finest stars. Each telecast runs three hours, ranks at the top of Mexican audiences, and costs Ford about $2,800 per program for the package—a fraction of the cost such a production would entail in this country.

Two family names dominate the Mexican radio-television scene—the Azcarragas and the O'Farrills. Emilio Azcarraga, widely known as Don Emilio, heads an electronic empire that includes what is often called the most powerful, as well as "most profitable" radio station in the world, XEW Mexico City. He has other business interests, including theatre and movie properties.

Romulo O'Farrill's electronic properties are woven into an industrial fabric that includes interlocking ownership with Don Emilio in a number of TV enterprises; assembly plants for Packard cars, Mack trucks and Hillman Minx cars as well as newspapers, airplane companies and others.

Each has a son who is taking an active role in the family interests. Emilio Azcarraga Jr. is assisting his father (president and general manager) in management of XEW-TV Mexico City and its mountain booster, XEQ-TV.

Romulo O'Farrill Jr. is vice president and general manager of XHTV (TV) and is active in other family operations. XHTV went on the air in August 1950.



ROMULO O'FARRILL, MONTE KLEBAN, ROMULO O'FARRILL JR.

The Azcarraga TV properties include:

XEW-TV Mexico City—Ch. 2, 5 kw GE transmitter. Started March, 1951.

XEQ-TV Paso de Cortes mountain (repeats XEW-TV and some XHTV programs) —Ch. 9, 5 kw DuMont transmitter. Started in late 1952.

XELD-TV Matamoros (opposite Brownsville, Texas)—Ch. 7, half owned by Azcarraga and half by O'Farrill interests. Started spring, 1952.

XETV (TV) Tijuana (near San Diego, Calif.)—Ch. 6, 5 kw Federal transmitter. Half owned by Azcarraga interests and half by George Rivera of San Diego. Started March 1953.

One other commercial television station, XHGC (TV) besides XEW-TV and XHTV, is located in Mexico City. It has been operated a number of months by Guillermo Gonzales Camarena, using Ch. 5. It started accepting advertising only recently. Most of the equipment was handmade by Mr. Camarena, an electronic inventor who has been operating scanning-disc color TV experimentally for years and claims to have sold basic color patents to CBS.

Monte Kleban, international manager for the O'Farrills, has been working a year on a merger plan for the Azcarraga and O'Farrill interests. Since there are no restrictions on the number of properties a person can own in any one area, he has merged radio interests of the two tycoons.

The competitive picture at the moment looks like this, according to Mr. Kleban: The Azcarraga XEQ (radio) and the O'Farrill XEX were merged, with XEQ having 150 kw and XEX 500 kw. The arrangement is described as extremely compatible. There remains the powerful Azcarraga XEW, with 500 kw.

The two jointly operate XELD-TV Matamoros, opposite Brownsville, Texas. Then there is XETV (TV) Tijuana, involving Azcarraga and Mr. Rivera. The O'Farrill

family recently announced it had bought a 7½ kw Federal transmitter and 8-gain antenna for a second Tiajuana outlet. In addition an O'Farrill TV booster station is planned on Ch. 7 at Cortes Pass, near the Azcarraga mountain booster.

As the incompleted merger plan now stands, according to Mr. Kleban, joint Azcarraga-O'Farrill stations will be operated in Monterrey, Ch. 2; Reynosa, Ch. 9, 12; Guadalajara, Ch. 6, 10; Veracruz, Ch. 3; Ciudad Juarez, Ch. 2; Nuevo Laredo, Ch. 3; Nogales, Ch. 2; Guanajuato, Ch. 3, 12; Merida, Ch. 4.

Backbone of high-population centers, under this plan, will be covered by relay and outlying stations by kinescope which the farsighted Don Emilio has already installed in his Mexico City TV Center.

The Azcarraga's TV Center in Mexico City is a modern block-long structure of vast proportions that includes two unusually large theatre-type studios and a half-dozen assorted smaller studios. Few American properties can approach the center in size and studio facilities. Cost was in excess of 22 million pesos ($2½ million), according to the Azcarragas. Its main corridor is glass-roofed and filled with tropical vegetation. One studio, used for circus and wrestling programs, holds around 2,500 persons. A large studio used for children's features has junior-sized theatre seats for the juvenile audience.

Don Emilio's Design

Another huge studio has elevated camera shelves on either side. The center includes low-rent offices for use of advertising agencies. Don Emilio designed the plant himself, turning it into a TV center after originally starting out to build a radio palace.

The whole TV Center is air-conditioned. Each studio has its individual control room, but this modern equipment is already being redesigned. Projection gear includes 35 mm projectors, since unions are not a problem aside from musicians.

Don Emilio decided several years ago to enter TV in a big way, contending the Mexican people should enjoy the medium even if the project cost him money. Right now XEW-TV claims to be near the break-even point in income vs. expenses.

The mountain booster, XEQ-TV, is described as covering a vast area to the south and southwest, including many large cities. Another proposed booster, still in the dream stage, would throw a primary signal into Acapulco, fabulous Pacific Coast resort with 150 major hotels in an area of perhaps 150,000 persons.

Construction of new TV stations likely will exceed development of networking facilities, but plenty of film service will be available to program these ventures, according to J. M. Duran, public relations manager of XEW-TV and XEQ-TV.

The O'Farrills' TV operation is centered in the National Lottery Bldg., with offices in the tower and antenna atop the structure, one of the most beautiful in Mexico City. Limited studio space is available in the building, but facilities for programming are located in the building housing *Novedades,* leading Mexico City newspaper owned by the O'Farrills. Recently the O'Farrills bought a new building in the heart of the city for conversion to TV studios. It formerly housed the YMCA and is said to have the potential for an extensive studio project.

While little attention is devoted to TV by most of Mexico City's newspapers, XHTV programs are listed in the two O'Farrill newspapers, *Novedades* (Spanish) and *News* (English).

The Camarena station, XHGC, represents ingenious planning and a minimum of money. With a total investment of perhaps $50,000, Mr. Camarena blended 20 years of TV experimenting with the devoted help of a staff of parttime employes to get a 1 kw bench-built transmitter on the air just a year ago. Regular programs were started last September. A banker, Antonio Merchant Tirado, is assistant manager.

An old home-style 16 mm film projector shoots movies into a strictly antique orthicon camera, and with the aid of a rack of transmitting tubes the Mexico City environs are treated to a surprisingly good signal. A popular XHGC live program staged in a bus setting is called *Pronta Accion.* Public and news personalities are interviewed on topics of the moment, with a newspaper, *Excelsior,* as sponsor.



CENTER of Azcarraga electronic empire in Mexico City is vast Televicentro, with facilities rivaling largest U. S. plants. It includes several theatre studios, one seating 2,500 persons.

As to rates, the basic Class A fee is 1,600 pesos ($184) per hour on XEW-TV and XHTV, with the Camarena station, XHGC, charging 1,700 pesos ($196).

But that's only the beginning. Take a half-hour program for example. The time cost is 800 pesos. Add to this 500 pesos for subtitling film work, etc., plus 500 pesos cost for a film or packaged show. Fees are paid principal personnel, including announcers, producers and technicians. This adds up to at least 200 pesos and there is another 100 pesos for transportation of film. One program has extra charges totaling 4,650 pesos (nearly $540).

At XHTV Messrs. Kleban and Romulo O'Farrill Jr. have a low-cost 500-peso technique for superimposing subtitles in Spanish on U. S. films.

American film packagers, incidentally, are eagerly eyeing the Latin American market. Several of the larger firms are sending salesmen to Mexico City and one is opening an export department where voice-dubbing and subtitling are done. Development of magnetic tape for television is expected to provide another boost.

For remote pickups, XEW-TV adds 1,500 pesos ($173). Then there's a 200 peso ($23) charge for use of zoom lens. XEW-TV's rate card lists a Class A time charge of 1,600 pesos ($184) for half-hour foreign programs. A charge of 950 pesos is made to use the huge Studio A, with most of the extra charges lumped into this half-hour levy. Smaller studios are provided at lower rates.

Walter Buchanan, Subsecretaria de Comunications & Transports, Mexican equivalent of the FCC Chairman, said that except for a ban on political and religious programming, radio and TV in Mexico are as free as the press. Licenses are granted for 25 years, with few instances of revocation. He said equipment has already been bought for seven new TV stations.

Programming can be roughly described as a Spanish version of U. S. television. Sports are extremely popular, including wrestling, boxing, bullfights, baseball, soccer and football. Theatre programs, including drama and comedy, follow American patterns. There's a Mexican *What's My Line* with Colgate as sponsor, and the inevitable *La Hora de Jaudi Dudi* (Howdy Doody).

Then there are amateur and quiz programs galore, and the popular daily Celanese film news flown to XEW-TV. Opera pickups are favored, as well as a host of soap operas, cartoons, Encyclopedia Britannica documentaries, ballet, and feature films of Mexican, American, Spanish and Argentinan origin.

XHTV uses the NBC daily newsreel, rated high among Mexican telecasts. It is sponsored by General Motors.

Roll of Advertisers

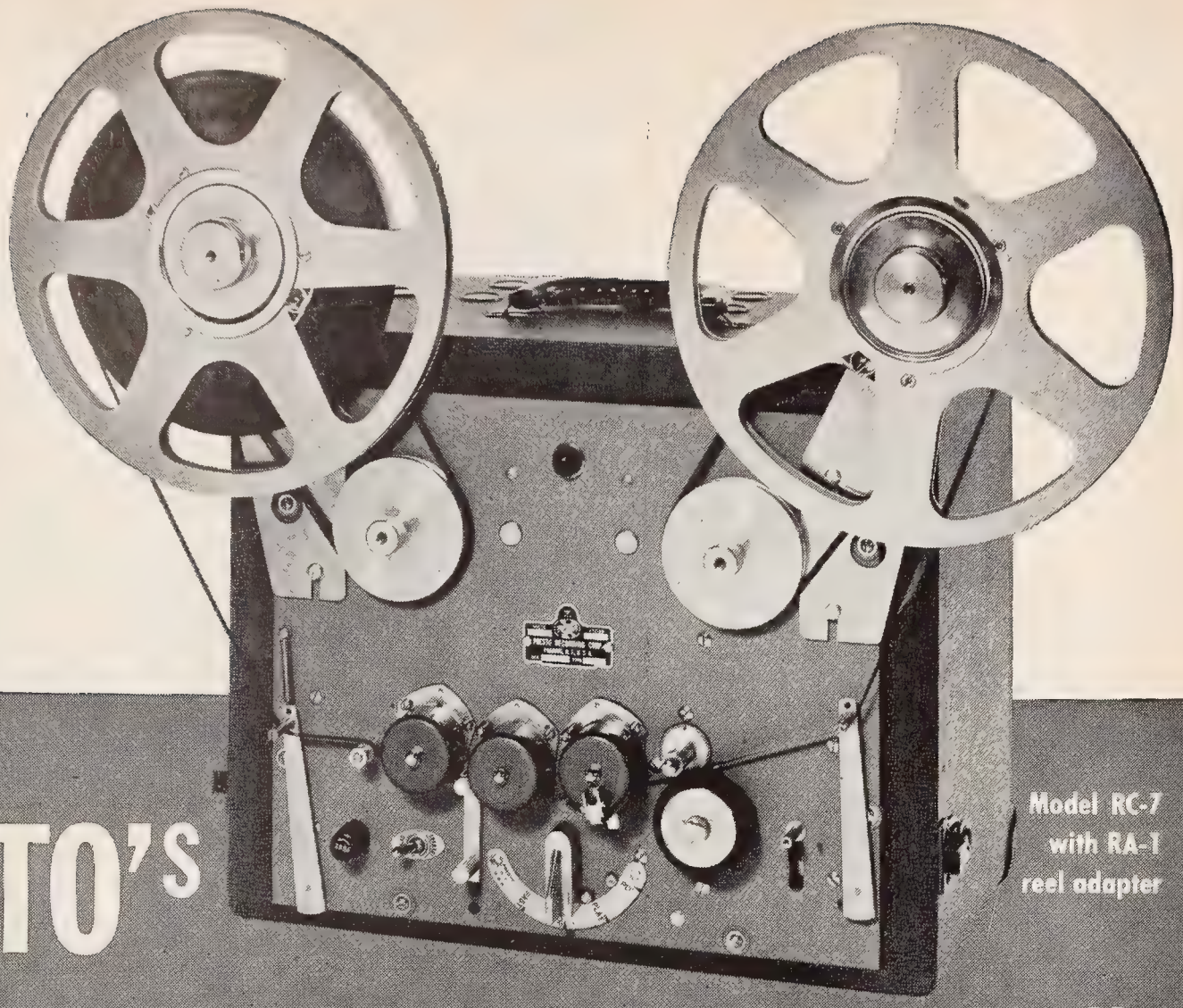
The list of international sponsors includes such names as General Motors, Coca-Cola, Philco, Procter & Gamble, Raleigh, Packard, Ford, Canada Dry, Lever, Nescafe and Elgin. Beer companies buy large blocks of time, especially sports. XEW-TV stages wrestling bouts in its largest studio and charges admission. It's not unusual to find a hundred or more persons standing around a store-window receiver, watching a fight or wrestling bout. American firms are showing increasing interest in Mexican TV, supplementing their extensive radio purchases. Colgate is reputed to spend 1¼ million pesos ($145,000) a year on Mexican radio, with Lever purportedly earmarking 400,000 pesos.

In Mexico City are such familiar agency names as J. Walter Thompson, Grant, McCann-Erickson, D'Arcy, Young & Rubicam, Noble Adv. Co. and Foote, Cone & Belding.

There's considerable organization among Mexican broadcasters and telecasters. Mexican Camara Nacionale de Radiodifusion is a private trade association with a code of ethics. Don Emilio organized Radio Programmes of Mexico in an effort to stop cutthroat rate chiseling. He operates a commercial representative business for national advertisers. His powerful XEW feeds a 20-station radio network operating five hours in the evening, with telephone connection.

Aside from the XEW-TV shortwave link with its booster, XEQ-TV, and one or two projected boosters, networking of television may be mostly of a film nature for some time.

Mexico is rapidly becoming industrialized,



PRESTO'S "LONG PLAYING" PORTABLE TAPE RECORDER

Model RC-7 with RA-1 reel adapter

The PRESTO RC-7 has already been acclaimed "the finest tape recorder of its size available." Although portable in size, the RC-7 embodies features and heavy duty construction found only in larger, more expensive, studio-type machines.

Now, with the new RA-1 reel adapter, this precision recording instrument becomes an indispensable piece of equipment for every station and recording studio. With this adapter, the RC-7 accommodates reels up to 10½" diameter, providing continuous long-period recording or playback.

If you are contemplating a portable tape recorder, don't buy any—until you see the PRESTO RC-7 with 10½" reel adapter (RA-1). Without a doubt, it's the *best buy in professional tape equipment!*

Present PRESTO RC-7 owners may convert their machines with this adapter for just $39.00. Write today for details!

Compare the RC-7 with any studio-type recorder

- Instantaneous speed accuracy
- Dynamic range better than 50 db. at 3% distortion
- Three-motor drive
- No friction clutch or friction brakes
- Heavy duty construction throughout
- Separate erase-recording-playback heads
- Twin speed: 7½"/sec or 15"/sec.
- Frequency response to 15,000 cps.
- Reel size: to 10½" (with RA-1 adapter)

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WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

with lots of room to keep growing. Its 25 million inhabitants live in various stages of comfort, ranging from the fabulous estates of the wealthy to the thatched shacks found in the tropical areas.

While only a fourth of the inhabitants are literate, the nation's culture and education are advancing at an encouraging rate. New schools are being built, not as fast as forward-looking Mexicans would wish but still at a rate that promises much from a marketing standpoint.

Much of Mexico's industrialization has occured in the last 20 years. Formerly the nation depended on oil, agriculture, minerals and cattle. Now it is developing new manufacturing industries.

The average monthly income of 150 pesos (roughly $17) looks pitiful to an American businessman until he remembers the average includes millions who live simply in tropical areas where food and shelter are not dependent on a daily wage. This 150-peso figure must be considered, too, in relation to the minimum daily wage of 6 pesos (69 cents) in the Mexico City area. After all, a peso is "dollar" to a Mexican, and buys a relatively important amount of merchandise or service.

Population and Production

Mexico's population is increasing at the rate of 3% a year. Its productive capacity is steadily growing under private and government stimulation. A new railway line is expected to open the northwestern area. Fuel pipelines are projected, along with additional electrical energy. Government plans include extension of credit, savings protection and easing of some taxes. Bankers have been agitating for a stronger finance system, including a sound stock market.

Not to be overlooked is the important tourist business. Thousands of Americans are going to Mexico every week, spending vacation money in large amounts. American Airlines, Eastern, Pan America, Guest and others, have special holiday deals and tourist rates. The trip is easy and not expensive, as foreign travel goes.

American Airlines reports an increasing volume of U.S.-originated cargo traffic directed to Mexico's busy television industry.

The U. S. Chamber of Commerce describes Mexico's economic growth since 1940 as unprecedented with production of goods and services more than doubled. The nation is called a "very favorable climate" for foreign investments, aided by the relative stability of the economy and the policy of the new Mexican Administration to promote a balanced growth of industry. Real income per person is up 50% in a decade and the trade position of the country is improving as the variety of exports widens. Study of foreign language is compulsory in junior high schools and many grammar schools—95% of the time English. Increasing numbers of young Mexicans are studying in this country.

In terms of modern civilization, Mexico is a young nation scarcely more than a generation or two of age. In terms of culture, it has a heritage of hundreds of years. In terms of the future, Mexico promises to become an important unit in the advertising world—a nation that believes in private enterprise and the rights of the individual.

SHOULD STATIONS DO MERCHANDISING? YES SAYS CROSLEY'S DUNVILLE



MR. DUNVILLE

AN AFFIRMATIVE answer to the question of whether radio and TV stations should provide merchandising services to clients was given last week by Robert E. Dunville, president of Crosley Broadcasting Corp., in a statement to B•T.

Mr. Dunville was commenting upon a B•T editorial [May 11] which said that merchandising plans "should be examined with a view to determining whether they are legitimate extensions of a station's efforts to help move its customers' goods and as such fully compensated for in the price charged or whether they are inducements to attract more time sales and are, in effect, rate cuts."

Mr. Dunville said he agreed with that view and that the Crosley stations, based on 17 years experience, had adhered to a policy of including merchandising services in operating expenses and hence taking them into account in fixing rates.

"It has been my opinion," he said, "that too many broadcasters during the lush days felt that their obligation to the public and the advertiser consisted of furnishing a turntable, a microphone, or a studio with an announcer and that all the other details were the problem of the advertiser, its agency and the public.

Results Count

"We have never felt that way. Advertising is bought whether it is in a newspaper, magazine, billboard, radio or television with one thought in mind and that is that as a result of the advertising the advertiser will eventually sell his services or product. Whether the broadcaster who suddenly found himself, through very little effort on his own, really in big business with dollars rolling in considered himself quite a genius as a station manager and a program director, he was none the less in the advertising business, and his obligation extended far beyond selecting and choosing among the many advertisers who desired his facilities.

"Many of these broadcasters considered it highway robbery by an advertiser who asked for assistance in helping to advertise merchandise and move his product. Through the years I heard a great many cries of indignation that arose from these 'successful' broadcasters. I attended meetings recently with virtually the same group who have suddenly become interested in rate reductions, rate cuts and, believe it or not, certain forms of merchandising. In most cases the 'certain forms of merchandising' were in the main eyewash, things designed to impress the agency or the advertiser with no real thought given to the movement of merchandise."

These forms of merchandising, Mr. Dunville said, did constitute a form of rate cutting. But the sounder merchandising techniques did not.

"The rate of any Crosley station," he said, "includes these services which in many cases are the difference between a successful campaign for an advertiser and an unsuccessful one."

Crosley stations, he said, "consider our merchandising operation a part and parcel of our operating expenses and we have in our Client Service Department which heads up merchandising, promotion and client service, the finest trained people in the business today."

Crosley's WLW Cincinnati has been providing merchandising service for 17 years, he said. "To my knowledge, this service is not comparable anywhere else," he added. The station has continued to provide the service "not on the basis of acquiring business from the competition" (for most of the time all competing stations in the market were sold out) "but because of the sincere obligation we felt was due our advertisers."

Rates Stay Up

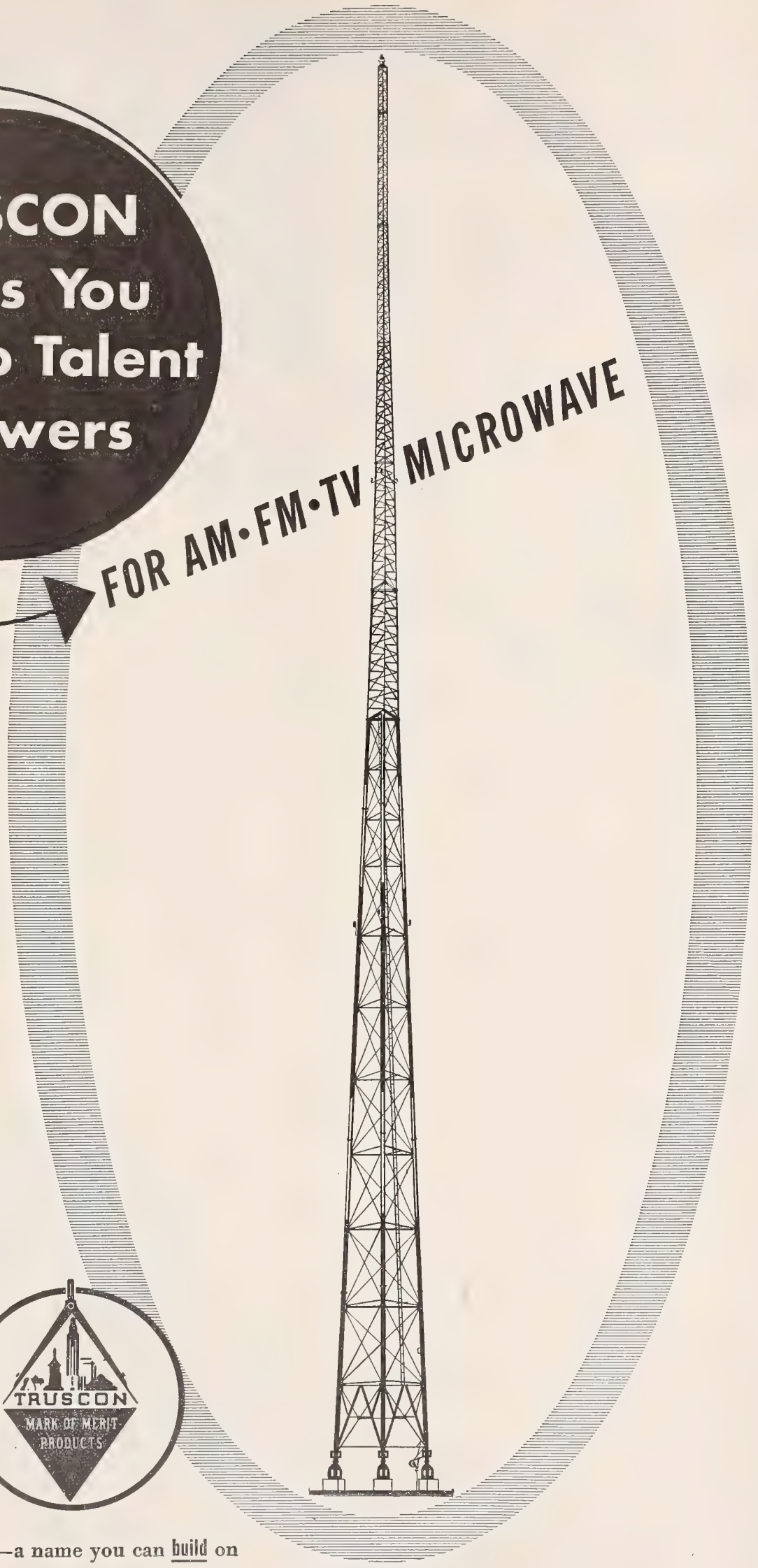
"That," he said, "is possibly the reason today that on WLW our rates have not been decreased and our business is continuing to grow."

As an example of how rate cutting occurs, Mr. Dunville reported that "one of our competitors in sheer desperation gave without charge, any charge whatsoever, time, talent, the hiring of a hall and a remote pick-up in an endeavor to entice an advertiser away from us."

"This advertiser," he said, "was paying us our full rate for time, full rate for talent, but was receiving the benefits of our merchandising operation. Results? The advertiser took the other station's free time and talent until the station found out that the advertiser had no intention of moving his paid advertising from our station to the other station on a paid basis. When the other station could no longer afford to give his time and talent, he then let go on the 'evils of merchandising.' "

TRUSCON Offers You The Top Talent in Towers

FOR AM•FM•TV MICROWAVE



● Truscon knows towers. Truscon engineers have designed and built many hundreds of towers which now stand strong and tall in all parts of the world . . . in all types of topography . . . and exposed to all extremes of wind and weather.

Recently, Truscon completed the world's tallest radio towers. Today, Truscon's extensive tower experience is unmatched.

Truscon manufacturing facilities are modern and efficient—geared to quality production of guyed and self-supporting towers . . . tall or small . . . tapered or uniform in cross-section . . . for AM, FM, TV and Microwave transmission.

Truscon has the talent you need to help you get and maintain the tower performance you demand. Your phone call or letter to any Truscon district office, or to "tower headquarters" in Youngstown, will start your tower program as soon as defense requirements allow.

TRUSCON STEEL DIVISION

REPUBLIC STEEL CORPORATION
1074 Albert Street
Youngstown 1, Ohio

TRUSCON
MARK OF MERIT PRODUCTS

TRUSCON®—a name you can build on

KRAFT THEATRE

A TELEVISION EPIC



Its 317-week performance record (as of last Wednesday) makes the "Kraft Television Theatre" the longest run on network TV. Longevity alone would qualify it for recognition, but more remarkable are its commercial successes. In picture above, stars of the sixth anniversary telecast of May 6 are shown in moment of relaxation during rehearsals. L to r: Vaughn Taylor, Nancy Marchand, John Baragrey and Rod Steiger.

By Bruce Robertson

THE play's the thing with which to catch the interest of the American family.

That slight paraphrase of Shakespeare's familiar line might well be the slogan of *Kraft Television Theatre,* which on May 6 celebrated its sixth birthday on NBC-TV. Wednesday after Wednesday, 52 times a year for six years without missing a week, the hour-long program has been beguiling audiences and making friends for Kraft. It is indisputably the oldest network TV show.

This long life is due not only to the consistent quality of the weekly plays telecast on the series and their ability to catch and hold the interest of their viewers but also in large measure to the ability of the Kraft commercials to make the family say, "Let's have that dish for dinner tomorrow" (no small feat an hour after today's dinner) and the housewife buy the essential Kraft product the following day.

TV production costs have risen steeply in the six years the show has been on the air. Time costs for the program have shot up from $100 for the first Kraft hour on WNBT (TV) New York to some $40,000 for an hour on the 48-station NBC-TV network that carries the program today. Only a solid sales story of continued success in persuading viewers to want that meal, buy that cheese, could justify such TV expenditures, which now account for nearly 40% of the total Kraft advertising budget.

"We have never found another advertising medium in which we can realize results as quickly as in television," Kraft's advertising manager, John B. McLaughlin, told B•T. "It is the most powerful medium, not only in point of demonstration value and sales but also as a great merchanding potential."

Underlying that success are the commercials on the program, which have followed the same pattern as that used on the first *Kraft Television Theatre* telecast more than six years ago. "At that time," recalled Edmund C. Rice, vice president of J. Walter Thompson Co., Kraft agency, who edits all Kraft TV scripts, "we were frankly experimenting with TV commercials as well as with TV programs. We chose a product—MacLaren's Imperial Cheese—that had not been advertised for some years and not extensively even then, so whatever increase in sales occurred after the telecast might fairly be attributed to the program.

"We took the product and put it into an appetizing setting. We put the product in the picture by itself without any distracting extras—no pretty girl whose looks, clothes, hairdo or accessories might take the housewife's attention away from the product; no trappings of any kind; just the food itself in its ready-to-be-eaten state, with some vocal hints on how to prepare it.

Faithful Formula

"The formula worked then and it's apparently gone on working ever since. At least, we've never been told to change it and try something else, and our experience has been that clients don't stick to the same type of advertising any longer than it pays off at the grocery cash register."

Specific examples of the program's sales pull are legion at the Chicago headquarters of Kraft Foods Co., which this year is celebrating its 50th anniversary in the dairy foods field. A favorite story among many which recount sales successes of a dozen products which the company has found it easier to move through its video dramas deals with clam dip. This concoction, a combination of Kraft's Philadelphia Brand Cream Cheese and diced clams, was introduced on a *Kraft Television Theatre* commercial, one of a series that suggested new ways to use this cheese.

That sales of Philadelphia Brand Cream Cheese went up following the telecast was only to be expected. But what Kraft had not anticipated was a message of gratitude from the General Foods 40 Fathom Division for a sudden and spectacular run on its diced clams which bewildered the GF sales force until they traced it back to Kraft's telecast of the previous Wednesday.

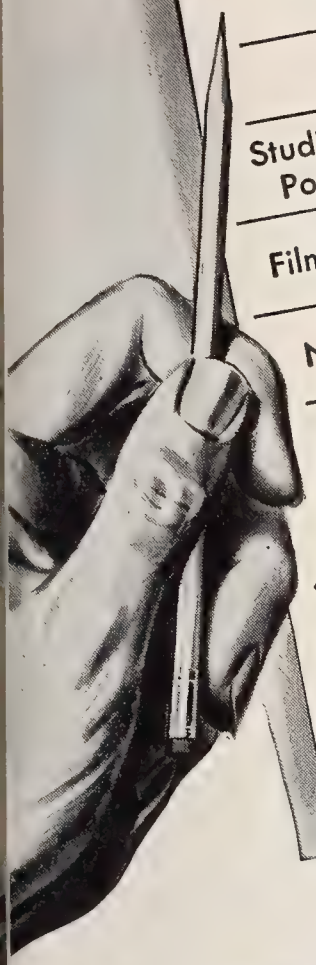
Television scored an easy success in the introduction of pasteurized process cheese in slices, an innovation somewhat difficult to describe in words but instantly understood when the viewers saw the slices separated from the package on their TV screens. Sales boomed in every TV market, with one exception—Detroit. It turned out that hockey had preempted Wednesday evening TV time in that city and, after the hockey season when *Kraft Television Theatre* was again scheduled there, Detroit grocers reported an immediate upswing in sales of Kraft DeLuxe Slices that brought them into line with other markets.

About a year ago, Kraft advertised Philadelphia Brand Cream Cheese as a fudge frosting, using a 22-week campaign in magazines, newspaper supplements and TV. A recipe book, offered on eight telecast commercials, was gobbled up as fast as the frosting itself, averaging 77,000 requests per commercial and giving television the lowest cost-per-inquiry of any of the media used in this campaign.

Kraft finds that requests for recipe booklets offered on the *Kraft Television Theatre* telecasts provide a quick rule by which to measure the popularity of the recipe and,

NEW BROADCASTERS! NEED A ONE-MAN TV EQUIPMENT OPERATION?

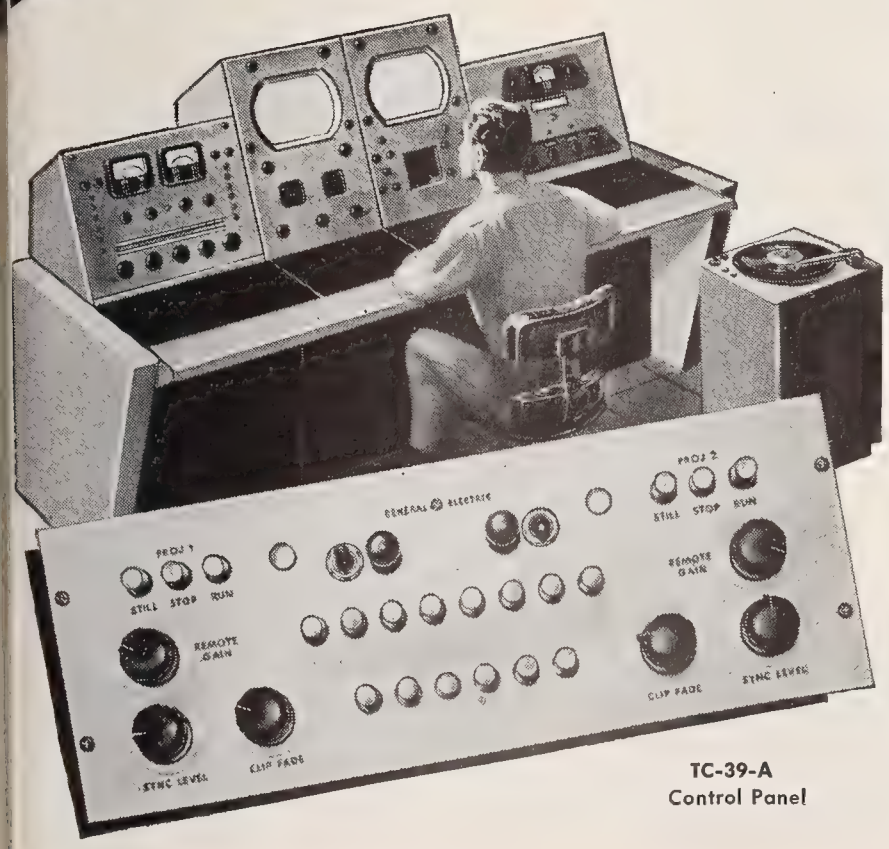
See this MINIMUM REQUIREMENT G-E STUDIO SWITCHING PANEL



STUDIO & TRANSMITTER OPERATION—*IN ONE ROOM!*	
STUDIO	INPUTS
Studio Camera Channel or Portable Camera Chain	1
Film Camera Channel	1
Network Operation	1
Remote Operation	1
EXTRAS	
Studio or Film Camera	2

Six inputs (composite or non-composite) for any equipment combination you need!





TC-39-A
Control Panel

Now you can go on the air quickly and at a minimum investment — General Electric has designed a special One-Man TV Operation package just for your purposes! An integral part of this simplified technical facility is the new G-E Studio Switching Panel, Type TC-39-A. If your needs today demand that both studio and transmitter equipment operate from one room, here is the ideal solution. This panel provides the facilities you need . . . all the quality necessary for outstanding performance . . . with a single operator!

Get complete information today! Call your G-E Broadcast representative or write: *Section 263-15, General Electric Co., Electronics Park, Syracuse, N. Y.*

G-E's minimum requirement switching panel offers these features:

- Switches up to six composite or non-composite signals
- Eight position monitor selector switch—one monitor for all, either inputs or outputs
- Two sets of stab amp. controls—local and network
- Two sets of projector start and stop controls
- Provision for adding projector douser control
- Provision for adding slide projector dimmer control
- Two sets of slide projector controls

Switching combinations for any TV station operation!

Complete television equipment for VHF or UHF

GENERAL ELECTRIC

KRAFT THEATRE

A TELEVISION EPIC

by an easy transition, to gauge the probable effect on sales of the particular Kraft product employed in the dish. A popular recipe will draw 25,000 to 30,000 requests, a poor one about 4,000.

Those figures are in dramatic contrast to the volume of mail received from viewers who "take pen in hand" to tell the sponsors of *Kraft Television Theatre* what they think of the play they have just watched. These missives from living-room critics average about 100 a week, Mr. Rice said, although an outstanding play or performance or a drama dealing with a topic of current controversial interest will cause a sharp increase in the size of the mailbag.

Mostly, Kraft plays avoid topics of extreme controversy or, for that matter, any topic which would not normally be discussed in an after-dinner gathering of family or family-plus-guests. "We have no fixed tabus, but we try to avoid undue unpleasantness," Mr. Rice said. "Even so, from time to time we get a script on a normally unacceptable topic that is so well done that we put it on anyway."

Variety of Plays

"We use all types of plays on the show," Mr. Rice said, "comedy, drama, mystery, romance. Mostly we try to do plays about real people, the kind of people who might live next door to the viewer, or at least a block or two away. We also strive for realism, not too grim, but to present a socially acceptable answer to some of the problems that face us all these days—even, or I might say, especially in our comedies, which our audiences seem to like none-the-less because they include a modest moral.

"Actually, I suppose our main goal is to present a play—regardless of type—that will hold the interest of a typical American family for an after-dinner hour once a week. Incidentally, we've had some successes on *Kraft Television Theatre* that were flops on Broadway, because they had enough dramatic meat to hold up well for an hour but not enough to keep an audience interested for two hours and a half."

Just as Kraft has stuck to the single type of single-focus commercial throughout its TV lifetime, so the series has concentrated on plays, either originals or adaptations of stage presentations. "We're the only program of our kind on TV that hasn't used dramatizations of novels or short stories," Mr. Rice commented. "We feel that when the dramatic unities of place and time are there from the start, we have an easier job in adapting it to TV and a better chance of success than if we start with a non-dramatic original story.

"In our early days of *Kraft Television Theatre* we did mostly adaptations of Broadway plays. Latterly, as kinescopes raised legal complications concerning film rights and as writers became more accustomed to writing for television, we have veered more and more toward originals."

About six weeks are allowed between the selection of a play and its on-the-air performance, Mr. Rice said. There is a week or more for adaptation, a week or less for editing, mimeographing, etc. The producer-director who is to do the play—there are two who alternate on *Kraft Television Theatre*—gets his script four weeks ahead of the telecast. For two weeks, while he is producing his preceding Kraft show, he does some mental casting and has preliminary sessions with the scenic designer and musical director and perhaps other experts such as special effects men if the play seems to call for advance preparation on their part.

Once his program-before-this-one is off the air, the producer-director engages his cast and distributes scripts for study. Then he blocks out the full production, charting his set or sets and deciding where each member of the cast and each camera should be when the play opens and how they should move from that time right through until the final curtain. Rehearsals pretty much monopolize the final pre-broadcast week.

Stanley Quinn worked alone as producer-director during the first year *Kraft Television Theatre* was on the air. Then he was joined by Maury Holland and since then the two have alternated as Kraft producer-directors. Working with both of them is Duane McKinney, for the past three years in charge of designing for the program.

For its sixth anniversary telecast, May 6, *Kraft Television Theatre* recreated, with their original stars, four dramatic sequences chosen by the program's nationwide audience as outstanding among the more than 300 plays presented during the series' six year run. There was Vaughn Taylor as a Yankee farmer in "January Thaw," broadcast first on Oct. 8, 1947; John Baragrey as Heathcliffe in "Wuthering Heights," Nov. 24, 1948; Nancy Marchand as Queen Elizabeth I in "Of Famous Memory," March 21, 1951, and Rod Steiger as the radar operator in "My Brother's Keeper," March 4, 1953.

Commercials on the anniversary telecast featured Eggs Goldilocks, which in the Kraft tradition helped retail grocers dispose of eggs, milk, bread, parsley and condiments as well as Velveeta Cheese, and Mayonnaise Puff, giving a side plug to asparagus, deviled ham, eggs and bread along with the main one for Kraft Mayonnaise.

Many grocers have developed the habit of running newspaper ads tieing in with the TV commercials, generally on Thursday morning, telling readers that "here is the recipe you saw last night on television" and reminding them that the ingredients are available at the advertiser's store or stores. It is not unusual for these cooperating stores to run out of the Kraft product advertised on the TV program, or for that matter to note increased purchases of the related items.

Kraft has begun merchandising the program-advertised items in the stores and already the effects have made a deep impression on the company's top executives. Cooperating grocers get a complete release of the Kraft advertising for the week, plus recipes, which are intimately tied in with store displays. New products are vigorously pushed.

"We have found that when market-testing a new product in TV areas, we get acceptance much quicker than in markets where there is no television," Mr. McLaughlin stated.



Audience might like to see pretty models like these, but Kraft commercials craftily avoid such distraction. TV camera shows only models' hands and products demonstrated.

PHILCO MICROWAVE:



Like a Super-Highway in the Sky, Philco microwave gives broad, clear communication channels, free of interference and interruption. Super-high frequency Philco microwave with Philco multiplexing equipment—either frequency or time division—offers wide band channels up to 3300 cycles and circuit design which provides freedom from cross talk and distortion.

Philco microwave is easily expanded to 24 voice channels, each divisible into 16 sub-channels for telemetering, control circuits, teletype circuits or any other signalling needs. These channels are in the high-antenna gain, interference-free 6000-7500 mc. frequency range which encompasses adjacent common carrier, government and industrial bands.

Philco microwave has the highest power output of any equipment in the 6000-7500 mc. frequency range. Philco brings common carrier reliability and long-range economy to industrial communications.

Look to Philco to answer your multi-channel communications requirements.

For Complete Information Write to Department B.T.

PHILCO Famous for QUALITY the World Over

PHILCO CORPORATION

GOVERNMENT & INDUSTRIAL DIVISION · PHILADELPHIA 44, PA.

COMPARATIVE NETWORK TV SHOWSHEET

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TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*In Our Time* F	Electric Cos. (hiatus st. 6/21) alt. wks. sust. You Are There	*New York Times Youth Forum*	Revere Meet the Press L
6:15	Gruen Walter Winchell			
6:30	Brown & Williamson "Orchid Room"	Alcoa (hiatus st. 6/21) See It Now L		Gen Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	P&G Red Skelton F
7:15				
7:30	Plymouth Playhouse	American Tobacco Your Play Time L	*Washington Exclusive*	Reynolds Metals Mr. Peepers L
7:45				
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour Big Payoff Eff. 6/21 L
8:15				
8:30				
8:45				
9:00	*America In View* F	General Electric Fred Waring L	Clorets Chlorophyll Gum & P&G Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Film*	Bristol Myers Time To Smile L	Larus & Bro. Co. and Carter Products Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	Chas. Antell What's Your Bid?	P&G The Doctor F
10:15	*Film*			
10:30	Local	Jules Montenier What's My Line L	*Dotty Mack Show*	
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	
7:15				
7:30	*Opera vs. Jazz* L	GM-Oldsmobile News L		*Bob and Ray* L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Sterling Drug Ins. Mark Saber Homicide Squad F	Carnation Burns & Allen (alt.) L Goodrich		Winchell-Mahoney Show L Crosley-Speidel alternating
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts L		Firestone Voice of Firestone L
8:45				
9:00	*Film*	Philip Morris I Love Lucy F		*Eyewitness* L
9:15				
9:30	*Talent Patrol* L	Gen. Foods Instant Maxwell Coffee L Masquerade Party	*Feature Boxing with Chris. Schenkel*	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westing-house Studio One L		
10:15				
10:30				Co-op Who Said That L
10:45			*Girl Alone*	
11:00		Longines Chrono-scope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15				
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Chevrolet Dinah Shore L
7:45		*Jane Froman*		Camel News Caravan L
8:00			Toni Co., Blind Date Jan Murray	Texas Co. Milton Berle Eff. 6/23 Revlon, Revlon Show, 8-8:30, Assoc. Products Break The Bank 8:30-9
8:15		*Feature Film*		
8:30			*The Big Issue*	
8:45				
9:00	ABC Fights (Co-op)	Schick Crime Syndicated (alt.) L Carter Prod. City Hosptl.	*The Music Show*	P&G Fireside Theatre F
9:15				
9:30		Electric Auto-Lite Suspense L	Serutan Wisdom of the Ages	Hazel Bishop Candid Camera
9:45				
10:00		Block Drug Danger L	*Where Was I?*	P Lorillard Two For The Money F
10:15				
10:30	Bendix Swanson (alt. wks.) The Name's The Same L			P. Lorillard Embassy Club L
10:45				
11:00				Bob Considine Mutual of Omaha
11:15 PM				

ABC

	ABC
6:00 PM	
6:15	
6:30	
6:45	
7:00	
7:15	
7:30	Date with Judy Clorets ½ sponsor
7:45	
8:00	*Film*
8:15	
8:30	
8:45	
9:00	*Film*
9:15	
9:30	*Wrestling From Rainbo* L (9:30 to Midnite)
9:45	
10:00	
10:15	
10:30	
10:45	
11:00	
11:15 PM	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	Derby Foods Sky King (alt. wks.)			
11:45				
12:00 N	Sweets Co. Tootsie Hip-podrome L	*Meet Me At The Zoo*		
12:15 PM				
12:30	Voice of Prophecy Faith For Today L	Hawley & Hoops Candy Carnival (Ends 6/28)		
12:45				
1:00	*Seminar* L			*Youth Wants To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
9:45		Arthur Godfrey M-Th 10-11 a.m. (See Footnote)		Minn. Mining. Tues. Scott Paper, Thur. General Mills, Fri. Ding Dong School L
10:00		Wheel of Fortune F 10-10:45 a.m. S		
10:15		Westing-house Betty Furness Th. 11:15-11:30		*Prologue to the Future* F
10:30		*There's 1 In Every Family* 11-11:30 Partic. See Footnote		*Ask Wash-ington* L
10:45		C-P-P (MWF) 11:30-12 N Strike It Rich L		
11:00		Gen. Mills Bride & Gr'm L		*Mrs. USA* F
11:15		Amer. Home All Products Love of Life		
11:30		P&G Search for Tomorrow		
11:45		P&G Guiding Light		
12:00 N				
12:15 PM				
12:30				
12:45				
1:00				
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00	Ralston-Purina *Space Patrol* F	*There's One In Every Family*		
11:15				
11:30	Derby Foods Sky King; Amend Co. Hail The Champ (alt. wks.)	*Rod Brown, Rocket Ranger*		
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		GM The Lone Ranger		
1:15				

SATURDAY

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15		Amer. Cig. & Cig. Co. News 7:30-7:45 pm		
7:30	General Mills Lone Ranger F	General Electric Jane Froman		Chevrolet Dinah Shore L
7:45				Camel News Caravan L
8:00	*Film*	*Life with Luigi (Sust.)*	*Guide Right*	DeSoto-Plymouth Groucho Marx F
8:15		Willys Motors, Inc. Willys Theatre st. 6/25 (alt.) Singer Swng. 4 Star Plhs.		
8:30	Lorillard Chance of a Lifetime L		Associated Tide Water Oil Broadway to Hollywood	Borden Treasury Men In Action L
8:45		Lever Lux Video Theatre L		
9:00	*Motor City Fights*		*Treasure Hunt!*	Chesterfield Dragnet F
9:15		Lever Rinso Big Town F		
9:30			*Author Meets the Critics*	Ford Ford Theatre F
9:45		Philip Morris My Little Margie		
10:00	*Local*		*Big Idea*	U.S Tobacco Martin Kane
10:15		Carter I've Got A Secret (alt. wks.) Toni Racket Squad		
10:30	*Personality Puzzle* (alt.)			
10:45				
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45			General Foods Capt. Video	*Meet the Veep* L
7:00				No Network Service
7:15	General Mills Stu Erwin F	GM-Oldsmobile News		Coca Cola Eddie Fisher
7:30		Chesterfield Perry Como		Camel News Caravan L
7:45	Hotpoint & Lambert (alt. wks.) Ozzie & Harriet F	Gen. Foods Maxwell House Coffee Mama L		RCA Dennis Day L
8:00				
8:15		R. J. Reynolds My Friend Irma	*Jimmy Hughes Rookie Cop*	Gulf Oil Life of Riley F
8:30	*Film*			
8:45		Schlitz Schlitz Playhouse of Stars L		American Cig&Cig Big Story L
9:00			Serutan Co. Life Begins at Eighty	
9:15	Kreisler, (alt. wks.) Tales of Tomorrow L	General Foods Sanka Our Miss Brooks		Double or Nothing L
9:30				
9:45			Bauer & Black Twenty Questions	Gillette Cavalcade of Sports L
10:00		Colgate Mr. & Mrs. North		
10:15			Helene Curtis and Carter Products Down You Go	
10:30		Longines Chrono-scope		Chesebrough Greatest Fights F
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30		*What In The World*		
6:45				
7:00	Dance Party at the Meadow-brook (Co-op)	Liggett & Myers Stork Club		*Mr. Wizard*
7:15				
7:30		Sylvania Beat The Clock L	TBA	Sunbeam Ethel & Albert
7:45				
8:00		Schick Inc. Sheaffer Pen Nescafe (Co-Sponsorship) Jackie Gleason Show		Dunhill My Hero F
8:15	*Texas Rasslin'* F			
8:30				Pet Milk Original Amateur Hour L
8:45				
9:00	Bayuk Cigar Saturday Evening Fights L	*This Is Show Business*		
9:15				
9:30		*Meet Millie*		Saturday Nite Revue L
9:45	*Fight Talk*			
10:00	*Local*	10-10:30 pm. Quiz Kids sust.	Co-op Wrestling from Chicago	
10:15				
10:30		Simmons Jergens (alt.) It's News To Me		American Tobacco Your Hit Parade L
10:45			11:05 Boyle-Midway Sports Showcase	
11:00				
11:15 PM			11:20 Wrestling Resumes	

SUNDAY

	DuMONT	NBC
6:00 PM		*Religious Hour Frontiers of Faith* L
6:15		
6:30		*American Inventory* L
6:45		
7:00		American Forum Co-op
7:15		
7:30		No Net Service
7:45		
8:00		TBA
8:15		
8:30		TBA
8:45		
9:00		Zoo Parade Quaker Oats L
9:15		
9:30		Hallmark Hall of Fame L
9:45		
10:00		Fram. Corp. Sightseeing F
10:15		*Window On Washington* L
10:30		
10:45		
11:00		
11:15 PM		

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00				
7:15				
7:30				
7:45				
8:00				
8:15				
8:30				
8:45				
9:00		Garry Moore Show (See footnote)		
9:15			*Take the Break with Don Russell*	
9:30		Campbell Soup Double or Nothing M-W-F Westinghs. Freedom Rings Tu-Th		
9:45				
10:00		Art Linkletter's House Party (See Footnote) 2:30-3 pm		
10:15			Paul Dixon Show Calometric Wt. Control Div. VCA; Scholl; VCA, River Brand Mills	*Break the Bank* L
10:30		Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.		
10:45		*Action in the Afternoon* 3:30-4 p.m.		P&G Welcome Travelers L
11:00				
11:15 PM		Summer School St. 7/6 4-4:30 p.m.		*On Your Account*

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00				
7:15				
7:30				
7:45				
8:00				
8:15				
8:30				
8:45				
9:00				
9:15				
9:30				
9:45				
10:00				
10:15				*Ladies Choice*
10:30				Lever Hwkns. Falls L
10:45				Gabby Hayes**
11:00				
11:15 PM				Howdy Doody

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Participating sponsors.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:45-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

** Wednesdays, 8:30-9 p.m., Scott Paper for Scott Music Hall alternates with Du Pont for "Cavalcade of America."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M.-Th. Arthur Godfrey Time 10-11 a.m. 10-10:15 Mon.-Th.—Consolidated Cosmetics & Clinton Foods, alt. days.

10:15-30, Mon.-Th.—Star-Kist Tuna & Owens-Corning, alt. days.

10:30-45—Lever, M. & W.—Frigidaire, Tu. & Th.

10:45-11, M-Th.—Pillsbury.

There's One in Every Family. Wed., 11-11:05 a.m. Carter Prod.; Thur. only, 11:15-11:30 a.m.

11:15-30 a.m. Thurs., Westinghouse-Betty Furness (Ends 6/25)

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

1:30-45 p.m., Tues.—P&G; Wed.—PUREX; Thu.—Deepfreeze; Fri.—P&G (drops 6/16)

1:45-2 p.m. Mon.—Duff; 1:45-2 p.m. Mon. Duff & Hoover, alt. wks.; Tues., Ballard; Wed., (Duff drops 6/15) Best Foods; Thurs., Stokely-Van Camp; Fri., Kellogg.

2:30-45 p.m., Fri.—Green Giant; Tues.—Kellogg

2:30-45 p.m., M., W., Th.—Lever

2:45-3 p.m., M.-Thu—Pillsbury; Fri.—Kellogg; House Party.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

June 15, 1953



PAPER-MATE Pen Co. Inc.'s J. Gay Bascom (l), St. Louis regional sls. dir., signs with Hank Luhrman (c), dist. repr., Frederick W. Ziv Co., for *I Was a Communist for the FBI* on KSD that city, and Jim Allen (r), KSD slsmn.

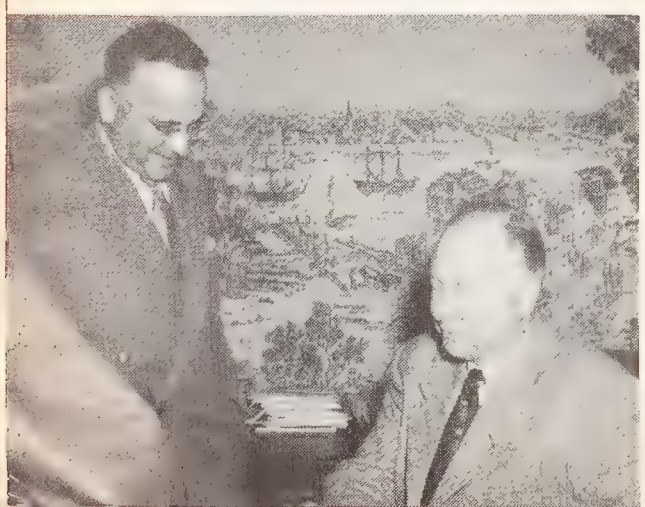


CONTRACT for the Roger C. Clark all-night show on WNOR Norfolk is signed by (l to r): Dave Pritchard, WNOR acct. exec.; Jay Bain, mgr., Home Furniture Co., sponsor; Sam Jurmain, sponsor sls. mgr., and Roger Clark, show m.c.



CHATTING at a conference sponsored by Community Services in Washington are Sir Roger Makins (l), ambassador from Great Britain, and John S. Hayes, pres., WTOP-AM-FM-TV Washington.

CLOSING year's contract for 3,695 five-minute newscasts on KGMS Sacramento, Calif., are Steve George (l), co-owner & sls. mgr., KGMS, and Thomas P. Raley, owner of seven Raley supermarkets in that city, sponsor.



PROGRAMS & PROMOTIONS

AMERICAN INDUSTRY SERIES

DOCUMENTARY series of 13 half-hour shows dramatizing the part which American industry plays in the community will be presented by ABC-TV starting June 21. Most of the programs, in addition to presenting little known behind-the-scenes phases of widely known businesses and enterprises, will include panel discussions featuring top industry leaders. Titled *Better Living Television Theatre,* the series will be presented Sundays, 9-9:30 p.m. EDT.

FAVORITE WESTERN STARS

TO CREATE greater sponsor interest toward Western film programming, Screencraft Pictures Inc., New York, has designed a small give-away booklet titled "Your Favorite Western Stars." The booklet contains pictures of five tough looking "hombres" and provides space on the cover for the name of the appropriate sponsor.

SQUARE DANCE FESTIVAL

FOURTH annual International Square Dance Festival will be held at the Chicago International Amphitheatre Oct. 24, with WIS Chicago cooperating in staging the festival. The station will work with the Chicago Area Callers Association and the park district on the event, consisting of dances, clinics, workshops and other features.

OPTOMETRY PROGRAM

OFFICIALS of the Pennsylvania State College of Optometry will review the advances made in their science on a special *Voice of Philadelphia* program on WFIL-TV Philadelphia. Among the topics for discussion are "Hope for the Near Blind," "The Gift of Sight" and "Optometry Today." The doctors will also show new developments in equipment, and will demonstrate a new clear image lens developed to aid the near blind.

'OUR MODERN MIND'

A NEW series of public service programs titled *Our Modern Mind* is being aired on WJBK-TV Detroit in cooperation with the Michigan Department of Mental Health. Still pictures, film sequences, studio shots involving actual patients from the Northville Mental Hospital, as well as doctors and experts in the field will be presented on the thirteen-week series. The programs will present the progressive steps of mental illness, from court confinement to hospital admission, therapy, release from confinement, rehabilitation and reemployment. The program is aired from noon-12:30 p.m. on Sundays.

TEEN-AGERS ENTERTAIN TROOPS

TEEN-AGE entertainers from WJW Cleveland are embarking on a European tour, under the auspices of the Armed Forces of the United States to entertain troops overseas. The station reports that this is the first group of non-professional teen-age entertainers ever to be accepted by the Armed Forces Professional Entertainment Branch for a tour of this kind. Under the title of WJW's Radio-Nanigans, the teen-agers will tour Europe for ten weeks. A WJW engineer will join the group to tape-record special shows for broadcast at home. Known locally as "Friends in Entertainment," the youngsters are heard from 11:30 a.m.-12:30 p.m., Saturdays on WJW. The group consists of vocalists, dancers, instrumentalists and a mimic.

ANIMAL CELEBRITIES

ANNUAL pet parade in La Grange, Ill., featuring human and animal trademarks familiar to radio-TV audiences, was telecast June 6 by WGN-TV Chicago. In addition to numerous celebrities, the parade included the original Johnnie of Philip Morris fame, Tedd Snow Crop of the Arthur Godfrey show, Beulah (bovine daughter of Elsie the Cow) and Tex, the educated horse. Fifteen classes of competition were open to youngsters, with prize certificates amounting to $750. Name stars included actress Debbie Reynolds, cowboy star Bobby Benson, the MBS-WGN Cliff Johnson family, and Mary Hartline and Nicky of ABC-TV's *Super Circus,* and such kid favorites as Jo-Jo, Natco and Bobo the Clown.

'16 CHICKENS AND A TAMBORINE'

CHIEF announcer Russ Naughton of WDRC-AM-FM Hartford was quite surprised when a carton of 16 baby chicks was delivered to his desk. The "gift" turned out to be a promotion stunt on the part of RCA records for its new recording of "Sixteen Chickens and a Tamborine." Mr. Naughton gave the chicks to a neighboring farmer. He kept the tamborine.

RIDDLES FOR RAINBOW

AS PENALTY for losing a five-month riddle contest with his partner Ed Schaughency on the early morning program of KDKA Pittsburgh, Rainbow Jackson is to be given away free to a KDKA listener. Since the feud began, when Mr. Jackson insisted that he could stump Mr. Schaughency in riddles, listeners began sending in riddles, and one was aired each day. Typical of the riddles are:

"What has 18 legs, long hair, catches flies and is covered with red spots?"

"A ladies' baseball team."

"What about the red spots?"

"They all had the measles."

Rainbow Jackson will be given to the listener or organization writing in and giving the best reasons for wanting him.

KOTV (TV) ON HIGHWAY

AS part of its new series, *Precious Cargo,* KOTV (TV) Tulsa made live telecasts of the Oklahoma Highway Patrol's activities as it stopped motorists to make routine checks of autos for defective brakes, lights, windshield wipers and horns. The telecasts were produced in cooperation with the state's Dept. of Public Safety.

AM Promotes FM Value

SEPARATE commercial copy is being used for AM and FM audiences listening to six hours weekly of symphonic music programs sponsored by the Zenith Radio Corp., New York, over WQXR-AM-FM New York. Broadcast simultaneously over both stations, the programs utilize two separate announcers for commercials promoting Zenith's AM-FM clock-radio. AM copy stresses the value of owning an FM set, and FM announcements praise the static-free reception.

TREASURE HUNT

KOWH Omaha conducted its second annual "Treasure Hunt" Sunday afternoon, May 31. The station reported that more than 10,000 people gathered on the shore of Carter Lake to participate in the hunt for more than $1,000 in cash prizes. The entire staff of the station and all its mobile equipment were utilized in the event, to broadcast clues as to the whereabouts of five checks ranging in value from $50 to $500. Listeners picked up clues either off portable radios, their car radios or the PA system truck which KOWH had procured. Hiding places varied from under the bark of a tree to a sealed can tossed in a puddle of water.

LISTENER GETS THE BIRD

WTAG Worcester's Julie 'n Johnny are giving listeners the bird! A local pet store donated a canary, which the co-stars keep in the studio during their broadcasts. Each time the bird chirps on the air, the sponsor gets a plug. The listener who submits the best name for the canary will get the bird and a free cage from the pet shop.

ORIGINAL SONGS

WHEN Don and Beulah Bestor, WICC Bridgeport, Conn., personalities, spread the word on their morning program that one of their publisher friends advised unknown songwriters to try to get their compositions played by local radio stations, the stations began receiving scores of original compositions from songwriters, WICC reports. Mr. Bestor plays the piano as a part of the format of the show and every day features the songs received by the station. When a national trade publication gave publicity to the receptivity of the idea by people in WICC's coverage area, manuscripts began coming in from other parts of the country as well.

JUNIOR ACHIEVEMENT AWARD

FOR the second time, the Junior Achievement Radio Company, sponsored by KEYD Minneapolis, has won first place in competition with all other JA Radio Companies in the United States. Junior Achievement is a national, non-profit organization supported by local business, industry, labor and education, whose purpose it is to give high school students practical experience and training which will help them to take their place in the economic life of America. KEYD Junior Achievers sell time on their show, in addition to writing, directing and producing the program.

PULSE '52 REVIEW

PULSE has compiled an annual review for 1952, condensing all familiar *Pulse* data during the past year, in two volumes for $15. With each order from a present *Pulse* subscriber, a bonus set is sent free. (For order blank see B•T, June 8, p. 16.)

GERMAN LESSONS

AN EXPERIMENT in teaching foreign languages to children via television is being conducted by WOI-TV Ames, Iowa State College. Capitalizing on what he calls "children's natural interest in words," Professor Fred Schwartz of the Modern Languages Department, is teaching German to children through the use of rhymes, jingles and demonstrations. Titled *Eins Zwei Drei,* the program is aired Monday, Wednesday and Friday at 1:30 p.m.



TYPE TM-2C

Low-cost, high-quality

TV Picture Monitor

—with a dozen uses

Here is a professional 12½-inch picture monitor you can set up any place in your station—control rooms—announcers' booths—clients' viewing rooms—offices. It is completely self-contained with power supply. It is readily adaptable for portable service. Picture quality meets the requirements of the most critical director.

In the TM-2C, 6-Mc bandwidth permits use of closed-circuit signals—such as the signal from a control room. High-impedance video input makes it possible to terminate the signal in the monitor—or to "loop" the signal through several monitors. Vertical scanning can be switched for "mirror viewing." Removable controls make it easy to operate the unit "remote-control" (from a program console, for example).

A special version of the TM-2C . . . using a 10-inch picture tube . . . is available for rack-mounting, or as a monitor in a program console.

One of the handiest video units a station can own. Order yours from your RCA TV Equipment Representative. Or from Dept. 22RB, RCA Engineering Products, Camden, N. J.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

IN THE 75th MARKET
— TEXAS' 5th
EL PASO

Want the most for your radio advertising dollar? Then use KEPO, El Paso's most powerful station. Here in the Nation's Largest Trade Territory, KEPO delivers a bigger and better performance . . . this is in a rich, rich area with a buying potential of well over $534,000,000! High quality programming and engineering perfection assure good reception to customers who are just waiting to buy your products. Bear in mind, too, that KEPO's prestige adds believability to your message. The cost is low and rather a pleasant surprise. You can't afford to leave KEPO, in the Great El Paso Southwest, out of your radio schedule.

Figures from Sales Management, May 10, 1953

Ask Avery-Knodel for complete details.

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 · 10 kw

7 Sizable Sales directly traceable to Radio Advertising

H. C. Munson, Cortland, N. Y., writes, ". . . the morning program is very definitely producing both inquiries and sales for Paint-O-Plast. At least seven sizable sales are directly traceable to the radio campaign. We believe other inquiries will result in future sales."

WSYR *gives you up to 239% more daytime audience families than other local stations according to SAMS and Nielsen.*

Write, Wire, Phone or
Ask Headley-Reed

WSYR SYRACUSE 570 KC

NBC Affiliate In Central New York

Advertisers

Eugene Coleman Jr., Bymart-Tintair Inc., N. Y., returns to Colonial Dames Inc., Hollywood cosmetic firm, as executive vice president.

Harold W. Sanders, vice president and treasurer of Union Oil Co. of Calif., L. A., elected financial vice president and director of public relations and advertising. **C. Haines Finnel,** director of public relations, named manager of newly created market research and development department. **Alfred G. Norris** appointed supervisor of public relations, and **Earl M. Welty,** assistant to Mr. Sanders.

Edward Salas, advertising manager for Nuodex Products Inc., Elizabeth, N.J. (chemicals for paints and allied industries), to Sapolin Paints Inc., N.Y., in same capacity.

Arlin C. Inman, advertising manager, Haas, Barauch & Co., L. A. (wholesale food distributors), to Old Colony Paint & Chemical Co., same city, in similar capacity.

Robert L. Benveniste, Rexall media director, Owl Drug Co., L. A., promoted to director of advertising and sales promotion.

Keith Connes, commercial copy chief at WQXR New York, appointed advertising manager of G. Schirmer Inc., music publishers and dealers, N. Y.

John S. Brookes appointed advertising and merchandising manager of E. J. Brach & Sons, Chicago (candy).

Charlotte S. De Armond, public relations director of Pacific Airmotive Corp., Burbank, Calif., elected president of Los Angeles Advertising Women Inc.

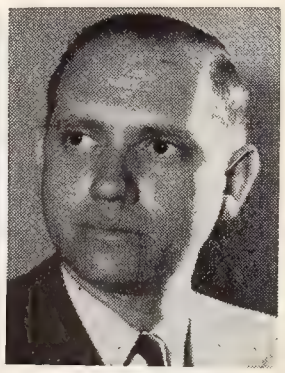
Agencies

Basil W. Mathews, Kenyon & Eckhardt and Dancer-Fitzgerald-Sample, to Robert W. Orr & Assoc. Inc., N.Y., as vice president, account executive and plans board member.

Dan Rogers, account supervisor on Whitehall Pharmacal account, named vice president of Biow Co., N. Y. **Howard Connell,** Biow Co., to Hewitt, Ogilvy, Benson & Mather, N. Y., as vice president in charge of radio and television. He succeeds **Clinton Wheeler,** who is moving to Kenyon & Eckhardt, N. Y. [B•T, June 8].



Mr. Connell



Mr. Rogers

Fred Hellar, treasurer, **Helen A. Thomas,** radio timebuyer, and **M. Connie Larrick** named director, vice president and space buyer, respectively, of Street & Finney Inc., N. Y.

Orin E. Weir, head of Weir & Assoc., L. A. public relations firm, to Western Adv. Agency, that city, as vice president and publicity consultant.

Chet Mills, former vice president of Tim Morrow Adv. Agency, to Marvin Gordon & Assoc., as vice president and general agency manager.

Robert W. Boone and **Hugo Scheiber,** vice presidents, Abbott Kimball Co., L. A., elected to board of directors.

A. D. Reiwitch rejoins Bozell & Jacobs Inc., Chicago, as vice president.

Paul Corbin, production manager, KIEM Eureka, Calif., opens own advertising agency at 350 E St., that city, specializing in TV production and public relations.

William S. Robinson, formerly with Foote, Cone & Belding, named research director at Earle Ludgin & Co., Chicago.

Larry Huseby named director of radio and television for Howard R. Smith Adv. Agency, Tacoma, Wash.

Robert B. Owens Jr., vice president and account supervisor, Lennen & Newell Inc., N.Y., has resigned.

Michael A. Davenport, formerly director of radio and TV for Hicks & Jorgenson (now Hicks & O'Donnel), L.A., named director of newly created TV dept. of Don Allen & Assoc., Portland, Ore.

Charles E. Weller, former executive director of Tri-State Advetrising, to Lamb & Keen, Phila., as account executive.

Don Mason, formerly of CKFH Toronto, appointed radio-TV director of Stewart-Bowman-Macpherson Ltd., Toronto.

Andrew Akamian, division manager for R. T. French Co. (Atlantis Sales Corp., Rochester, N. Y.), to Sidney Garfield & Assoc., S. F., as account executive.

Ken Burt, formerly of CHML Hamilton, appointed radio-TV director of Walsh Adv. Co. Ltd., Toronto.

William J. Schenck, associate production manager, Hanly, Hicks & Montgomery, N. Y., and

Dolph's Invention

WILLIAM B. DOLPH, executive vice president of WMT Cedar Rapids, Iowa, and executive of a group of radio enterprises, has turned inventor. He has been granted a patent (No. 2,638,980) for a switching device that permits conductors of a forum program to control microphones manually or automatically.

Networks are showing interest in the push-button device as demonstrated on a sound film. Other possible uses may develop. Mr. Dolph said the idea grew out of complaints from the audience that forum conductors failed to allocate time properly among speakers. When the device is operated automatically, it charges time to the one who shouts loudest.

William M. Cairns, traffic and production dept., Grey Adv., N. Y., to Lawrence C. Gumbinner Inc., also N. Y., in same capacities. **Robert T. Kempton,** assistant to creative vice president of Abbott Kimball Co., to Gumbinner Agency as art dept. business manager.

T. Wolfe Tone, production manager, Don Allen & Assoc., Portland, Ore., to Richard G. Montgomery & Assoc., that city, in same capacity.

Enid B. Voss to Blitz Adv., Portland, Ore., as space buyer and production manager.

Mervyn G. Oakner, account executive, Factor-Breyer Inc., L.A., to Anderson-McConnell Adv., that city, in same capacity.

Henry Slesar promoted from copy chief to creative director of Robert W. Orr & Assoc., N.Y.

Geoffrey Peters, formerly with Fitzgerald Adv. Agency, New Orleans, La., to Needham, Louis & Brorby, Chicago, as media analyst.

Arthur Karlan promoted to space buyer at Doherty, Clifford, Steers & Shenfield, N. Y.

Andrew C. Zipprich, Kenyon & Eckhardt, N.Y., to Grey Adv., N.Y., as space buyer.

Nancy G. Voelker to Beckman, Hamilton & Assoc., L. A., as copy chief.

Natalie Webb to Bostford, Constantine & Gardner, Portland, Ore., as copywriter.

Alice Givens, copy chief of Harold M. Mitchell Adv. Co., N. Y., to copy staff of Kal, Ehrlich & Merrick, Washington, D. C.

June Horne, *Woman's Day Magazine,* appointed home economist in charge of test kitchen at Paris & Peart, N.Y. **Alfred A. Lawton,** Whitehall Pharmacal, and **John M. Sharp,** Albert Frank-Guenther Law, to Paris & Peart, as assistant account executives. **Louis J. Nicolaus,** Alan Radcliff Co., to grocery merchandising dept. of agency.

Wesley A. Gilman, president, Lewis & Gilman Inc., Phila., presented with Frank B. Allen Memorial Award for outstanding service to physically handicapped in Philadelphia area.

Melvin J. Brorby, vice president of Needham, Louis & Brorby, Chicago, elected president of the Chicago Council on Foreign Relations for 1953-54 term.

Mac Roe, production manager, Hixson & Jorgensen Inc., L. A., elected president of Advertising Agency Production Men's Club in that city.

Stations

Harvey R. Young Jr., commercial manager of WHIO-AM-FM-TV Dayton, Ohio, appointed assistant to general manager.

Brad Crandall, formerly head of his own advertising agency in Kansas City, to WSM-TV Nashville, as production director.

Roger Walke appointed account executive at WBIG Greensboro, N. C.

Bob Norris, TV instructor at U. of Texas, **Sidney Smith,** KTBC-TV Austin, Tex., and **Bob Blaustone** named program director, film director and director, respectively, with KDUB-TV Lubbock, Tex.

Michael J. Cuneen Jr., formerly co-owner of WNLK Norwalk, Conn., named vice president and general manager of Delaware County Bcstg. Corp., operators of WDLA Walton, N. Y.



Mr. Cuneen

Alex Buchan, manager at WCCC Hartford, Conn., appointed manager of WEOL Elyria, Ohio.

Glover DeLaney, manager of WTHT Hartford, Conn., to head Gannett radio and TV chain, Rochester, N. Y.

R. Hill Carruth, sales executive with WBKB (TV) Chicago and KTTV (TV) Hollywood, appointed regional sales manager for KEYT (TV) Santa Barbara, Calif.

Arthur E. Gerbel Jr. has resigned as assistant general manager of KJR Seattle to become sales manager of Frayn Printing Co., Seattle.

Arnie Kapan, West Coast sales representative, *Charm Magazine,* to KNXT (TV) Hollywood, as account executive.

Douglas M. Holcomb, formerly U. of Scranton public relations dept., appointed promotion director of WGBI-AM-FM-TV Scranton, Pa.



Mr. Holcomb

Hal Dutch, chief announcer, **Norman McKinstry,** traffic supervisor, and **Zelma Shumate,** receptionist, promoted to program director, sales staff and traffic supervisor, respectively, at WLAM Lewiston, Me.

Pete Ward, disc jockey at WCCM Lawrence, Mass., appointed program director. **John Canty** named sports director; **Joyce Ward,** continuity chief, and **Tony Lupo,** disc jockey.

Edwin J. Lupman, announcer at WCSS Amsterdam, N. Y., appointed news director. **Sam Zurlo,** formerly with AFRS, to announcing staff of WCSS.

Frank Bignell, traffic manager at WTMJ Milwaukee, promoted to program manager.

Leif Jensen promoted to assistant program manager for WDRC-FM Hartford, Conn.

Anne Roberts, continuity director at WLWD (TV) Dayton, Ohio, appointed film director.

Robert Dunham appointed news director of KVOR Colorado Springs, replacing **Hal Bumpus,** who has resigned.

Marc H. Spinelli, former owner-manager,



AT WGN-TV Chicago luncheon honoring pianist Liberace (c) are (l to r): William McGuineas, comml. mgr., WGN-AM-TV; Hal Requa, adv. dir., Westgate-California Tuna Pkg. Co.; Liberace; Aaron R. Settle, Smith & Settle foods and allied products, and Ted Weber, WGNTV sls. mgr. Liberace's weekly program on WGN-TV is sponsored by Westgate Sun Harbor Co.



COMPARING tube used in present KEYL (TV) San Antonio transmitter with larger $2,000 tube to be used in KEYL's new 100 kw transmitter are (l to r): Bill Robb, prog. mgr.; George B. Storer Jr., mngng. dir., and William J. Jackson, chief eng.



KTVH-TV Hutchinson, Kan., affiliation with CBS-TV is signed by (l to r): Fritz Snyder, CBS-TV stn. rel, dir.; Mrs. Bess Wyse, bd. mbr. of KTVH-TV licensee, and Howard Peterson, KTVH-TV gen. mgr.

PATRIOTIC award to WBAL-TV Baltimore for its weekly *A Call to Arms,* featuring state servicemen and promoting blood appeals, is presented to Leslie H. Peard Jr., stn. mgr., from Col. James R. Hamilton, chief, Maryland Military Dist.



KMNS San Luis Obispo, Calif., to KECA-TV Los Angeles, promotion-publicity staff.

Bob Forbes, continuity acceptance, KTLA (TV) Hollywood, to handle sale and distribution of Paramount Video-Transcriptions for Paramount Television Productions Inc., that city. He succeeds **John Howell** who handled department from firm's N. Y. offices. **Joe Coffin,** director of sales research and development, to handle trade paper advertising at KTLA Hollywood.

Jerrold Marshall, sales staff at WGAT Utica, to sales staff of WKTV (TV), that city.

Stephen Rooney, Ziv Co., N. Y., to sales staff of WJAS Pittsburgh.

news director. **Fred Heckman,** WESC Greenville, S. C., and **Gene Smith** also to WCRS, the latter as staff announcer.

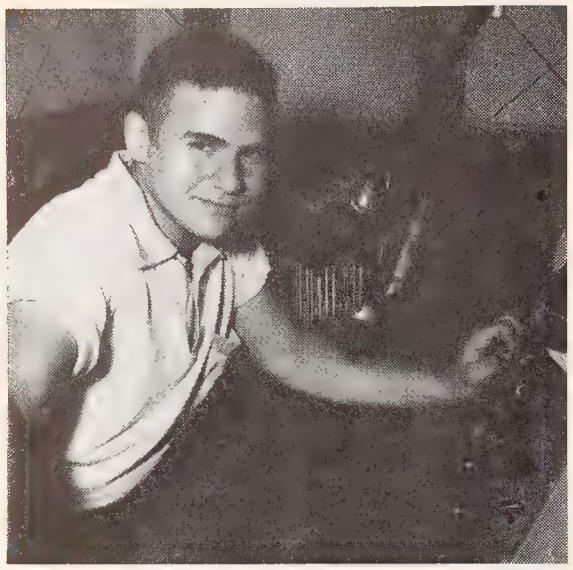
Charlie Mitchell to announcing staff of WPTF Raleigh, N. C.

Laura Vernon, WRAW Reading, and **Dolores Roselli,** to traffic dept. of KYW Philadelphia.

Doug Pledger, program manager, KEAR San Mateo, Calif., to KNBC San Francisco under seven-year exclusive contract as disc m.c.-personality.

Raymond Owen named assistant chief engineer at WTVN (TV) Columbus, Ohio.

Red Jones, disc jockey at KVET Austin, Tex., to KTAE Taylor, Tex., in same capacity.



THESE radio veterans didn't wait for their futures. Teen-age Julian F. Hass Jr. spins platters for KAGH Crossett, Ark., and is billed as the state's youngest fulltime disc jockey, while 11-year-old Candy Lee of WDOK Cleveland, who is in her third year of broadcasting, is said to be the nation's youngest disc jockey.



Young Mr. Hass, a high school sophomore, conducts the daily 6-6:30 a.m. *Wake Up & Live* program on KAGH. His dad, Julian F. Hass Sr., is president and general manager of the station. Miss Lee's show, *Kiddie Korral,* is a Saturday event of WDOK. She manages it along with record dates and the sixth grade.

Arthur Olszyk named assistant radio news editor of WTMJ-AM-TV Milwaukee. **Gordon Krenn,** WIBA Madison, Wis., to news staff of WTMJ-AM-TV.

Charles E. Welsh, WLAY Muscle Shoals, Ala., to announcing staff of WSB Atlanta.

Bob Evans, chief announcer and program manager at WSSB Durham, N. C., to staff of WEVA-AM-FM Emporia, Va.

John Hoeft, Tom Chick, chief announcer at WCOD Richmond, and **Phil Gaines,** chief announcer at WRNF Gainesville, Fla., to WMAL-AM-TV Washington, as TV salesman, radio announcer and announcer, respectively.

Ben Cummings, production director of WMUU Greenville, S. C., to production staff of KWBU Corpus Christi, Tex.

Robert W. Stroh, program director at WCOG Greensboro, N. C., to WFMY-TV Greensboro, as member of station's announcing and production staff.

Barbara Priller to WIRE Indianapolis, Ind., as continuity writer, replacing **Betty Morton,** who has resigned.

Hoke Smith May, *Anderson Independent,* Anderson, S. C., to WCRS Greenwood, S. C., as

Emma Stewart to staff of WICC-AM-TV Bridgeport, Conn., as executive secretary.

Nancy Hoehle appointed record librarian of WJAS Pittsburgh.

Nancy McElrath to WIS Columbia, S. C., as music librarian.

Eunice Bentivoglio named assistant manager of transcription dept. and music librarian, WEEI Boston.

Melvin Rowe named senior newsroom editor of CBN St. John's, Newfoundland.

Paul W. Morency, vice president and general manager of WTIC Hartford, Conn., appointed chairman of state-wide Aid-to-Korea fund-raising campaign.

John D. Scheuer Jr., executive assistant to general manager of WFIL-AM-TV Philadelphia, appointed chairman of radio and television committee for 1953 Humanitarian Award Dinner of Deborah Sanatorium.

Conway Robinson, farm program director for WBAL-AM-TV Baltimore, nominated to receive honorary Maryland Farmer Degree from Future Farmers of America executive committee.

Rob Roy Ratliff, former news editor and announcer at WMBH Joplin, Mo., will receive Ph.D. from American U., Washington, D. C. Mr. Ratliff was singled out as nation's youngest news editor and announcer by B•T in 1943.

Dick Gravel, sales manager at WTAG Worcester, Mass., elected first vice president of Worcester Advertising Club.

C. W. McGibbon, director of station relations of CJAD Montreal, named director of Advertising and Sales Club of Montreal for 1953-54.

W. H. Pollard, owner of WBHP Huntsville, Ala., received plaque from Band Parents Club of Huntsville, on behalf of station, for raising money for Butler High School Band.

Max Leon, president of WDAS Philadelphia, received citation for his contribution to musical and cultural development of the community from City Managing Director **Robert K. Sawyer.**

Donald W. Thornburgh, president and general manager of WCAU Philadelphia, presented with award from Commandant of Fourth Naval District, in recognition of station's outstanding service to Naval Reserve and contribution to national defense.

Anne Holland, director of women's activities for WBAL-TV Baltimore's public affairs and information dept., presented with American National Red Cross Certificate of Appreciation for Red Cross "service faithfully performed."

Wallie Dunlap, director of TV operations at WICC-TV Bridgeport, Conn., father of boy, Wallace Erskine, June 1.

Don Stevens, WSB Atlanta announcer, father of girl, Cynthia Diane, May 28.

Jack W. Duffield, merchandise manager KTTV (TV) Hollywood, father of boy, Scott, June 4.

Jerry Dee, writer-producer at WBBM Chicago, father of girl, Mary Hannah.

Bob McLaughlin, disc jockey, KLAC Hollywood, will marry singer **Jenny Barrett** June 27.

Jed Lew Riddell, technician, KLAC Hollywood, and Lois Wirthwein were married June 5.

Shell Stuart, director, KLAC-TV Hollywood, and **Arlen Allen Hurwitz,** actress, will be married July 12.

Networks

Paul A. Rosen, manager of program and talent procurement for DuMont TV Network, named an assistant to CBS-TV business affairs director **Merritt H. Coleman.**

Gerald Lamarche named director of radio programs of CBC at Montreal. **Robert Elie,** director of press and information at CBC Montreal, and **Marcel Provost** appointed assistant directors of television for CBC at Montreal.

Dan E. Cameron, manager of CBX Edmonton, to newly created post of Prairie regional program director of CBC at Winnipeg. **Dick Claringbull,** manager of administrative and personnel services at CBC Toronto, appointed manager of CBX Edmonton. He is succeeded at Toronto by **D. J. Van Bommel.**

Helen James named director of women's programs of CBC Toronto, succeeding **Elizabeth**

Long, who continues as advisor and consultant. **Catherine MacIver** named organizer of women's programs.

Sydney Omarr, U. P. reporter, to CBS Radio news staff, Hollywood, as summer replacement.

Fred Rickey, former executive producer of color TV for CBS and recently associate producer of "Cinerama," appointed executive producer-director of professional educational color TV for American Cancer Society.

Barbara Britton (Mrs. Eugene Czukor), star of CBS-TV *Mr. and Mrs. North,* mother of boy, Dwight, June 1.

Jeanne Cagney, fashion coordinator, MBS-Don Lee-KHJ-TV Hollywood *Queen for a Day,* married **Jack Morrision,** UCLA Theatre Arts department lecturer, June 6.

Manufacturing

Eugene M. Keys, executive vice president of Edwin L. Guthman Co., Chicago (independent coil manufacturer), appointed president.

Joseph H. Moss Jr., director of distribution, Allen B. DuMont Laboratories Inc., to Hoffman Radio Corp., as eastern divisional sales manager, with headquarters in N. Y. **Willis O. Jackson** to firm, as southern divisional manager with offices in Dallas.

T. R. Mathews appointed assistant general sales manager of Raytheon Mfg. Co.'s television and radio div., Chicago. **James Butler** named Eastern regional sales manager.

Douglas F. Natter, Nesco Inc., named district sales manager for New England states by Hallicrafters Co., Chicago.

C. F. McGraw, Atlanta zone manager for radio and TV, promoted to product sales manager for radio of Crosley Div. of Avco Mfg. Corp.

Jim Brent, advertising manager of Pacific Mercury Sales Corp., L. A., has resigned to assume interest in Bent & Davis Machine Co., L. A.

James L. von Harz named assistant to board chairman of Oaks Mfg. Co., electronic parts manufacturer, and placed in charge of the firm's Elkhorn, Wis., plant.

Dr. William R. Burwell, president, Brush Electronics Co., and vice chairman, Clevite Corp., Cleveland, named to Stanford U. Research Institute board of directors.

Otto H. Schade, radio, TV and electronics engineer at RCA Victor tube dept., Camden, N. J., received honorary degree of doctor of engineering from Rensselaer Polytechnic Institute.

Representatives

Roy D. Soderlind, account executive with Foote, Cone & Belding, L. A., to William G. Rambeau Co., as manager of new office at 607 Market St., S. F. Telephone is GArfield 1-0426.

Government

James B. Lowell, with FCC since 1935, has retired as chief of Accounting Compliance Branch in Telephone Division.

Personnel Relations

Allen Rivkin, Hollywood writer, named to handle public relations for Screen Writers Guild, that city.

IDECO ... the one-contract tower source!

With a single contract you place all of your tower details in experienced hands. Planning and design . . . fabrication . . . foundation and erection . . . equipment installation . . . final inspection . . . complete insurance coverage . . . all these are in the Ideco Tower "package." Here's how you can put the entire responsibility for your tower in one set of capable hands:



Ideco Towers are planned from the ground up . . . wind loading and soil bearing factors are computed for your individual location.



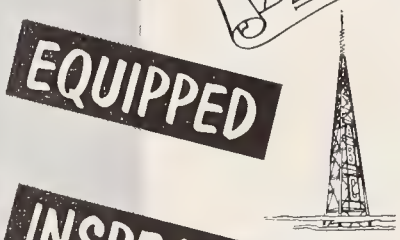
Ideco Towers are shop-fabricated to close, pre-determined tolerances. All diagonal members are pre-tensioned, eliminating any possibility of inaccurate manual field adjustment.



Every part of an Ideco Tower is hot-dip galvanized for complete and lasting rust protection . . . maintenance costs are cut to a minimum.



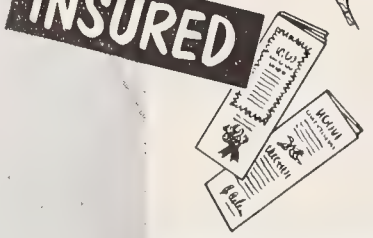
Whether your location calls for a self-supporting or guyed tower, careful Ideco design insures a "true" structure, free from indeterminate stresses . . . a tower that will keep you on the air in any kind of weather.



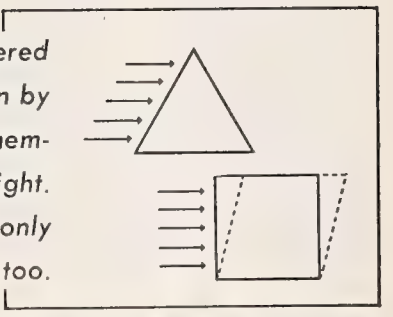
Ideco installs the transmitting system . . . also needed equipment such as lighting, call letters, microwave parabolas, de-icing circuits.



Ideco engineers make a thorough final inspection . . . stay with the job until you sign on the air. The complete Ideco service assures you a safe tower for the years ahead.



Complete insurance coverage protects you throughout the entire tower erection and antenna installation.



Scientific triangular design, pioneered by Ideco, best resists distortion by wind pressure . . . uses fewer members, with less dead weight. Triangular design means only three sides to paint, too.

Tall or short...for TV, Microwave, AM, FM... Ideco Tower know-how keeps you on the air.

IDECO DIVISION, Dresser-Stacey Company
Department T, Columbus 8, Ohio
Branch: Dep't T, 8909 S. Vermont Ave., Los Angeles 44, Calif.

KGNC Receives NAAN Award

FOR its service advertising in non-merchandising business publications which appear in B•T, KGNC-AM-TV Amarillo, Tex., was presented with an Award of Excellence in the 1953 Creative Competition of the National Advertising Agency Network at the group's 22nd annual conference in Colorado Springs, Colo., last week. The KGNC-AM-TV campaign appeared in B•T between Jan. 1, 1952, and March 31, 1953, and consisted of full page ads at intervals of about 30 days. The campaign was prepared for Tom Kritser, KGNC-AM-TV general manager, by Henry J. Kaufman & Assoc., Washington. Account executive is Jeff Abel, and the campaign was written by Ted Mandelstam, copy chief of HJK&A.



CITATIONS for public service following the Waco, Tex., tornado May 11 are presented by Texas Assn. of Broadcasters to KWTX and WACO Waco and the Texas State Network [B•T., May 25]. L to r: M. N. (Buddy) Bostwick, KWTX general manager; Gene L. Cagle, president of TSN and president-general manager of KFJZ Fort Worth, TSN key station; R. Lee Glasgow, WACO general manager, and Boyd Kelly, TAB president.



GOV. Arthur B. Langlie (l) of Washington presents Advertising and Sales Club of Seattle top award for national advertising campaign in under-$50,000 class to J. A. Morton, KJR Seattle general manager, who receives the award in behalf of the station. Announcing the event over a KOMO Seattle microphone is Peter Lyman, radio-TV director of Frederick E. Baker & Assoc. and club president.



PHILIP MERRYMAN (l), president and general manager of WICC-AM-TV Bridgeport, Conn., receives Crusade for Freedom award from Herman Steinkraus, president of the Bridgeport Brass Co. The same day Mr. Merryman received the Political Science Colloquimm award from the U. of Bridgeport.



WINNER of 21-inch "Beverly" DuMont TV receiver shown in picture is attorney Russell Rowell (l) of Spearman & Roberson, Washington radio-TV law firm, for giving name Dyna-Dolly to Allen B. DuMont Labs' new camera dolly shown on placard next to model. The DuMont TV Transmitter Div. name contest was held during the NARTB Convention in Los Angeles.



WJR Detroit Advisory Board, to which the station gives credit for five public service awards received during the first three months of 1953, includes (l to r): Seated, Arthur Dondineau, Detroit superintendent of schools; Worth Kramer, WJR vice president-general manager; Leonard Simons, partner in Simons-Michelson Co. Adv. and president of Temple Beth El; John F. Patt, WJR and WGAR Cleveland president; Donald S. Leonard, Detroit police commissioner; F. Sibley Moore, WJR vice president; Ben R. Marsh, former board chairman of Michigan Bell Telephone Co.; standing, George Cushing, WJR vice president; Franklin C. Mitchell, WJR program director; John Dancy, executive secretary, Detroit Urban League; Rev. Robert M. Frehse, executive director, Detroit Round Table; Dale McIntyre, WJR public service director; Charles Figy, director, Michigan Dept. of Agriculture, and Ron Gamble, WJR special events director.



WFMY-TV Greensboro, N. C., wins an award from the National Board of Fire Underwriters for "outstanding public service in fire prevention." The citation is accepted by Gaines Kelley (r), WFMY-TV general manager, from Herbert Bailey, Greensboro Chamber of Commerce.



THE BIG HAT award for news reporting excellence goes to Sheldon W. Peterson (r), KLZ Denver news director, in ceremonies at the U. of Colorado. The prize is given by the U.'s student chapter of Sigma Delta Chi, honorary journalism fraternity, for what it considers the best job of reporting in Colorado during the year. Mr. Peterson's award, presented by Ken Olson, marks the first time a radio newsman has taken the honor.



RUSSELL G. WINNIE (l), assistant general manager for WTMJ-AM-TV Milwaukee is given The Journal Co.'s 25-year medallion honoring his service with the company. Walter J. Damm, general manager of The Journal Co.'s radio and television properties, presents the award.

Wilkins Wins Award For Vote Drive Work

SPECIAL award was presented Tuesday to Joseph P. Wilkins, president-general manager of KFBB Great Falls, Mont., for his role in originating the register-and-vote campaign conducted by radio and TV during the 1952 elections. Ralph W. Hardy, NARTB vice president who presented the award to Mr. Wilkins, said "Joe Wilkins set a terrific pace for the industry and sparked the imagination of his fellow workers."

Formal presentation was made at the weekly meeting of the Great Falls Lions Club. Mr. Wilkins is a past president of that organization.

WCEMA Awards Scholarships

WEST COAST Electronic Manufacturers Assn., Los Angeles, has awarded more than $6,000 in scholarships to students to start or continue studies in electronic engineering or allied branches of technical work. The scholarships have been divided between eight institutions: Calif. Institute of Technology, Stanford U., U. of Washington, UC at Berkeley, UC at Los Angeles, USC, Oregon State and U. of Santa Clara.

FCC Awards Certificates For Study Under Point IV

CERTIFICATES of merit for completing study in telecommunications sponsored by the FCC under the government's Point IV program, were presented June 3 by Chairman Rosel H. Hyde to Messrs. Indra Kumar Gupta, V. Gopalan Nair and R. Seshasayee, India government officials of the Posts and Telegraphs Dept.

These bring to thirteen the number of nationals who have completed the program. Six are from India, six from Pakistan and one from the Republic of Honduras.



LETTERS ARE LISTENERS

WIBW's mail room is just about the busiest place in the station. Our listeners are the writin'est folks you ever saw. We're glad because when they write, we *know* they listen.

CASH IS CONFIDENCE

In just one year, WIBW listeners mailed us $205,062.71 for direct purchases or premium redemption. That means they have confidence in what WIBW says.

WIBW GIVES YOU BOTH

For mass AUDIENCE and mass ACTION, use WIBW—the station that's listened to most by the folks with the most money to spend*—the Kansas Farm Families.

**Kansas Radio Audience '52*

WIBW
Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN
CBS RADIO TOPEKA, KANSAS

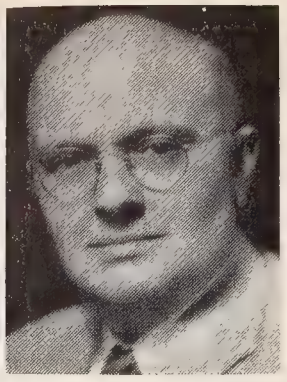
Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

JANSKY & BAILEY INCORPORATES

Washington consulting engineering firm, which is 23-years-old, became a corporation June 1. It has grown from two principals and one office worker in 1930 to a staff of 60.



Mr. Bailey



Mr. Jansky

INCORPORATION of the 23-year-old Washington consulting engineering firm of Jansky & Bailey as of June 1 was announced last week.

C. M. Jansky Jr., 1934 president of the Institute of Radio Engineers and 1948 and 1949 president of the Assn. of Federal Communication Consulting Engineers, is chairman of Jansky & Bailey Inc. Stuart L. Bailey, 1949 IRE president, is president of the new firm, while Harold D. Kube is secretary.

Executive offices continue at the National Press Bldg., and engineering offices and laboratory at 1339 Wisconsin Ave.

Mr. Jansky is a 1919 engineering graduate of the U. of Wisconsin and was an associate engineering professor at the U. of Minnesota from 1920 to 1928 when he began private consulting practice. Mr. Bailey is a 1928 engineering graduate of the U. of Minnesota.

The partnership was begun in 1930, with the two principals and one office worker; today it employs 60 people. In addition to the two principals, the following comprise the senior engineers: Delmer C. Ports, in charge of applied research and development; Oscar Reed in charge of broadcast allocations and systems; Frank Mitchell, in charge of product testing, and Jack Renner, in charge of non-broadcast allocations and systems.

Because of a provision in its by-laws, AFCCE charter members Jansky and Bailey have had to resign. AFCCE accepts only individuals and unincorporated companies.

SPOKEN WITH THE VOICE OF

Authority!



Just as the officer controls the flow of traffic, so does WWNC guide the huge group of listeners who look to the "voice of authority" to keep them abreast of today's happenings in the world.

However, "authority" is born of respect . . . and respect must be earned by performance. For over a quarter-century — 12 years longer than any other Asheville station — WWNC has been working in the interest of the community it serves. Its programming . . . its interpretation of world and local happenings have always been given in the light of how it affects Western North Carolina. Hence . . . respect was won . . . and "authority" follows.

Thus it is that many advertisers, local and national, have been consistently on the station for 20 years or more. They have profited by WWNC's greater (by thousands) listener audience . . . and by having their advertising messages clothed by the "voice of authority."

5000 WATTS WWNC DAY AND NIGHT

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C.

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

Strong Opens Law Office

COL. GEORGE E. STRONG, former chairman of the Wage Stabilization Board's Region 4 (District of Columbia, Virginia, Maryland, North Carolina) announced his resumption of private law practice last week. He has opened his office in Suite 430 Washington Bldg., Washington, D. C. (NAtional 8-2880). During the 1920's, Col. Strong was special assistant to the attorney general and handled some of the radio matters for the Commerce Dept.'s radio service. He went into private practice in 1926 and handled cases before the Federal Radio Commission and the FCC. In 1941, he went on duty with the Air Force. In 1946, he returned to civilian law practice. He was named chairman of WSB Region 4 in 1951 and served in that capacity until last April when that agency was abolished.

Publicists Name Compton

WALTER COMPTON, RKO, has been elected president of the Publicists Guild, Hollywood, succeeding Dan Thomas, Universal-International. Other officers are Stan Margulies, 20th Century-Fox, vice president; Dick Carter, independent, treasurer, and Esme Chandlee, M-G-M, secretary. Carroll Nye, CBS-TV, and Mr. Thomas were named trustees.

AEF's Free Offer

AMERICAN Economic Foundation announces it is offering free to editors, columnists and commentators its monthly editorials and pamphlets and reprints of selected speeches and articles, all dealing with economics. Address: D. B. Clark, Secretary, American Economics Foundation, 295 Madison Ave., New York 17.

Small-World Department

A EUROPEAN trip is turning up some heretofore unknown data for Ray V. Hamilton of Blackburn-Hamilton Co., media brokerage firm. On a recent visit to Scotland, Mr. Hamilton took an automobile trip to Glasgow. On the way he passed through two small towns located quite close together in which he was probably more interested than the average tourist. The first town was Blackburn; the second was Hamilton!

BULL-IEVE IT OR NOT!

GATES AMPLIFIER TANGLES WITH BULL

PROVES DURABLE



RADIO STATION KROX
Crookston, Minnesota

Gates Radio Co.
Quincy, Illinois

Gentlemen:

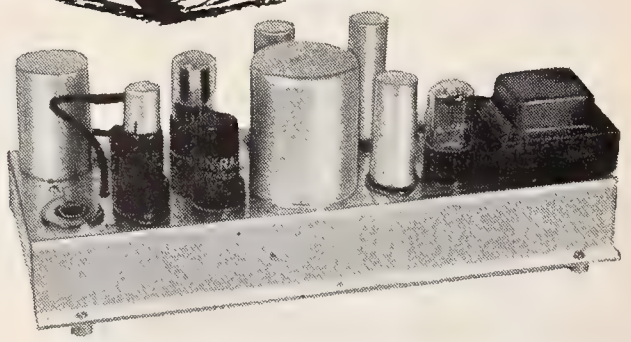
We are, at this time, using 7 of your SA-134 remote amplifiers every day and have found them very reliable. One of them got a test the other day that should convince anyone of their mechanical durability. We were broadcasting an auction sale of farm animals when a bull broke loose from the pen. Our announcer, who abandoned the equipment to save his own measly hide, jumped out of the booth only to be replaced by 1400 pounds of dis-gruntled beef. In his passage through the booth the bull juggled the SA-134 with his feet and then fled out of the door dragging the remote by the mike cable. When the engineer rescued the remote and scraped off the bull s--ouvenirs he found that only one tube and a condenser retaining ring were damaged.

Just thought you would like to know.

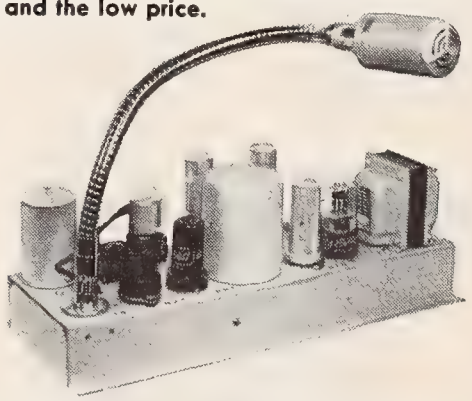
Yours very truly,

William J. Kiewel

William J. Kiewel
Manager



We knew the GATES SA-134 amplifier was durable, but it remained for KROX to prove how durable! Actually we don't recommend such rough usage — but as a dependable, general purpose amplifier, for use as a remote amplifier, turn table pre-amplifier, microphone amplifier, repeater amplifier or program amplifier, the GATES SA-134 at the low selling price of $75 with tubes is truly an outstanding value! Apparently others believe so, too, since, it enjoys a popularity warranting mass production and the low price.



Gates Announco-mote, consists of a Gates SA-134 amplifier, Salt Shaker style Dynamic microphone, goose neck and plugs attached. No microphone cords to break, no stand to worry about. Complete with tubes $135.00.

GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.

MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

BEST!...
LOUISIANA PURCHASE
—SINCE 1803

WMRY, New Orleans'
Negro Market Station

Based on latest morning Pulse and published announcement rates, you pay less, far less, per percentage of listeners, with WMRY.

STATION	% OF LISTENERS	COST PER % LISTENERS
WMRY (Ind)	**12**	**44c**
Station A (Net)	28	$1.07
" B "	12	$1.17
" C "	11	$1.09
" D "	11	$1.27
" E (Ind)	8	$0.66
" F "	3	$1.87
" G "	4	$1.05
" H "	3	$1.63
" I "	4	$1.05

600KC "THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

Gill-Perna, Inc.—Nat'l Rep.

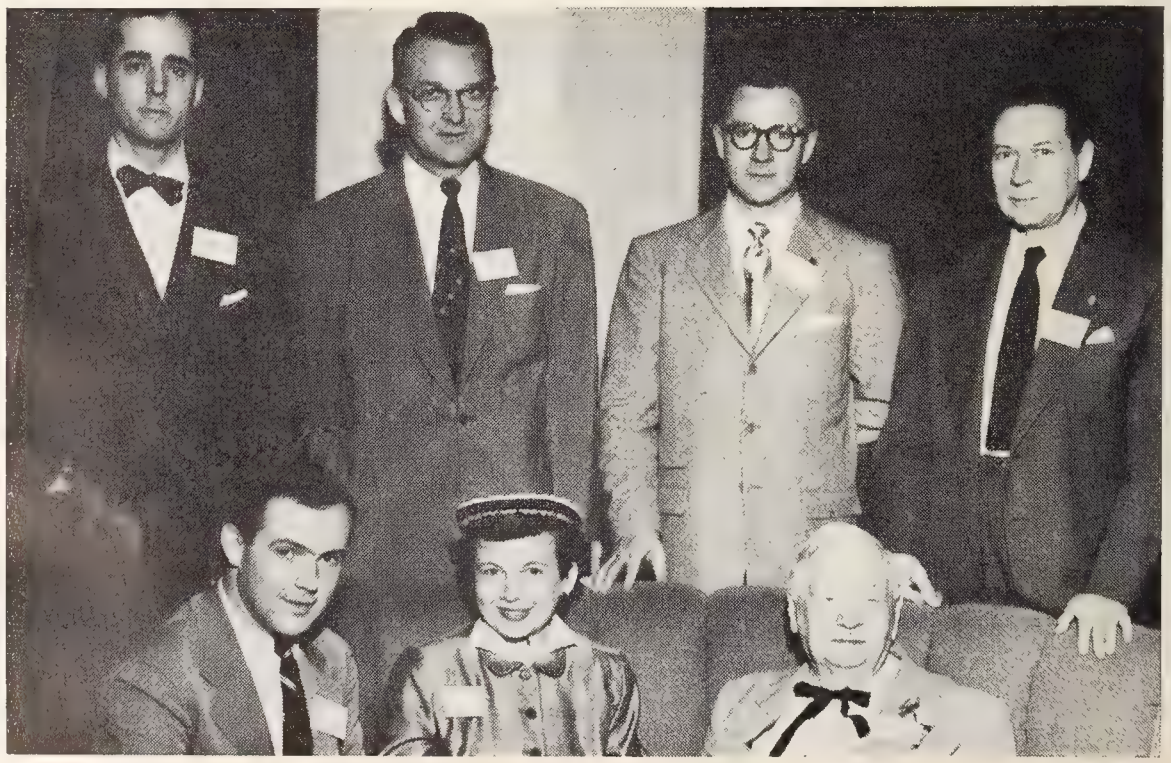


WILLIAM E. WARE, president of KSTM-TV St. Louis, uhf Ch. 36, turns the first shovel of dirt at ground-breaking ceremonies last week. Supervising Mr. Ware's earth moving activities are (l to r): Ward Fickie, Chester Merritt, William Biggs and O. D. Guth Jr. The new station will begin programming Sept. 1 if a St. Louis construction workers' strike is settled soon. The building, located at 6000 Berthold Ave., will house studios as well as sales and executive offices and will provide 14,000 sq. feet of space. Cost is estimated at $750,000, Mr. Ware said. Fruin-Colnon, architects and contractors, are in charge of construction. The station will be an ABC-TV affiliate.



TODAY (Monday) is KQV-CBS Day in Pittsburgh, and the proclamation making it so is signed by Mayor David L. Lawrence with onlookers (l to r) James F. Murray, KQV manager; Irwin D. Wolf, vice president, and Lee W. Eckels, secretary-treasurer, Allegheny Broadcasting Corp. The day celebrates KQV's joining CBS Radio. Guests for the observance are to include CBS President Frank Stanton; Howard S. Meighan, CBS vice president; and J. Kelly Smith, administrative vice president, CBS Radio.

PRESENT for WSAZ Huntington TV clinic last month were (l to r): Seated, Lawrence H. Rogers, WSAZ Inc. vice president-general manager; Mrs. George H. Clinton, and Col. J. H. Long, president of Huntington Publishing Co., 89% owner of WSAZ Inc.; standing, Raymond O'Connell, NBC station relations; George H. Clinton, vice president-general manager, WPAR Parkersburg, and NARTB 3d District director; John M. Boylan, CBS station relations, and Walker Long, Huntington Publishing general manager.





DUAL celebration of the 25th anniversary of *American Forum of the Air*, NBC simulcast feature, and the 22d wedding anniversary of its founder are observed at an NBC reception in Washington. L to r, FCC Comr. Paul Walker; Theodore Granik, founder of the show; his wife, Mrs. Hanna Granik; FCC Comr. George Sterling, and Carleton D. Smith, vice president-general manager of NBC Washington o & o outlets, WNBW (TV) and WRC.



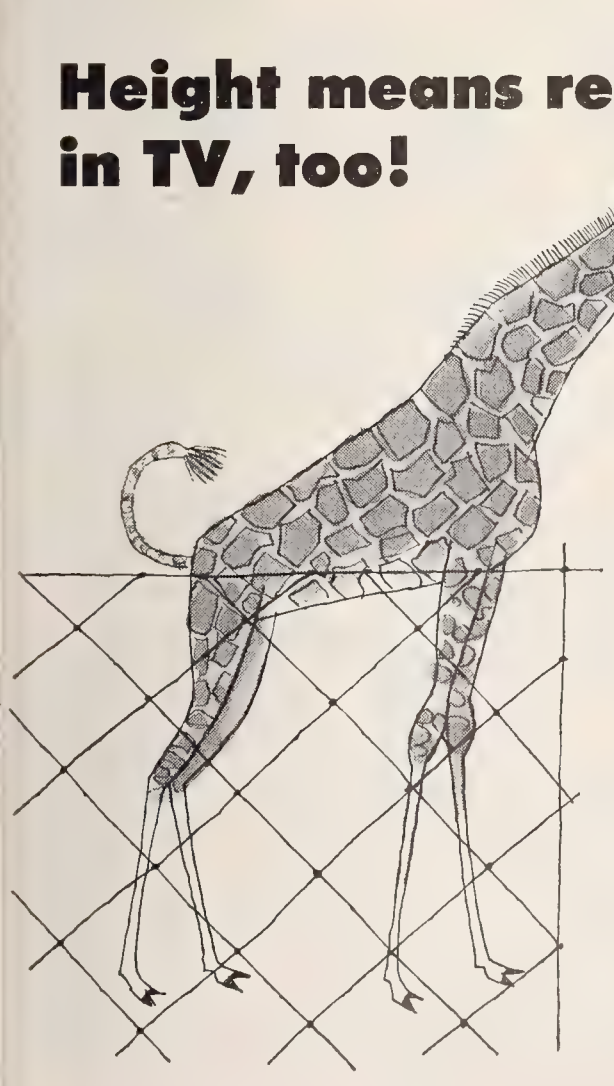
KOLN-AM-TV Lincoln, Neb., holds open house to celebrate 103 days of operation in its new headquarters. General Manager Harold E. Anderson (l) and David Andrews, public relations director, greet the 2,000th visitor, Mrs. Minnie I. Wood. The three-hour event drew a crowd of 2,500.

►FOURTH anniversary of WHAM-TV Rochester, N. Y., was celebrated June 11 by the station, urging 80,000 blood donors to "come back, and bring a friend." More than eight hours of time were devoted to the blood program. A nine-bed blood recruitment unit was set up on the stage of WHAM-TV's large studio, and 250 donors gave blood there between 9 a.m. and 7 p.m. In the evening a live telecast from one of Rochester's hospitals was shown. William Fay, station manager, said the blood recruitment drive was selected to exemplify television's public service role.

►A GILDED recording of the 1,000th broadcast of *The Ohio Story*, an historical series on WGAR Cleveland, has been presented to John A. Greene, president of the Ohio Bell Telephone Co., sponsor of the broadcasts, by John F. Patt, WGAR president. Presentation was at a party given for the principals in *The Ohio Story*.

► WNHC-TV New Haven celebrated its fifth anniversary on the air on June 8. Patrick J. Goode, president of the station, reported that the number of employes has grown from 20 in 1948 to more than 100.

Height means reach in TV, too!



. . . and reach means people.

Two-thirds of a million persons live in KSL-TV's booming Intermountain coverage area. These people annually earn — and spend — nearly a billion dollars.

TV circulation is mushrooming, too. Over 125,000 sets are now in the KSL-TV area, which extends into four great western states.

Get details from CBS-TV Spot Sales, or



KSL-TV *Serving Intermountain America*

*sources upon request

WLW-A
Atlanta's only TV station with C.S.D.*
Buy where you get the most!
*CLIENT SERVICE DEPARTMENT



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THE PROFESSIONAL TAPE RECORDER
- Unexcelled realistic brilliance and high fidelity.
- Preferred by radio engineers 3 to 1 for broadcasting.
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- Conversion kits quickly adapt your equipment for all special purposes.

For demonstration, see your Classified Telephone Directory under "Recorders," or write
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LICENSES ISSUED TWO TV OUTLETS AT RIMOUSKI AND REGINA

The stations, both independents, were approved by the CBC board meeting in Ottawa, while two applications for radio outlets have been recommended for licensing. Six TV bids were deferred for further study.

TWO MORE independent TV stations have been licensed in Canada, and two more AM stations were recommended for licensing by the board of governors of the Canadian Broadcasting Corp. at its May 28th meeting at Ottawa. Six applications for TV stations in four cities were deferred for further study and to allow other applicants to complete their applications.

CANADA

Approved are TV stations at Rimouski, Que., to Lower St. Lawrence Radio Inc., operating CJBR Rimouski on Ch. 3, and to CKCK Regina, Sask., Ch. 2. Deferred was the application at Calgary, three at Edmonton, one at Kitchener and one at Saskatoon.

New AM stations are Radio Lac St. Jean Ltd., at St. Joseph d'Alma, Que., with 1 kw on 1270 kc, and La Bonne Chanson Inc., at Montreal, with 5 kw on 1280 kc. The latter was licensed on an understanding that it maintain the special type of cultural broadcasts it had promised. Board stated "it would not be disposed to view with favor a change in the type of operation or request to transfer ownership or control after the station is in operation."

Power increases were approved for CKRD Red Deer from 250 watts to 1 kw on 850 kc; CHRL Roberval, Que., from 250 watts to 1 kw from 1230 kc to 910 kc, provided there is no interference with CBO Ottawa, which will increase its power to 5 kw, and CHVC Niagara Falls, from 1 kw to 5 kw on 1600 kc.

Share transfers for nine stations were approved and two Canadian Army stations were recommended for changes in frequency.

CBC Raises TV Rates In New Rate Card

TV NETWORK rate card has been issued by Canadian Broadcasting Corp. covering CBLT (TV) Toronto, CBOT (TV) Ottawa and CBFT (TV) Montreal. This is the third rate card issued since Canadian TV started last September. It was issued because of the addition of CBOT (TV) Ottawa, and the opening of a microwave network linking the three cities where Canadian TV stations now are in operation. Network discount of 10% on station time rates are given when all three stations carry the same program.

CANADA

Rates start at $750 an hour on CBLT Toronto, $150 an hour on CBOT Ottawa and $375 an hour on CBFT Montreal, for Class A time, 6-11 p.m. Monday through Friday, 1-11 p.m. Saturday and Sunday. Class B time starts at $450 an hour on CBLH, $90 an hour on CBOT, and $225 an hour on CBFT. Microwave link charges start at $150 an hour, Buffalo to Toronto, $100 an hour from Toronto to Ottawa, and Ottawa to Montreal.

Canadian TV Set Sales

TOTAL of 94,136 television receivers was sold during the first four months of 1953 in Canada, according to the report of the Radio-Television Mfrs. Assn. of Canada. During the month of April 20,307 sets were sold, valued at $9,250,696, of which 11,952 were sold in southern Ontario, 6,618 in the Montreal area, 1,560 in Vancouver and Victoria area on the West Coast, and the rest throughout the western and Atlantic coast provinces.

CANADA

Advertising on Agenda At Librarians' Convention

VARIOUS phases of advertising will be discussed by Canadian and American representatives from that field as well as from radio, TV, publishing and business industries before the Advertising Div. at the annual international convention of the Special Libraries Assn. in the Royal York Hotel in Toronto, June 21-25. More than 1,500 librarians are expected to attend the five-day convention.

CANADA

Officers of the Advertising Division include: Florence Armstrong, Ross Roy Inc., Detroit, chairman; Vera Halloran, J. M. Mathes Inc., N. Y., vice-chairman; Elizabeth Boutinon, McKinsey & Co., N. Y., secretary, and Hazel Conway, Dancer-Fitzgerald-Sample, N. Y., treasurer. Jean Newman, Lever Bros. Ltd., Toronto, is convention chairman.

Don Henshaw, senior account executive at MacLaren Advertising Co., will speak June 24 at a morning session on "The Golden Gimmick." A. Davidson Dunton, chairman of the board of governors of CBC, will address a June 24 banquet meeting.

WAPA Staff Reorganized Under New Expansion

REORGANIZATION of the executive staff for WAPA San Juan, P. R., has been announced by José Ramon Quinones, president, who states that the shifts were necessitated by expansion of broadcast facilities. The new lineup:

PUERTO RICO

Mr. Quinones, general manager; José E. Franco, assistant general manager; Emilio H. Medrano, program director; Raul Delgado Cué, production manager; José Arzuaga, chief engineer; Segismundo Quinones, commercial manager; Carmen Rosa Vidal, promotion and sales; Antonio Vélez, personnel director, and Paquita C. Figueroa, traffic department. U. S. and Canadian representatives: Melchor Guzman Co., New York.

Central American Agency Network Formed

FORMATION of the first network of advertising agencies in Central America and Panama, under the name of Publicistas Centro Americanos Asociados (PCA) was reported last week by Louis G. Dillon, president of Dillon-Cousins & Assoc., New York, export advertising firm.

CENTRAL AMERICA

The network was set up at a conference in Tegucigalpa Honduras, attended by the following agency owners: Muriel I. Mykland, Panama; Mrs. Stella Molina, Guatemala; Antonio Diaz, El Salvador; Mrs. Eva Galindo, Honduras; M. D. Morales, Nicaragua, and Tomas Aguilar Alvarado, Costa Rica.

Mr. Dillon, who attended the conference as a special guest, will serve as U. S. business representative of the advertising group.

PCA is designed to promote uniform standards of service as a group for advertisers in that area, with emphasis on accounts from abroad. It will attempt to develop closer relationships between members by exchanging media and market information and mutual aids in production matters and effecting agreement upon agency standards and practices.

WKAQ-TV Buys From GE

NEARLY $500,000 worth of General Electric equipment for Puerto Rico's first television station, WKAQ-TV San Juan, is expected to be shipped in about four months, E. C. Givens, vice president of International General Electric Co., has announced. The equipment was purchased by Angel Ramos, owner-president of *El Mundo* and Radio El Mundo in San Juan. The new station, which will operate on vhf Ch. 2 from a 1,750-ft. transmitter, is expected to go on the air early next year.

PUERTO RICO

Free Time for Campaigning Defined by CBC

PREPARATIONS for radio coverage of a Canadian federal election are being made by the Canadian Broadcasting Corp., which has announced changes in its regulations for free time for political election broadcasts. Free time will be allotted to the four parties with representatives in the Canadian Parliament on a mutually agreed basis. New parties will also be allotted time on the CBC network. The Labor-Progressive Party (Communist) will not have any free time except after nomination day, which varies from 14 to 28 days before the election. National parties must have at least 66 candidates in at least three provinces to qualify for such free time. Date for the election has not been set. In the last election CBC allocated 18 hours of free network time for political broadcasts.

CANADA

TAPE DUPLICATION GOES INTO "MASS PRODUCTION"

with the NEW AMPEX Tape Duplicator

Whether you need thousands—or just a few at a time, high fidelity duplicate tapes can now be produced at a cost comparable to disc recordings. The extraordinary fidelity inherent in a good master tape is retained in the duplicates to as high a degree as a sensitive ear can discern. The AMPEX Tape Duplicator is easy to set up, simple to operate and produces up to 80 hours of duplicate performance in 15 minutes operating time.

Duplicate tapes open new opportunities

RADIO BROADCASTING—"Tape networks" and programming services become practical supplements or alternatives to line networks.

BACKGROUND MUSIC—Tape becomes the best medium for background music in that it provides higher fidelity, longer playing and lower attendance costs.

RECORD MANUFACTURE—With mass duplication of tapes now feasible, all performances currently sold on Lp records can also be offered on tape.

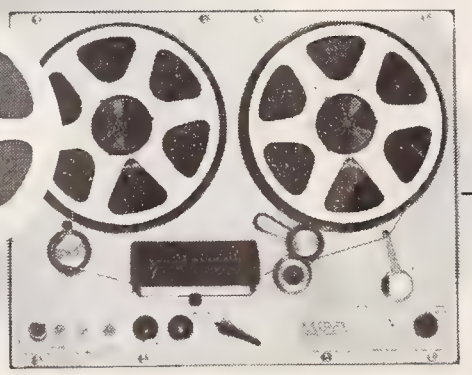
EDUCATION—Systemwide duplication and distribution of educational tapes, music and outstanding school performances becomes practical.

COMMERCIAL DUPLICATING SERVICES—With this efficient equipment now available, excellent business opportunities exist in setting up tape duplication services.

Features of the AMPEX Tape Duplicator

- One to ten simultaneous duplicates (slave recorders can be purchased one at a time as needed)
- Time saving speedup during duplication (as much as 32 to 1)
- *15,000 cycle response on 7½ in/sec. duplicates
- *45 to 50 db signal-to-noise ratio
- Duplicate tapes of any standard speed from any master
- Single or double track duplicates in one pass
- Any standard reel sizes up to 14-inch
- Centralized pushbutton controls

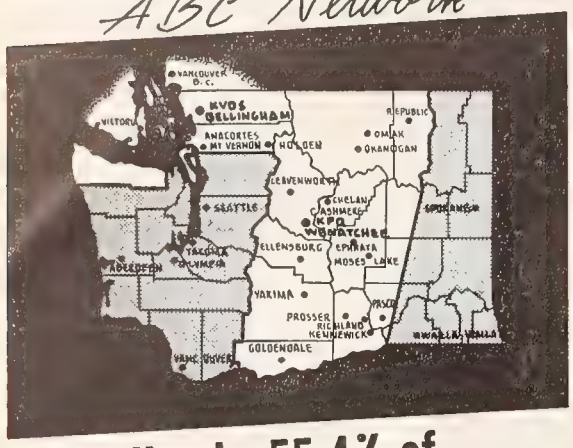
*From master tapes of suitable quality.



AMPEX
MAGNETIC RECORDERS

Write Today for further information; Dept. D, 1204B

AMPEX ELECTRIC CORPORATION
934 Charter Street, Redwood City, California
Distributors in principal cities

KVOS-TV CHANNEL 12
Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.
KVOS 1000 WATTS 790 K C
KPQ 5000 WATTS 560 K C
ABC Network


Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME
Represented by
Robert Meeker Assoc., Inc.

WANT TO SELL CANADA?
One radio station covers 40% of Canada's retail sales
CFRB
TORONTO
50,000 WATTS, 1010 K.C.
CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.
REPRESENTATIVES
United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

INTERNATIONAL

Canada Sets-in-Use Listed by Elliott-Haynes

FIRST of the 1953 Elliott-Haynes Ltd. triannual reports on sets-in-use in major Canadian cities shows an average 30.6% of sets in the areas were in use from January through April. The report covers Montreal, Toronto, Winnipeg and Vancouver, and is broken down on an hourly basis from 9 a.m. to 9 p.m. for daytime and evening programs for each day of the week. For the four months the averages for the full day were 31.3% in January, 31.2% in February, 30.7% in March, and 29.5% in April. Daytime overall average was 26.7%, evening average, 38.9%.

CANADA

Canadian RCA Orders

FIRST TWO orders for TV transmitters by Canadian independent stations have been placed with RCA Victor Ltd., Toronto, to equip CFPL-TV London and Niagara Television Ltd., Hamilton. CFPL-TV will use Ch. 10, and Niagara Television Ltd. (call letters unassigned) has been assigned vhf Ch. 13. It is believed there will be a change to vhf Ch. 11 for Hamilton, but this has not been announced officially.

CANADA

It is understood that other TV licensees among private stations expect to place definite orders for transmitter equipment at an early date, in order to be on the air early in 1954. Both London and Hamilton stations expect to be on the air before Christmas.

Ham Radio Limits Outlined

EIGHT foreign governments forbid amateur radio operators in their countries to communicate with outside stations. FCC has reminded U. S. amateurs that the International Telecommunications Convention's radio regulations provide that ham operators must respect the wishes of those governments.

The countries which forbid intercommunication are Austria, Cambodia, Indonesia, Iran (all amateur operation forbidden), Korea, Laos, Thailand and Viet Nam. Australian amateurs may conduct radio communication for purely experimental purposes. Amateur service has not been organized in Jordan and Roumania.

EDUCATION

Educators Stress TV's Potential

POTENTIALITIES of television as an educational medium were stressed by Dr. William Jansen, superintendent of New York City Public Schools, on a special program over WPIX (TV) New York Thursday, 9-9:30 p.m. EDT.

Mr. Jansen paid tribute to the WPIX (TV) *Living Blackboard* series on the completion of its second year of regular high school instruction for homebound students. He pointed out that many subjects were offered on the programs and declared that "television has some special advantage to offer in making teaching effective" in each subject area.

Television's attributes praised by Mr. Jansen were the medium's "vitalization of subject matter," clarity of presentation and ability to "walk right in where you are." He said that these qualities have made "parents, principals, teachers and administrators, like myself, increasingly aware of the new medium now at our disposal."

"We're grateful for the opportunity of experimenting in the production of educational television programs here on WPIX (TV)," Dr. Jansen continued. "We're especially grateful for the chance to bring the classroom to the high school boys and girls, who do their studying with teachers in their homes. For them, television has been an-

Sen. Butler's Remarks

SEN. JOHN M. BUTLER (R-Md.) is on record opposed to the building and operation of educational TV stations which would "constitute an unnecessary drain on public funds" but in favor of private financing of the stations. He also fears that educational licenses granted in some areas would prolong or maintain a commercial monopoly created by an already limited commercial operation. In his statement, printed in the June 3 *Congressional Record*, the senator commended Baltimore TV stations WAAM, WBAL-TV and WMAR-TV for "outstanding" achievements in education, stressing the cooperation with educational institutions, particularly during a two-week school strike.

the cornerstone of every advertising campaign in New Haven and New England
TV WNHC FM
WNHC RADIO NBC
represented by the Katz Agency

other 'teacher' and one that was much appreciated."

Others who appeared on the program, which was called *TV Report to Citizens,* were James F. MacAndrew, director of broadcasting for the New York Board of Education; Miss Grace Lee, director of the bureau for the physically handicapped; Mrs. Dorothy Klock, producer of the *Living Blackboard* series, and six handicapped high school students.

TCA Kit Stresses Radio As Tool to Education

TECHNICAL Cooperation Administration (Point IV), Washington, D. C., has assembled a kit of references and manual material, dealing with the utilization of radio as an educational tool, for distribution in some 35 countries.

The kit covers fields of health, sanitation, agriculture, community development and industrial relations. TCA is seeking examples of such material developed by radio-TV stations, industry and social and religious groups.

Groups which have produced such material are requested to contact Radio-TV Information Officer, Program Information and Reports Staff, TCA, Washington 25, D. C.

Hennock Lauds Educ. TV At KUHT (TV) Dedication

TELEVISION was described as "the most influential conduit of custom and opinion that has ever been known" by FCC Comr. Frieda B. Hennock last Monday in an address during dedication ceremonies of KUHT (TV) Houston, the nation's first noncommercial educational TV outlet on the air.

She called the vhf Ch. 8 outlet, licensed to the U. of Houston and the Houston Independent School District, the keystone upon which the whole of the U. S. educational TV system will be built.

Declaring education "missed the boat" on AM radio facilities, but later was recognized when approximately 100 educational FM channels were granted, Miss Hennock told listeners the FCC has granted 17 construction permits for educational TV and has 30 more on file.

Educational TV Bills Shelved in Pennsylvania

ADMINISTRATION bills to set up a state educational television network of four stations in Pennsylvania have been shelved by the Senate in Harrisburg.

Without a dissenting vote, senators agreed to place the bills on the second reading postponed calendar.

"There is little sentiment in the Senate for the bills," said Majority Leader Rowland B. Mahany. "I don't think there will be any action on the measures this session."

The turndown came in the face of Gov. Fine's repeated demands for approval so the state will not lose four educational TV channels allocated by the FCC at Philadelphia, Pittsburgh, Erie and State College.

Mr. Mahany said much of the lack of enthusiasm for the television program was due to the money involved.

A Department of Public Instruction spokesman fixed the construction costs of six stations at $4,868,800 and annual operating cost at $1,900,000. The governor's committee on educational television had recommeded a six-station network, including stations at Wilkes-Barre and York.

CETA Forwards Bid For Educ. vhf Ch. 11

APPLICATION by the Chicago Educational Television Assn. for vhf Ch. 11 was forwarded to the FCC a fortnight ago, according to Edward L. Ryerson, CETA president. He said that $500,000 of the necessary $1,100,000 has been pledged thus far, and that the deadline on the local fund-raising drive has been extended indefinitely.

Mr. Ryerson said the $500,000 would be shown in the FCC application and that he has been advised by the Commission that reservations for educational TV channels would be continued "for some time" beyond June 2. Station plans to be on the air within eight months after FCC grants the license.

NBC-Northwestern U. Set Radio-TV Institute

For the 12th year, NBC cooperates with the University on this six-week project

PLANS for the 12th annual NBC-Northwestern U. Radio-Television Institute, to be held in the network's Chicago studios for six weeks beginning June 22, were announced last week.

The full-time training session will be divided into two parts—radio and TV—with professional broadcasters handling teaching assignments. Others to participate from time to time include station managers, agency representatives, writers and research experts. Stu-

Nationally Honored

HELENE DILGER

Winner U. S. Department of Agriculture Award for Superior Service

NOW CONDUCTS "TODAY'S COOKING"

Homemaker's program—Today's Cooking—10:00-10:30 a.m., Monday through Friday, has proved such a big-time telecast that WOC-TV proudly announces appointment of a big-time home economist, Helene Dilger, as conductor of this series.

Helene Dilger has been a home economist for 24 years. She is winner of many awards including:

1. In May, 1950, the U. S. Department of Agriculture honored her with a certificate for superior service in home economics extension work,
2. In 1946, the Iowa Home Demonstration Agents Association named her the outstanding Iowa home economist of the year.

Miss Dilger knows how to help housewives plan interesting and appetizing meals . . . her years in food demonstration work enable her to show an advertiser's product to its best advantage. She has learned her sales technique through years of talking before women's groups . . . and her telecasts are both friendly and authoritative.

Helene Dilger brings NEW selling punch to "Today's Cooking"—a series that has already proved itself as a good sales vehicle. For further facts about "Today's Cooking," and Helene Dilger, see your nearest F & P man, or write us direct.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS, *Resident Manager*
Davenport, Iowa

dents are selected from applicants with some professional experience.

Among network instructors are Ben Park, NBC Chicago network program director; George Heinemann, program director at WMAQ WNBQ (TV) Chicago; Don Meier, WNBQ production director (all TV sessions); and Homer Heck, WMAQ-WNBQ production manager, and Ralph Knowles, WMAQ production director, for radio.

Northwestern U. Survey Polls Radio, TV at Bottom

JOURNALISM students at Northwestern U., Evanston, Ill., are underselling radio and television, according to their own readership surveys which rank newspapers as the top advertising medium.

It has been reported that Dr. Charles Allen, assistant dean of the Medill School of Journalism and director of research, is compiling statistics gleaned from four women readership surveys taken last year and reported extensively in *Editor & Publisher* last January.

The student surveys purport to show that the housewife turns to newspaper advertising to find out what to buy and where to buy it. The students have been conducting from three to four such surveys each year since 1944.

The compilation will be made available extensively to newspapers and magazines, including E. & P.

A total of 48.6% of housewives interviewed prefer newspaper advertising, with magazines second (30%) and television and radio bringing up the rear (10.5 and 6.4%). The survey placed radio and TV on top in point of "distasteful advertising," and also rated both electronic media low popularity-wise, with TV and radio running in that order.

The Milwaukee Sentinel (WISN) dutifully reported the survey in its May 27 issue—the advertising medium preference and "distasteful advertising" rating next to a Cystex tablet ad for kidney sufferers.

The poll found that two-thirds felt radio and TV would be better off without advertising. 92.4% of the women indicated they prefer newspapers with advertising.

Students Aid Hospital

STUDENTS of Columbia Institute, Philadelphia business school which includes radio-TV studies in its curriculum, now are operating a closed-circuit radio station at Philadelphia's VA hospital. Dorothy W. David of the Institute said three students of the current radio class learned the hospital had a fully-equipped station designed to provide "passive rehabilitation" for the 500 patients. The heads of the hospital recreation facilities were approached by the students, who suggested they operate the outlet. The hospital representatives thought the idea was a good one. Since March, teams of students have operated the outlet five days a week. Besides this activity, the Columbia students now are producing a half-hour documentary film showing services the hospital provides. The film will be released to TV stations.

TV STATION PLANS

(Continued from STATIONS)

sented by Blair TV Inc., affiliated with CBS-TV (started June 7).

Yesterday (Sunday)

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Robert Meeker TV Inc.

Today (Monday)

KSWS-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William Rambeau Co.

WROM-TV Rome (Ga.)-Chattanooga (Tenn.), vhf Ch. 3, represented by Weed Television (did not start on May 30 as expected).

WTVE (TV) Elmira, N. Y., uhf Ch. 24, represented by Forjoe TV Inc. (to begin on limited basis).

June 18

WCSC-TV Charleston, S. C., vhf Ch. 5, represented by Free & Peters, affiliated with all TV networks.

June 21

WKOW-TV Madison, Wis., uhf Ch. 27, represented by Headley-Reed TV Inc.

June 22

WTPA (TV) Harrisburg, Pa., uhf Ch. 71, represented by Headley-Reed TV Inc.

June 15-30

KFAZ-TV Monroe, La., uhf Ch. 43, represented by Headley-Reed TV Inc.

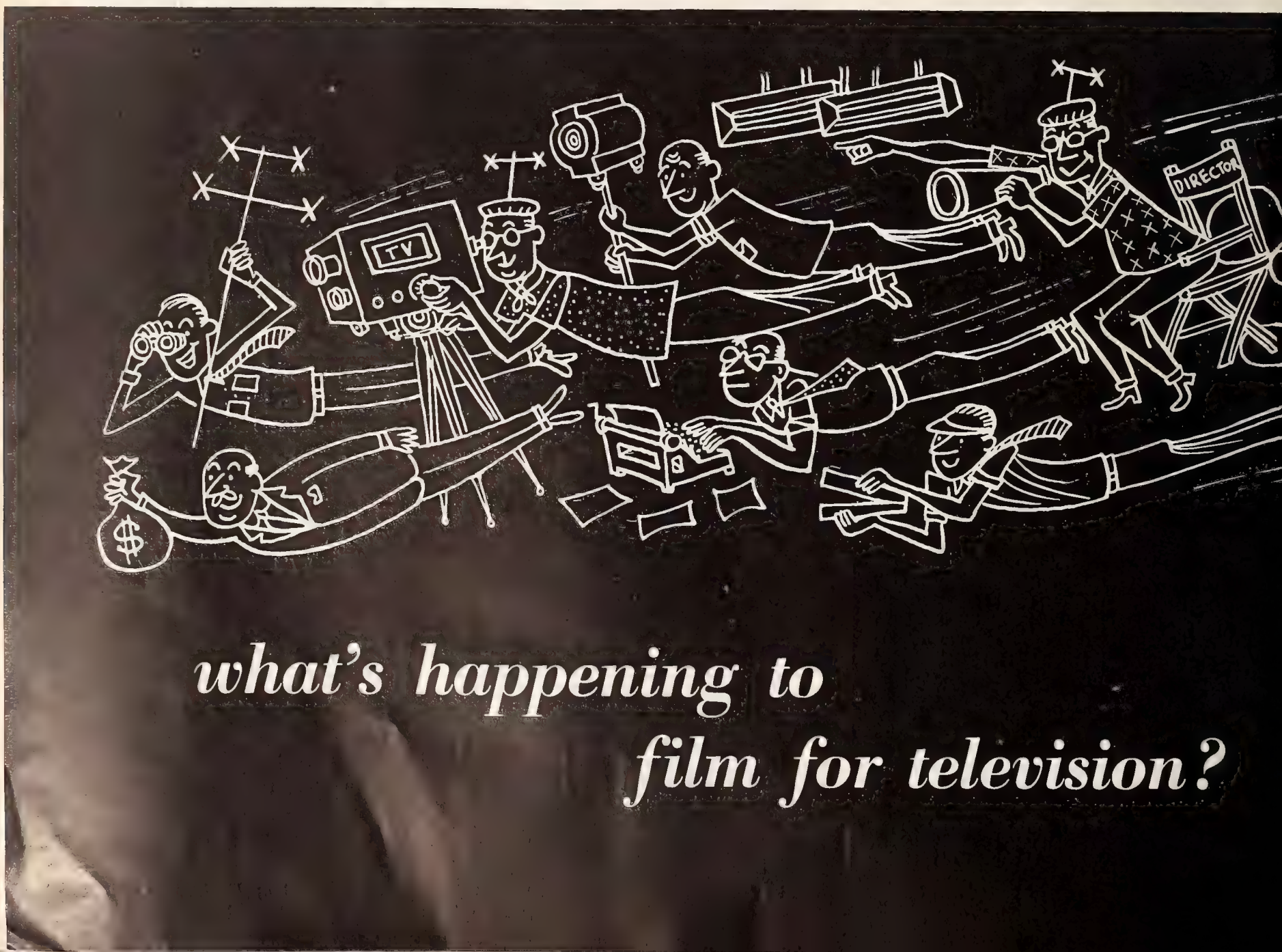
July 1

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all TV networks.

KCMC-TV Texarkana, Tex., vhf Ch. 6, represented by O. L. Taylor Co.

KCSJ-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knodel Inc.

KTVH (TV) Hutchison-Wichita, Kan., vhf



what's happening to film for television?

Ch. 12, represented by H-R Television Inc.

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with CBS-TV.

WOSH-TV Oshkosh, Wis., uhf Ch. 48, represented by Headley-Reed TV Inc.

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont.

July 4

KTXL-TV San Angelo, Tex., vhf Ch. 8, represented by O. L. Taylor Co., affiliated with CBS-TV.

July 12

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair TV, affiliated with NBC-TV.

Early July

WAKR-TV Akron, Ohio, uhf Ch. 49, represented by Weed Television.

WETV (TV) Macon, Ga., uhf Ch. 47, represented by Headley-Reed TV Inc., affiliated with NBC-TV.

WMTV (TV) Madison, Wis., uhf Ch. 33, represented by the Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont.

July 15

KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson Television.

WCAN-TV Milwaukee, Wis., uhf Ch. 25, represented by O. L. Taylor Co.

WICA-TV Ashtabula, Ohio, uhf Ch. 15, represented by Gill Perna Inc.

WILK-TV Wilkes-Barre, Pa., uhf Ch. 34, represented by Avery-Knodel Inc.

July 25

KEYT (TV) Santa Barbara, Calif., vhf Ch. 3, represented by George P. Hollingbery Inc., affiliated with all TV networks.

Late July

KTAG (TV) Lake Charles, La., uhf Ch. 25, represented by Adam Young Television Inc.

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by William Rambeau Co.

WPFA (TV) Pensacola, Fla., uhf Ch. 15, represented by Adam Young Television Inc.

Aug. 1

KFEQ-TV St. Joseph, Mo., vhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV.

KMMT (TV) Austin, Minn., vhf Ch. 6, represented by John E. Pearson TV Inc.

KQTV (TV) Fort Dodge, Iowa, uhf Ch. 21, represented by John E. Pearson TV Inc.

KRBC-TV Abilene, Tex., vhf Ch. 9, represented by John E. Pearson TV Inc.

WBUF-TV Buffalo, N. Y., uhf Ch. 17, represented by H-R Television Inc.

WGVL-TV Greenville, S. C., uhf Ch. 23, represented by H-R Television Inc.

WJHL-TV Johnson City, Tenn., vhf Ch. 11, represented by John E. Pearson TV Inc.

Aug. 15

WENS (TV) Pittsburgh, Pa., uhf Ch. 16, represented by Edward Petry & Co., affiliated with ABC-TV.

WTOB-TV Winston-Salem, N. C., uhf Ch. 26, represented by H-R Television Inc.

WTVU (TV) Scranton, Pa., uhf Ch. 73, represented by The Bolling Co.

Late August

KRDO-TV Colorado Springs, Colo., vhf Ch. 13, represented by Joseph Hershey McGillvra Inc.

Sept. 1

KSTM-TV St. Louis, Mo., uhf Ch. 36, represented by H-R Television Inc.

WNCT (TV) Greenville, N. C., vhf Ch. 9, represented by John E. Pearson Co.

WNLC-TV New London, Conn., uhf Ch. 26, represented by Headley-Reed TV Inc.

WTVH (TV) Peoria, Ill., uhf Ch. 19, represented by Edward Petry & Co.

August-September

WVEC-TV Hampton, Va., uhf Ch. 15, represented by William G. Rambeau.

Sept. 15

WNOK-TV Columbia, S. C., uhf Ch. 67, represented by Paul H. Raymer Co.

Sept. 27

WMT-TV Cedar Rapids, Iowa, vhf Ch. 2, represented by Katz Agency, affiliated with CBS-TV.

Sept. 27-30

WMAZ-TV Macon, Ga., vhf Ch. 13, represented by Katz Agency, affiliated with CBS-TV and DuMont.

Early Fall

WDAT (TV) Columbia, Ga., uhf Ch. 28, represented by Headley-Reed TV Inc.

WBCK-TV Battle Creek, Mich., uhf Ch, 58, represented by Headley-Reed TV Inc.

Fall

WOKY-TV Milwaukee, Wis., uhf Ch. 19, represented by The Bolling Co.

October-November

WMGT (TV) North Adams, Mass., uhf Ch. 74, represented by the Walker Representation Co.

Indefinite

WCHV-TV Charlottesville, Va., uhf Ch. 64, represented by The Walker Representation Co.

WGLV (TV) Easton, Pa., uhf Ch. 54, represented by Headley-Reed TV Inc.

WJON-TV St. Cloud, Minn., vhf Ch. 7, represented by William G. Rambeau Co.

WTRF-TV Wheeling, W. Va., vhf Ch. 7, represented by The Walker Representation Co.

WWOD-TV Lynchburg, Va., uhf Ch. 16, represented by The Walker Representation Co.



see . . . . . .

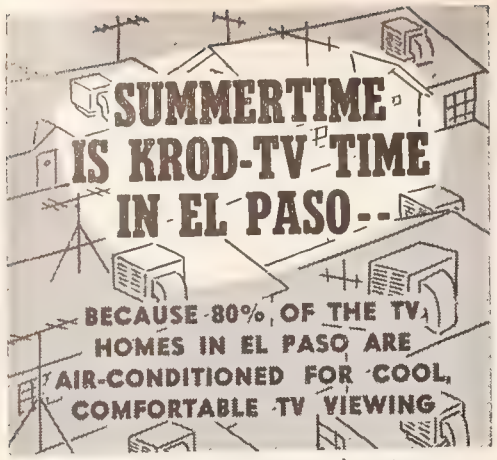


JULY 13

issue of

BROADCASTING

TELECASTING



El Pasoans, like most Southwesterners, stay indoors in the summer to enjoy the cool comfort of their air-conditioned homes and to watch TV... in the day-time and at night-time, too. Because El Pasoans do stay home in the summer, they look to TV for entertainment. This gives the TV advertiser a greater opportunity to sell his product here.

CBS • DUMONT • ABC

KROD-TV

CHANNEL 4 • EL PASO, TEXAS

RODERICK BROADCASTING CORP.

DORRANCE D. RODERICK
Chairman of Board

VAL LAWRENCE
Pres. and Gen. Mgr.

DICK WATTS
TV Sales Manager

Call your nearest
O. L. TAYLOR COMPANY office for full details.

NOW!

lower distortion

with SOUNDCRAFT
PROFESSIONAL RECORDING TAPE
it's **micro-polished***

Cleaner highs, clearer lows, more faithful reproduction—yours with Soundcraft Professional Recording Tape. It's the only tape that is *Micro-Polished**... polished, buffed and repolished to produce a mirror-smooth surface. In addition to lower distortion, Soundcraft *Micro-Polished* Professional Tape assures uniformity of output, improved high frequency response, better head contact and longer head life.

Next time, get the best professional tape. Get Soundcraft . . . it's *Micro-Polished!*



REEVES
SOUNDCRAFT
CORP.
Dept. N-63
10 East 52nd Street
New York 22, N. Y.

*PAT. APPLIED FOR

New Grantees' Commencement Target Dates

• Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KRBC-TV Abilene, Tex. (9)	4/16/53 8/1/53	..... Pearson
WROW-TV Albany N. Y. (41)	4/16/53 Oct. '53	....
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
KSPJ (TV) Alexandria, La. (62)	4/2/53 Unknown	....
KMMT (TV) Austin, Minn. (6)	3/26/53 8/1/53	..... Pearson TV
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHFB-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	..... Blair TV
Rudman TV Co., Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
WBLN (TV) Bloomington, Ill. (15)	3/4/53 10/1/53	..... Hollingbery
KDSH-TV Boise, Idaho (2)	5/14/53 Unknown	....
E. Anthony & Son, Boston, Mass. (50)	3/26/53	....
KXLF-TV Butte, Mont. (6)	2/26/53 Unknown	....
Sparton Bcstg. Co., Cadillac, Mich. (13)	4/8/53 Nov. '53	....
WTAO-TV Cambridge, Mass. (56)	3/11/53 Sept. '53	....
WACA-TV Camden, S. C. (14)	6/3/53 11/1/53	....
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53 Unknown	....
D. L. Hathaway, Casper, Wyo. (2)	5/14/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/27/53	CBS Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	..... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 9/1/53	....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	..... Grant
Rounsaville Clark TV Co., Cincinnati, Ohio (54)	5/14/53 Unknown	....
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
WDAT (TV) Columbus, Ga. (28)	3/11/53 Unknown	....
WOSU-TV Columbus, Ohio (34)	4/22/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
Rib Mountain Radio Inc., Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....
KOMU-TV Columbia, Mo. (8)	1/15/53 9/15/53	....
WGLV (TV) Easton, Pa. (57)	12/18/52 Unannounced	..... Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	..... Hollingbery
WTRC-TV Elkhart, Ind. (52)	6/3/53 Summer '54	....

THE SCOPE OF THIS LIST

B•T's New Grantees' Commencement Target Dates table includes call letters, target dates, networks and representatives on all grants issued since the closing of the TELECASTING YEARBOOK forms on Feb. 10, 1953. Construction permits issued prior to that time are included in that volume.

Where there have been *changes* in call letters, target dates, networks or representatives from the information in the YEARBOOK the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the YEARBOOK. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.

Location & Channel	Date Granted & Target for Start	Network Representativ
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	..... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	....
Eugene, Ore. TV Co. (13)	5/14/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 8/1/53	..... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	..... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 7/15/53	..... Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	....
KJEO (TV) Fresno, Calif. (47)	4/9/53 Unknown	....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	..... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 5/1/54	..... Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	....
WNCT (TV) Greenville N. C. (9)	3/11/53 9/1/53	..... Pearson
WGLV (TV) Greenville, S. C. (23)	1/23/53 8/1/53	ABC H-R TV Inc
WCRS-TV Greenwood, S. C. (21)	4/8/53	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
KHQA-TV Hannibal, Mo. (7)	2/18/53 Unknown	....

Travel U. S. Hiway #10 for Hungry Horse Dam, Glacier Park, Yellowstone Park, Sun Valley, Blackfoot Dude Ranches, Flathead Lake and Features that lure the tourist to . . .

The Art Mosby Stations

CBS KGVO • KANA

Missoula
5kw
Day & Nite

Anaconda
Butte
250 Watts

MONTANA

THE TREASURE STATE OF THE 48

Reps: GILL-PERNA
N.Y., CHI., La. & S.F.

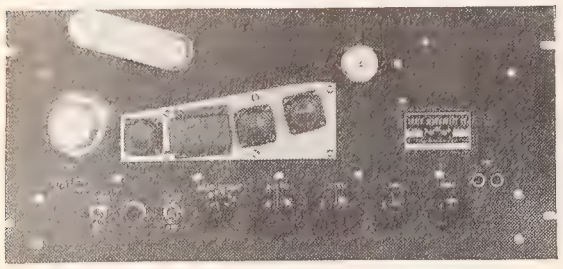
Location & Channel	Date Granted & Target for Start	Network Representative
KGBS-TV Harlingen, Tex. (4)	5/21/53	.....
	Unknown	.....
WSIL-TV Harrisburg, Ill. (22)	3/11/53	.....
	Nov. '53	.....
WSVA-TV Harrisonburg, Va. (3)	3/11/53	NBC
	Sept. 1	Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53	.....
	Midsummer '53	.....
American Bcstg. Station Inc., Honolulu, T.H. (4)	5/14/53	.....
	Unknown	.....
KID-TV Idaho Falls, Idaho (3)	2/26/53	.....
	Unknown	.....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53	ABC
	April '54	.....
WNES (TV) Indianapolis, Ind. (67)	3/26/53	.....
	Oct. '53	.....
WJRE (TV) Indianapolis, Ind. (26)	3/26/53	.....
	.....	.....
WJHP-TV Jacksonville, Fla. (36)	6/3/53	.....
	Fall '53	Perry Assoc.
KCMO-TV Kansas City, Mo. (5)	6/3/53	.....
	Fall '53	.....
WKNE-TV Keene, N. H. (45)	4/22/53	.....
	Unknown	.....
Television Services of Knoxville, Knoxville, Tenn. (26)	3/26/53	.....
	.....	.....
Harold C. Burke, Lancaster, Pa. (21)	5/7/53	.....
	Fall '53	.....
Las Vegas TV, Las Vegas, Nev. (8)	3/19/53	.....
	July '53	Weed TV
WMRF-TV Lewiston, Pa. (38)	4/2/53	.....
	Unknown	.....
KTVE (TV) Longview, Tex. (32)	2/5/53	.....
	7/20/53	Forjoe
KFYO-TV Lubbock, Tex. (5)	5/7/53	.....
	Fall '53	Taylor
KTRE-TV Lufkin, Tex. (9)	3/11/53	.....
	1954	Taylor
WETV (TV) Macon, Ga. (47)	2/12/53	NBC
	8/1/53	Headley-Reed
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53	CBS, DuM
	9/27/53	Katz
WMRI-TV Marion, Ind. (29)	3/11/53	.....
	Unknown	.....
WMEV-TV Marion, Va. (50)	4/2/53	.....
	Unknown	Donald Cooke
KRIO-TV McAllen, Tex. (20)	2/18/53	.....
	September	.....
KBES-TV Medford, Ore. (5)	3/4/53	.....
	Unknown	.....
WTCK-TV Meridan, Miss. (11)	6/3/53	.....
	9/27/53	Headley-Reed
Miami TV Co., Miami, Okla. (58)	4/22/53	.....
	Unknown	.....
KMID-TV Midland, Tex. (2)	2/11/53	.....
	Unknown	.....
WOKY-TV Milwaukee, Wis. (19)	6/3/53	.....
	9/1/53	.....
Rudman TV Co., Minot, N. D. (10)	2/11/53	.....
	Late Summer-Early Fall, '53	.....
WTCN-TV Minneapolis, Minn. (11)	4/16/53	.....
(ST-WMIN-TV)	9/15/53	.....
KGVO-TV Missoula, Mont. (13)	3/11/53	.....
	Spring 1954	Gill-Perna
KMBY-TV Monterey, Calif. (8)	2/19/53	.....
(ST-KSBW-TV)	[CP stayed]	.....
WCOV-TV Montgomery, Ala. (20)	9/18/52	CBS
	4/6/53	Taylor
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53	.....
	Fall 1953	.....
WLBC-TV Muncie, Ind. (49)	10/30/52	ABC, CBS,
	4/15/53	NBC, DuM Walker-N.Y.; Halman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53	.....
	Unknown	.....
Home News Pub. Co., New Brunswick, N. J. (47)	4/2/53	.....
	Unknown	.....
WKST-TV New Castle, Pa. (45)	9/4/52	.....
	3/20/53	Meeker
WJMR-TV New Orleans, La. (61)	2/18/53	.....
	Sept. '53	Bolling
CKG Co., New Orleans, La. (26)	4/2/53	.....
	Fall 1953	Gill-Perna
Community TV Corp., New Orleans, La. (32)	4/2/53	.....
	Unknown	.....
New Orleans TV Co., New Orleans, La. (20)	2/26/53	.....
	Unknown	.....
WACH (TV) Newport News, Va. (33)	2/5/53	.....
	June	.....
WMGT (TV) North Adams, Mass. (74)	2/18/53	.....
	10/15/53	Walker
KLPR-TV Oklahoma City, Okla. (19)	2/11/53	.....
	Unknown	.....
KTVQ (TV) Oklahoma City, Okla. (25)	2/11/53	.....
	9/1/53	.....
WJDM (TV) Panama City, Fla. (7)	3/11/53	.....
	Sept. '53	Hollingbery
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53	.....
	Unknown	.....
WEAR-TV Pensacola, Fla. (3)	6/3/53	.....
	9/1/53	Hollingbery
WTVH-TV Peoria, Ill. (19)	12/18/52	.....
	6/1/53	Petry
KOOL-TV Phoenix, Ariz. (10)	5/27/53	.....
(ST-KOY-TV)	Unknown	.....
KOY-TV Phoenix, Ariz. (10)	5/27/53	.....
(ST-KOOL-TV)	Unknown	.....
KOAM-TV Pittsburg, Kan. (7)	2/26/53	.....
	8/1/53	.....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53	.....
	August	Headley-Reed
Metro. Pittsburgh, Pa. Educ. TV (13)	5/14/53	.....
	Unknown	.....
KJRL-TV Pocatello, Idaho (6)	2/26/53	CBS
	Unknown	.....
KWIK-TV Pocatello, Idaho (10)	3/26/53	.....
	Spring 1954	Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53	ABC, CBS,
	9/1/53	DuM, NBC Everett-McKinney-N.Y. Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53	.....
	Unknown	.....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	.....
	.....	.....
WNOA-TV Raleigh, N. C. (28)	10/16/52	CBS
	5/28/53	Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52	NBC
	4/15/53	Headley-Reed
Blue Grass TV Co., Richmond, Ky. (60)	4/29/53	.....
	Unknown	.....
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53	.....
	Unknown	.....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53	.....
	Unknown	.....
WRNY-TV Rochester, N. Y. (27)	4/2/53	.....
	Unknown	.....
Greater Rockford, Ill. TV Inc. (13)	5/14/53	.....
	Unknown	.....
WROM-TV Rome, Ga. (9)	2/11/53	.....
	6/1/53	Weed TV
WKNX-TV Saginaw, Mich. (57)	10/2/52	.....
	4/1/53	Gill-Perna
KPIC (TV) Salem, Ore. (24)	1/29/53	.....
	Sept. '53	.....
KUTV (TV) Salt Lake City, Utah (2)	3/26/53	ABC
	Fall '53	Hollingbery
Alamo Television Co., San Antonio, Tex. (35)	3/26/53	.....
	.....	.....
WJON-TV St. Cloud, Minn. (7)	1/23/53	.....
	Late Oct. '53	Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52	CBS
	July '53	Headley-Reed



WHY PAY RENT

on your echo chamber?

NEW REVERBERATION UNIT



AN ECHO CHAMBER ON AN 8¾" x 19" PANEL

Simulates reverberation of a room of any size, using a magnetic tape loop system with FIVE HEADS (Model 40) or SEVEN HEADS (Model 42). Switching heads produces various special effects, as well as natural reverberation.

Compact: Single 8¾" x 19" panel (Model 40)

Variable equalization: Built-in, for special effects.

Reverberation time: Continuously adjustable.

No pressure pads: Better tape motion, reduced head wear.

Model 40: $985.00

Pays for itself in 3 to 5 months.

Audio INSTRUMENT COMPANY INC

Dept. B, 133 West 14th Street, N. Y. 11, N. Y.

WEED'S ON FIRE

Who wouldn't be when
WPTR'S JET FIRE
Merchandising Plan
offers 36 Super
Markets whose Retail
Sales last year were
25 Million Dollars.
Yes—In Albany
Schenectady and Troy . . .

JET FIRE IS SURE FIRE!

WPTR

50,000 WATTS • UPSTATE, N. Y.
LEADING INDEPENDENT
Represented by WEED AND CO.

Location & Channel	Date Granted & Target for Start	Network Representative
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	.....
St. Louis (Mo.) Educ. TV Comm. (9)	5/7/53 Unknown	.....
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	.....
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	4/16/53 9/15/53	.....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 [CP stayed]	.....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	.....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	.....
L. A. Harvey, San Francisco (20)	3/11/53 Unknown	.....
KSAN-TV San Francisco (32)	4/29/53 Unknown	.....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53 5/25/53	DuM .....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	..... Hollingbery
WGBI-TV Scranton, Pa. (22)	8/14/52 6/7/53	CBS Blair TV
KDRO-TV Sedalia, Mo. (6)	2/26/53 Early '54	.....
Sherman TV Co., Sherman, Tex. (46)	3/4/53 Late Summer, '53	.....
WICS (TV) Springfield, Ill. (46)	2/26/53 Unknown	.....
Stamford-Norwalk (Conn.) TV Corp. (27)	5/27/53 Unknown	.....
KCMC-TV Texarkana, Tex. (6)	2/5/53 July 1953	..... Taylor
WIBW-TV Topeka, Kan. (13)	6/3/53 Late fall '53	.....
KCOK-TV Tulare, Calif. (27)	4/2/53 Sept. '53	DuM Forjoe
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	.....
KLIX-TV Twin Falls, Ida. (11)	3/19/53 Unknown	.....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Nov. '53	..... Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	....
Tri-State TV Inc., Waterloo, Iowa (15)	4/16/53 10/1/53	.....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	.....
WTRF-TV Wheeling, W. Va. (7)	4/22/53 10/1/53	.....
KEDD (TV) Wichita, Kan. (16)	2/18/53 5/15/53	.....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM .....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/1/53	..... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
KAGR-TV Yuba City, Calif. (52)	3/11/53 Unknown	....
KIVA TV Yuma, Ariz.	3/25/53 Unknown	.....

U.S.—MEXICAN AGREEMENT ON TV CHANNEL ASSIGNMENTS

Revised portions of the text of the agreement between the United States and Mexico for the assignment of television channels along the Mexican-United States border, as revised by an exchange of notes between the two countries in June 1952, is reprinted herewith to show the current status of this agreement.

A. Scope of Agreement

This agreement relates to the assignment and use of twelve (12) television channels between 50 and 216 megacycles along the border of the United States of Mexico and the United States of America, within an area of 400 kilometers (250 miles) in width on either side of this border.

B. Power of Stations

1. All station assignments considered in this arrangement shall have an effective radiated power not in excess of:

(a) 100 kw for Channels 2, 3, 4, 5, 6.
(b) 325 kw for Channels 7, 8, 9, 10, 11, 12, 13.

2. Lower power than that listed in (1) above may be assigned by either government, but

3. The assignment of lower power shall not prevent the assignment of the maximum proposed power at a later date.

C. Offset of Video Carrier Frequency

1. In order to obtain the most favorable possible desired to undesired signal ratio and the maximum service areas in any group of three stations located in close proximity to each other and operating on the same channel, the video carrier frequency of two of said stations shall be offset by plus or minus 10 kilocycles respectively. The normal video carrier frequency shall be assigned to the station located nearest to the border and the offset of plus or minus 10 kc to the two distant stations within the area of 400 kilometers. The carrier frequency assignments shown in Tables A and B are accepted.

2. The frequency tolerance of stations in this arrangement shall be maintained within plus or minus 1 kilocycle of the agreed frequency.

D. Assignment Plan

The station assignments shown in Tables A and B are accepted.

E. Notification of Station Assignments

1. The governments shall notify each other within 30 days of the grant of an authorization for a television station within the scope of this arrangement.

2. The notification shall contain the following:
   a. Transmitter location (city, longitude and latitude)
   b. Channel number
   c. Video carrier frequency
   d. Antenna height
   e. Effective radiated power
   f. Call letters

F. Cooperation and Exchange of Information

1. The administrations of the respective countries will exchange information and cooperate with each other for the purpose of minimizing interference and obtaining maximum efficiency in the use of television channels.

TABLE A
MEXICO

Baja California	
Tijuana	
Mexicali	6, 12
Sonora	3
Nogales	
Hermosillo	2+, 7—, 11
Ciudad Obregon	6—, 8—,10, 12+
Navojoa	3, 7+, 9+
Chihuahua	5, 11—, 13+
Chihuahua	
Hidalgo del Parral	2—, 4+, 5+, 11—
Ciudad Juarez	3+
Coahuila	2, 5, 11+
Saltillo	2+, 6, 10+
Piedras Negras	
Villa Acuna	4—
Nuevo Leon	2
Monterrey	10
Tamaulipas	
Nuevo Laredo	3, 11
Matamoros	7
Reynosa	9, 12

TABLE B
UNITED STATES

Arizona	
Douglas	3—
Flagstaff	9, 13
Kingman	6—
Mesa	12—
Phoenix	3+, 5—, 8+, 10—
Tucson	4—, 6+, 9—, 13—
Yuma	11—, 13+
California	
Bakersfield	10—
Los Angeles	2, 4, 5, 7, 9, 11, 13
San Diego	8, 10
Santa Barbara	3—
Nevada	
Boulder City	4+
Henderson	2—
Las Vegas	8—, 10+, 13—
New Mexico	
Albuquerque	4+, 5+, 7+, 13+
Carlsbad	6—
Clovis	12+
Roswell	3+, 8, 10—
Silver City	10+, 12
Texas	
Abilene	9+
Alpine	12—
Austin	7+
Big Spring	4—
Brownsville-Harlingen-Weslaco[1]	4+, 5—
Corpus Christi	6—, 10—
El Paso	4, 7, 9, 13
Laredo	8, 13
Midland	2+
Monohans	9—
Odessa	7—
San Angelo	6, 8+
San Antonio	4, 5, 9—, 12+
Sweetwater	12

Offset Carrier Designators

5 ——— Zero offset frequency (Ch. 5)
5+——— Plus 10 kilocycles
5———— Minus 10 kilocycles

[1] Channels 4 and 5 may be used in any community within the triangle formed by Brownsville, Harlingen and Weslaco.

Fall and Winter availabilities GOING FAST on

WGRD

call Gill-Perna, Inc.

Grand Rapids, Mich.

ACTIONS OF THE FCC

June 3 through June 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Stations Authorizations as of April 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,430	569	101
CPs on air	15	32	†88
Total on air	2,445	601	†179
CPs not on air	130	20	266
Total authorized	2,575	611	455
Applications in hearing	90	1	108
New station requests	244	9	611
Facilities change requests	183	32	23
Total applications pending	913	95	730
Licenses deleted in May	0	11	0
CPs deleted in May	2	0	1

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

AM and FM Summary through June 9

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,445	2,431	148	245	90
FM	599	568	52	9	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	123	229	352[1]
Educational	4	13	17

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	144	35	179
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	787	337	624	500	1,124[2]
Educational	48		25	23	48
Total	835	337	649	523	1,172[3]

[1] Five CPs (2 vhf, 3 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 369 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Actions by FCC

Jacksonville, Fla.—The Jacksonville Journal Co. (WJHP). Granted uhf Ch. 36 (602-608 mc); ERP 120 kw visual, 61.7 kw aural; antenna height above average terrain 350 ft., above ground 379 ft. Estimated construction cost $303,560, first year operating cost $183,000, revenue not estimated. Post office address % Tom Gilchrist, 500 Laura St., Jacksonville, Fla. Studio site to be determined. Transmitter location Lane Ave. and Lake Shore Blvd. Geographic coordinates 30° 17′ 50″ N. Lat., 81° 44′ 35″ W. Long. Transmitter and antenna GE. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **John H. Perry Jr.** (11.47%), Vice President **Farwell W. Perry** (7.5%) and Secretary-Treasurer **E. A. Kettel.** Estate of John H. Perry Sr., deceased, holds 69.4%. In addition, John H. Perry Jr. and Farwell W. Perry hold 10% jointly. Granted June 3.

Pensacola, Fla.—Gulfport Bcstg. Corp. (WEAR). Granted vhf Ch. 3 (60-66 mc); ERP 47.9 kw visual, 24 kw aural; antenna height above average terrain 420 ft. Estimated construction cost $369,985, first year operating cost $300,000, revenue $420,000. Post office address: 2nd & Hyer Sts., Pensacola, Fla. Studio location to be determined. Transmitter location: East side of F Street, between Maxwell and Bobe Sts. Geographic coordinates 30° 26′ 05″ N. Lat., 87° 13′ 47″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Charles W. Smith** (51%), Vice President, Secretary & Treasurer **Mel Wheeler** (25%), **F. M. Turner Jr.** (12%) and **A. C. Johnson** (12%). Granted June 3.

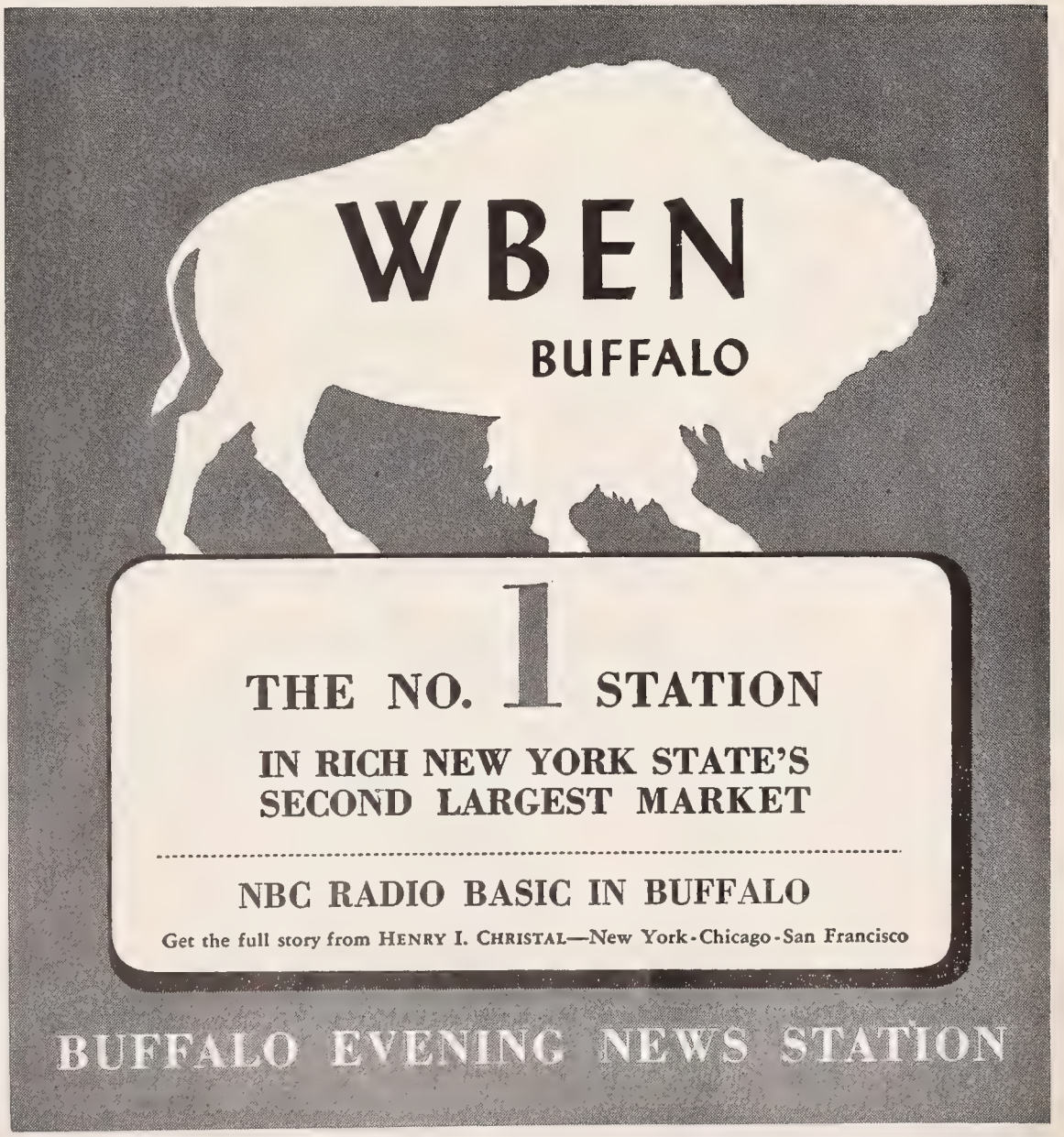
Elkhart, Ind.—Truth Pub. Co. (WTRC). Granted uhf Ch. 52 (698-704 mc); ERP 215 kw visual, 115 kw aural; antenna height above average terrain 410 ft., above ground 445 ft. Estimated construction cost $245,262, first year operating cost $200,000, revenue $200,000. Post office address 416 S. 2d St., Elkhart. Studio location 116 S. 2d St., Elkhart. Transmitter location Mishawaka and Oakland Rds., Elkhart. Geographic coordinates 41° 38′ 40″ N. Lat., 85° 58′ 16″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **John Dille Jr.** (35.5%), executive of newspaper syndicate and sales organizations; Vice President **Carl Greenleaf,** band instrument manufacturer; **Walter R. Beardsley** and **First National Bank of Elkhart,** co-trustees for A. H. Beardsley Trust No. 3 (49.5%). Mr. Beardsley is president of Miles Laboratories, heavy radio-TV advertisers for Alka-Seltzer and other proprietaries. Granted June 3.

Topeka, Kan. — Topeka Bcstg. Assn. Inc. (WIBW). Granted vhf Ch. 13 (210-216 mc); ERP 95.5 kw visual, 56.2 kw aural; antenna height above average terrain 700 ft., above ground 660 ft. Estimated construction cost $523,662, first year operating cost $288,418, revenue $325,000. Post office address: 1035 Topeka Blvd., Topeka. Studio and transmitter location: 1.3 mi. W. of Topeka city limits. Geographic coordinates 39° 03′ 38″ N. Lat., 95° 45′ 36″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **H. S. Blake,** Secretary **Roy Vogel,** Vice President-Treasurer **L. H. Schenck; Capper Publications Inc.** (100%). Granted June 3.

Meridian, Miss.—Southern Television Corp. (WTOK). Granted vhf Ch. 11 (198-204 mc); ERP 31 kw visual, 15.5 kw aural; antenna height above average terrain 580 ft. Estimated construction cost $177,948, first year operating cost $102,000, revenue $120,000. Post office address: Citizens National Bank Bldg., Box 1771, Meridian, Miss. Studio and transmitter location: 1.8 mi. S. of Meridian on U.S. Highway 45. Geographic coordinates 32° 19′ 40″ N. Lat., 88° 41′ 30″ W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer, George E. Gautney, Washington. Principals include President **Robert F. Wright** (25.5%), Vice President **William B. Crooks** (12%), Secretary **Thomas Y. Minniece** (8.472%), Treasurer **S. A. Rosenbaum** (16.945%). Grantee has bought WMOX Bldg. for combined radio-TV facilities. Granted June 3.

Kansas City, Mo.—KCMO Bcstg. Co. (KCMO). Granted vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 60.3 kw aural; antenna height above average terrain 830 ft. Estimated construction cost $529,210, first year operating cost $1,027,517, revenue $1,279,894. Post office address: 125 East 31st St., Kansas City 5, Mo. Studio and transmitter location 31st and Grand Streets. Geographic coordinates 39° 04′ 14″ N. Lat., 94° 34′ 59″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Tom L. Evans** (49.5%), Vice President **Lester E. Cox** (49.5%), Secretary-Treasurer **Richard W. Evans** (0.5%) and **Lester L. Cox** (0.5%). Granted June 3.

Camden, S. C.—Camden Bcstg. Corp. (WACA). Granted uhf Ch. 14 (470-476 mc); ERP 78 kw visual, 45 kw aural; antenna height above average terrain 550 ft., above ground 579 ft. Estimated construction cost $151,400, first year operating cost $75,000, revenue $80,000. Post office address WACA, Camden, S. C. Studio and transmitter location on U. S. 1, 4 mi. SW of Camden, at junction of State Route 213, at NE corner of intersection. Geographic coordinates 34° 13′ 36″ N. Lat., 80° 40′ 45″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel A. L. Stein, Washington. Consulting engineer William E. Benns Jr., Washington. Principals include President **Haygood S. Bowden** (30.9%), owner of



Western Auto Assoc. Store (retail appliances and accessories), Camden, S. C.; Vice President Thomas J. Richards (2%), vice president and general manager of WACA; Secretary **Harold W. Funderburk** (8%), Camden (S. C.) attorney; **Woodrow R. Bowden** (15%), employe in May Plant, duPont Co., and 13 others with less than 3% interest each. Granted June 3.

Milwaukee, Wisconsin — Bartell Bcstrs. Inc. (WOKY). Granted uhf Ch. 19 (500-506 mc); ERP 17.4 kw visual, 9.55 kw aural; antenna height above average terrain 530 ft. Estimated construction cost $196,350, first year operating cost $180,000, revenue $180,000. Post office address 710 N. Plankinton Ave., Milwaukee 3. Studio and transmitter location 2439 West Hopkins St., Milwaukee. Geographic coordinates 43° 4′ 43″ N. Lat., 87° 56′ 33″ W. Long. Transmitter and antenna RCA. Legal counsel Lee K. Beznor, Milwaukee. Consulting engineer Ralph E. Evans, Milwaukee. Principals include President **Gerald A. Bartell** (16.667%), Vice President **Melvin M. Bartell** (0.4%), Secretary-Treasurer **Lee K. Beznor** (41.266%) and **David Beznor** (41.667%). Granted June 3.

Applications

Modesto, Calif.—KTRB Bcstg. Co. (KTRB) requests uhf Ch. 14 (470-476 mc); ERP 20.35 kw visual and 10.98 kw aural; antenna height above average terrain 295.5 ft., above ground 328 ft. Estimated construction cost $175,824, first year operating cost $101,450, revenue unknown. Post office address Box 593. Studio and transmitter location S side of Norwegian Ave., W of Coffee Rd. Geographic coordinates 37° 40′ 15″ N. Lat., 120° 58′ 47″ W. Long. Transmitter and antenna RCA. Legal counsel Eliot C. Lovett, Washington. Consulting engineer George E. Gautney, Washington. Principals include President-Treasurer **William H. Bates Jr.**, 80% owner. Other 20% held by estate of Leslie A. Cleary, deceased. Filed June 9.

Stockton, Calif.—Delta-Sierra Educational TV Corp. requests uhf Ch. 42 (638-644 mc). ERP and other technical details not specified. Estimated construction cost $244,087, first year operating cost $150,000. Filed June 9.

Chicago, Ill.—Chicago Educational TV Assn. requests reserved vhf Ch. 11 (198-204 mc); ERP 60.78 kw visual and 30.163 kw aural; antenna height above average terrain 613 ft., above ground 644 ft. Estimated construction cost $350,-677, first year operating cost $303,000. Post office address 38 S. Dearborn St. Studio location 2935 W. Polk St. Transmitter location 105 W. Adams St. Geographic coordinates 41° 52′ 45″ N. Lat., 87° 37′ 51″ W. Long. Transmitter and antenna GE. Legal counsel Sidley, Austin, Burgess & Smith. Chicago. Consulting engineer G. William Lang, Elgin, Ill. A director is **Lenox R. Lohr**, 1936-1940 president of NBC, now president of Chicago Museum of Science & Industry. Public drive is underway to raise $1.1 million. Filed June 2.

Detroit, Mich.—Detroit Educational TV Foundation requests reserved uhf Ch. 56 (722-728 mc); ERP 212.35 kw visual and 114.56 kw aural; antenna height above average terrain 519 ft., above ground 519 ft.; estimated construction cost $754,-160, first year operating cost $89,000. Post office address 474 W. Warren Ave. Studio and transmitter location 9345 Lawton Ave. Geographic coordinates 42° 22′ 25″ N. Lat., 83° 06′ 50″ W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer William L. Foss Inc. Detroit Public School and U. of Detroit are providing buildings. Filed June 2.

McComb, Miss.—Louis Alford et al d/b as Southwestern Bcstg. Co. of Mississippi petitioned for reinstatement of application (BPCT-1443) for new TV station on uhf Ch. 31 with ERP of 10.139 kw visual and 5.702 kw aural and antenna height above average terrain 173.4 ft. Filed June 3.

Buffalo, N. Y.—Victory TV Corp. requests vhf Ch. 2 (54-60 mc); ERP 100 kw visual and 50 kw aural; antenna height above average terrain 386 ft., above ground 428 ft.; estimated construction cost $386,625, first year operating cost $650,000, revenue $1,050,000. Post office address Victor Bldg., 19 W. Genesee St. Studio and transmitter location Victor Bldg. Geographic coordinates 42° 53′ 17.3″ N. Lat., 78° 52′ 28.7″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer John H. Mullaney, Washington. Principals: Six equal owners: President **Arthur Victor Jr.**, retail furniture; Treasurer **George M. Frauenheim**, president-treasurer George J. Meyer Malt and Grain Corp.; Sec. **Peter J. Crotty**, attorney; **J. Eugene McMahon**, attorney; **Norman Joseph**, transport business; **Patrick J. McGroder Jr.**, president McKinley Liquor Co. Filed June 2.

Goldsboro, N. C.—Eastern Carolina Bcstg. Co. (WGBR) requests uhf Ch. 34 (590-596 mc); ERP 19.05 kw visual and 10.29 kw aural; antenna height above average terrain $242,000, first year operating cost $310,000, revenue $360,000. Post office address Box 1024. Studio location to be determined. Transmitter location U. S. Highway 70. Geographic coordinates 35° 23′ 54″ N. Lat., 78° 00′ 38″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **A. T. Hawkins** (2.09%) and **Kenneth C. Royal** (23.32%), New York attorney and former Secretary of Army. There are 18 stockholders. Filed June 2.

Cincinnati, Ohio—The Greater Cincinnati Television Educational Foundation requests reserved uhf Ch. 48 (674-680 mc); ERP 19.06 kw visual and 9.53 kw aural; antenna height above average terrain 489 ft., above ground 363 ft., to be situated on tower of WLWT (TV); estimated construction cost $136,000, first year operating cost $100,000. Post office address 1228 Central Parkway. Studio location 1243 Elm St. Transmitter location 2222 Chickasaw St. at WLWT (TV) site. Geographic coordinates 39° 07′ 28″ N. Lat., 83° 31′ 18″ W. Long. Legal counsel Edgar W. Holtz, Cincinnati. Consulting engineer R. J. Rockwell of Crosley Bcstg. Corp. Filed May 15.

Toledo. Ohio—Citizens Bcstg. Co. requests vhf Ch. 11 (198-204 mc); ERP 226 kw visual and 121 kw aural; antenna height above average terrain 512 ft., above ground 553 ft. Estimated cost of construction $762.820, first year operating cost $627,000, revenue $750,000. Post office address 611 Huron St. Studio and transmitter location 611 Huron St. Geographic coordinates 41° 39′ 22″ N. Lat., 83° 31′ 59″ W. Long. Transmitter and antenna GE. Legal counsel Rauh & Levy, Washington. Consulting engineer Millard M. Garrison, Washington. Ownership is distributed among large number of local CIO and AFL unions with labor officials as officers. **Willys-Overland Unit Local 12 UAW-CIO** owns 25%. Filed June 8.

Nashville, Tenn.—Nashville Educational Television Foundation requests reserved vhf Ch. 2 (54-60 mc); ERP 12 kw visual and 6 kw aural; antenna height above average terrain 271 ft., above ground 124 ft. Estimated construction cost $199,956, first year operating cost $100,000. Post office address Box 6188, Acklen Station. Studio location 2317 12th Ave. South. Transmitter location Love Circle Hill. Geographic coordinates 36° 08′ 15″ N. Lat., 86° 48′ 57″ W. Long. Transmitter and antenna GE. Legal counsel Murphy, Duiker, Smith & Burwell, Washington. Consulting engineer William A. Hill of WSM Inc., Nashville. Filed May 27.

Applications Amended

Corona, Calif.—KOWL Bcstg. Co. (KOWL), applicant for uhf Ch. 52, amends to change name from KOWL Inc. to KOWL Bcstg. Co., ERP from 107 kw visual and 57.8 kw aural to 38 kw visual and 20.4 kw aural, employing DA. Filed June 1.

San Jose, Calif—FM Radio & TV Corp., applicant for vhf Ch. 11, amends application to change ERP from 84.4 kw visual and 37.45 kw aural to 300 kw visual and 150 kw aural; specify transmitter site as atop Mt. Isabel, Twp. 7S, Range 3E, Santa Clara County. Filed June 3.

San Jose, Calif.—John A. Vietor Jr., applicant for uhf Ch. 48, amends to change ERP from 112.2 kw visual and 60.3 kw aural to 107.15 kw visual and 58.2 kw aural. Filed June 5.

Gainesville, Fla.—U. of Florida, applicant for reserved educational vhf Ch. 5, amends to incorporate additional financial data. Filed June 4.

Peoria, Ill.—WIRL TV Co. (WIRL) amends application for new TV station on vhf Ch. 8 to change ERP from 316 kw visual and 158 kw aural to 316 kw visual and 193.6 kw aural, change antenna height above average terrain from 991 ft. to 992 ft. and change studio site to 200 W. McClure Ave. Filed June 8.

Peoria, Ill.—WMBD Inc. (WMBD) amends application for new TV station on vhf Ch. 8 to change antenna height above average terrain from 543 ft. to 996 ft. and change transmitter site to 3.3 mi. S of Groveland, Ill. Filed June 8.

Evansville, Ind.—Evansville TV Inc., applicant for vhf Ch. 7, amends to change antenna height above average terrain from 603 ft. to 607 ft. Filed June 5.

South Bend, Ind.—South Bend Bcstg. Corp. (WHOT), applicant for uhf Ch. 46, amends to change ERP from 91.6 kw visual and 45.8 kw aural to 93 kw visual and 47 kw aural, antenna height above average terrain from 418 ft. to 380 ft. Filed June 4.

Lancaster, Pa.—Peoples Bcstg. Co. (WLAN), applicant for vhf Ch. 8, amends to change antenna height above average terrain from 379 ft. to 386 ft. Filed June 5.

Knoxville, Tenn.—WKGN Inc. (WKGN), applicant for vhf Ch. 6, amends to change antenna height above average terrain from 991 ft. to 926 ft., studio site to 102 McCroskey Ave. and transmitter site to Sharp Ridge, 0.5 mi. NE of Clinton Pike. Filed June 4.

Seattle, Wash.—Fisher's Blend Station Inc. (KOMO), applicant for vhf Ch. 4, amends to change antenna height above average terrain from 841 ft. to 806 ft. and change transmitter site to 1434 Warren Ave. Filed June 4.

Seattle, Wash.—Mt. Rainier Radio & TV Bcstg. Corp. (KJR) amends TV application to change from vhf Ch. 7 to Ch. 4, ERP from 316 kw visual and 158 kw aural to 100 kw visual and 50 kw aural, antenna height above average terrain from 1291 ft. to 1287 ft. Filed June 2.

Seattle. Wash.—Queen City Bcstg. Co. (KIRO) amends TV application to change from vhf Ch. 4 to Ch. 7, ERP from 100 kw visual and 50 kw aural to 316 kw visual and 158 kw aural, antenna height above average terrain from 825.5 ft. to 810 ft. Filed June 2.

Milwaukee, Wis.—Wisconsin Bcstg. System Inc. (WFOX) amended application for new TV station to change from uhf Ch. 19 to vhf Ch. 12, ERP from 286 kw visual and 143 kw aural to 28.9 kw visual and 14.5 kw aural, antenna height above average terrain from 373 ft. to 480 ft. Filed June 2.

Applications Dismissed

San Diego, Calif.—Robert B. Raisbeck and June D. Raisbeck d/b as Vista Bcstg. Co. dismissed application for new TV station on uhf Ch. 21. Dismissed June 8.

Kansas City, Kan.—KCKN Bcstg. Co. (KCKN) dismissed application for new TV station on vhf Ch. 5. Dismissed June 3.

Topeka, Kan.—S. H. Patterson (KJAY) dismissed application for new TV station on vhf Ch. 13. Dismissed June 3.

Existing TV Stations . . .

Actions by FCC

KNXT (TV) Hollywood, Calif.—CBS granted modification of CP on vhf Ch. 2 to change ERP from 54 kw visual and 27 kw aural; antenna height above average terrain 3,140 ft. Granted June 4.

WITV (TV) Ft. Lauderdale, Fla.—Gerico Investment Co. granted modification of CP to change ERP from 18.5 kw visual and 11 kw aural to 200 kw visual and 105 kw aural; change studio location to 300 E. Las Olas Blvd.; change transmitter location to Hallendale Beach Rd. and NE 4th Ave., W of Hallendale; antenna height above average terrain 730 ft. Granted June 2.

WPFA-TV Pensacola, Fla. — WPFA-TV Inc. granted modification of CP to change ERP from 20 kw visual and 10 kw aural to 19.75 kw visual and 10.99 kw aural; change transmitter and studio location to Lolita and O Sts.; antenna height above average terrain 368 ft. Granted June 2.

WXYZ-TV Detroit, Mich.—WXYZ Inc. granted CP change ERP from 27.9 kw visual and 13.9 kw aural to 316 kw visual and 158 kw aural; antenna height above average terrain 490 ft. Assigned vhf Ch. 7. Granted June 4.

KCTY (TV) Kansas City, Mo.—Empire Coil Co. granted STA to operate on commercial basis on uhf Ch. 25 for period June 3-Nov. 6. Granted June 3.

Top Network Station

$140,000.00

Total cash return to owner was in excess of $50,000.00 last year on an excellent gross. This is one of the well established top network stations in a fine midwest market. Due to superior fixed assets and an outstanding record we can finance this transaction with $50,000.00 cash.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

KOB-TV Albuquerque, N. M. — Albuquerque Bcstg. Co. granted CP to change ERP from 4.5 kw visual and 2.55 kw aural to 11 kw visual and 5.6 kw aural; change transmitter location to Sandia Crest, 12 mi. NE of city, and change designation of studio location to 905 Buena Vista SE (not a move); antenna height above average terrain 4,200 ft. Granted June 2.

WIFE (TV) Dayton, Ohio—Skyland Bcstg. Corp. granted modification of CP for new TV station on uhf Ch. 22 to change ERP from 210 kw visual and 105 kw aural to 257 kw visual and 132 kw aural; change transmitter site to W. Carlton Rd. and Frytown Rd.; antenna height above average terrain 700 ft. Granted June 4.

WKST-TV New Castle, Pa.—WKST Inc. granted modification of CP to change ERP from 20.5 kw visual and 10.5 kw aural to 17.8 kw visual and 9.55 kw aural; antenna height above average terrain 370 ft. Granted June 2.

WGBI-TV Scranton, Pa.—Scranton Bcstrs. Inc. granted STA to operate commercially on uhf Ch. 22 for period June 7-July 14. Granted May 29.

WACH (TV) Newport New, Va. — Eastern Bcstg. Corp. granted STA for period ending Aug. 15 to operate marker signal TV transmitter at site specified in its CP for new TV station on uhf Ch. 33. Power 60 w; antenna 75 ft. above ground. Operation will facilitate orientation of sets. Granted June 3.

Call Letters Assigned

WCBE (TV) Bridgeport, Conn.—Connecticut State Board of Education, educational uhf Ch. 71.

WCHF (TV) Hartford, Conn.—Connecticut State Board of Education, educational uhf Ch. 24.

WCNE (TV) Norwich, Conn. — Connecticut State Board of Education, educational uhf Ch. 63.

WKJG-TV Fort Wayne, Ind.—Northeastern Indiana Bcstg. Co., uhf Ch. 33.

WINT (TV) Waterloo, Iowa—Tri-State TV Inc., uhf Ch. 15.

WSTB-TV Boston, Mass.—E. Anthony & Son, uhf Ch. 50.

WWTV (TV) Cadillac, Mich.—Sparton Bcstg. Co., vhf Ch. 13.

KGMO-TV Cape Girardeau, Mo.—KGMO Radio TV Inc., uhf Ch. 18.

WDHN (TV) New Brunswick, N. J.—Home News Pub. Co., uhf Ch. 47.

WCIN-TV Cincinnati, Ohio—Rounsaville-Clark TV Co., uhf Ch. 54.

WARD-TV Johnstown, Pa.—Rivoli Realty Co., uhf Ch. 56.

WRBJ (TV) Beloit, Wis.—Beloit Bcstg. Co., uhf Ch. 57, changed from WGEZ-TV.

KSPR-TV Cap Casper, Wyo.—Donald Lewis Hathaway, vhf Ch. 2.

Stations Deleted

KTVA (TV) Austin, Tex.—Tom Potter granted request to cancel CP for new TV station on uhf Ch. 24 and delete call letters. Deleted June 5.

KMID-TV Midland, Tex.—Permian Basin TV Co. granted request to cancel CP for new TV station on vhf Ch. 2 and delete call letters. Deleted June 5.

Application

KIEM-TV Eureka, Calif.—Redwood Bcstg. Co. asks modification of CP, which authorized new TV station on vhf Ch. 3, to change ERP from 17.5 kw visual and 9.3 kw aural to 14.6 kw visual and 7.3 kw aural, change transmitter site to Lundgren Peak, about 12 mi. E. of Eureka. Antenna height above average terrain 1573 ft. Filed June 8.

Application Dismissed

KETV (TV) Little Rock, Ark.—Great Plains TV Properties of Arkansas Inc. FCC dismissed application for modification of CP, authorizing new TV station on uhf Ch. 23, to change studio-transmitter site and change ERP. Dismissed June 1.

New AM Stations . . .

Actions by FCC

Moultrie, Ga.—Colquitt Bcstg. Co. granted CP for new AM station on 1300 kc with 1 kw daytime. Station may not begin program tests until WGRA Cairo, Ga., begins program tests on another frequency. Grantee principals include co-partners **Norris Brown Mills**, movie exhibitor, and **Douglas J. Turner**, radio and electronics dealer. Granted June 3.

Lebanon, Ky.—Lebanon-Springfield Bcstg. Co. granted CP for new AM station on 1590 kc with 500 w daytime. Equal partners: **Charles R. Shuffett**, announcer at WKLX Lexington, Ky., and **Clarence H. Hulse Jr.**, chief engineer for WKAY Glasgow, Ky. Granted June 3.

Salem, Mo.—Show-Me Bcstg. Co. granted CP for new AM station on 1340 kc with 250 w fulltime. Grantee is licensee KTTR Rolla, Mo. Granted June 3.

Tupelo, Miss.—Lee Bcstg. Co. granted CP for new AM station on 1380 kc with 1 kw daytime. Principals include partners **W. I. Dove** (40%); **E. O. Roden** (30%), owner WBIP Booneville, Miss.; **Vernon K. Wroten** (20%) and **Robert L. McVay** (10%). Post office address Box 352, Booneville, Miss. Granted June 3.

Application

Central City, Ky.—L. L. Stone Sr., A. E. Stone and R. G. Utley d/b as Central City-Greenville Bcstg. Co. petitions for reinstatement of BP-7856 for WCNL, new AM station on 1380 kc with 500 w daytime. Filed June 1.

Applications Amended

Rogers, Ark.—Chick Capitol Bcstrs. amends application for new AM station to change frequency from 620 kc to 1390 kc; 1 kw daytime. Filed June 8.

Winter Park, Fla.—Orange County Bcstrs. Inc. amends application for new AM station to change frequency from 1370 kc to 1440 kc; 1 kw daytime. Filed June 8.

Cleveland, Tenn.—Cleveland Bcstg. Co. amends application for new AM station on 1410 kc with 500 w fulltime to change from DA-1 to DA-2. Filed June 8.

Seminole, Tex.—Marshall Formby amends application for new AM station on 730 kc with 250 w daytime to change to 1250 kc with 1 kw daytime. Filed June 8.

Existing AM Stations . . .

Actions by FCC

WBAR Bartow, Fla.—William Avera Wynne granted modification of CP to change transmitter and studio locations to intersection of Maple Ave. and State Highway 35. Granted June 4.

WPRC Lincoln, Ill.—Prairie Radio Corp. granted request to sign-off at 7 p.m. during June 1-Sept. 30. Granted June 1.

KJSK Columbus, Neb.—George Basil Anderson granted authority to have regular sign-off at 6 p.m. during June-Sept. Granted June 5.

WSAJ Grove City, Pa.—Grove City College granted request to remain silent from June 6 to Sept. 19 during college recess. Granted June 1.

WPTS Pittston, Pa.—Midway Bcstg. Co. granted modification of CP to specify studio location at Newrose Bldg., S. Main and Spring Sts. Granted June 4.

Remain Silent

WTKM Hartford, Wis.—Kettle-Moraine Bcstg. Co. granted authority to remain silent for 90 days pending Commission action on application for sale to Fort Bcstg. Co. for $30,000 and move to Ft. Atkinson, Wis. Granted June 3.

Call Letters Assigned

WPRY Perry, Fla.—Palatka Bcstg. Co., 1220 kc, 250 w daytime.

WFIW Fairfield, Ill.—Wayne County Bcstg. Co., 1390 kc, 500 w daytime.

WDON Wheaton, Md. — Commercial Radio Equipment Co., 1540 kc, 250 w daytime.

WHER Columbus, Miss.—J. W. Furr, 1540 kc, 10 kw daytime.

WMLV Millville, N. J.—Union Lake Bcstrs. Inc., 1440 kc, 1 kw daytime, directional.

WAYZ Waynesboro, Pa.—Richard Field Lewis Jr., 1380 kc, 1 kw daytime.

Applications

KNGS Hanford, Calif.—Hanford Bcstg. Co. requests CP increase power from 1 kw DA-N to 5 kw DA-DN (620 kc). Filed June 5.

KRDO Colorado Springs, Colo.—Pikes Peak Bcstg. Co. requests CP to change transmitter and studio site from 118 N. Cascade Ave. to 399 S. 8th St. Filed June 8.

WCRB Waltham, Mass.—Charles River Bcstg. Co. requests CP change from daytime to unlimited, install DA-DN, operating with 1 kw on 1330 kc. Filed June 1.

WPXY Punxsutawney, Pa.—Jefferson Bcstg. Co. resubmitted application for modification of CP, which authorized new station on 1290 kc, to increase power from 500 w to 1 kw. Filed June 8.

New FM Stations . . .

Actions by FCC

Harriman, Tenn.—Harriman Bcstg. Co. (WHBT) granted CP for new Class A FM station on Ch. 237 (95.3 mc) with ERP 0.78 kw and antenna height above average terrain minus 160 ft. Granted June 3.





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Application

Fulton, Ky.—Ken-Tenn Bcstg. Corp. (WFUL) requests CP new FM station on Ch. 285 (104.9 mc) with ERP 0.495 kw. Filed June 5.

Existing FM Stations . . .

Actions by FCC

KFWB-FM Mt. Wilson, Calif.—Union Bcstg. Corp. of Calif. granted extension of STA to permit waiver Sec. 3.261 of rules to permit station to remain silent for 6 mo. from June 11. Granted June 5.

WWRL-FM New York—Long Island Bcstg. Corp. granted modification of CP to change ERP from 18.5 kw to 20 kw and antenna height above average terrain from 245 ft. to 235 ft. Granted June 5.

FM Stations Deleted

KVCI (FM) Chico, Calif.—Golden Empire Bcstg. Co. granted request to cancel license and delete FM station. Deleted June 5.

WFRS (FM) Grand Rapids, Mich.—Grand Rapids Bcstg. Corp. granted request to cancel license and delete FM station. Deleted June 5.

Ownership Changes . . .

Actions by FCC

WOWL Florence, Ala.—Radio Muscle Shoals Inc. granted acquisition of negative control by President Richard Biddle (presently 33%) through purchase of 50 shares of treasury stock for $5,000. Granted June 5.

KRCH Hot Springs, Ark.—Robert L. Harrison and Walter Cleveland d/b as Hot Springs Bcstg. Co. granted assignment of license to Garland Radio & TV Corp. for $30,000. Buyer is composed of President **Leonard Frankel** (49%), owner Hawthorn Adv., St. Louis, and Secretary-Treasurer **Anton Tibbe** (51%), St. Louis investment broker. Granted June 3.

KONA (TV) Honolulu—Radio Honolulu Ltd. granted transfer of control through sale of 85% interest by Herbert M. Richards for $60,488 to Advertiser Pub. Co. (KGU) and Island Bcstg. Co. (KPOA) on condition Island disposes of KPOA within 90 days after consummation of transfer. Buyers also to acquire remaining 15% from minority stockholders at 80% of par. Granted June 3.

WEKY Richmond, Ky.—J. W. Betts, Charles Clarke and J. M. Finch Jr. d/b as Richmond Bcstg. Co. granted assignment of CP to **Dages I. Boyle**, securities dealer, for expenses of $7,056. Assignment may not be consummated until Mr. Boyle disposes of his interest in a CP for 1 kw daytime on 1420 kc at Richmond. Granted June 3.

WALE Fall River, Mass.—Narragansett Bcstg. Co. granted acquisition of control by George L. Sisson Jr. through purchase by licensee of 49.7% from four withdrawing stockholders: Robert E. L. Kennedy (8.6%), consulting engineer; William A. Porter (21%), Washington radio attorney; Nellie F. McCain (20%) and George E. Hamilton. Consideration $49,562. Granted June 5.

WSHB Stillwater, Minn.—St. Croix Bcstg. Co. granted transfer of control from **William F. Johns Jr. to William F. Johns Sr.** Involves cancellation of earlier transfer of 70% interest from father to son. Granted June 3.

WJAN Spartanburg, S. C.—James Cozby Byrd Jr. granted assignment of CP to Spartanburg Bcstg. Co., owned 50% by Mr. Byrd and 50% by **W. Ennis Bray**, general manager WESC Greenville, S. C. Latter pays $9,000. Granted June 3.

WETB Johnson City, Tenn.—East Tennessee Bcstg. Co. granted assignment of license to parent corporation, **Press Inc.**, for tax purposes. No consideration. Granted June 5.

WKSR Pulaski, Tenn.—Richland Bcstg. Co. granted assignment of license from Fred Fleming and Third National Bank in Nashville, executor of estate of W. K. Jones, deceased, to concrete manufacturer **John R. Stephens** tr/as Richland Bcstg. Co. Consideration $60,000. Granted June 3.

Applications

KFMB-AM-TV San Diego, Calif.—Wrather-Alvarez Bcstg. Inc. Requests relinquishment of negative control by co-owners J. D. Wrather Jr. and Maria Helen Alvarez through issuance of new stock by licensee to Edward Petry & Co. Inc. Total of 285.67 shares are sold to Petry for $633,333, with option to purchase 142.83 shares more. Petry will hold 22%; Mr. Wrather and Mrs. Alvarez each 39%. Filed June 3.

WBAX Wilkes-Barre, Pa.—John H. Stenger Jr. Requests involuntary assignment of license to Anna Stenger, executor of estate of John H. Stenger Jr., deceased. Filed June 3.

Application Dismissed

WDLA Walton, N. Y.—Delaware County Bcstg Corp. At request of applicant, dismissed application for transfer of control to J. A. McKechnie, Dr. Donald A. Corgill and David A. Kyle through purchase of all preferred stock and 50% of voting stock for $25,000. Mr. Kyle is president of WABY Albany. Dismissed May 19

Opinions and Orders . . .

Actions by FCC

Pontiac, Mich.—Chief Pontiac Bcstg. Co. By memorandum opinion and order FCC denied petition of May 14 requesting that FCC set aside grant of May 8 to James Gerity Jr. for new AM station on 1460 kc with 500 w fulltime at Pontiac and to designate same for comparative hearing. Order June 3.

Amendment of Part 17 of FCC Rules Concerning Construction, Marking and Lighting of Antenna Structures.—To be effective 30 days after publication in *Federal Register*, FCC amended rules to provide for report to Director of U. S. Coast and Geodetic Survey upon completion of antenna construction. Adopted June 3; released June 5.

Hearing Cases . . .

Initial Decisions

Portsmouth, Ohio—Woodruff Inc. (Edward Lamb). Hearing Examiner Gifford Irion issued initial decision recommending grant of new TV station on uhf Ch. 30 with ERP 110 kw visual and 55 kw aural; antenna height above average terrain 436 ft. Initial decision June 8.

Worcester, Mass.—Salisbury Bcstg. Corp. Hearing Examiner William B. Butts issued initial decision recommending grant of new TV station on uhf Ch. 14 with ERP 200 kw visual and 106 kw aural; antenna height above average terrain 812 ft. Initial decision June 5.

Evansville, Ind.—Premier TV Inc. Hearing Examiner Fanney N. Litvin issued initial decision recommending grant for new TV station on uhf Ch. 62 with ERP 90.2 kw visual and 48.64 kw aural; antenna height above average terrain 550 ft. Initial decision June 4.

Actions by FCC

Amendment of FCC AM standards relative to skywave field intensity measurements (Docket 10492)—Upon request of Assn. of Federal Communication Consulting Engineers, FCC extended time for filing of comments from May 29 to June 29. Replies thereto due July 9. Order June 1.

FM Allocation Plan—FCC finalized proposed rule-making adopted April 29 to amend FM allocation plan to transfer Class B Ch. 279 from Rochester to Ithaca, N.Y. (Docket 10481). Order June 3.

Salinas-Monterey, Calif.—Protest of vhf Ch. 8 share-time grants. FCC ordered oral argument to be heard in Washington June 22 on protest by KICU (TV) Salinas (uhf Ch. 28) against Ch. 8 share-time grants on Feb. 18 to KSBW Salinas and KMBY Monterey. Burden of proof to be on protestant. Order June 5.

Savannah, Ga.—Martin & Minard granted dismissal of its application for new TV station on vhf Ch. 11 and retained in hearing status application of Savannah Bcstg. Co. (WTOC). Order June 2.

Evansville, Ind.—W. R. Tuley granted dismissal of his application for new TV station on uhf Ch. 62 and retained in hearing status application of Premier TV Inc. Order June 2.

Evansville, Ind.—WFBM Inc. (WEOA). FCC announced orders (1) granting petition of May 13 to enlarge issues in comparative hearing for new TV station on vhf Ch. 7 to include issue on engineering proposals (Comr. Frieda B. Hennock dissented) and (2) dismissed as moot similar petition of On the Air Inc. (WGBF).

Joliet, Ill.—Sanders Bros. and Joliet TV Inc. (WJOL), competitors for new TV station on uhf Ch. 48, designated for hearing in Washington on July 3. Order June 3.

South Bend, Ind.—South Bend Bcstg. Corp. (WHOT) and Michiana Telecasting Corp. (Notre Dame U.), competitors for uhf Ch. 46, designated for hearing in Washington on July 3. Order June 3.

Muskegon, Mich.—Protest of uhf Ch. 35 grant. FCC announced order granting appeal of Music Bcstg. Co. (WGRD Grand Rapids) from examiner's interpretation of scope of hearing issues

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Help Wanted

Complete staff for North Carolina's newest radio station going on the air August 15th. Program director, 3 announcers, salesman, 2 engineers. Send all details to Radio Station WBID, Henderson, N. C.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Excellent opportunity for experienced radio salesman desiring permanent sales position with old, established network station in southern market. Excellent salary plus bonus. Send photo, complete background experience with application. Box 827W, B•T.

Salesman—Experienced for southern kilowatt independent. Good salary, 15% commission. Must know programming and be capable of doing special air shows. Box 852W, B•T.

Salesman for North Carolina daytimer. If experienced or if interested in radio sales salary plus commission will give good income for hard worker. Family man preferred. Car essential. Box 883W, B•T.

Announcers

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B•T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B•T.

Station managers: Is there a morning man on your competition you want to get out of your hair? If so, write all about him to Box 833W, B•T and or salesman.

Announcer-salesman for southern independent, good salary, 15% commission. Box 853W, B•T.

Staff announcer for North Carolina independent. Experience preferred but not neccessary. Box 884W, B•T.

Southern CBS affiliate—experienced, versatile announcer in excellent market. $90 per week and profit sharing. References and tape with your letter. Box 893W, B•T.

Music and news announcer on his way up by Detroit area radio station with plans to match your ambitions. Send audition and details to Box 916W, B•T.

Announcer. Best working conditions, long contract. Free hospitalization, insurance, retirement benefits; month paid vacation, regular raises. Outstanding opportunity for DJ. Job assures draft exemption. Box 918W, B•T.

Help Wanted—(Cont'd)

Announcer with first phone for metropolitan midwest 1000 watt music-news-sports station. Starting salary $350.00 for 44-hour week. Good voice—ad-lib ability. Send letter and tape to Box 919W, B•T.

Announcer with ability to handle both morning man spot and hillbilly program. Base salary $64.00 for 40 hour week. Send audition, photo and details. Southern city over 100,000. Box 920W, B•T.

Desire newscaster, plus regular announcing. Give full resume of experience. KFRO. Longview, Texas.

Experienced announcer for Mutual affiliate. Permanent, well paying position open for person seeking job with good working conditions and nice town. KVOP, Plainview, Texas.

Announcer-engineer at KWCO, Chickasha, Oklahoma.

Progressive independent has opening for staff announcer. Contact William Fogg, KXJK, Forrest City, Arkansas.

Experienced announcer with first class ticket. 10,000 watt net affiliate. Car necessary. WBSC, Bennettsville, S. C.

Southeastern network affiliate seeks experienced staff announcer. Not a sportscaster. Salary above average, employee benefits, progressive city, no serious housing problem. Send full information, references, recent photo. Do not send audition material. Write Bill Gramer, Program Director, WGBA, Columbus, Georgia.

Staff announcer, immediate opening 1000 watt network station. Send disc or tape. WJPR, Greenville, Mississippi.

Experienced, stable announcer. Ability to sell on the air essential. Prefer married man with family. Leading station in southern Illinois. Send tape or disc to Manager, WMIX, Mount Vernon, Ill.

Immediate opening top grade announcers, salary open, references required from past employers. Send tape and photo first letter Manager, WMJM, Cordele, Georgia.

Need man with first ticket, announcing and news. WMUS, Box 666, Muskegon, Michigan.

Experienced announcer. Must be versatile. $70, up. Interview necessary. WVSC, Somerset, Pa.

POSITIONS NEW TV STATION

EXPERIENCED TV PROGRAM DIRECTOR
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We require thorough television experience in small or medium size market. Please give complete television station experience, business and character references along with photo and salary requirements in first letter. Permanent Position to right party in new station to serve the Texarkana-Shreveport market. Network, live and film programs. Channel Six VHF.

Frank O. Myers, *General Manager*
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Help Wanted—(Cont'd)

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Chief engineer with medium station experience. Daytime station, major northern Ohio market. Please write including background, experience, references and salary requirement. Box 909W, B•T.

One kilowatt NBC affiliate in excellent midwest market has immediate opening for first class engineer. 40-hour week, good working conditions. Transportation necessary. Permanent. Box 933W, B•T.

Chief engineer-announcer. Base $300. Extras. Furnished apartment available. Sports area. Permanent position. Phone or air mail photo, disc KPRK, Livingston, Montana. Act now.

Engineer-announcer, have all new modern AM station—daytime only. Send photo-disc for audition. Past experience, starting salary in first letter or phone Bill E. Peele, Radio Station WCRE, Cheraw, South Carolina. Telephone 7500.

Radio engineer, first class license; experience studio control, transmitter operation, no announcing, 48 hour week, cost of living bonus. Rush references, background, photo to WSRS, Cleveland 18, Ohio.

Transmitter engineer urgently needed. No experience necessary. Favorable working conditions. Call or write WTUX, Gordon K. MacIntosh, 5-8821, Wilmington, Delaware.

First phone engineer. $60 for 40 hours. Time and half overtime. Send photo, background, WWYO, Pineville, West Virginia.

Production-Programming, Others

Experienced commercial continuity writer. 50 kw station. Send full facts. Box 846W, B•T.

Program director-sports director to take full responsibility for program department. 1000 watt midwest station. Requirements: good experience; excellent voice, hard worker with practical ideas; first phone helpful. Minimum $425 to start. Send letters to Box 888W, B•T.

Wanted. Experienced news director for AM-TV operation in fine market. Excellent opportunity for right man. Box 889W, B•T.

Copywriter, best working conditions, good salary. 1000 watt AM in eastern Kentucky. Send full details Box 904W, B•T.

Woman's director. Good pay for a young nice appearing, woman's director who can sell to local accounts, carry her own show and handle public relations for Oregon station in Willamette Valley. Box 906W, B•T.

Reporter under thirty to enter radio and television news. Requirements: political and court reporting background and good feature style. Apply Director, KWKH News, Radio Station KWKH, Shreveport, Louisiana.

Program director—give complete personal details and audition disc or tape in first reply. Prefer small station experience. WASA, Havre de Grace, Maryland.

Secretary for WITH AM-TV in Baltimore. This is an excellent opportunity for a highly experienced woman between 30 and 40. Top salary. Write for appointment to Tom Tinsley, President, WITH, 7 East Lexington Street, Baltimore, Maryland.

Television

Technical

Technicians for AM and new TV station. Give background and salary requirement in first letter. Contact R. Tryon, Chief Engineer, KCSJ, Pueblo, Colorado.

WPAG-TV has openings for two men, permanent, first phone required. WPAG, Ann Arbor, Michigan.

Situations Wanted

Salesmen

Family man—10 years radio experience—announcing, engineering, sales. 1st class license. Desire sales manager or manager position with progressive station. Box 898W, B•T.

Salesman-newscaster, fair copywriter seeks northwest location with television future. Box 921W, B•T.

Experienced time salesman seeking position as commercial manager or account executive in middle Atlantic area. Driving north about June 20th and will arrange itinerary to allow for personal interview. Airmail Artdell, P. O. Box 303, Keystone Heights, Florida.

Situations Wanted—(Cont'd)

Sales lagging? Salesman-announcer with proven sales record. Now averaging $7000 yearly—desires cooperation and chance to make it $10,000 or more. Steady, reliable family man. Prefer small community in Kentucky or Tennessee. Freeman Cherry, WKAY, Glasgow, Kentucky.

Announcers

Good, deep voice. Radio announcing school and 20 months experience. Desire announcing position near Minneapolis. Box 748W, B•T.

Newsman. Excellent air presentation plus editorial skills. Interested major markets. Box 875W, B•T.

Caution! Opportunity approaching in form of announcer with 1st class license, 3½ years of independent and net experience. Production-wise, dependable, versatile, excellent references. Desire good pay, advancement. Northeast preferred. Box 876W, B•T.

Versatile announcer, know control board, TV programming, can write copy. Box 877W, B•T.

Outstanding sportscasting team—can cover all sports authoritatively. Personalities. Also experienced staff announcers. Box 878W, B•T.

One year experience announcing. Did Canal Zone League baseball play-by-play—stage experience. Young, hardworker, dependable. Wants start. Single, veteran. Will travel for east coast interview. Box 879W, B•T.

Announcer, free to travel. Prefer small southern town. Resume, references, tape. Box 887W, B•T.

Announcer, married, veteran, experienced DJ, news, sports, currently employed. 5 kw, steady, reliable, sober. Box 896W, B•T.

Announcer—five years experience. Prefer south, will consider others. Box 900W, B•T.

Newscaster, disc jockey, sportcaster, control board operator. Trained in all phases. Strong on sports, family man and sober. Tape and resume on request. Box 901W, B•T.

Personal, personable, personality disc jockey. 5½ years. TV desirable but not necessary. Box 905W, B•T.

Announcer presently employed seeking better opportunity. Over 30 thousand preferred. Box 915W, B•T.

Announcer, versatile, capable staff man, sportscasting specialty, control board operator. Box 923W, B•T.

Experienced announcer, newscasting, disc jockey, staff. Presently employed. Available immediately. Box 926W, B•T.

Graduate midwestern broadcasting school. Have done DJ shows, market reports, interview shows. Strong work on commercials, etc. All-round staff duties. Available at once. Box 928W, B•T.

Announcer: versatile staff man, smooth, easy deejay delivery, strong on commercials. Competent newscaster. Disc, photo. Box 929W, B•T.

Announcer. Solid experience at kilowatt independent. News, personality, show, board. College graduate, wide musical background, sober, congenial. Tape, resume, best references. Box 932W, B•T.

Knowledge control board. light experience, trained in all phases, news, DJ, sports. Ambitious, reliable, free to travel, veteran, 26, photo, tape, Gene Baril, 37 Balmforth Avenue, Danbury, Conn.

Announcer, young, married, draft exempt, slight southern accent. Experience in news, DJ, commercial recordings. Have third ticket. Will travel. Available immediately. Disc and photo upon request. Call or wire collect. OLympic 9667, Bob Baxter, 831 N. Lucile, Los Angeles.

Announcer with good voice, combo man, DJ, news, commercials, all staff work, available immediately, audition tape and photo on request. Alan Duke, 323 East 52nd, Brooklyn 3, N. Y. Tel. EVergreen 5-9255.

Launch career. Young, draft exempt vet. Strong news and commercials. Prefer east central states. Contact Ken Fried (DIgby 6-1003) 73 Hegeman Avenue, Brooklyn 12, N. Y.

College, some experience, veteran, 24, knowledge control board, trained in all phases, sports, news, DJ. Free to travel, reliable, ambitious, tape, photo, James Gibson, 552 North Street, White Plains, New York.

Experienced announcer desires position on staff of midwest radio station. John Hagan, 210 N. Kolin Ave., Chicago. Austin 7-5924.

Combo-man—announcer-DJ with 2 years experience and 2nd class ticket desires position at small station. Preferably in the south. Contact Jim Howell, 1112 Forrest Avenue, Memphis, Tenn.

Situations Wanted—(Cont'd)

Experienced staff announcer, good resonant voice, versatile, married, conscientious, good references. Will travel. Carl Servel, 3 Ottawa Avenue, Hasbrouck Heights, N. J.

Experienced announcer, member Alcoholics Anonymous, I'll furnish audition tape, picture, resume, etc. only to stations supplying me with number announcers turnover in past two years, and reasons. Also picture of board equipment, and studio; congeniality of staff, a general resume of business activity. I'm not a wise guy, only want something permanent! Please, no more hysterical panic deals! Also advise if manager has ever been in radio or TV before. Address replies to Paul M. Ward, 408 West Aspen, Flagstaff, Arizona. Phone 638—collect.

Technical

Engineer—experienced, console, transmitter, recordings. 1st class license. Box 882W, B•T.

Chief engineer or supervisor. East preferred. RCA graduate. First phone. 12 years experience all phases AM. Married, 35, good record and references. Box 885W, B•T.

First phone, radio-TV school grad. AM or TV in New York area. Please state hours and pay. Box 892W, B•T.

Engineer. Desires TV or AM transmitter and/or studio position. 15 years experience AM-FM. Installation, maintenance and operation. Extensive knowledge and practical experience all facilities, circuits. Will accept summer relief. Box 897W, B•T.

First phone, some broadcast experience. No announcing. Single. Box 911W, B•T.

Engineer—15 years experience all phases, including directional arrays. AM-FM construction, operation, maintenance, positions held included assistant chief. Position desired midwest (prefer Wisconsin, Minnesota) station offering opportunity and future. Arden Ebert, 77 Adams Street, Berea, Ohio.

Production-Programming, Others

Eleven years experience all types programs, 5 years Columbia news correspondent large industrial city. Singer, classical-popular, club MC, dialectician-novelty DJ, write copy. Veteran. Box 895W, B•T.

What will you pay for an experienced radio-television continuity writer? Known for speedy, original copy. Will go anywhere. Box 899W, B•T.

Office manager-secretary limited experience traffic, promotion. Efficient, trustworthy, attractive. Can go anywhere. Box 912W, B•T.

Guarantee highest possible results from programming; originality, not imitation. Also write and announce. Box 917W, B•T.

Excellent news and sports director desires program directorship in southwest. Seven years radio. Top local programming, economy operation. Box 922W, B•T.

Experienced woman—full knowledge of selling, programming, traffic, secretarial duties, air work, promotion, publicity, news. Have own car. Desire permanent work. Box 924W, B•T.

Twelve years at present station major market network and independent. Desire opportunity and challenge. Unexcelled references. Box 925W, B•T.

Situations Wanted—(Cont'd)

Television

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 793W, B•T.

B.S., M.A., 25, wire service, publicity. Experience metropolitan New York, New Jersey areas. Box 927W, B•T.

Commercial or local sales manager. Experienced all phases TV-AM operations. Excellent record. Presently employed similar capacity. Box 931W, B•T.

Technical

TV potential? Radio man anxious to make future in TV. Eight years experience in all phases of radio. First class license. TV schooling in audio, shading, mike placement, camera. Good background. Presently employed. Box 913W, B•T.

First phone, technical school graduate of two years (radio communication and television) seeks position with new TV outlet. Presently employed as television repairman (same firm 5 years). Good reference. Married, negro, Fred de Clouet, 3740 Fourth Avenue, South, Minneapolis, Minn.

First phone—AB, MA Degrees in Theater Arts, 27, desires position in TV production and engineering with advancement opportunities. Limited experience. Excellent references. WWR, 1123A Second Street, Santa Monica, California.

Production-Programming, Others

Selling is my specialty! I'm young enough to hold audience of young homemakers; old enough to command confidence of experienced housewives. My programs are directed toward women, but children love me and help me sell their mammas. Extensive radio experience; over 500 hours doing own television shows. Creative ability enhanced by education and travel. Have written for magazines and newspapers. Enviable reputation as speaker. Ad-lib with ease. Widow, located middlewest. Can move anywhere. Box 890W, B•T.

For Sale

Stations

Ask for our free list of excellent buys in stations west of the Mississippi. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

Equipment, etc.

10 kw RCA FM transmitter complete including tubes—also monitor, two crystals, transmission line and fittings. Box 781W, B•T.

Model 707 REL studio-transmitter link. Frequency 940-960 mc. This equipment is clean and in excellent condition. Write for complete information. 914W, B•T.

Building TV? 28-20 foot sections Andrew No. 453 transmission line 6⅛" 51.5 ohms. New in storage—never used. Big saving possible. Make offer. Box 934W, B•T.

Five 290 foot guy towers, new, at a real discount. Buy one or all. Towers stored in Fort Worth, Texas. Write KGBS, Harlingen, Texas.

(Continued on next page)

SALES ENGINEERS

RADIO AND TV BROADCASTING EQUIPMENT

Prominent national manufacturer of TV, radio broadcasting, and communications equipment is expanding its sales force, and has openings for Sales Engineers in the following territories:

Northwest ***(Seattle or Portland)***
Northcentral ***(Minneapolis)***
California ***(Los Angeles)***

These are permanent positions involving travel for qualified men who are anxious to advance with progressive midwest company. Desire to sell and knowledge of broadcasting equipment essential. These are salaried positions with increased remuneration for more sales. Send full details first letter with photo, if possible, and territory preference. Write Box 902W, B•T.

For Sale—(Cont'd)

5 kw AM transmitter RCA type BTA-5F and seven 229 ft. self-supp. Blaw-Knox towers, insulated, marked for erection. Write John M. Sherman, WCCO-TV, Minneapolis, Minn.

10 kw WE 506B-2 FM transmitter, Bivins-Caldwell FM monitor, Blaw-Knox heavy duty 55-ft. roof tower, RCA 4-section pylon antenna, 300 feet 3⅛ in. Andrew coax line. Original cost $35,360. All in good condition, lot $8,000 FOB, Columbia, S. C. Station WIS.

FM 250 watt Collins transmitter with GE modulation monitor. Low hours. Perfect condition. Sacrifice. WLYN, Lynn, Massachusetts.

165 ft. Wincharger tower, type 101. Base insulated, galvanized and in good condition. Insulators and A-2 lighting included. Make offer—WMRN, Marion, Ohio.

Wanted to Buy

Stations

Will buy radio station. Price must be fair. Preferably in the east. Box 908W, B•T.

Equipment, etc.

A good late model one kilowatt AM transmitter in good condition. Box 839W, B•T.

Wanted: Chain of supermarkets wants good program that will get customers in the stores. Our station reaches eleven of the stores in eight towns. Program must be good, different. Send replies to Box 867W, B•T.

Two RCA Model 70-D turntables with bases, with or without microgroove attachments. Box 891W, B•T.

Immediately. Iconoscope film chain complete with projectors or any part thereof. Box 935W, B•T.

Used equipment, 10 kw transmitter including tower, master control and turntables. Will pay cash. Write P.O. Box 43, Guatemala City, Central America.

Want FM transmitter to radiate 750-1000 watts at 88.1. Need antenna and monitors. City Schools, New Albany, Indiana.

Field intensity meter RCA type 301-B in good condition. W. J. Holey, 1146 Briarcliff Pl., N. E., Atlanta, Georgia.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many successful graduates Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, Calif.

Help Wanted

Salesmen

HELP WANTED SALESMEN

We are now accepting applications from time salesmen. Please include complete personal and job history, present income, complete information on past and present sales record, photo. Write Box 747W, B•T.

GERITY BROADCASTING CO.
WABJ, Adrian, Mich.
WGRO, Bay City (VHF application)
Pontiac (1460 granted)

Television

Managerial

TV-OWNERSHIP-MANAGEMENT opportunity! Pacific Northwest new market will make an excellent deal for the manager who feels he can cut costs to the bone, build a new TV outlet in an area that will not have big city competition. The deal is management plus a percentage of stock with a manager of sales and administrative ability who feels he can bet $10,000.00 on his ability to deliver a good property to himself and other stockholders. Send complete resume, photo, and be prepared to come for a personal interview, Box 907W, B•T.

Help Wanted—(Cont'd)

Salesmen

WANTED

EXPERIENCED TV FILM REGIONAL REPRESENTATIVE OR SALESMAN

to handle well-established 15 minute show. Excellent opportunity. Box 903W, B•T.

Production-Programming, etc.

TOP-FLIGHT TELEVISION DIRECTOR

Excellent opening with large, independent Midwest TV operation. Must be highly experienced television director with proven ability. Must be able to assume responsibility. Modern efficient working conditions are waiting for the right man. Send complete background detail to Box 930W, B•T.

Situations Wanted

Managerial

MANAGER *AVAILABLE*

General managership wanted. 17 years experience, all phases. Presently sales manager one of N.E.'s top indies. Ready for top spot east coast indie or network station that wants a manager who sells! Experienced in sound economical management. Competition or TV no threat to know-how and ingenuity. 36, married, two children, sober, community-minded. Salary and percentage—$10,000 minimum. Box 880W, B•T.

For Sale

Equipment, etc.

EQUIPMENT FOR SALE

Two Radiotone professional type disc recorders. No. 1 unit has built-in amplifier with adjustable equalization, built-in radio tuner, cuts inside-out or outside-in, adjustable lines per inch, cuts at 33-1/3 or 78 RPM. Takes up to 16 inch discs. No. 2 unit exactly same cutting mechanism, without amplifier or radio tuner; audio obtained from No. 1 unit, making it possible to cut continuously. Further specifications upon request. Recorder units used but in excellent condition. Will sell as a package for $500 F.O.B. Mansfield, Ohio. Address inquiries to:

Radio Station WMAN, Mansfield, Ohio.

Employment Service

TV CHIEF ENGINEER

Are you looking for an experienced, dependable man who knows the meaning of responsibility, is management-minded and understands the importance of costs? If so, we have several to refer at this time.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

DO YOU WANT A BETTER JOB IN RADIO OR TV?

Then list with us. We have numerous positions open in all parts of the nation. List today by writing SOUTHERN RADIO PRODUCTIONS, Personnel Division, 617 Peters Bldg., Atlanta, Georgia.

Wanted to Buy

Stations

Principals will pay cash for control or full-ownership of profitable AM station, preferably in New York state or New England.

•

Must have unlimited license, be strong independent or major network affiliate in market of 75-100,000. Present staff will be retained.

•

All replies held strictly confidential. Reply to

•

BOX 886W, B•T.

Miscellaneous

For the best in Complete Erection of
Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N.W., Washington, D. C.

450-460 Band

FCC has made final its proposal to reallocate frequencies in the 450-460 mc band, providing greater flexibility in their use by broadcast remote pickup stations, among other services. The number of available frequencies remains unchanged.

The order becomes effective July 1, and licensees affected who were authorized in this band before Oct. 10, 1952, must conform their operation within a year. Those authorized subsequent to Oct. 10 must change frequency before Oct. 1, 1953.

in proceeding involving protest of Music against uhf Ch. 35 grant to Versluis Radio & TV Inc. FCC amended hearing order to include following issues: To determine whether the use of Ch. 35 as proposed by the applicant meets the needs and interests of communities and areas which might be served by a fair and efficient use of Ch. 35 as contemplated by the Commission's television assignment table; to determine whether the proposed TV station is to be located in fact at Muskegon; to determine whether the applicant intends to provide a program service primarily directed for the Muskegon area or whether the program service proposed is primarily directed for the Grand Rapids area. Burden of proof rests with protestant. Order June 4.

Elyria-Lorain, Ohio—Elyria-Lorain Bcstg. Co. (WEOL). By memorandum opinion and order FCC denied petition for conditional grant of application for new TV station on uhf Ch. 31, which on May 27 was designated for comparative hearing with Lorain Journal Co. Order June 5.

Portland, Ore.—Cascade TV Co. denied petition of April 27 seeking review of hearing examiner's order of April 23 which denied amendment to application for new TV station on vhf Ch. 8, in comparative hearing with Westinghouse Radio Stations Inc. (KEX), Portland TV Inc. and North Pacific TV Inc. Order June 3.

Lancaster, Pa.—Peoples Bcstg. Co. (WLAN) denied petition seeking review of hearing examiner's ruling which denied request for continuance of comparative hearing with WGAL-TV for vhf Ch. 8. Order June 3.

San Juan, P.R.—American Colonial Bcstg. Corp. (WKVM) denied petition seeking review of examiner's decision of May 6 which denied request to amend application for new TV station on vhf Ch. 4 to show new antenna site. Order June 4.

Chattanooga, Tenn. — Tri-State Telecasting Corp. FCC dismissed petition of March 3 requesting conditional grant of its application for new TV station on vhf Ch. 12, which on April 22 was set for comparative hearing. Order June 3.

Spokane, Wash.—TV Spokane Inc. granted petition to delete issue respecting its financial qualifications from comparative hearing with Louis Wasmer (KREM) for new TV station on vhf Ch. 2. Order June 4.

Routine Roundup . . .

June 3 Decisions

BY COMMISSION EN BANC
Advised of Hearing

Straits Bcstg. Co.; Midwestern Bcstg. Co., both Cheboygan, Mich.—Are being advised that applications (BP-8753 and BP-8795) for new AM stations on 1240 kc, 250 w unl., are mutually exclusive and indicate necessity of consolidated hearing.

WPMP Pascagoula, Miss., Crest Bcstg. Co.—Is being advised that application (BP-8751) to change facilities from 1580 kc, 250 w-D to 1540 kc, 1 kw-D involves questions which indicate necessity of hearing.

License Renewals

WIAC Santurce, San Juan, P. R., Radio Station WIBS Inc.—Granted renewal of license on regular basis (BR-1860).

ACTIONS ON MOTIONS

By Hearing Examiner William G. Butts

Ordered prehearing conference in proceeding re applications of American Telephone Answering Service, et al, Long Beach, Calif. (Docket 10401), New York Technical Institute of Cincinnati Inc., Mt. Wilson, Calif. (Docket 10402) and Radio Paging Co., Mt. Wilson, Calif. (Docket 10430) on June 5; on Commission's own motion, scheduled hearing June 15 in Washington, D. C.

American Telephone Answering Service, Long Beach, Calif.—Granted petition to amend application for CP for one-way signaling station in Domestic Public Land Mobile Radio Service (Docket 10401) to make certain changes in technical equipment as set forth in amendment.

By Hearing Examiner H. Gifford Irion

WTAG Inc.; Wilson Enterprises Inc., both Worcester, Mass.—Granted petition of WTAG Inc. to amend TV application (Docket 10456, BPCT-1060) to show certain changes in program schedules, stockholders, officers, financial data and station personnel; granted petition of Wilson Enterprises Inc. to amend TV application (Docket 10497, BPCT-1241), to show certain changes in program schedules and modifications of engineering proposal.

By Hearing Examiner Herbert Sharfman

Mountcastle Bcstg. Co.; WKGN Inc., Knoxville, Tenn.—Ordered preliminary conference at 10 a.m. June 5, in office of examiner in Washington and pursuant to Commission's order of May 13, the record in this proceeding will be opened at 9 a.m. on June 15. The meeting on that day will consist of a conference to discuss matters mentioned and to take such action as is prescribed in Sec. 1.841 of rules. No testimony will be received on June 15 (Dockets 10510, 10511).

Evansville Television Inc., Evansville, Ind.—Granted petition to amend application (Docket 10462; BPCT-934) for TV stations to make certain corrections.

Ordered preliminary conference at 2 p.m. June 5 at Washington, D. C., re applications of Scripps-Howard Radio Inc., Radio Station WBIR Inc. and Tenn. Television Inc., applicants for Ch. 10 in Knoxville (Docket 10512 et al). Pursuant to Commission's order of May 13 record in this proceeding will be opened at 9 a.m. on June 15. Meeting on that day will consist of conference to discuss matters mentioned and to take such action as prescribed in Sec. 1.841 of rules. No testimony will be received on June 15.

WKGN Inc., Knoxville, Tenn.—Granted petition to amend TV application (Docket 10511; BPCT-996) to show change in programming, financial data, etc., and proposed trans. site and studio location.

By Hearing Examiner Thomas H. Donahue

John Poole Bcstg. Co.; Jack O. Gross, both Sacramento, Calif.—Ordered hearing to be held at 2 p.m. in Washington on June 2 re applications for new TV stations (Docket 10342, 43).

By Hearing Examiner Fanney N. Litvin

Premier Television Inc., Evansville, Ind.—Ordered further hearing conference in this proceeding (Docket 10466; BPCT-1014) advanced from June 22 to June 5 at 9 a.m. in Washington, D. C.

Ordered pre-hearing conference at 10 a.m. June 4 in Washington, D. C., to consider preparation for opening hearing conference scheduled June 19 re applications of Southland Television Co., et al for TV stations in Shreveport, La. (Docket 10522).

By Hearing Examiner H. B. Hutchison

Ordered further hearing to be held on July 1 at 9 a.m. in Washington re application of Texas Star Bcstg. Co., Dallas, Tex. (Docket 8258) and KTRH Bcstg Co., Houston, Tex. (Docket 8753).

By Hearing Examiner J. D. Bond

Peoples Bcstg. Co., Lancaster, Pa.—By memorandum opinion and order denied petition for continuance of hearing filed May 22 and supplemental petition filed May 27, re application for TV Ch. 8 (Docket 10365) and application of WGAL-TV Lancaster (Docket 10366) to change site, etc. Also denied request of chief of broadcast bureau for order requiring that depositions on behalf of Peoples not be taken. Exceptions to these rulings is noted. Granted petition to Peoples to amend application (Docket 10365) re submission of technical data.

June 3 Applications

ACCEPTED FOR FILING
License for CP

WHTB-FM Talladega, Ala., Voice of Talladega—License for CP (BPH-1819) which authorized new FM (BLH-896).

KTNT (FM) Tacoma, Wash., Tribune Pub. Co.—License for CP (BPH-1761) which authorized changes in licensed station (BLH-895).

Remote Control Operation

WGST-FM Atlanta, Ga., Board of Regents, U. System of Georgia, For and Behalf of Georgia Institute of Technology—301-A, application to operate by remote control (BRCH-28).

WFIN-FM Findlay, Ohio, Findlay Pub. Co.—301-A, application to operate by remote control (BLH-27).

Renewal of License

Following stations request renewal of license: **KOEN (FM) Oceanside, Calif.,** Oceanside-Carlsbad Union School District (BRED-51); **WWHI (FM) Muncie, Ind.,** Wilson Jr. High School, School City of Muncie (BRED-57); **WIUC (FM) Urbana, Ill.,** U. of Illinois (BRED-5); **WNYE (FM) Brooklyn, N. Y.,** Board of Education, City of New York (BRED-2); **WSPE Springville, N. Y.,** Board of Education of Central School District No. 1 of towns of Concord, Sardine & Collins in Erie County and Ashford, Yorkshire & East Otto in Cattaraugus (BRED-89).

June 4 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner H. B. Hutchison

Mid-Continent Television Inc.; KAKE Bcstg. Co., Wichita, Kan.—Granted joint petition requesting examiner to revise directive to applicants in connection with filing of proposed findings as follows: (a) That on June 15 each of applicants be permitted to file proposed findings only in connection with its own application, the findings on said date not to include either (1) findings concerning the opposing applicant or (2) any conclusions of law; (b) that Broadcast Bureau be directed to file on June 15 proposed findings of fact and conclusions of law relating only to matters concerning which Examiner directed that findings be filed namely engineering matters involved in said proceeding; and (c) that on July 6 each of applicants in said proceeding be permitted to file "Reply and Supplemental Findings" and "Conclusions of Law" but that for good cause shown date on which final pleadings shall be filed may be extended from July 6 for additional reasonble period.

By Hearing Examiner Herbert Sharfman

Notice of conference is given in proceeding re applications of South Central Bcstg. Corp. (Docket 10461, BPCT-707), Evansville Television Inc. (Docket 10462, BPCT-934), On The Air Inc. (Docket 10463, BPCT-991) and WFBM Inc. (Docket 10464, BPCT-1131), for CP's for new TV sta-

Meets all FCC standards . . .

Priced for immediate sale . . .

Available at once.

50,000 Watt Transmitter

If you require a transmitter with an output of from 5 KW to 50 KW here's your answer, at a substantial savings. This equipment is complete and in first class condition. The price has been reduced to promote immediate action. If you have the need, here's a unique opportunity to save money.

Write, Wire, or Phone:

M. J. Minor, Chief Engineer
WBT, Wilder Building
Charlotte, N. C.
Telephone: 3-8833

tions on Ch. 7 in Evansville, Ind., at 10 a.m., June 8, 1953, in Washington, D. C.

By Hearing Examiner Elizabeth C. Smith

Mount Hood Radio & Television Bcstg. Corp., Portland, Ore.—Granted petition to amend application for CP for new TV station on Ch. 6 (Docket 10316, BPCT-1029) to include current data relating to its financial qualifications, the business and broadcast interests of its officers, directors and stockholders, and to include the agreement of option entered into with Pioneer Bcstrs. Inc. and its stockholders.

By Hearing Examiner J. D. Bond

Ordered that matter of applications of Southern Television Inc. (Docket 10471, BPCT-931), Tri-State Telecasting Corp. (Docket 10472, BPCT-983), and WDEF Bcstg. Co. (Docket 10473, BPCT-989), for CP's for new TV stations on Ch. 12 in Chattanooga, Tenn., be continued for further conference until June 15, 1953.

By Hearing Examiner H. Gifford Irion

Notice of hearing is given in matter of Woodruff Inc., Portsmouth, Ohio (Docket 10440, BPCT-1430), applicant for CP for new TV station on Ch. 30, to commence at 10 a.m., June 4, 1953, Room 1706, Temporary T Bldg., Washington, D. C.

June 4 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

KCLF Clifton, Ariz., Saguaro Bcstg. Co. (BR-2441); **KCRE Crescent City, Calif.**, Del Norte Bcstg. Co. (BR-2592); **KUKI Ukiah, Calif.**, Bartley T. Sims (BR-2572); **WICH Norwich, Conn.**, Eastern Connecticut Bcstg. Co. (BR-1335); **WDUN Gainesville, Ga.**, Northeast Georgia Bcstg. Co. (BR-2251); **WNEX Macon, Ga.**, Macon Bcstg. Co. (BR-1215); **WCOH Newnan, Ga.**, Newnan Bcstg. Co. (BR-2084); **KSPT Sandpoint, Ida.**, Bauer Bcstg. Co. (BR-2321); **WGIL Galesburg, Ill.**, Galesburg Bcstg. Co. (BR-964); **WEOA Evansville, Ind.**, WFBM Inc. (BR-883); **WIEL Elizabethtown, Ky.**, Elizabethtown Bcstg. Co. (BR-2520); **WIDE Biddeford, Me.**, Biddeford Bcstg. Corp. (BR-2227); **WJLB Detroit, Mich.**, Booth Radio & Television Stations Inc. (BR-316); **WNAG Grenada, Miss.**, Birney Imes Jr. (BR-2225); **KNOR Norman, Okla.**, Cleveland County Bcstg. Co. (BR-2399); **WHUN Huntingdon, Pa.**, The Joseph F. Biddle Pub. Co. (BR-1487); **WHAL Shelbyville, Tenn.**, The Shelbyville Bcstg. Co. (BR-1373); **KALT Atlanta, Tex.**, Ark-La-Tex Bcstg. Co. (BR-2554); **KTRM Beaumont, Tex.**, KTRM Inc. (BR-1681); **KDET Center, Tex.**, Center Bcstg. Co. (BR-2234); **WTAW College Station, Tex.**, Agricultural and Mechanical College of Texas (BR-394); **KVMC Colorado City, Tex.**, Colorado City Bcstg. Co. (BR-2479); **KSIX Corpus Christi, Tex.**, Corpus Christi Bcstg. Corp. (BR-1649); **WFAA Dallas, Tex.**, A. H. Belo Corp. (BR-395); **KELP El Paso, Tex.**, Trinity Bcstg. Corp. (BR-1620); **KCNC Ft. Worth, Tex.**, Blue Bonnet Bcstg. Corp. (BP-1469); **KBRZ Freeport, Tex.**, Brazoport Bcstg. Co. (BR-2732); **KSWA Graham, Tex.**, Southwestair Inc. (BR-2147); **KPAN Hereford, Tex.**, Marshall Formby (BR-2072); **KINE Kingsville, Tex.**, Radio Station KINE Inc. (BR-2228); **KRIO McAllen, Tex.**, Frontier Bcstg. Co. (BR-1634); **KOSF Nacogdoches, Tex.**, Kelly Bell (BR-1509); **KSFA Nacogdoches, Tex.**, Nacogdoches Bcstg. Co. (BR-1695); **KVOP Plainview, Tex.**, KVOP Inc. (BR-1200); **KMAC San Antonio, Tex.**, The Walmac Co. (BR-411); **KONO San Antonio, Tex.**, Mission Bcstg. Co. (BR-414); **KWED Seguin, Tex.**, Weldon Lawson and Garfield Kiel (BR-2106); **KXOX Sweetwater, Tex.**, Radio & News Inc. (BR-1028); **KCMC Texarkana, Tex.**, KCMC Inc. (BR-793); **KTLW Texas City, Tex.**, Texas City Bcstg. Service (BR-2153); **KODI Cody, Wyo.**, Absaroka Bcstg. Co. (BR-1484).

June 5 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

KCLA Pine Bluff, Ark., Radio Engineering Service (BR-1367); **WDWS Champaign, Ill.**, Champaign News-Gazette Inc. (BR-913); **KVFD Ft. Dodge, Iowa**, Northwest Bcstg. Co. (BR-1046); **KAOK Lake Charles, La.**, KAOK Inc. (BR-1614); **WHMP Northhampton, Mass.**, Pioneer Valley Bcstg. Co. (BR-2561); **KGFL Roswell, N. M.**, KGFL Inc. (BR-118); **WSLB Ogdensburg, N. Y.**, St. Lawrence Bcstg. Corp. (BR-1056); **KERB Kermit, Tex.**, Radio Station KERB Inc. (BR-2480); **KEVT Kerrville, Tex.**, Kerrville Bcstg. Co. (BR-2120); **KCYL Lampasas, Tex.**, Lampasas Bcstg. Corp. (BR-2057); **KLTI Longview, Tex.**, Le Tourneau Radio Corp. (BR-2164); **WLEY (FM) Elmwood Park, Ill.**, Elmwood Park Bcstg. Corp. (BRH-179); **KALW San Francisco, Calif.**, San Francisco Unified School District (BRED-4); **WTHS (FM) Miami, Fla.**, Lindsey Hopkins Vocational School, Dade County Board of Public Instruction (BRED-25); **WOUI (FM) Athens, Ohio**, Ohio U. (BRED-44).

Remote Control Operation

WSVS-FM Crewe, Va., Southern Virginia Bcstg. Corp.—301-A, application to operate by remote control (BRCH-29).

License for CP

WROV-FM Roanoke, Va., Radio Roanoke Inc.—License for CP (BPH-1729), as mod., which authorized changes in licensed station (BLH-897).

June 8 Applications

ACCEPTED FOR FILING

License for CP

KRGI Grand Island, Nev., Grand Island Bcstg. Co.—License for CP (BP-8169), as mod., which authorized new AM. Amended to change name of licensee to Grand Island Bcstg. Co. (BL- 4963 Amended).

Extension of Completion Date

KSGA Cottage Grove, Ore., Coast Fork Bcstg. Co.—Mod. CP (BP-8114), as mod., which authorized new AM, for extension of completion date (BMP-6221).

WFAX Falls Church, Va., Lamar A. Newcomb—Mod. CP (BP-8163), which authorized increase in power and change type trans., for extension of completion date (BMP-6225).

KTTS-TV Springfield, Mo., Independent Bcstg. Co.—Mod. CP (BPCT-1115), which authorized new TV, for extension of completion date to 10-8-53 (BMPCT-1158).

License Renewals

Following stations request renewal of license:

WBAT Marion, Ind., Marion Radio Corp. (BR-1733 Resubmitted); **KSID Sidney, Neb.**, Sidney Bcstg. Co. (BR-2718 Resubmitted); **WHLF South Boston, Va.**, Halifax Bcstg. Co. (BR-1855).

APPLICATIONS RETURNED

License Renewals

Returned following applications for renewal of license:

WBIP Booneville, Miss., Booneville Bcstg. Co. (BR-2513); **KVOZ Laredo, Tex.**, Uvalde Bcstrs. (BR-2707); **WCAW Charleston, W. Va.**, Capitol Bcstg. Corp. (BR-1544).

June 9 Decisions

BY BROADCAST BUREAU

Granted License

WOZK Ozark, Ala., Ozark Bcstg. Corp.—Granted license for new AM; 900 kc, 1 kw-D (BL-4990).

Modification of CP

WISP Kinston, N. C., Edwin J. Schuffman—Granted mod. CP to change type trans.; condition (BMP-6210).

WFMO Fairmont, N. C., Carolinas Bcstg. Co. Inc.—Granted mod. CP for approval of ant., trans. and studio location, and change type trans. (BMP-6197).

Following stations granted mod. CPs for extension of completion dates as shown:

WFPG-TV Atlantic City, N. J., to 12/21/53 (BMPCT-1131); WRUM Rumford, Me., to 8/23/53 (BMP-6213); WJET-FM Grand Rapids, Mich., to 12/27/53 (BMPH-4828); KSRT Los Angeles, to 12/8/53 (BMPH-4826).

WJWS South Hill, Va., Mecklenburg Bcstg. Corp.—Granted mod. CP for approval of ant., trans. and studio locations (BMP-6208).

Assignment of License

KSEL Lubbock, Tex., Lubbock Bcstg. Co.—Granted assignment of licenses to Walter G. Russell, Walter L. Hull and Mary Frances Hull, and M. M. Rochester, d/b as Lubbock Bcstg. Co. (BAL-1561; BALRE-145).

WETB Johnson City, Tenn., East Tenn. Bcstg. Co.—Granted assignment of license to Press Inc. (BAL-1562).

Acquisition of Control

WALE Fall River, Mass., Narragansett Bcstg. Co.—Granted voluntary acquisition of control of licensee corporation by George L. Sisson Jr., through retirement to the treasury of 174 shares of stock by George E. Hamilton, Nellie F. McCain, Robert E. L. Kennedy and William A. Porter; consideration $49,562 (BTC-1502).

WOWL Florence, Ala., Radio Muscle Shoals Inc.—Granted voluntary acquisition of negative control of licensee corporation by Richard B. Biddle through purchase of 50 shares of treasury stock for $5,000 (BTC-1500).

Granted License

WMRN-FM Marion, Ohio, The Marion Bcstg. Co. granted license for FM (Ch. 295) 106.9 mc; 25 kw, unl. (BLH-890).

Modification of CP

KTTS-TV Springfield, Mo., Independent Bcstg. Co.—Granted mod. CP for extension of completion date to Oct. 8, 1953 (BMPCT-1158).

Granted CP

WJBK-FM Detroit, Mich., Storer Bcstg. Co.—Granted CP to change type ant. and move trans. (BPH-1860).

WACL Waycross, Ga., Teletronics Inc.—Granted mod. CP to make changes in DA (BMP-6175).

KBLP Falfurrias, Tex., Ben L. Parker—Granted mod. CP for approval of ant., trans. and studio locations (BMP-6179).

WOI-FM Ames, Iowa, Iowa State College of Agr. and Mechanic Arts—Granted mod. CP for noncommercial educational FM, for extension of completion date to July 11, 1953 (BMPED-264).

KHQ-TV Spokane, Wash., KHQ Inc.—Granted mod. CP for extension of completion date to July 11, 1953; also change latitude of site coordinates (BMPCT-1142).

KSPR Casper, Wyo., Donald Lewis Hathaway—Granted CP to erect new ant. (mount TV ant. on top) and change trans. location (coordinates only); radiation will be reduced to existing value by addition of resistor in series with transmission line; condition (BP-8786).

Extension of Authority

American Bcstg.-Paramount Theatres Inc., New York City—Granted extension of authority to transmit programs to CFCF and CBL and Canadian Bcstg. Corp. for period June 2, 1953, to June 2, 1954.

KANE New Iberia, La., New Iberia Bcstg. Co.—Granted authority to operate trans. by remote control (BR-70).

June 9 Applications

ACCEPTED FOR FILING

Modification of CP

KRSC Seattle, Wash., Washington Telecasters Inc.—Mod. CP (BP-8515) which authorized increase in D power and installation of new trans., to change type trans. (BMP-6227).

Remote Control Operation

KLCN-FM Blytheville, Ark., Harold L. Sudbury—301-A, application for remote control operation.

License Renewals

Following stations request renewal of license:

WMLN (FM) Mt. Clemens, Mich., Macomb Pub.

REMOTE CONTROL

THE WAY YOU WANT IT!

COST

SIZE

ADVANCE DESIGN

"REMOTROL" OFFERS:

ONE LINE OPERATION

TEN CONTROL PATHS

CHOICE OF METERS

INSTALLATION BY YOUR STAFF

ADAPTABILITY TO S-T LINKS

SAVINGS IN RACK SPACE

PROOF OF RELIABILITY BY OVER TWO YEARS ACTUAL OPERATION

For Details Contact

B & H ENTERPRISES, INC.

P. O. BOX 1045

PORTLAND 1, MAINE

Tel. 3-6856



Co. (BRH-86); **KENO-FM Las Vegas, Nev.,** Nevada Bcstg. Co. (BRH-99); **WCLI-FM Corning, N. Y.,** Elmira-Corning Bcstg. Corp. (BRH-76); **WMCK-FM McKeesport, Pa.,** Mon-Yough Bcstg. Co. (BRH-135); **WEVC (FM) Evansville, Ind.,** Evansville College (BRED-74).

License for CP

WNAO-FM Raleigh, N. C., Sir Walter Television Co.—License for CP (BPH-1842), which authorized changes in licensed station (BLH-898).

WAKR-FM Akron, Ohio, Summit Radio Corp.—License for CP (BPH-1770), as mod., which authorized changes in licensed station (BLH-894).

June 10 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Chief, Broadcast Bureau—Granted motion filed June 5 to withdraw petition to enlarge issues re TV applications of WKRG-TV Inc., and The Mobile Tele. Corp., for Ch. 5 in Mobile, Ala. (Dockets 10457-58), and the petition was dismissed.

W. S. Butterfield Theatres Inc., Flint, Mich.—Granted petition for extension of time from June 8 to June 15 within which to file exceptions to initial decision re applications of Butterfield, WJR The Goodwill Station Inc. and Trebit Corp., for Ch. 12 in Flint (Dockets 10268-70).

By Hearing Examiner Benito Gaguine

WSAV Inc., Savannah, Ga.; WJIV-TV Savannah, Ga.—Granted petitions to amend applications for Ch. 3 in Savannah, to submit current programming and financial data, etc. (Dockets 10517-18).

B. Bryan Musselman, et al., Allentown, Pa.; Queen City Tele. Co. Inc., Allentown, Pa.—By request, ordered hearing re applications for TV Ch. 39 in Allentown, continued to 10 a.m. June 17, 1953. (Dockets 10493-94).

Penn-Allen Bcstg. Co., Allentown, Pa.; Allentown Tele. Corp., Allentown, Pa.—By request, ordered hearing re applications for Ch. 67 continued to June 17, 1953 (Dockets 9045, 10495).

Savannah Bcstg. Co., Savannah, Ga.—By request, ordered hearing re application for Ch. 11 advanced from June 15 to June 8 (Docket 10519).

By Hearing Examiner Hugh B. Hutchison

Howard R. Ward, Bowling Green, Ohio — Granted petition to amend application for AM station (Docket 9589; BP-7409) to specify two-element DA system, estimated costs of construction, etc., and for reopening record; and on request, ordered further hearing on application as amended to be held June 23 at 9 a.m.

Ordered a further hearing to be held on June 11, 1953, at 9 a.m., in re applications of The Radio Station KFH Co., Taylor Radio and Tele. Corp., and Wichita Television Corp. Inc., for Ch. 3 in Wichita, Kan. (Dockets 10259-61).

By Hearing Examiner Elizabeth C. Smith

Cascade Television Co., Portland, Ore.—Granted petition for continuance of further hearing re applications for Ch. 8 in Portland, from June 10 to June 22 at 9 a.m. in Washington; and ordered that any and all exhibits which any counsel proposes to offer as a part of direct case which have not already been exchanged shall be placed in the hands of counsel for competing applicants and counsel for the Broadcast Bureau of the Commission, not later than June 18, 1953.

BY COMMISSION EN BANC

Renewal of License

Granted renewal of licenses of following stations on regular basis:

KCKY Coolidge, Ariz.; KRSC Seattle, Wash.; KAHU Waipahu, Oahu, T. H.; WREB Holyoke, Mass.; WTCO Campbellsville, Ky.; WHCU-FM Ithaca, N. Y.; KFGQ Boone, Iowa; WHPS High Point, N. C.; KABC San Antonio, Tex.; KWDM Des Moines, Iowa; WBUZ Bradbury Heights, Md.

Advised of Hearing

KXXL Monterey, Calif., S. A. Cisler—Is being advised that application (BMP-6187) to change facilities from 630 kc, 500 w-D, to 630 kc, 1 kw-DA-2, U., indicates necessity of hearing.

Application Granted

Granted application of First Baptist Church, Pontiac, Mich., for extension of authority for period of one year from Aug. 13, 1953, to transmit religious programs to CKLW Windsor, Ont., Can., each Sunday from 8:30 to 9 a.m. and 11 to 11:30 a.m. EST.

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 58th St.
New York 22, N. Y. **ELdorado 5-0405**

June 10 Applications

ACCEPTED FOR FILING

Modification of CP

KROW Oakland, Calif., KROW Inc.—Mod. CP (BP-83-59), as mod., which authorized change in trans. location and installation of new trans., for extension of completion date (BMP-6228).

KANI Kaneohe, Oahu, T. H., Windward Bcstg. Co. Ltd.—Mod. CP (BP-8043), as mod., which authorized new AM, for extension of completion date (BMP-6230).

WABJ Adrian, Mich., Gerity Bcstg. Co.—Mod. CP (BP-6251), as mod., which authorized change in frequency, hours of operation, trans. equipment and type trans., for extension of completion date (BMP-6229).

License Renewals

Following stations request renewal of license:

KLON Blytheville, Ark., Harold L. Sudbury (BRC-79); **KROY Sacramento, Calif.,** KROY Inc. (BRC-78); **KBOL Boulder, Colo.,** Boulder Radio KBOL Inc. (BRC-76); **WTNT Tallahassee, Tenn.,** Tallahassee Appliance Corp. (BRC-81); **KBTO Eldorado, Kan.,** O. A. Tedrick (BRC-80); **WKXL Concord, N. H.,** Capitol Bcstg. Co. (BRC-77); **WNBZ Saranac Lake, N. Y.,** Upstate Bcstg. Corp. (BRC-73); **WEEB Southern Pines, N. C.,** Sandhill Community Bcstrs. Inc. (BRC-82); **KWKC Abilene, Tex.,** Citizens Bcstg. Co. (BRC-75); **WSVS Crewe, Va.,** Southern Virginia Bcstg. Corp. (BRC-74).

Upcoming Events

June 14-17: Advertising Federation of America, 49th Annual Convention, Hotel Statler, Cleveland.

June 15-18: RTMA Convention, Chicago.

June 15-19: AIEE, summer general meeting, Chalefont-Haddon Hall, Atlantic City.

June 17-18: Maryland Bcstrs. Assn. meets in Ocean City.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 18-19: North Carolina Assn. of Bcstrs., summer meeting, Nag's Head.

June 20-21: Catholic Broadcasters Assn. convention, Roosevelt Hotel, Hollywood.

June 21-25: Advertising Assn. of the West, Fairmont and Mark Hopkins Hotels, San Francisco.

June 21-25: Special Libraries Assn., International convention, radio-TV on adv. div. agenda, Royal York Hotel, Toronto.

June 21-27: National Assn. of Educational Broadcasters, Educational TV Seminary, U. of Wisconsin, Madison.

June 22: NBC-Northwestern U. Radio-TV Institute, for six weeks, NBC Chicago studios.

June 22-Aug. 15: Radio-TV Institute, Stanford U., in cooperation with KPIX and KNBC, San Francisco.

June 25-27: Florida Assn. of Bcstrs, annual meeting, Empress Hotel, Miami Beach.

June 29-July 11: TV Workshop, Pasadena, Playhouse.

July 1-2: Hearing on North American Regional Broadcast Agreement; Senate Foreign Relations subcommittee. U. S. Capitol. Open.

July 24-25: National sales meeting, Columbia Records Inc., Palmer House, Chicago.

Aug. 3-12: Summer TV Workshop, Michigan State College, Lansing.

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

SPECIAL LISTING

(Program and sales conferences, co-sponsored by BAB and BMI.)

June 15-16: Texas, Fort Worth; WIRE Studios, Indianapolis.

June 16-17: Alvarado, Albuquerque, N. M.

June 17-18: Westward Ho, Phoenix, Ariz.; Seelbach, Louisville.

June 19-20: Beverly Wilshire, Los Angeles; Andrew Jackson, Nashville.

June 22-23: Clift, San Francisco; Marion, Little Rock, Arkansas.

June 24-25: Mulnomah, Portland, Ore.; Heidelberg, Jackson, Miss.

June 26-27: Olympic, Seattle; Empress, Miami Beach, Fla.

June 29-30: Boise, Idaho; Thomas Jefferson, Birmingham.

June 20-July 1: Utah, Salt Lake City; Ansley, Atlanta.

July 1-2: U. of Denver, Denver; Wade Hampton, Columbia, S. C.

July 6-7: Northern, Billings, Mont.

July 7-8: Selwyn, Charlotte, N. C.

July 8-9: KFYR Studios, Bismarck, N. D.

July 9-10: Roanoke, Va.; Ladisson, Minneapolis.

July 10-11: Daniel Boone, Charleston W. Va.

Your Future in **TELEVISION** *Begins Here!*

More and more television stations are being licensed . . . and the need for trained operating personnel is growing. If you have professional radio or electronics experience, this is your finest opportunity to get started in television . . . quickly!

SOUTHEASTERN'S new TV engineering and production courses are designed for **professionals only!** Class enrollment is limited so that you can receive individual, personal attention. You learn by actually doing the work involved in regular station telecasting . . . in a fully-equipped, modern television studio . . . working with the latest model television apparatus available. Upon completion of the course, you will have a thorough knowledge of the equipment of all manufacturers and be competent to step into that TV job!

Get the complete story **now!** Find out about SOUTHEASTERN'S complete facilities . . . its staff of instructors that is composed of key television station personnel. New classes get under way every six weeks. **Write today!** (If you lack professional experience, write for information on elementary courses.)

SOUTHEASTERN RADIO AND TELEVISION INSTITUTE
2317 12th Ave., So.
NASHVILLE, TENNESSEE

BMI "Pin Up" Hit

"CRAZY MAN, CRAZY"

published by

EASTWICK MUSIC COMPANY

RECORDED BY

RALPH MARTERIE . . (Mercury)

BILL HALEY . . . . . (Essex)

LUCKY ENOIS QUINTETTE
. . . . (Modern)

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Night & Day

A COUPLE of years ago it was widely believed that radio was dead —or at least half dead; *i.e.,* alive only daytimes.

It appears now that the morticians never really found the corpse. Indeed, radio not only eluded the undertakers but it turns up now to be livelier than ever. For evidence, we point to the John Blair study of nighttime ratings and the John Karol speech which are reported in detail in this issue.

Mr. Karol, CBS Radio vice president in charge of network sales, admirably described the total good health of radio. The Blair study proved that nighttime radio, that part which some mourners had assumed was gone, is still far too robust to hold still for graveside services.

More and more of this kind of evidence is turning up. What is significant is that advertisers are obviously reacting to it. As Mr. Karol pointed out, radio billings in 1952 were the highest in history and in 1953 predictably will be higher. Plainly, advertisers are aware that radio still represents an improvingly good buy.

We are happy to count ourselves among those who never, even in periods of popular gloom, could persuade ourselves that radio was in real trouble. The problems of two and three years ago were not fatal problems; they were problems of transition. In the face of television competition, radio was obliged to alter some of its concepts and functions. Events have shown that the alterations have been made in good order and that the radio structure of today is sound.

The wake now may be turned into a celebration.

And Why Not, FCC?

IT HAS been suggested that there is a simple way out of the FCC's strike application dilemma (except for those already to be dealt with).

Since April 14, 1952, when the freeze was lifted, all parties have been on notice to get their applications on file, if they are so minded. Those who are lying back may be doing so for strategic reasons. Or they may be doing so for strike or shake-down purposes.

The suggestion is that the FCC forthwith designate all mutually-exclusive applications for hearing without necessarily specifying the dates. Under the FCC's new procedure they then would be protected against the filing of competing applications of late-comers. A simple change in rules would do it. Due process would be observed.

Why not, FCC?

War Chests

UNION negotiations and union trouble are nothing new in broadcasting, but since the development of television they have become more complex and acute. No sooner does management make an uneasy peace with one bargaining group than another takes up the cudgels. Indeed in television the gloomy progression of negotiations is so intricate that it is often impossible for management to decide whether the union it is dealing with at the moment actually has jurisdiction.

A constant threat in this interminable round of labor-management conferences is the unheralded strike which can put a station off the air and, in some instances, keep it off the air for days and even weeks. As this was written, WDAF-AM-TV Kansas City were going into their fourth week of silence, and, of course, fourth week of total loss of service to the public and of operating revenue, as a consequence of a strike of AFTRA announcers. The stations' engineers have refused to cross the AFTRA picket lines. The issue is the vicious "pay within pay" device.

Unions, being in the negotiating business exclusively, have fixed revenue from their members that is in part laid aside as a war chest with which to support members when they go on strike. Too often a strike becomes automatic, or at least almost irresistable, when the war chest gets big enough to keep the members in coffee and cakes during a prolonged walkout.

As a general rule, management has no such financial reserve established to defend itself against labor trouble. Stations are in business to make money for their stockholders. Any money beyond a reasonable emergency backlog is usually paid out as dividends as soon as it accumulates. A surprise strike may easily catch a



Drawn for BROADCASTING • TELECASTING by G. C. Troop

"Stop, stop it, Malone! You're breaking my arm!"

station with its bank account down, and if the strike is prolonged, the station may be forced to seek outside funds to keep it going while it fights for a reasonable settlement with the union.

In such a situation, of course, the union's tactical position is improved and the station's worsened. The lesson here would seem to be that nowadays it would be wise for stations to store up a reserve fund for use in strike emergencies.

Unhappily it may not be possible for a station to lay away as much of that kind of fund as a union can. Unions enjoy tax exemption. Stations are limited by severe tax restrictions in the amount of reserve they can carry on their books for any purpose.

It behooves stations to begin looking to their own books to provide for strike contingencies. In these times of growing unions and growing union strength it is the only prudent thing for management to do.

God Save the Queen

IN A thousand years of history, coronations of British kings and queens have been disturbed from time to time by such distractions as murder, war and fratricidal intrigue. It took the modern miracle of television, however, to invent an unprecedented violation of the dignity which desirably, should surround that solemn ceremony.

Neither American nor British television interests can claim innocence in the affair.

The hysterical coverage by two U.S. networks attached more significance to an airplane race than to events in Westminister Abbey, giving the American public a sort of hot rodder's interpretation of the ceremony.

The deportment of the American TV interests, however, was in no worse taste than that of the statement later issued by the British Broadcasting Corp. claiming that coronation films on American TV had been "marred . . . by the introduction of advertisements" and asserting the U. S. companies had broken a pledge to keep commercials out.

It is, of course, BBC policy to disparage commercial television whenever possible. BBC lives in the by no means neurotic fear that if commerical TV were admitted to England, BBC would be out. One must say, however, that the coronation was hardly a suitable occasion on which to advance the BBC's propaganda of self-preservation.

As for American coverage, now that the coronation is over it is hard to see why the networks were so steamed up. The event was certainly of interest, but was it of enough interest—in America—to justify the extravagance of special planes and crews? Our guess is that it would have been better to wait for finished film processing and editing and less expensive transportation.

The mere spending of money in large quantities should not, as seemed the case here, be an end in itself.



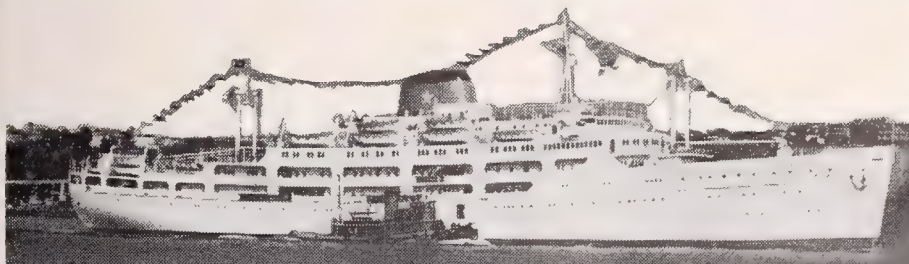
The Italian Influence

Late in May, the new Italian liner Roma arrived in New York on her maiden voyage, first modern vessel to make a major effort to attract American tourist traffic into the Mediterranean. The New York Times reported; "The ingenuity with which the Italian shipbuilders have completely rebuilt and redesigned the interior and exterior of the ship gives no indication that she started life as an American-built escort carrier, one of the baby flat-tops of World War II."

In every phase of American life, Italian creativeness makes its daily contribution... to our motor cars, our clothes and menus, to our motion pictures, our interior decoration and our industrial design. If it's smart, if it's new ... chances are it's Italian.

To more than two million Americans of Italian origin who live in the New York area, WOV is the link between the old world and the new. And it is upon this prosperous audience, the largest single segment in the world's largest market, that the Italian Influence makes its most penetrating impact.

WOV will show you the way to turn this Influence to the profit of the product you advertise.



One of America's Important Stations

WOV
NEW YORK
5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 · ROME STUDIOS: VIA di PORTA PINCIANA 4



To sell frozen foods to inland Californians

(AND WESTERN NEVADANS)

Be on the Beeline

Frozen foods or hot tamales, the way to sell in *inland* California is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.*

(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA Paul H. Raymer, National Representative

UNE 22, 1953

35c PER COPY

BROADCASTING TELECASTING

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FCC Commissioner
Page 56

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Starts on Page 83

22ND year

THE NEWSWEEKLY OF RADIO AND TV

MINNEAPOLIS JULY 17-26

Aquatennial Time!...

in

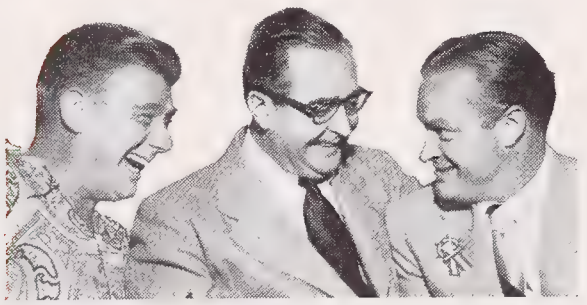
Paul Bunyan Land



BIG is this Summer Northland Mardi Gras among the lakes of Paul Bunyan's legendary domain.

BIG—and unique—is the position of WCCO-Radio and Television in this market of 3 Million working, playing, buying people . . . reaching more radio homes in 82 counties than any other station!

BIG is the sales potential for you . . . and minute the cost when WCCO—alone—can deliver your message to the Radio and Television homes of the Minneapolis-St. Paul market.



Famous Visitors include Arthur Godfrey, the Little Godfreys, Bob Hope; generals, princes, and V.I.P.'s too numerous to mention.



Above
JOANNE MELBERG
Queen of the Lakes

RADIO 50,000 WATTS 830 KC

WCCO

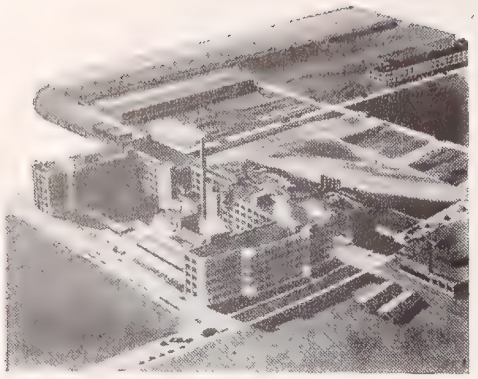
CBS

MINNEAPOLIS • ST. PAUL

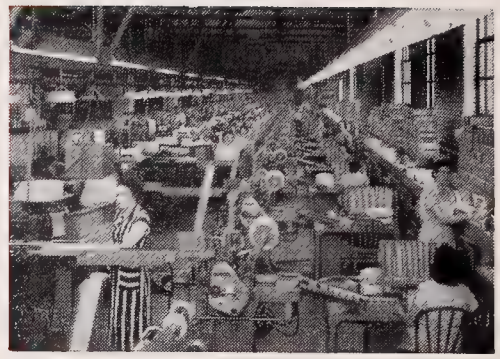
100,000 WATTS TV Channel 4

National Representatives
Radio Spot Sales

National Representatives
Free and Peters







BROWN & WILLIAMSON DOES A COMPLETE JOB

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { **WMBG** **WCOD** **WTVR**



FIRST STATIONS OF VIRGINIA

Brown & Williamson Tobacco Corporation offers the ultimate in smoking pleasure *plus* health protection in their Viceroy Filter Tip cigarettes. Careful attention and expert handling, from the selection of choice tobacco to the manufacture of the filter tips, have built Viceroy into the biggest-selling filter tip cigarette in America today.

Havens & Martin, Inc. Stations know, too, the pay-off that comes with experience, skill and service. Their audiences have grown larger and more loyal with each passing year. Advertisers today buy these First Stations of Virginia almost by "second nature." *Your* pay-off in the rich market around Richmond will come easily when you rely on WMBG, WCOD and WTVR.

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.

The TIME of Your Life—

on the

New WJAS AM & FM

$ $ $

MONEY

THE ~~SUNNY~~ SIDE OF THE DIAL



IN THE MORNING . . .

With "The Bill Brant Show". The Tri-state area's popular award-winning Radio-TV personality calls the tunes and the times . . . and sells as he goes. The friendliest voice ever with the early morning show all Pittsburgh has been waiting for. Wake up to the biggest radio buy in the Pittsburgh market.



IN THE AFTERNOON . . .

The man who will capture the afternoon market for your product. BARRY KAYE . . . the sensational young DJ who has captured thousands upon thousands of listeners across the nation. QUICK names him among the top twelve DJ's in the land. All Pittsburgh is listening to "The Barry Kaye Show".



ALL DAY . . .

The latest local and world news coverage EVERY 30 MINUTES under the direction of one of the nation's veteran radio newscasters, HERB MORRISON . . . 22 years covering the nation's top news stories, including the dramatic on-the-spot report of the Hindenburg disaster.

5000 Watts

Serving the GREATER PITTSBURGH Metropolitan Area . . .

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Thousands Cheer

MAXIMUM POWER For KRLD-TV



NOW
100,000 WATTS VIDEO
50,000 WATTS AUDIO

NORTH TEXAS' MOST POWERFUL TELEVISION STATION

We will cease to worry about Waco not having a TV station since you so kindly came to the rescue.
(Waco Viewer-letter, 90 air miles distant)

DALLAS - FORT WORTH COMBINED IS AMERICA'S 17th LARGEST TV MARKET

Television Digest Says:

DALLAS	**AMERICA'S 24th LARGEST URBAN TV MARKET**	**137,202 Sets**
FORT WORTH	**AMERICA'S 51st LARGEST URBAN TV MARKET**	**75,348 Sets**
COMBINED	**AMERICA'S 17th LARGEST URBAN TV MARKET**	**212,550 Sets**

April 1, 1953

THE SOUTHWEST'S LARGEST TELEVISION MARKET
TOTAL KRLD-TV'S COVERAGE AREA
272,000
(Broadcasting-Telecasting)

KRLD-TV
Channel 4, Dallas

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FT. WORTH AREAS

John W. Runyon,
Chairman of the Board

Clyde W. Rembert,
President

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

The Branham Company, *Exclusive Representative*

closed circuit

BIG QUESTION in minds of NBC affiliates —will Frank White stay as president of NBC?—was answered in definite affirmative by Mr. White, who Brig. Gen. David Sarnoff has said is one who'd make that decision, on return to desk Friday after European vacation (early story page 64). Almost at point of exhaustion when he left in May, Mr. White described himself on return as rested, in good shape, planning to continue on job.

★ ★ ★

IF AN advertiser wants to use "teaser" ads on radio or TV, he's going to have to use ingenuity because FCC holds that commercial announcement must include name of firm or product footing bill. That was ruling of Commission two weeks ago after inquiry by Washington attorney in behalf of several clients who had been offered such spot advertising. FCC's reply advised that Sec. 317 of Communications Act unqualifiedly requires adequate identification.

★ ★ ★

IF AND WHEN FCC considers RCA petition for approval of compatible color, expected "before July 1," FCC will be confronted with question whether proceedings can be handled without hearings. Formal hearing can be waived, under Administrative Procedures Act, which provides simply that Commission must give notice and offer opportunity of submitting comment. Hence, whole matter could be handled "in writing." Hearing prospect would depend upon whether conflict of interest would arise, after which FCC can determine whether formal hearing is necessary (see story page 94).

★ ★ ★

ALL SIGNS point to one year extension of contract amendment whereby CBS Radio guarantees not to alter radio rates downward for one year period from August 24, 1953. Requirement that 85% of network domestic rate card vote for extension was all but fulfilled last Friday, according to William A. Schudt, CBS Radio station relations vice president. Vote, only seven working days after letters were mailed, exceeded 65%, with more than 100 of 170 "rate stations" already having responded.

★ ★ ★

THIS WEEK could be one of biggest of year for FCC annals. Among tentatively scheduled topics: Revision of rules designed to speed up TV hearings and actions; clear channel-daytime skywave case; first full-fledged decision in comparative hearing case (KLZ and Denver Television Co. bid for vhf Ch. 7) wherein examiner recommended KLZ grant and FCC expected to spell out broad policy on hearing cases; appointment of new examiner teams in anticipation of Congressional authorization for July 1 fiscal year; other personnel appointments.

★ ★ ★

ONLY STATE of 48 not having TV station or construction permit—Vermont—may receive special treatment from FCC. Because of unique situation, Commission this week may set for hearing, with first priority, competitive applications in state for Ch. 3 (WCAX Broadcasting Corp. and Colonial Television Inc.). That would leave way open to set up single processing line expediting hearings based on need of service, originally proposed by Comr. Bartley. Comr. Doerfer expected to bring in plan using mathematical formula to guide hearing priorities, including population, existing service, etc.

★ ★ ★

OLD LINE Democrats on NARTB Board reportedly viewed with jaundiced eye luncheon session last Thursday with GOP Committee Chairman Leonard W. Hall. Why, they ask, hadn't Democratic Committee Chairman Stephen Mitchell been invited, too?

★ ★ ★

REPORTED but not confirmed—that NBC's TV engineers have new color kinescope process far enough along to give initial showing to network's top executives in near future. Details of system so far have been kept securely within lab, but understood developers highly enthusiastic over its future.

★ ★ ★

CREATION of two new RTMA committees and recommended change in name of organization to Radio-Electronics-Television Mfrs. Assn. intended to bring in such companies as Hughes Aircraft and others manufacturing electronics (but not commercial radio-TV) equipment. These firms would have equal voice in RTMA activities. Change from RTMA to RETMA still subject to membership vote.

★ ★ ★

PROPOSED restoration of Rule 1 (d) to exempt professional baseball from anti-trust laws may not have as easy sailing through Senate or House as it had through Senate subcommittee and full committee. It takes only one vote to block calendar consideration in Senate [it happened first last Thursday] and there are signs that more than one member of that body will want further information. Moreover, some Senators said to view quizzically Sen. Edwin C. Johnson's all-out support of measure when he is president of the Western League.

★ ★ ★

SEN. EDWIN C. JOHNSON (D-Colo.) is picking up unexpected support in Senate from Republican colleague Everett Dirksen (Ill.). Sen. Dirksen now considering floor speech or statement supporting Johnson bill. Real reason why Sen. Dirksen asked bill be held up was to review baseball broadcast situation. Illinois legislator has received strong protest from minor league players in his state charging their jobs are in jeopardy because of minor league territory "sandwiching" caused by big league broadcasts of Chicago White Sox, Cubs and St. Louis Browns, Cardinals games.

★ ★ ★

GETTING READY to lay out estimated $3.5 million on new morning TV shows, plus additional expenditures contemplated to strengthen radio programming, NBC intends to take close look at its current spending in quasi-economy move calculated to make sure it's getting full money's worth in all departments.

IN THIS ISSUE

LEAD STORY

FCC acts to discourage "strike" applications filed to delay television grants. Some cases may be referred to the Justice Dept. *Page 31.*

ADVERTISERS & AGENCIES

Four sponsors buy network television. *Page 33.*

FILM

The Katz Agency sets up a subsidiary to buy TV films for station clients. *Page 34-A.*

BMI establishes TV film music department with first aim to acquire performing rights. *Page 34-B.*

TRADE ASSOCIATIONS

NARTB radio board okays parts of revised radio code, but some dispute remains on advertising standards. *Page 34-D.*

NARTB television board gives push to proposed million-dollar-or-more research project to measure TV station and network circulation. *Page 35.*

RTMA sees happy future, with TV set production in first half of 1953 promising to outstrip any other six months in history. *Page 37.*

Advertising Federation of America takes close look at radio-TV. *Page 40.*

STATIONS

Sixty-one more TV stations plan to begin operation by fall. *Page 48.*

GOVERNMENT

With Comr. Walker's term about to expire, the Administration steps up its inspection of FCC candidates. As of last week the job still seemed up for grabs. *Page 56.*

NARTB protests Senate bill that would permit organized baseball to restore league restrictions on radio and television rights. *Page 60.*

NETWORKS

NBC may divorce radio and television operations in some departments. *Page 64.*

PERSONNEL RELATIONS

James C. Petrillo tells networks he won't tolerate AFTRA infringements on his AFM domain. *Page 78.*

FEATURES

How a real estate firm sells houses by radio. *Page 85.*

The inside story of the radio war, told for the first time in any magazine by the former chief of the Voice of America. *Page 86.*

Will there be color TV by Christmas? A special B • T article gives the answer. *Page 94.*

UPCOMING

June 21-25: Advertising Assn. of the West, Fairmont and Mark Hopkins Hotels, San Francisco.

June 25-27: Florida Assn. of Broadcasters, Empress Hotel, Miami Beach.

July 1-2: Hearing on North American Regional Broadcast Agreement, Capitol, Washington.

(For Other Upcomings, see page 82)

Kendig C. Bare, Mayor,
Lancaster, Pa.

"sincere thanks and appreciation for excellent cooperation and assistance given the City of Lancaster"

Tri-County Crippled Children's Association, Inc., Harrisburg, Pa.

"your public service cooperation an important factor in over-all success of appeal"

Woman's Auxiliary, Good Samar Hospital, Lebanon, Pa.

"extremely appreciative of fine public service you have rendered i generously contributing free time"

Pennsylvania Highway Safety Education Association

"congratulates you for special features . . . friendly, helpful spirit"

Office of Commissioners of Berks County, Reading, Pa.

"sincere thank you for ourselves and in the name of all residents of Berks County"

York Safety Council, York, Pa.

"invaluable role that your station has played"

Pennsylvania State College Division of Agricultural Extension

"your cooperation and the results a standard for future television arrangements"

Lancaster Osteopathic Hospital, Lancaster, Pa.

"our thanks to you for the excellent publicity tendered us by your organization"

Society for Cerebral Palsy York County, Pa.

"gratitude for fine services and contributions of your television static

people are impor

Lebanon Co. Unit, American Cancer Society

"grateful for generous amount of time given us"

Family and Children's Service of Harrisburg, Pa.

"genuine interest in work of Red Feather helpful"

State Teachers College, Millersville, Pa.

"your station's offerings to the public are vital and interesting"

National Foundation for Infantile Paralysis, Inc. Lancaster County, Pa., Chapter

"invaluable public appeal and information carried by your station in large responsible for success of campaign"

Lancaster County Society for Crippled Children and Adults, Inc.

"splendid help, genuine service to community"

Dedication of General Carl A. Spaatz Field, Reading, Pa.

"without your assistance this great event would not have been possible"

York Safety Council, York, Pa.

"promoting highway safety . . ."

Lancaster Council of Church Women

"fine cooperation with World Day of Prayer"

Jewish Community Center, Harrisburg, Pa.

"many, many thanks for excellent coverage . . . your services to projects of public interest"

Visiting Nurse Ass'n, York, Pa.

"thank you for time and efforts in our behalf"

Community Chest of Lebanon County

"thank you for publicity given our Community Chest Campaign"

American Legion Auxiliary Lancaster Unit No. 34

"excellent cooperation a fine civic gesture"

Men's Brotherhood of the Progress Community Presbyterian Church, Harrisburg, Pa.

"most grateful for your kindness"

Young Women's Club of York, Pa.

"kind contributions to County Fair"

Bynden Wood, Auspices of YMCA, Reading, Pa.

"fine publicity and cooperation on Bynden Wood Music Festival . . ."

Lebanon YMCA Building Fund Campaign

"deepest gratitude for generous contribution"

YWCA, York, Pa.

"most generous response to your help and publicity"

Lancaster General Hospital, Lancaster, Pa.

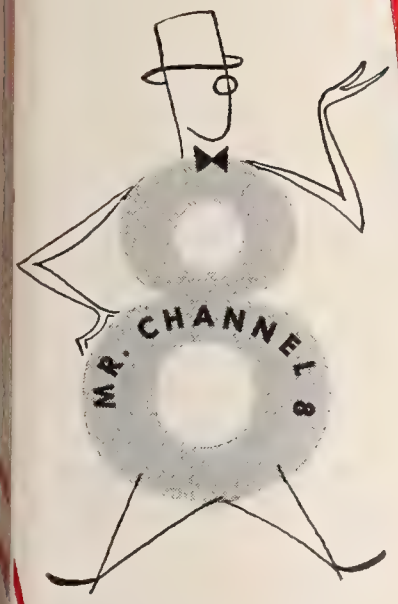
"thank you for filming complete dedication exercises"

Lancaster, Pa., Little Theater

"your wonderful cooperation"

nt to

WGAL·TV



NBC CBS ABC DUMONT

Lancaster, Pennsylvania

And WGAL-TV is important to the people in the communities it serves. This loyal viewing audience assures advertisers profitable return for advertising dollars. Present your sales story in the homes of this extensive market including Harrisburg, York, Reading, Lebanon, Lancaster. You get consistent sales success because the people in the WGAL-TV trading area have money to spend for your product. The people in the WGAL-TV audience are your prospects. Reach them . . . sell them on WGAL-TV. Channel 8.

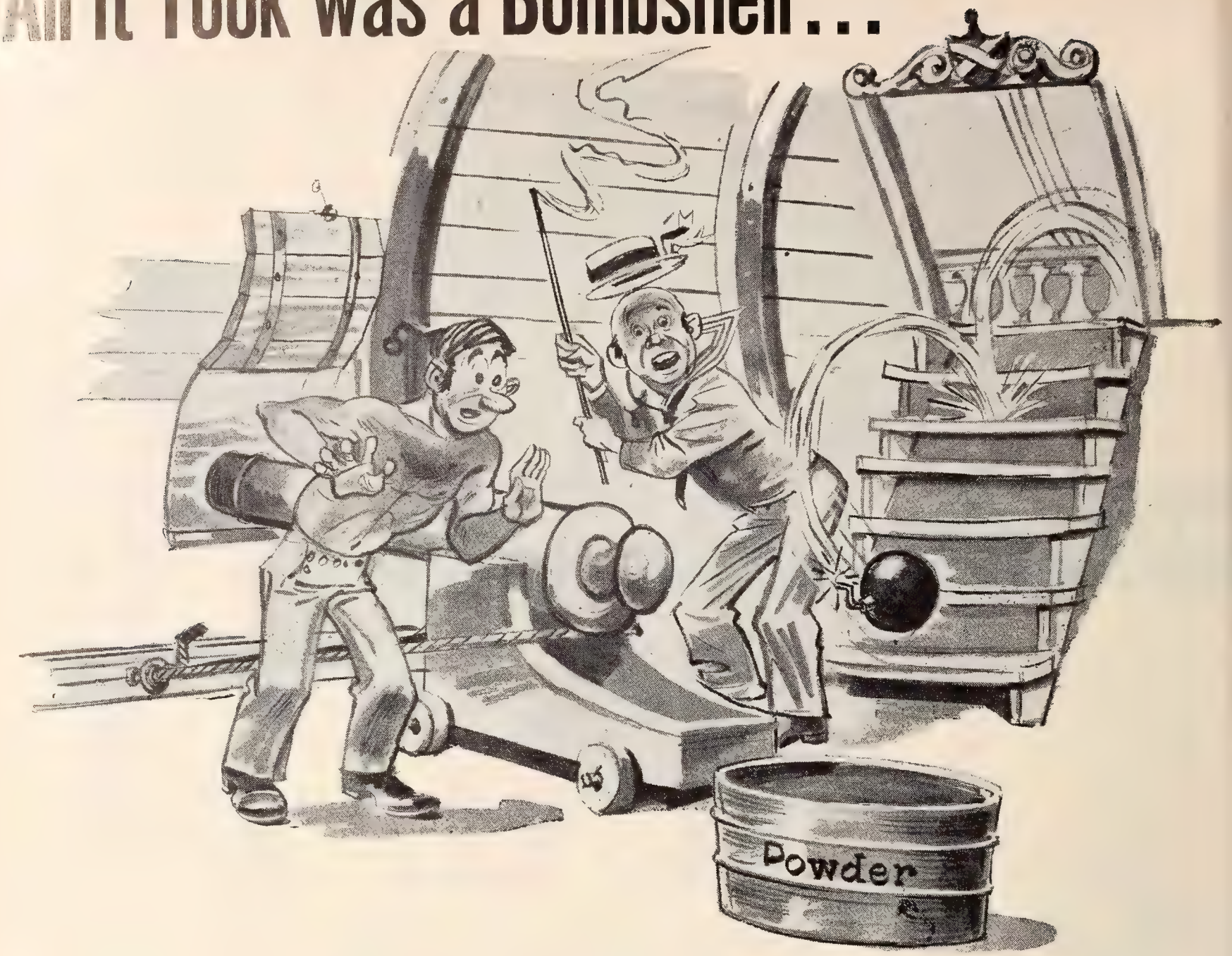
WGAL
AM TV FM

Represented by **MEEKER**

Steinman Station
Clair McCollough, President

New York • Chicago • Los Angeles • San Francisco

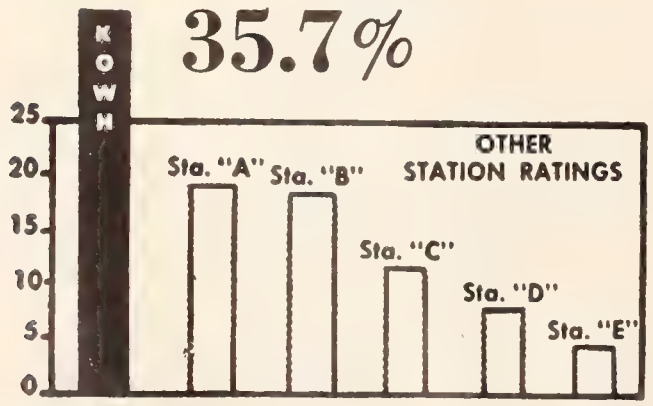
All it Took was a Bombshell...



. . . Tossed by a marine in the rigging of the Bon Homme Richard, to end the ship's most famed battle. The bomb landed in a powder tub on the British warship and exploded, setting it afire. The British Captain wisely struck his colors and enlisted the aid of the sinking Bon Homme Richard's crew to put out the blaze.

Equally abrupt was the effects of a programming "Bombshell" flipped into the Omaha, Council Bluffs area by radio KOWH. The audience reaction shows little indication of cooling a full 18 months later . . . as the below Hooper averaged for the months from October, 1951, to April, 1953, proves. If you're looking for a red-hot audience for your sales message—confidentially, we got 'em!

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru April, 1953.)
- *Largest share of audience,* in any individual time period, of any independent station in all America! (April, 1953.)



Kowh

OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

All-Risk Insurance Approved by NARTB Board

ALL-RISK insurance plan on industrywide basis, covering radio and TV towers, will be made available within fortnight following approval of project by NARTB combined boards at final sessions Friday (early stories pages 34D and 35). Both NARTB members and non-members eligible.

Policies will be underwritten by Insurance Co. of North America and affiliates, with Hufty, Eubank & Russell Co., Washington, as agent in cooperation with local agents. President Harold E. Fellows to explain details in letter to be sent member stations within two weeks and to be sent non-member stations later. Nation divided into five areas with varying rates, which in many cases will mean savings to stations.

Plan developed by special committee headed by Roger W. Clipp, WFIL Philadelphia. Committee has been working year on project. Other members are Gilmore N. Nunn, WLAP Lexington, Ky.; Edgar Kobak, WTWA Thomson, Ga.; Calvin T. Lucy, WRVA Richmond, Va., and Harold Essex, WSJS Winston-Salem, N. C.

Still in works are proposals for industrywide libel, slander and liability insurance policies.

Board approved Palmer House, Chicago, as site for 1954 NARTB convention, to be held week starting May 23. Present planning looks toward 1955 convention in Washington with 1956 and 1957 meetings returning to Chicago. Recent Los Angeles convention broke all revenue records, income running 18% above 1952 Chicago convention and expenses 30% higher. Association broke even on Los Angeles meeting, with 1,806 registrations (1,184 management, 276 engineering and 346 ladies). Board thanked 1953 convention committee headed by Clair R. McCollough, WGAL Lancaster, Pa.

Invitations for 1954 convention received from Dallas, New York, Philadelphia, Chicago and Miami Beach.

Next board meeting to be held Jan. 20-21, 1954, with site yet to be fixed. Board thinking appears to be in favor of two combined meetings yearly, dropping meeting formerly held in November.

New committee designed to insure radio-TV rights to public events and official proceedings to be named by President Fellows in line with recommendation at Los Angeles convention. Public events and sports groups to be named, each with 11 members (five radio and five TV plus chairman).

Board discussions Friday included excess profits tax problem, which is being watched closely; NCAA football policy; professional football anti-trust case; baseball and boxing coverage.

Pension plan for NARTB staff presented, with Mr. Kobak heading committee to study plans. Other members are Paul Raibourn, KTLA (TV) Los Angeles, and Mr. Essex. Thirty-four associate members accepted, bringing total to 115.

Board tendered luncheon in honor of FCC Commissioner Paul A. Walker, former chairman, whose term expires June 30. Guests included Chairman Rosel H. Hyde and Comrs. Frieda Hennock and George E. Sterling.

TORNADO RELIEF

MORE THAN $34,700 in cash and money orders was raised in six days by WBZ Boston for Worcester tornado victims, station reported Friday. This is one of many campaigns conducted by stations in Massachusetts and Flint areas (see early story page 52) for disaster victims. One $50 donation received from fishing vessel *Yankee*, just starting on cruise, after hearing WBZ broadcasts. Smallest donation was 26¢, largest $2,000.

WTIC Names Christal

WTIC Hartford, Conn., has appointed Henry I. Christal Co. as national representative effective July 1, Paul Morency, WTIC vice president and general manager, told B•T Friday.

• BUSINESS BRIEFLY

DURSTINE PLACING DIRECT • Roy S. Durstine, agency for Hawley & Hoops (M & M candies), understood to be attempting to place its new fall film half-hour series, *Johnny Jupiter,* on direct station basis, avoiding station representatives and sending man into field.

ESKIMO PIE SPOTS • Eskimo Pie, through Buchanan & Co., N. Y., placing radio-television spot announcement campaign in about 50 scattered markets throughout country. Contracts are short-term, ranging from four to eight weeks.

125 MARKETS • Warner Brothers' newest picture, "Best of the 20 Thousand Phantoms," through Blaine-Thompson, N. Y., placing three-day spot radio and television campaign in more than 125 markets during July and last two weeks in June.

WHITEHALL NAMES COMPTON • Whitehall Pharmacal Co., N. Y., named Compton Adv., N. Y., as its agency for Kriptin, Guards cold tablets, Petro-Syllium and new product to be test marketed shortly.

Radio Sound—Business Good, GE Reports

PLANS for stepped-up activities in production, advertising and sales promotion by General Electric Co.'s radio and television department announced Friday by E. F. Peterson, department marketing manager, who predicted "one of the most satisfactory years in radio and television history."

He said orders for television sets are "at such a level that it has become necessary to continue full operation of our assembly lines through normal vacation shutdown period." Mr. Peterson pictured equally bright outlook for radio, saying that GE would "virtually double production of radio receivers during second half of 1953" because "radio is as sound today as it was last year or in the years since it started."

TV-Movie Liaison Pointed Up in Joint Announcement

CLOSER LIAISON between television and motion pictures pointed up in joint announcement prepared for release today (Monday) by ABC and Motion Picture Assn. of America on completion of long-pending plans for series of 30-minute ABC-TV programs showing sequences from new releases of 10 major Hollywood producers. Series scheduled for fall or winter. Announcement by Robert E. Kintner, ABC president, and Eric Johnston, MPAA president, said series would use episodes from films of Allied Artists, Columbia, Metro-Goldwyn-Mayer, Paramount, RKO Pictures, Republic, 20th Century-Fox, United Artists, Universal International, and Warner Bros.

Under agreement, it was said, each production organization will designate four of its pictures in each 13-week telecasting cycle, from which pictures excerpts will be available for presentation. It was further agreed that ABC will have exclusive rights to TV series, tentatively titled *Hollywood Parade,* which may be presented on either commercial or sustaining basis.

GM RELEASES NCAA TELECAST SCHEDULE

FULL SCHEDULE of college football games to be telecast under sponsorship of General Motors Corp. on its *TV Game of the Week* series over NBC-TV this fall was announced Friday by GM.

Games will be carried over all 81 NBC telecast stations across nation, and GM officials said company was prepared to sponsor one-station telecasts of important sell-out contests, in addition to full nationwide schedule.

GM arranged schedule in cooperation with National Collegiate Athletic Assn. in line with latter group's policy of "limited television." On two Saturdays, Oct. 24 and Nov. 7, *TV Game of the Week* will be panoramic telecast of portions of four games being played in different parts of country.

NCAA divided nation into eight regions and has required that TV series include at least one game from each of eight regions, with no single college team represented more than once in 12-week network telecasts schedule:

Sept. 19—Nebraska vs. Oregon at Lincoln; Sept. 26—Dartmouth vs. Holy Cross at Lynn, Mass.; Oct. 3—California vs. Ohio State at Berkeley, Calif.; Oct. 10—Texas vs. Oklahoma at Dallas; Oct. 17—Alabama vs. Tennessee at Birmingham; Oct. 24—(panoramic): Princeton vs. Cornell at Princeton, Mississippi vs. Arkansas at Memphis, Illinois vs. Syracuse at Champaign, Ill., and Iowa vs. Indiana at Iowa City, Iowa.

Oct. 31—Minnesota vs. Pittsburgh at Minneapolis; Nov. 7—(panoramic): Florida vs. Georgia at Jacksonville, Fla., South Carolina vs. North Carolina at Columbia, S. C., Northwestern vs. Wisconsin at Evanston, Ill., Kansas vs. Kansas State at Lawrence; Nov. 14—Michigan State vs. Michigan at East Lansing.

Nov. 21—Southern California vs. California (Los Angeles) at Los Angeles; Nov. 26—(Thanksgiving Day) Utah vs. Brigham Young at Salt Lake City; Nov. 28—Army vs. Navy at Philadelphia; Dec. 5—Notre Dame vs. Southern Methodist at South Bend.

CIRCULATION VASTLY INCREASED...
COST PER THOUSAND WAY, WAY DOWN

That's The Story That Proves
YOUR BEST RADIO BUY TODAY
IS STATION WJBK

44% Increase In WJBK Circulation

Other Detroit stations, in this same period, showed decreases of 10 to 30% in daytime circulation.

1949 WJBK Daytime Circulation...350,140
B.M.B. Audience Report

1952 WJBK Daytime Circulation...518,400
Neilson Coverage Service

Lowest Cost Per Thousand Michigan Radio Households

Here's the way WJBK stacks up when you compare Detroit station costs per thousand Michigan radio households on 4 week cumulative basis.

44¢ Per Thousand Daytime on WJBK
other Detroit Stations 45c to $1.21 per thousand

59¢ Per Thousand Nighttime on WJBK
other Detroit Stations 81c to $1.42 per thousand

WJBK Detroit

A STORER STATION

STORER BROADCASTING COMPANY

Tops in MUSIC, NEWS and SPORTS

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY

at deadline

Cites Network Loss as Injury; Other FCC Actions

CITING loss of CBS-TV affiliation as partial support for claim of economic injury, new uhf Ch. 17 WTVP (TV) Decatur, Ill., filed Sec. 309(c) protest with FCC Friday against non-hearing grant of permit modification to new vhf Ch. 3 WCIA-TV Champaign-Urbana, Ill.

Modification granted May 19 and announced May 26, WTVP (TV) charges, moves WCIA-TV transmitter site "much nearer Decatur" than originally proposed, enables WCIA-TV to cover Decatur with Grade A signal. WTVP (TV) says its construction is nearly completed at cost of almost $400,000, plans July 15 commencement.

Two New AMs Granted

Final decisions were issued by FCC Friday to grant two new AM stations, one to Lyman Brown Enterprises for 100 w fulltime on 1240 kc at Brownwood, Tex.; other to Hirsch Communication Engineering Corp. for 250 w fulltime on 1230 kc at Sparta, Ill. In latter case, FCC denied bid of Hawthorn Bcstg. Co. for same facilities at St. Louis.

In both cases, Commission upheld earlier initial decisions. Lyman Brown is continuity director at WBAP Dallas-Ft. Worth. Hirsch Communication is owned by Oscar C. Hirsch and family, owners KFVS Cape Girardeau and KFMO Flat River, Mo., and WKRO Cairo, Ill. Hawthorn is owned by St. Louis advertising executive Leonard Frankel and associates.

Turns in Ch. 20 Permit

Texas State Network turned in permit Friday for uhf Ch. 20 KRIO-TV McAllen, Tex., sole grantee there, citing recent vhf Ch. 4 grant in lower Rio Grande Valley (KGBS-TV Harlingen) and "reticence of the dominant national networks to affiliate with uhf stations when a vhf station is available." Texas State told FCC it appears doubtful uhf station at McAllen "could develop sufficient receiving-set conversions to attract adequate advertising for economically sound operation of the uhf station."

WAVZ Drops Ch. 59

WAVZ New Haven, Conn., dropped uhf Ch. 59 application Friday, leaving uncontested bid of WELI there. WAVZ cited rising costs and "of greater concern . . . the experience in this general area of new uhf stations in heavily saturated vhf territory. The indications are that heavy losses are to be expected for a considerable time, because income has been only a fraction of what was anticipated."

New TV bid for vhf Ch. 9 at Hot Springs, Ark., tendered at FCC late Friday by Southern Newspapers Inc., including *Hot Springs New Era* and *Central Record*. None other pends.

WWBZ Programming Criticized by FCC Official

"Bookmakers' delight" is term used by Chief of FCC Broadcast Bureau in description of horse race programming of WWBZ Vineland, N. J. Reviewing position on horse race programs, Broadcast Bureau Chief petitioned Commisson to deny pleading of WWBZ which asks reconsideration and grant without hearing on its pending license renewal application. Chief's petition said in part:

> During this period when illegal gambling interests apparently find racing information no longer easily and inexpensively available from broadcasting stations, WWBZ emerges as what would appear to be a bookmakers' delight in this part of the country.

Petition for Ch. 24 in St. Louis

Petition to allocate uhf Ch. 24 to St. Louis filed by Metropolitan Telecasting Co., prospective applicant, offering three plans affecting uhf allocations at Cairo, Ill.; Fulton, Poplar Bluff and Moberly, Mo.

STORER STAYS

GEORGE B. STORER, head of Storer Broadcasting Co., submitted resignation as NARTB board member at final session of combined association boards Friday. He explained he was resigning because of trouble with his hearing. Board refused to accept his resignation, laying it on table. Mr. Storer serves on association's TV board.

Congressional Debate Series Offered on Film

FILMED TV program series, produced by of Dallas, to feature members of Congress debating public issues. H. L. Hunt, wealthy oilman, who is among firm's charter members, said half-hour shows would be offered at "about cost" to stations.

Each debate will have Republican and Democrat. Among those congressmen who will take part is Sen. Joseph R. McCarthy (R-Wis.) who last week denied report he was to go on national TV network with his own show under contract with Mr. Hunt. Oilman said purpose of program is "to get people to pay more attention to public affairs." Mr. Hunt is applicant for uhf Ch. 22 at Corpus Christi, Tex.

WTVR (TV) Renews NBC-TV

WTVR (TV) RICHMOND has renewed its NBC-TV affiliation contract and signed supplement giving it right to carry NBC-TV colorcasts when those are started, President Wilbur Havens said Friday. Signing, he said, was in observance of 16th anniversary of affiliation of Havens & Martin Inc., licensee of WTVR and also WMBG Richmond, with NBC. Mr. Havens also said WTVR expects by fall to have its new transmitter plant in mid-Richmond in operation, using maximum power of 100 kw video and 50 kw audio.

NBC Spot Sales for KSD

KSD-AM-TV St. Louis have appointed NBC Spot Sales as their national advertising representative, effective Oct. 1, George M. Burbach, general manager of *Post Dispatch* stations, and Thomas B. McFadden, NBC Spot Sales director, announced Friday. Signing of NBC Spot Sales by at least two other major outlets expected shortly, it was understood.

HARRY E. McCULLOUGH, sales manager for radio and television of Crosley Div., Avco Mfg., appointed general sales manager for radio and television of same company.

CHESTER H. LANG, vice president in charge of public relations of General Electric Co., reappointed volunteer coordinator of the Advertising Council's "engineers wanted" public service advertising campaign.

HENRY T. WILSON, business news editor for WOR-AM-TV New York since 1951, named to newly-created post of manager of press information for stations.

LEE CURRLIN, William Weintraub & Co., and **JACK SINNOTT,** BBDO, to Benton & Bowles, N. Y., as timebuyers on Procter & Gamble accounts.

WALTER C. COLMES, who has resigned as president of Encyclopaedia Britannica Films, elected director of Rockhill Productions, N. Y., producer of TV and radio package shows. He was succeeded at EBF by Maurice B. Mitchell [B•T, June 15].

Radio First Advertising Value, Md.-D.C. Meet Hears

RADIO as greatest advertising value praised by sponsors and agency executives at Friday's session of Maryland-D. C. Broadcasters Assn. spring meeting held at Ocean City, Md. Leonard Rosen, board chairman of Charles Antell, Baltimore cosmetics-vitamin firm, said "radio is better buy than TV, we have found. That is why 85% to 90% of our advertising budget on over 350 stations is on radio." Mr. Rosen said bulk of advertising budget for new product to be announced this week will be on radio.

William McIlhenny of Ketchem, MacLeod & Grove, Washington, reported Chevrolet in Washington area will continue heavy spot schedule, both AM and TV, but that total of more than 5,000 spots will be mostly on radio.

FCC Commissioner Robert T. Bartley, speaking at Thursday night dinner, said radio services not being fully used might be taken away and given someone else.

Other speakers included Morton Levinstine, A. W. L. Adv., Baltimore, and Mary Dunlavey, Harry Cohen Adv., N. Y.; Steve McCormick and Gilbert Jacobus, Federal Civil Defense Adm.; Ken Baker of Standard Audience Measurement Service and Fred Kenkel of Nielsen who spoke on services and circulation; Sam Kravetz, WITH-FM Baltimore, "Selling FM"; Max Fullerton, Baltimore AP, "Freedom of Information"; Les Peard, WBAL-AM-TV Baltimore manager, "Merchandising & Promotion," and Ben Strouse, WWDC-AM-FM Washington, "Simplifying Government Reports."

NBC Advertising Campaign

THREE-WAY advertising campaign, described as "most extensive ever used by any network in the history of broadcasting to tell its story," to be launched by NBC immediately, network is announcing today (Monday). Total cost reported unofficially as "several hundred thousand dollars."

WNAO-TV on July 15

CHARLES W. STONE, general manager WNAO-TV Raleigh, N. C., uhf Ch. 28, said Friday commercial operation will start July 15. Network interconnection due Oct. 1, he said.

DuMont Ships to Minn.

ALLEN B. DuMONT Labs has shipped 5 kw vhf transmitter and associated studio equipment to KMMT (TV) Austin, Minn., on vhf Ch. 6.



Seattle-Tacoma

. . . . plus!

with KTNT-TV

(soon to increase to 125,000 watts to give even greater coverage)

This is the SEA-TAC area coverage:

Seattle (corporate limits)	467,591
Tacoma (corporate limits)	143,673
Balance, King County	300,809
Balance, Pierce County	150,027
SEA-TAC AREA	1,062,100

This is the PLUS:

Thurston County (Olympia)	46,200
Kitsap County (Bremerton)	79,300
Snohomish County (Everett)	115,500
Mason County (Shelton)	15,600
PLUS AREA	256,600
TOTAL— SEA-TAC and PLUS AREA	**1,318,700**

KTNT-TV AREA IS VIBRANT, PROSPEROUS, GROWING

The Puget Sound Country is growing . . . it is populated with people able to buy (net effective buying income, $5162 per family; well above national average). As of May 1 there were 263,000 television sets in the 418,100-family area . . . and set sales continue good.

Write or wire for the complete KTNT-TV story.

KTNT-TV

CHANNEL 11

Affiliated with CBS and DuMont Television Networks
Transmitter strategically located at Tacoma, Washington, in Middle Puget Sound

Represented nationally by WEED TELEVISION: represented in Pacific Northwest by ART MOORE & SON, Seattle and Portland.

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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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Duane McKenna, *Art and Layout.*

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BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, ***New York Editor;*** Bruce **Robertson,** ***Senior Associate Editor;*** **Florence Small,** ***Agency Editor;*** **Rocco Famighetti, Dorothy Munster, Liz Thackston.**

BUSINESS: Winfield R. Levi, ***Sales Manager;*** **Eleanor R. Manning,** ***Sales Service Manager;*** **Kenneth Cowan,** ***Eastern Sales Manager.***

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, ***Midwest Sales Manager.***
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HOllywood 3-8181.
David Glickman, ***West Coast Manager;*** **Marjorie Ann Thomas.**

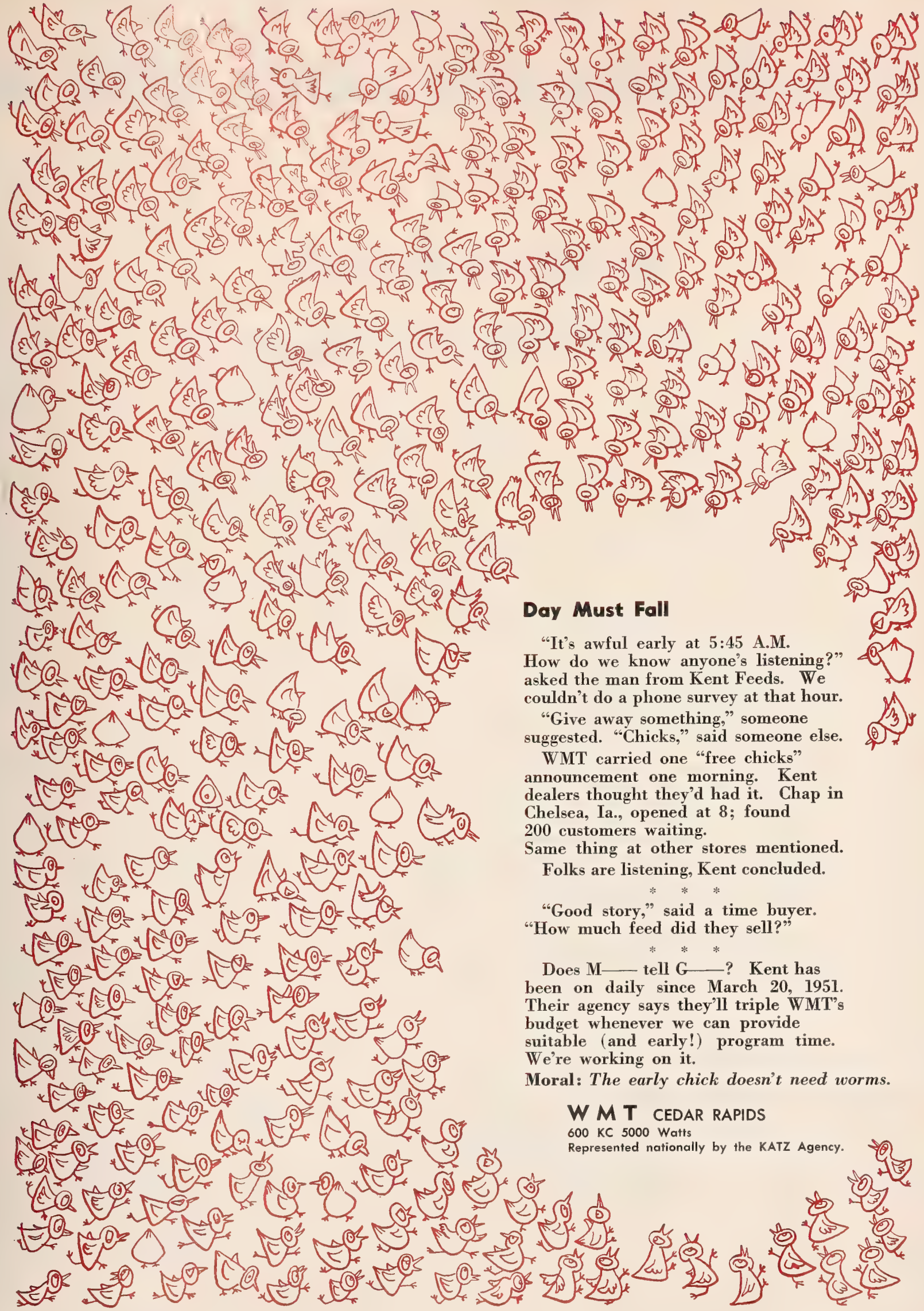
Toronto: 417 Harbour Commission, EMpire 4-0775. **James Montagnes.**

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 isues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.) ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
***Reg. U.S. Patent Office**

Copyright 1953 by Broadcasting Publications Inc.



Day Must Fall

"It's awful early at 5:45 A.M. How do we know anyone's listening?" asked the man from Kent Feeds. We couldn't do a phone survey at that hour.

"Give away something," someone suggested. "Chicks," said someone else.

WMT carried one "free chicks" announcement one morning. Kent dealers thought they'd had it. Chap in Chelsea, Ia., opened at 8; found 200 customers waiting.
Same thing at other stores mentioned.

Folks are listening, Kent concluded.

* * *

"Good story," said a time buyer. "How much feed did they sell?"

* * *

Does M—— tell G——? Kent has been on daily since March 20, 1951. Their agency says they'll triple WMT's budget whenever we can provide suitable (and early!) program time. We're working on it.

Moral: *The early chick doesn't need worms.*

WMT CEDAR RAPIDS
600 KC 5000 Watts
Represented nationally by the KATZ Agency.

WAGA-TV TOPS ALL IN

A Typical Example
Of WAGA-TV Impact

The Jandel Company (roofing, siding, remodeling) Atlanta, formerly used newspapers, radio, direct mail and direct solicitation to get new business. Radio, newspapers and direct mail combined produced 9 out of every 10 contacts.

Five months ago, the Jandel Company began to sponsor "TV Ranch" on WAGA-TV. Since then, 9 out of every 10 contacts came from TV advertising at a cost of only 4.5% of sales, a tremendous saving.

Mr. Marion Janko, President of Jandel, reports, "In the last 5 months we have traced $125,000 worth of business directly and solely to WAGA-TV. Customers attracted by television were so well pre-sold that price was not a primary consideration. The first question usually asked was 'when can you begin the work?' We expect our 'TV Ranch' advertising to yield more than $300,000 worth of business this year. That is why most of the company's advertising dollars have now been allocated to WAGA-TV."

For top results in Atlanta choose Storer Stations

WAGA-TV

For Availabilities consult the Katz Agency, Inc.

LATEST ATLANTA TELEPULSE*

Of 21 rated periods each night, Monday-Friday, WAGA-TV has 60 firsts, 66% more than station B—500% more than station C, and 23% more than all other TV stations in the area combined.

Of the top 15 once-a-week shows, WAGA-TV has 10, including the first 3.

Of the top 10 multi-weekly shows, WAGA-TV has the top 3. PLUS the top Sports Shows . . . top News Show . . . top Kitchen Show.

PLUS the most complete MERCHANDISING, PROMOTION and PUBLICITY support in Atlanta

* May, 1953

STORER BROADCASTING COMPANY

WSPD-TV — **WJBK-TV** — **WAGA-TV** — **KEYL-TV**
Toledo, Ohio Detroit, Mich. Atlanta, Ga. San Antonio, Texas

WMMN — **WSPD** — **WJBK** — **WAGA** — **WWVA** — **WGBS** — **WSAI**
Fairmont, W. Va. Toledo, Ohio Detroit, Mich. Atlanta, Ga. Wheeling, W. Va. Miami, Fla. Cincinnati, Ohio

TOM HARKER, V. P., National Sales Director

NATIONAL SALES HEADQUARTERS:
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

WHEN SELLING TO WOMEN . . .
THERE'S NO PLACE LIKE HOME!



• Yes . . . WDSU-TV certainly agrees there *is* no place like home when selling to New Orleans women! That's why we've built this unique Monday thru Friday noontime show that covers the house from attic to cellar. Local stars utilize their talents in the fields of Fashion, Cooking, Beauty, Decorating, Music and Family Problems. If selling to women is *your* problem . . . we have the solution if you'll come on over to "Our House"!

• Write, Wire, or Phone Your JOHN BLAIR Man!

WDSU-TV
CHANNEL 6
NEW ORLEANS

THE FORD 50TH ANNIVERSARY SHOW

Time: Monday, June 15, 9 to 11 p.m. EDT, NBC-TV and CBS-TV.

Origin: NBC Studios—Center Theatre.

Cast: Ethel Merman, Mary Martin, Marian Anderson, Burr Tillstrom (of *Kukla, Fran and Ollie*), Oscar Hammerstein II, Wally *(Mr. Peepers)* Cox, Rudy Vallee, Ed Murrow, Lowell Thomas, Eddie Fisher, Frank Sinatra, Howard Lindsay and his wife Dorothy Stickney, William L. Laurence of the *New York Times*, Amos 'n' Andy, Teddy Wilson.

Producer: Leland Hayward.

Director: Clark Jones; assistant, John Bloch.

TV Directors: Bob Daniels and Heino Ripp.

Music Director: Bernard Green.

Set Designer: Paul Barnes.

Costume Designer: Irene Sharaff.

Writers: Frederick Lewis Allen, Agnes Rogers Allen and Howard Teichman.

Art Supervisor: Richard Day.

Choreographer: Jerome Robbins.

Dialogue Director: Marshall Jamison.

Sponsor: The Ford Motor Co.

Agency: Kenyon & Eckhardt Inc.

Production Cost: Between $200,000-$300,000.

ALL THINGS considered, some pretty wonderful things happened last Monday night when the Ford Motor Co. threw a lavish TV party as a climax to its 50th anniversary. The much-heralded two-hour production, seen on both the NBC and CBS television networks, packed a terrific wallop in its re-creation of events both large and small which have left their imprint on the last half century.

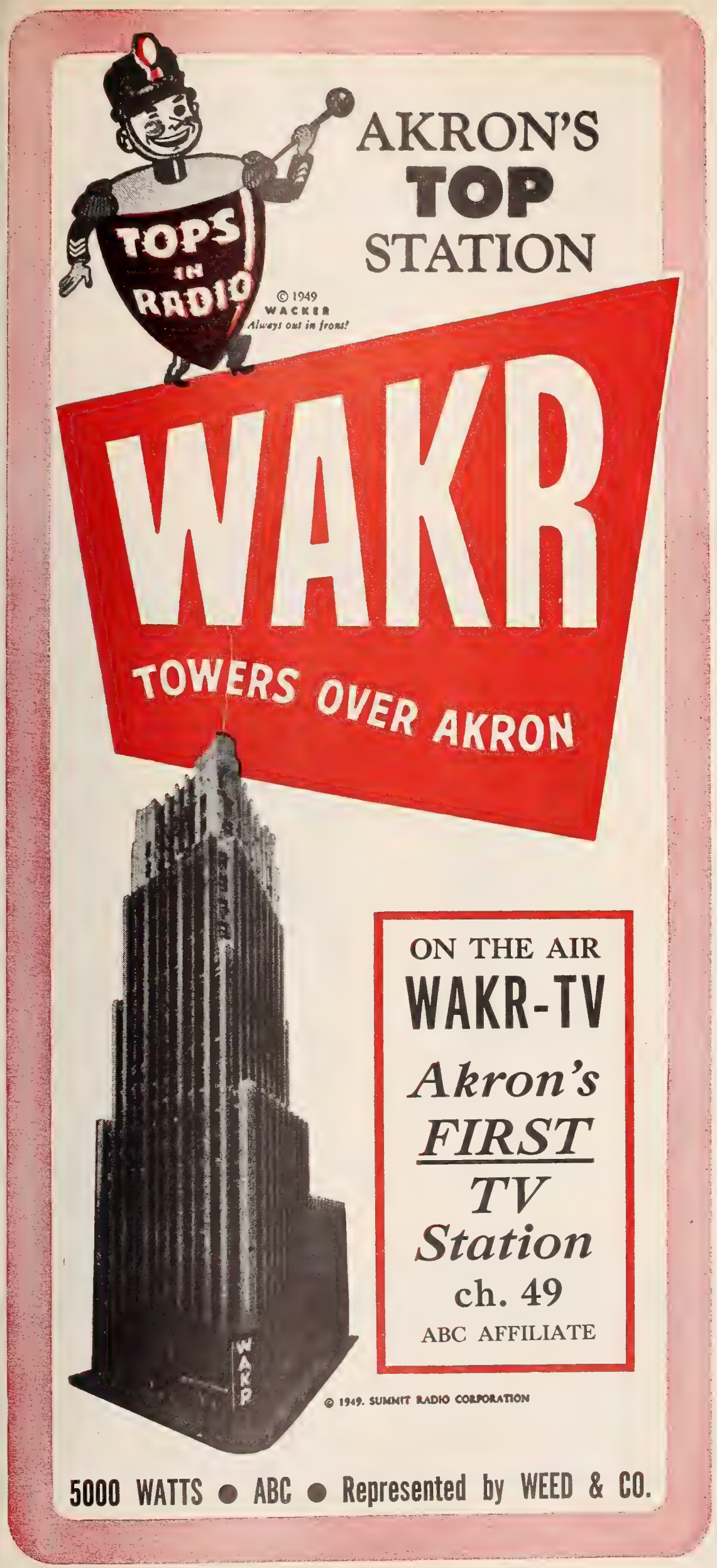
There were inevitable shortcomings in a production of this size and scope. Timing was off, as became disturbingly apparent at the very end of the show when Oscar Hammerstein II and Edward R. Murrow, who had served as commentators, completely ran out of conversation. An unrehearsed curtain-call used as a time filler fell flat and program credits dragged on at a deathly slow pace. The lighting on certain portions of the program was erratic. Such technical mishaps might have been avoided if the show's producer, Leland Hayward, had been better acquainted with the workings of television. Mr. Hayward's theatre career has been highly productive and successful. The Ford telecast was his first television assignment. The unfamiliar ground on which he stood showed up in production.

But the impressive array of talent which Ford engaged for its birthday celebration could have covered a multitude of production sins. Individually and as a cast the performers turned out one of the finest telecasts to date. They had a marvelous time and this member of their audience did too.

Fifty Years, Two Hours

Music, song, dance, comedy, drama, recordings, film clips and narration told the story of America's last 50 years in fairly accurate historical perspective. To prove that times may change but people stay pretty much the same, Howard Lindsay and his wife Dorothy Stickney played their original roles in a scene from "Life With Father" which dealt with the universal and ageless budget battle between husband and wife. Film clips from the Teddy Roosevelt era followed the "Life With Father" scene for a more documented glimpse of life shortly after the turn of the century. In similar fashion events leading up to the present were recreated for viewers through old films, photographs and recordings and fancifully in song, music, dance and drama.

Wally Cox, television's *Mr. Peepers,* and



Kukla, Fran and Ollie filled transition periods between large production numbers admirably well. Nicely integrated with the rest of the program was a segment on the Model T Ford and the age of that wonderous machine. Films of the first Model T in action were shown and Edward R. Murrow had some comments on the Ford company as a pioneer in one of the many industries developed during the last half century. But that was as close as it ever came to a commercial. At no point was it suggested that the Model T had now evolved into a super-duper 1953 model to be had for such-and-such an amount at your nearest dealer.

The jazz era was personified with Ethel Merman singing "Alexander's Ragtime Band" as only Miss Merman could sing it. The crooner craze was traced from Rudy Vallee to Bing Crosby to Frank Sinatra to Eddie Fisher, each doing a song that put him in the musical limelight.

Worthy of being written into Mary Martin's



Mary Martin, Leland Hayward, Ethel Merman

next show if it turns out to be a revue was her skit on women's fashions through the last 50 years. "Shape Marches On" will surely be regarded as a TV pantomime classic.

Jerome Robbins, one of the theatre's most talented choreographers, designed some dances for the Ford show in keeping with his reputation. A roaring-20s speakeasy routine was every bit as polished as dances of this type that require weeks of rehearsal in musical theatre. Less intricate but as enjoyable was a dance number on the change of bathing suit design.

Highpoint of the production was a medley of songs that now rank on the all-time American hit parade sung by Ethel Merman and Mary Martin. Each had her solo spots and they did several songs together. It was a long stint. Bernard Green, the show's music director, came up with a fine arrangement of popular tunes. They were sung by two gifted performers with a showmanship know-how that defies description.

Ford's 50th birthday party turned out to be a very gala and enjoyable affair. No doubt it won more friends for Ford than all the hard sell commercials ever telecast.

BOOKS

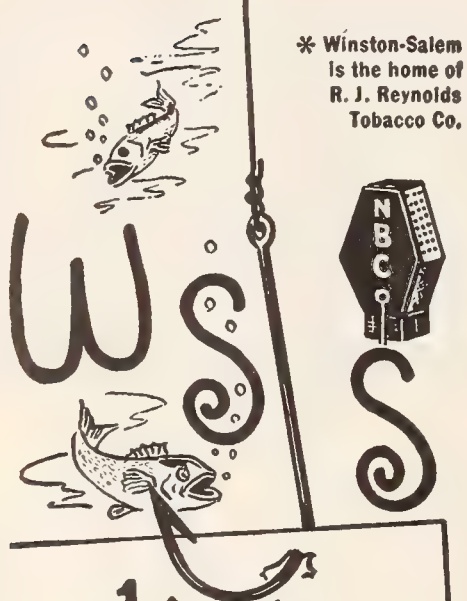
TELEVISION TERMINOLOGY, BIBLIOGRAPHY, compiled by Benjamin Draper, California Academy of Sciences, San Francisco 18. 57 pp. $1.

THIS paper-bound, mimeographed booklet lists more than 400 words used in the television field and more than 300 books concerning TV. Mr. Draper, executive producer of the CAS weekly TV program, *Science in Action,* says the bibliography lists all major books on TV since 1928 and that the terminology section is the most extensive yet published.

SELL MORE IN THE
SOUTH'S
No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem is the home of R. J. Reynolds Tobacco Co.



1/5th* of all
General Merchandise
Sales for
WINSTON-SALEM'S
WSJS
15-COUNTY MARKET
*$101,982,000
S.M. 1953 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

OPEN MIKE

Added Attraction

EDITOR:

. . . Is it possible that the value of the [TELESTATUS] figures would be increased many fold if your stations would supply, at the same time they supply their estimates of sets in their areas, figures on what they believe to be the total number of *homes* in the areas they serve?

From such estimates, one could get some idea of the degree of saturation in the area served by a given station.

E. L. Deckinger
Vice President
The Biow Co.
New York

[EDITOR'S NOTE: The new Telecasting Yearbook and Marketbook, scheduled for August publication, will contain station estimates of total families within their coverage areas. The editors of B•T are considering adding home figures to the weekly TELESTATUS set summary, as Mr. Deckinger suggests.]

Answer Man

EDITOR:

It seems that the credibility of radio messages is quite high. A recent case in point can be seen in the *Merit Fix-It Show*, a quarter-hour program which features household tips. The sponsor of the show, Bob DelBuono, offers his services in giving out advice to solve various household problems.

After one particular Saturday morning show, a female voice was heard at the other end of the wire and explained that she had been married eight years and was not able to become pregnant. She asked Mr. DelBuono his advice on how to remedy the situation.

I write the script for the show. How can I weave this problem into the script without running the risk of FCC reprisal?

Jay Hoffer
Sales Promotion Director
WICC Bridgeport, Conn.

Some Baby

EDITOR:

On May 31, 1953, Intermountain Network came to the end of its fiscal year. Our chairman, George Hatch, called a board of directors' meeting on Friday, May 29.

Significantly, at that board meeting, as president, I was able to report that gross sales on Intermountain Network for the fiscal year 1952-53 showed an increase of 19.48% over the same fiscal year 1951-52.

Who says AM broadcasting is dead? This increase would certainly indicate that AM, and regional networks particularly, is a live, lusty baby.

Lynn L. Meyer, President
Intermountain Network Inc.
Salt Lake City

Dead or Alive

EDITOR:

Were C. Francis Jenkins alive today undoubtedly he would be immensely gratified that his predictions for the future of the art which he so greatly advanced have been realized. In his book, "Radiomovies, Radiovision and Television," published in 1929, Dr. Jenkins established some definitions which we might well recall and apply today.

"Television" was defined as "the transmission of living images by wire," "Radiovision" as "the transmission of living images by radio," and "Radiomovies" as "the transmission of filmed material by radio."

The important distinction Dr. Jenkins made, it would seem, was that between living images and film. Transmission of living images can be a creative art of vast potentialities. With the use of recorded material, the television industry forfeits all claim to creative effort and becomes merely a transmission medium. The tremendous appeal of live television is similar to that of the legitimate stage. There is a vital sense of participation, in comparison with which recorded material is dull, flat and lifeless, regardless of its degree of technical excellence. . . .

Let's hope TV will not trade its birthright for a mess of footage.

H. B. Mouatt
WHEC Rochester, N. Y.

Plug from Publisher

EDITOR:

. . . I thoroughly enjoy every issue of B•T. It is the most interesting, most accurate, most informative weekly source of radio and television information I have ever seen. There is certainly little room for improvement.

Edward J. Wirtz Jr., Publisher
Electronic World,
Burien, Wash.

Business Opportunity

EDITOR:

For the past few weeks we have been looking for some supplier who could supply gummed record labels, banners and microphone plates to use in promotion of our station. So far, we have been completely unsuccessful in locating anyone who supplies this service.

Thinking that perhaps there may be other stations who are looking for the same thing, we thought perhaps you might print this letter in the OPEN MIKE section and help us locate some supplier and at the same time render a service to other broadcasting stations who have the same problem.

Davd R. Worley
Managing Partner
KLEA Lovington, N. M.

Far, Far Away

EDITOR:

Enclosed is a tear sheet showing a story run in the Seattle and Tacoma papers regarding KTNT-TV being viewed in McAllen, Tex.:

Through a strange fluke in television reception, a woman televiewer in Texas has received Tacoma station KTNT-TV, the station manager, Len Higgins, said Saturday.

He said he received a letter from Mrs. Patricia Deason of McAllen, Tex., saying that KTNT-TV came in as "clear as a bell" on her 21-inch TV set . . . He said Mrs. Deason mentioned she has a son and two grandchildren in Seattle . . . and he'll put them on TV so she can get a look at them. . .

We contacted her son, Louis S. Stamon Jr., and made arrangements for him, his wife and two children to appear on KTNT-TV. This they did and Mrs. Deason was advised of the date and time. Unfortunately, her telegram to us said that atmospheric conditions made it impossible for her to receive us on that particular date at that particular time . . .

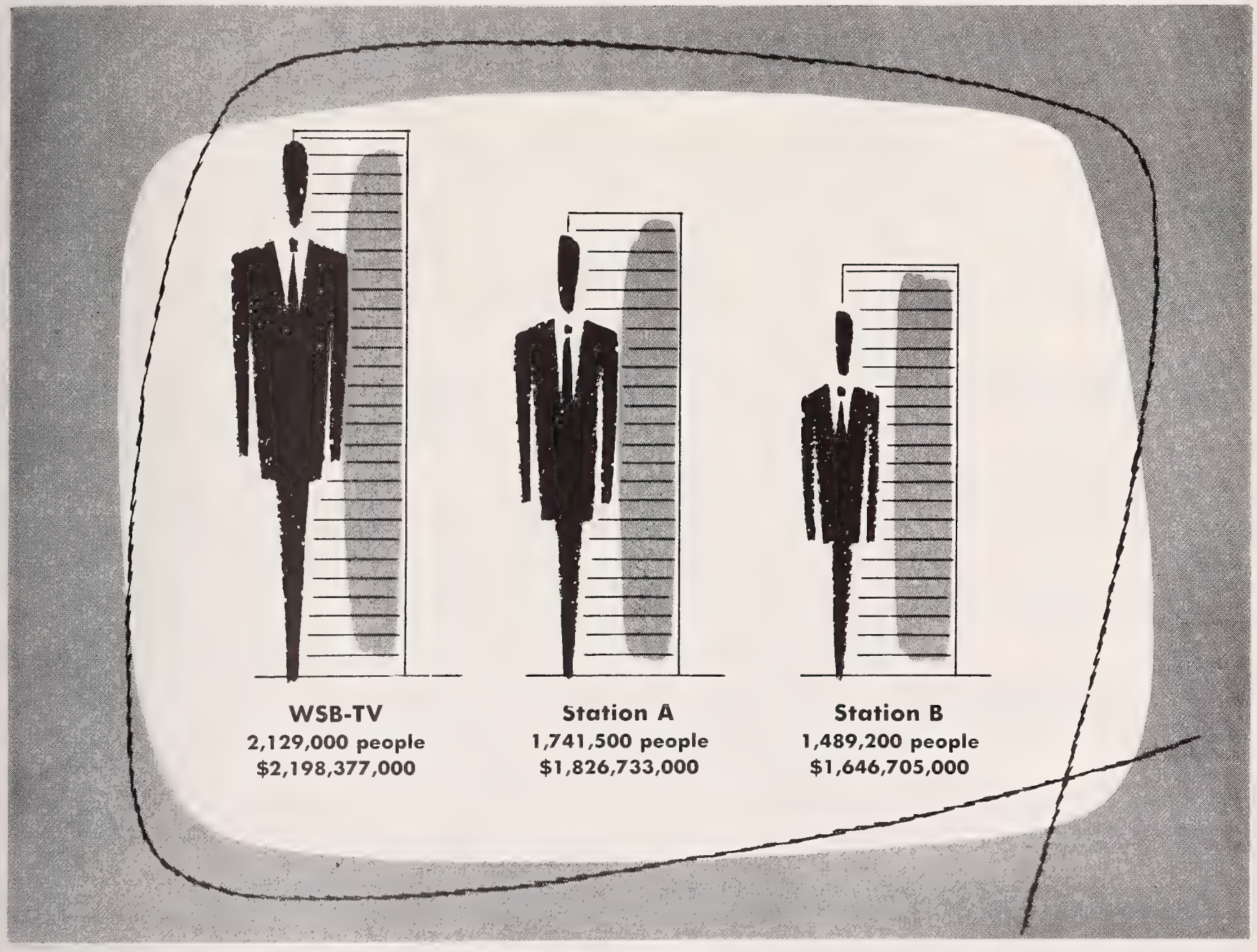
Len Higgins, Manager
KTNT-TV Tacoma, Wash.

Here's how the coverage areas of Atlanta TV stations compare

★ *In population* ★ *In Effective Buying Income*

Based on the first Nielsen Coverage Service Report

Advertisers on WSB-TV get a crack at 22% more people than can be reached on Atlanta's second station. You cover 43% more with WSB-TV than with the third station. The ten extra, or "bonus", counties WSB-TV delivers have an Effective Buying Income comparable to that of cities like Providence, Rhode Island, and Des Moines, Iowa. Ask a Petry man to tell you more about this first Nielsen Coverage report—it's dynamite.



Affiliated with The Atlanta Journal and The Atlanta Constitution

wsb-tv

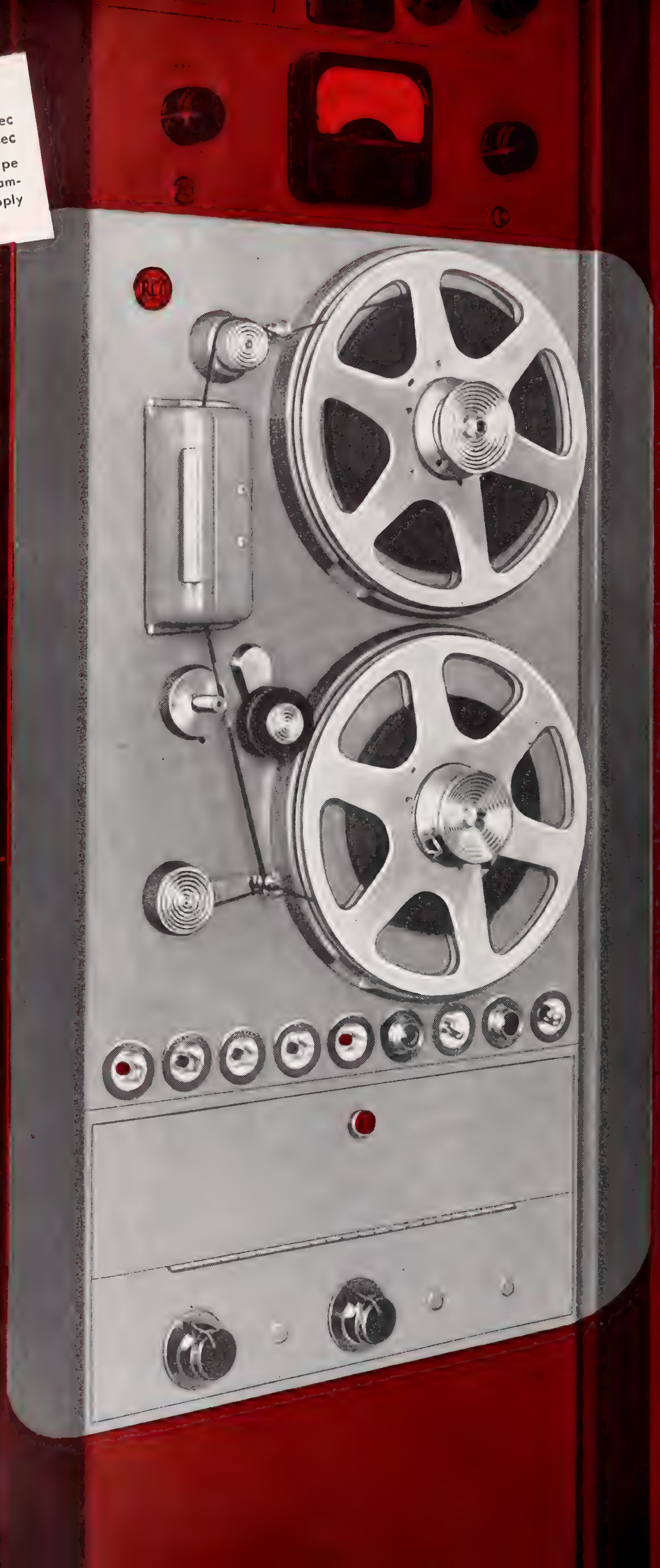
50,000 watts on low channel 2 from a 1062-ft. tower

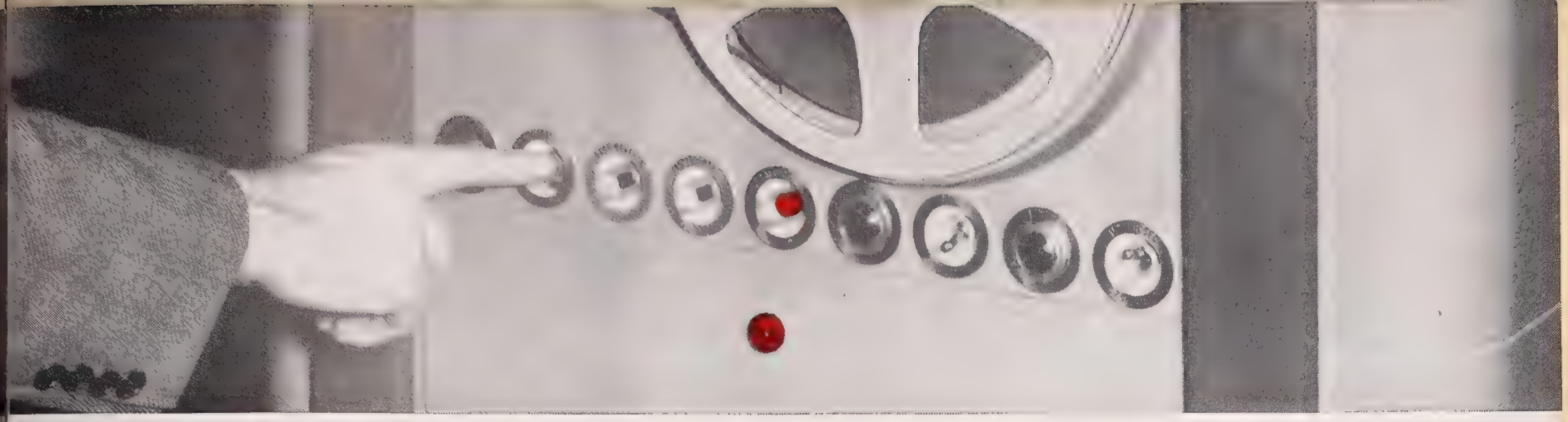
RCA TAPE RECORDER *Type RT-11B*

50 to 15,000 c.p.s. (±2 db) at 15 in sec
50 to 10,000 c.p.s. (±2 db) at 7½ in sec

COMPLETE—with motor board, plug-in type recording amplifier, plug-in playback amplifier, two standard NAB reels, power supply and panel and shelf.

- **Split-second start and stop**
- **Push-button operation**
- **Extremely accurate timing—with synchronous capstan**
- **Smooth tape runs—via sapphire guides**
- **Automatic tape lift for fast "forwards" and rewinds**
- **Microswitch "tape-break" control—no tape spills, snarls**
- **Remote control of all operations**
- **Rack or console mounting**
- **Plug-in amplifiers**
- **Interlock system for vital controls**
- **3 heads; Erase—Record—Playback**



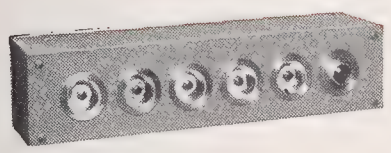


PUSH-BUTTON CONTROL puts tape recording facilities at your fingertips.

The RCA RT-11B

High-Fidelity Tape Recorder

—the finest money can buy!



Remote Control Unit, MI-11948. Available extra.

This is the world's foremost professional tape recorder, the one recorder that has *everything*—accurate timing, low wow and flutter, plus quick starting. All operations are push-button controlled. All functions—including cueing—can be extended to remote positions.

Designed for applications where operating TIME and RELIABILITY are prime factors, the new Type RT-11B Recorder offers a number of exclusive features. For example, you can start or stop the tape in 0.1 second. You can jockey the tape back and forth for cueing without stopping. You can rewind a standard 10½-inch reel in one minute!

A synchronous capstan makes it practical to hold recording time to ±2½ seconds in a 30-minute run. And with synchronizing equipment . . . for which provision is made . . . *timing can be held to 0.3 second on any length program!*

Many more important features, too.

Self-centering "snap-on" hub adaptors assure perfect reel alignment with either RMA or NAB reels. A complete system of control interlocking virtually eliminates the possibility of accidentally erasing a program—makes it impossible to snarl or "spill" the tape. "Microswitch" control stops the machine if the tape is severed—applies reel brakes instantaneously. The tape automatically lifts *free and clear* of heads during fast forward runs or rewinds. Tape alignment over the heads is held precisely by a floating casting. Starting wow is reduced to the vanishing point.

BY ALL MEANS, *call your RCA Broadcast Sales Representative for complete details. Or mail the coupon.*

RCA®

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

Broadcast Audio Sales,
RCA Engineering Products,
Camden, New Jersey

Send me more information (including price and delivery) on your new De Luxe Tape Recorder, Type RT-11B.

NAME_____

ADDRESS_____

STATION OR FIRM_____

CITY_____ STATE_____



this is where

it PAYS to be in the middle...

Providing it's the middle of this important mid-South region —an advertiser's paradise of progressive communities, all served by the broad circle of WFMY-TV's coverage. Packed into this zone of sales opportunity is a greater amount of buying power than you'll find in such media "musts" as Baltimore, Pittsburgh, San Francisco, or New Orleans.

Strategically located in the middle of almost a billion and a half dollars — money waiting to be spent on what *you* have to sell — is WFMY-TV. Many of America's most successful advertisers have discovered how well WFMY-TV reaches and persuades the customers of this growing area. Why not share their good fortune with them?

wfmy-tv

Basic CBS Affiliate — Channel 2

Greensboro, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco

IN PUBLIC SERVICE

$500,000 for Palsy Drive

MORE than $500,000 has been collected from KECA-TV Hollywood's 28½ hour *On Stage with Cerebral Palsy* which started late June and ended early June 7. The program at the Cartlay Circle Theatre originally was scheduled for 19 hours, but so many stars volunteered their services that Phil Hoffman, KECA-TV general manager, cancelled all regularly scheduled programming and extended the appeal through to Sunday morning. Jack Webb director-star of NBC's *Dragnet* and Los Angeles County chairman for the drive, and Ben Alexander, supporting *Dragnet* actor, were co-m.c.'s throughout the telecast. Stuart Woodman Phelps, ABC-TV director, was executive director of the entire production. Frank L. Tourette, ABC Western Div. director of news and special events, produced the show, and Darrell Ross, KECA-TV stage supervisor, was stage manager.

* * *

KEYL (TV) KABC Palsy Work

CEREBRAL palsy telethon staged jointly by KEYL (TV) KABC San Antonio and the *San Antonio Light* raised $130,000 during its 16½ hours at the city's Municipal Auditorium. Some 30 members of KEYL's staff volunteered services and four cameras, and remote control facilities were used. KEYL Managing Director George B. Storer Jr. presented the Cerebral Palsy Assn. a $1,000 check. A list of celebrities headed by ABC star Dennis James took part in the show.

* * *

WKEI Storm Assistance

WKEI Kewanee, Ill., after a storm which damaged property in nearby Annawan June 13 sent newsmen to the scene to make recorded coverage of damages. Although a power failure cut the station off the air three hours, WKEI returned to the air with news of the storm and requests that people stay out of the damaged area.

* * *

'TV Fights TB'

WTOP-TV Washington on July 8 will present "TV Fights TB," an all-day program featuring a number of local stars, to emphasize the tuberculosis problem in the District of Columbia. During the day WTOP personalities will have chest x-rays made at an x-ray unit set up in the studios.

* * *

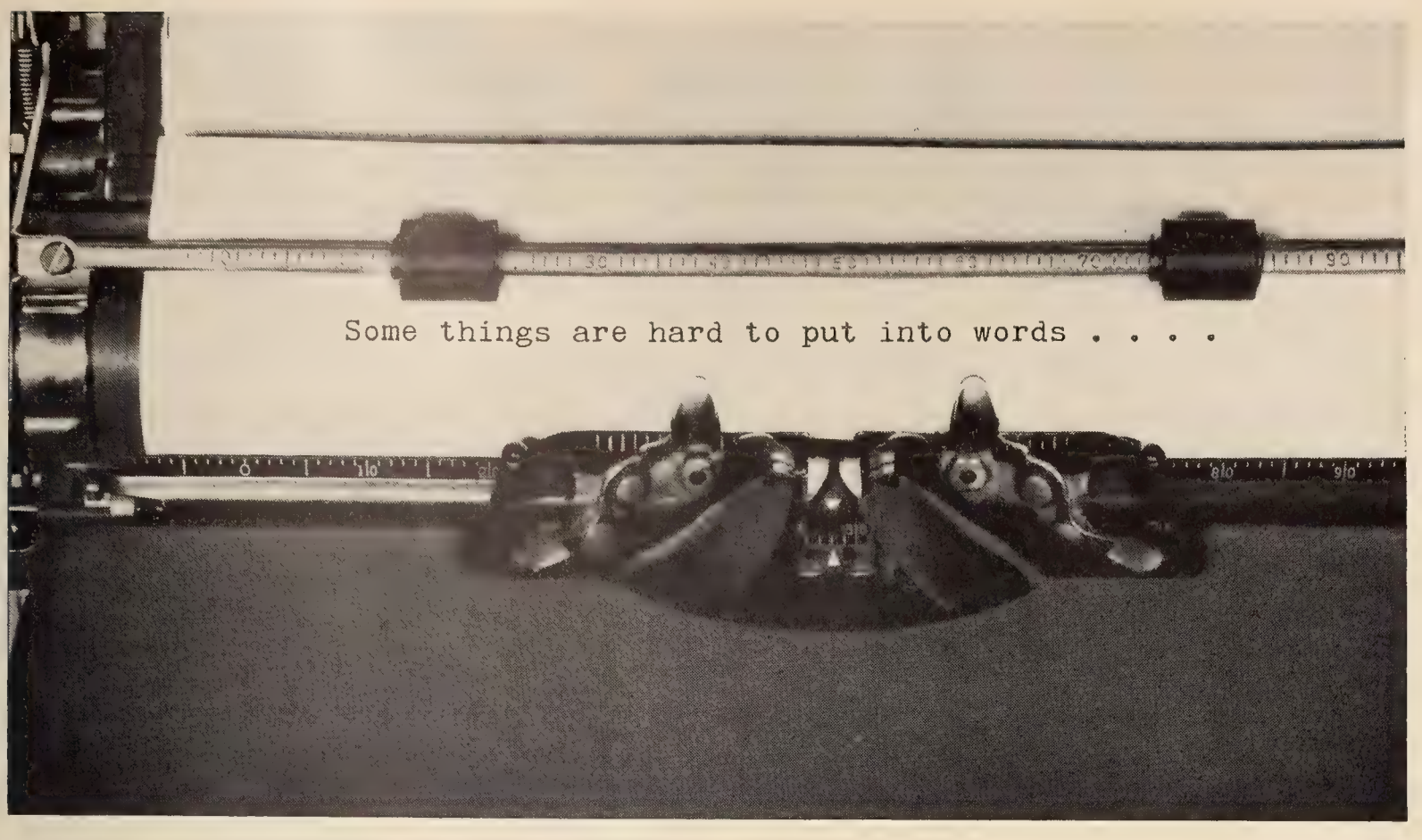
Cheers Leukemia Victim

KVOO Tulsa was instrumental in cheering a four-year-old leukemia victim who wanted a special type of toy duck. After extensive publicity by the station failed to turn up the right kind of duck, an Akron, Ohio, toy-making firm shut down its assembly line long enough to make the desired toy. KVOO reports that through its suggestions the four-year-old girl may be selected for a new experimental treatment for leukemia which may save her life.

* * *

Reunites Father, Daughter

WDXY (FM) Spartanburg, S. C., was successful in reuniting a 68-year-old father and his daughter, separated from each other for about 20 years. The father wrote to station baseball announcer Bill Goodrich from Oteen, N. C., where he was a patient in a hospital, asking if the station could contact his daughter, whom he last had seen in Greenville, S. C. Mr. Goodrich aired the information and the daughter was contacted and has arranged a visit to see her father.



Like, for instance, describing what it takes for really effective representation of outstanding television stations.

Foremost, such representation must be *exclusively* TV—with *all* the effort, *all* the interest devoted uncompromisingly to that medium. But quality television representation demands, too, a type of aggressive selling built upon long, sound experience in all advertising, and combined with deep insight of station operation.

Anyone who knows advertising, and also appreciates the gigantic impact of the television medium, realizes that TV is far too important to be merely one of two . . . or even three . . . masters served by a single representative.

Stations of the caliber that have selected Harrington, Righter & Parsons, Inc., demand quality representation devoted exclusively to television. Ask any one of them how wise this choice has proven to be.

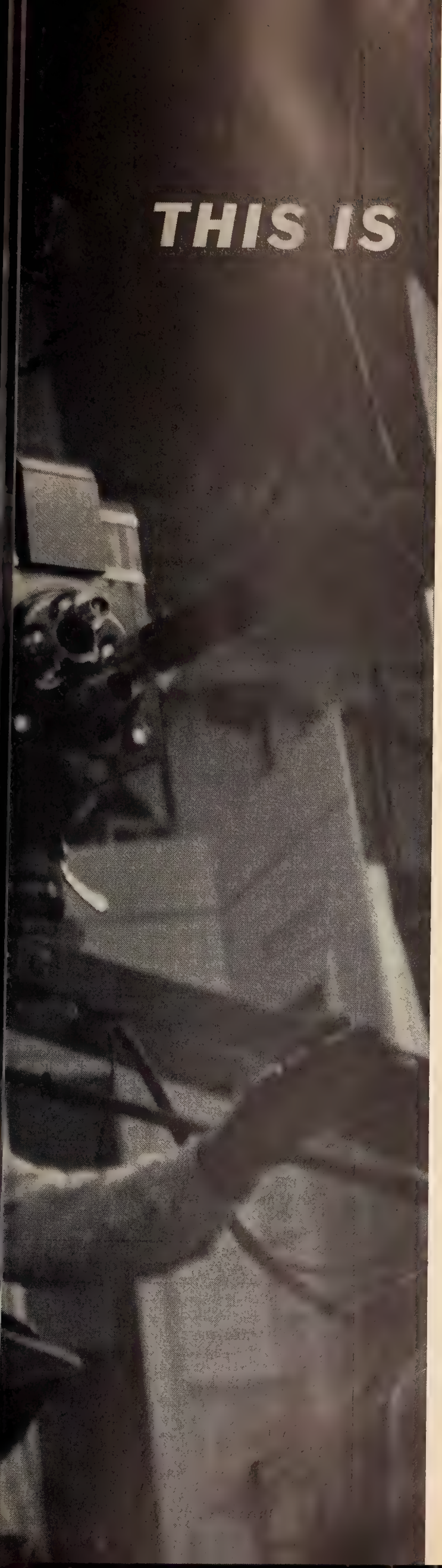
Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

No newspapers, no radio—television only.

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*





YOUR CUE...

For in the nation's second television market, WBBM-TV *is already packing your customers in.*

Today, WBBM-TV *attracts one of every three viewers in Chicago's average audience, all week long, a share larger than the next two stations' combined!*

And it's only the beginning. WBBM-TV, *Chicago's Showmanship Television Station, is creating one of the nation's great TV show places... with new faces, new talent, strongest possible network and local programs.*

To assure yourself of the kind of performance which makes sense—and sales—talk over availabilities with WBBM-TV *or* CBS TELEVISION SPOT SALES *today. You're on next, on...*

Channel 4 WBBM-TV

CBS Television's Key Station in Chicago

Sources on request

In Which Algy writes to . . .

Mr. John Cole
Campbell-Mithun, Inc.
Minneapolis



Dere John:

The W. Va. Chambur of Commerce has just put out some figgers which seems to put th' Gold Seal of approvul on th' fact that Charleston is a big markit. Our retale sales here in our own county are twice as much as th' second place county. And th' income figgers which I seen on th' boss' desk shows our county with 13% of th' state. And effen you take the figgers for all th' counties touchin' here . . . which is nicely coverud by our 5,000 with 580 . . . you finds that it comes to 27% of th' whole state. Gold Seal Snowy Bleach sure gits a good sales punch here where we got more W. Va. listenurs than any other station.

Yrs.,

Algy



WCHS

580 KC

5000 WATTS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium



Theodore R. McCabe

on all accounts

THIRTY years with the same advertising agency, from copywriter to executive vice president—is the record of Theodore R. (Rand) McCabe of Beaumont & Hohman Inc., Chicago.

Mr. McCabe has traveled a wide circuit among the agency's various branch offices, winding up in the Chicago headquarters five years ago.

He has been active on all phases of the Greyhound bus account for years, and has personally written, planned or designed most of its national advertising, including television. Greyhound is an avid TV user and probably will spend close to $900,000 in that medium this year, he says.

Ted McCabe celebrated his 30th anniversary with Beaumont & Hohman June 7, that also being the 30th anniversary of the agency.

Born in Fresno, Calif., Aug. 27, 1898, young McCabe's schooling was abruptly ended with the outbreak of World War I, during which he served in the Marines. After the war he took a job with Railway Express Agency.

While attending Fresno Art School he met W. C. Beaumont and later Henry A. Hohman, the two partners who started the agency. He joined the original Fresno office as a copywriter in 1923. That same year he managed the Los Angeles office, shifting to San Francisco in a similar capacity in 1925. Mr. McCabe returned to Los Angeles two years later, leaving in 1929 for the Kansas City office. In 1930 he moved to Cleveland where he remained until 1948. His next stop: Chicago.

Greyhound spent $250,000 on spot in 1951 and $500,000 more in the spring and fall of 1952. It also co-sponsored part of CBS-TV's *Omnibus,* and used 20-second spots in other markets.

Much of Greyhound's business is handled through the agency's various branch offices—and for some of the advertiser's affiliate organizations (like Northland). Mr. McCabe also has an executive hand in other accounts, including Whirlpool (home laundry equipment), which also uses TV spots. Mr. McCabe has been responsible for motion pictures used by the firm and shown to schools, clubs and church groups—upwards of an estimated 40 million people.

Greyhound is B & H's largest account, with a budget calling for $1,800,000 in newspapers, $900,000 in television, and $900,000 in magazines and other printed media.

Mr. McCabe is married to the former Marian Elizabeth Evans. They have two children—John, 14, and Jim, 8.

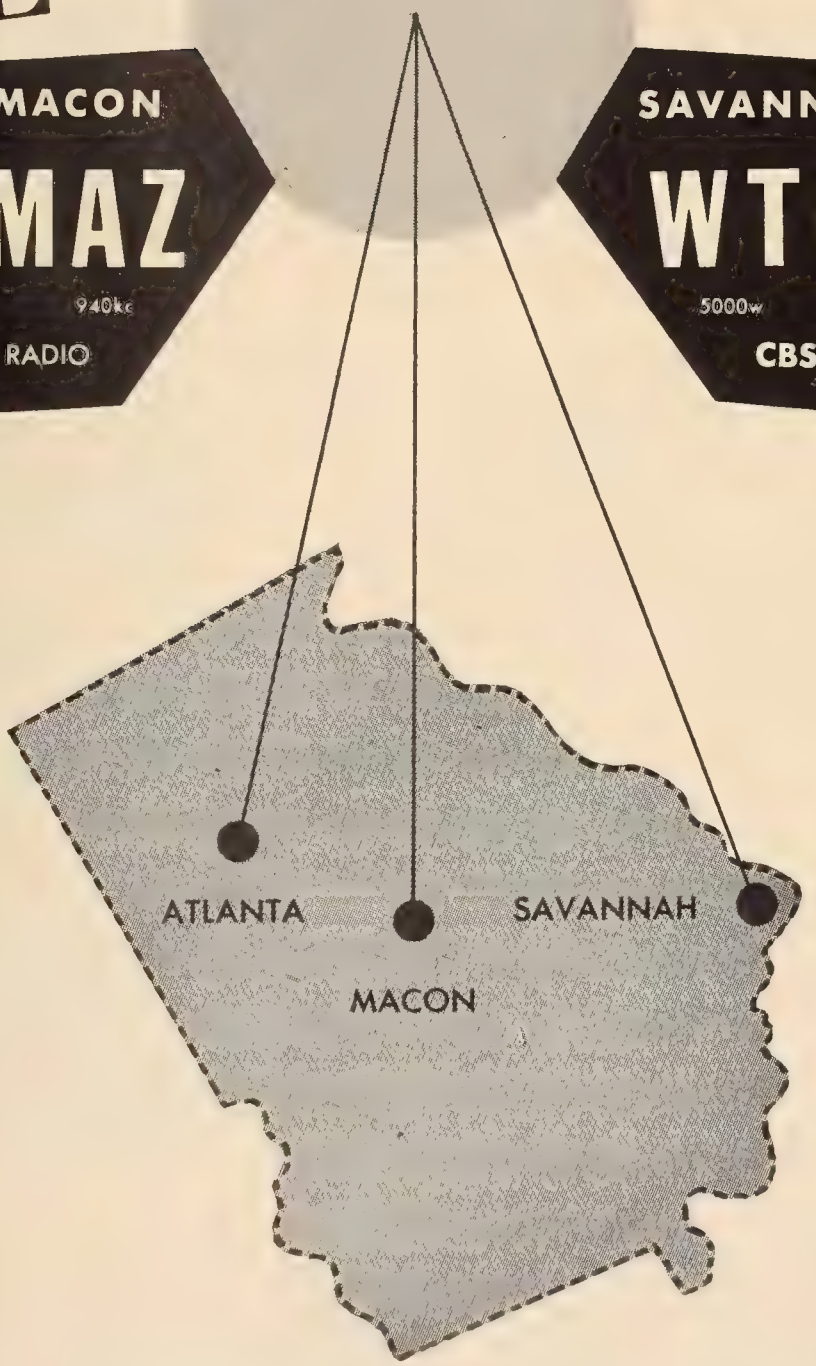
ONLY A COMBINATION
OF STATIONS CAN
COVER GEORGIA'S
MAJOR MARKETS

THE GEORGIA TRIO

ATLANTA
WAGA
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WMAZ
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CBS RADIO

SAVANNAH
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CBS RADIO



the* TRIO *offers advertisers at one low cost:

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COVERAGE
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MERCHANDISING
ASSISTANCE
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LISTENER LOYALTY
BUILT BY LOCAL
PROGRAMMING
•
DEALER LOYALTIES

in* 3 *major markets

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

MILLION DOLLAR PROGRAMING



in a billion dollar market!

KDUB-TV
LUBBOCK
TEXAS

There's a lot of a ham in a Texan. KDUB is now programming ten live shows and thousands of letters pour in each week saying it's a mighty fine thing. KDUB's own Circle 13 Dude Ranch, square dance groups, amateur variety, old-timer interviews, local pop bands . . . all let their hair down and make the local color.
The top CBS shows round out a program that has the rich Texas-Plains hog-tied on KDUB-TV.

W. D. "DUB" ROGERS
President

MIKE SHAPIRO
Asst. Mgr. — Director of Sales

Effective Power
35,000 Watts Visual
17,500 Watts Aural



Avery-Knodel, Inc.
National Representative

affiliates: Paramount CBS DuMont

our respects

to WILLIAM WALTER WATTS



ALL ROADS led to radio for Wally Watts—yet he might have missed the road to success if he hadn't got stuck in the mud.

Watts was one of two Chicago youths who set out for the West Coast in a jalopy in 1923, determined to sign up as shipboard wireless operators on the Pacific. But the boys encountered so much mud in Iowa that they were broke when they reached Denver, and had to change their course. It was a good change: E. C. Page, now of Washington, D. C., has become one of the nation's leading television engineering consultants, and William Walter Watts this month was elected vice president of the Radio Corporation of America in charge of all technical products of the RCA Victor Division.

As vice president in charge of the RCA Engineering Products Department from 1946 until his election to the higher post this month, he was responsible for overall planning and supervision of the company's efforts to meet fast-growing equipment needs of TV broadcasters throughout that eventful seven-year period.

And when the prospect of uhf television loomed on the horizon with its promise of greatly expanded broadcast operations, it was again his job to spark and coordinate an all-out program of product development and production.

Recognizing, also, the need of broadcasters for a means of providing their engineers and technicians with instruction in the operation of new circuits and equipments, he encompassed in his program for the department the series of TV technical training clinics begun in 1948 and still being scheduled.

Born in Chicago on April 9, 1902, Mr. Watts is a son of the late Frank W. Watts, an architect, and Amelia Trelevan Tapson Watts, both of whom came to this country from their native England in 1884.

The radio bug infected William Walter at a tender age. He had already helped to build and was operating his first "ham" gear in 1912, when he was only 10. A few years later he teamed up with Mr. Page and the two jointly operated an amateur station in the Chicago suburb of Evanston, using the call letters 9BP. Still later, Mr. Page entered a partnership with E. A. Beane, former federal supervisor of radio for the Chicago district, to build broadcast transmitters, and the basement of the Watts home became the production center for one of the nation's first commercial transmitters, built for Chicago's station WBBM.

Meantime, Mr. Watts had attended public grade schools and the Lane Technical High School in Chicago, and had taken a course in wireless telegraphy in the Chicago Telegraph Institute. His first job was clerking in a Chicago bank. Then came the fateful expedition westward with his ham radio partner.

Messrs. Watts and Page spent five days "mushing" through Iowa, "most of the time behind a horse or a tractor," by Watts' own account of the adventure. The great migration ended with jobs in a Denver broadcast station and, six months later, a return to Chicago. There, Mr. Page joined Beane in the transmitter-building venture, and Mr. Watts took a job as a technical writer in the radio department of Montgomery Ward Inc.

From that time forward, Mr. Watts' progress was steady and assured. For all but four of the next 19 years, he was associated with Montgomery Ward, and for all but the last two years of this period, his field was radio. During his first term with the company, extending from 1923 to 1936, he was advanced to mail order sales manager for radio and electronic equipment, and later for all major appliances and hard goods.

The year 1936 brought a change that took him back to Iowa, scene of the early turning point in his career. In that year he left Montgomery Ward to join the Zenith Radio Corp., with which he served until 1940 as vice president in charge of the Wincharger Corp., a subsidiary with headquarters in Sioux City.

He joined the U. S. Army Signal Corps in 1942 as a major, assigned to the post of Executive Officer for the Signal Corps Stock Control Agency.

After being elevated to the rank of colonel and winning the Legion of Merit award for his services, he joined RCA in 1945 as general sales manager of the Engineering Products Dept. of the RCA Victor Div. It was only six months later that he was elected vice president in charge of the department.

Colonel Watts' government service did not end in 1945, however. In 1951, he was granted a leave of absence from RCA to serve with Maj. Gen. William Henry Harrison, Defense Production Administrator, as Deputy Administrator for Procurement and Production. He was national president of the Armed Forces Communications Assn. last year, and was the founder and first president of the Philadelphia chapter of that organization.

Mr. Watts and his wife, the former Lillian McCormick of Chicago, live in Wynnewood, a suburb of Philadelphia, and are the parents of Mrs. Charles W. Patton Jr. (until her marriage June 6, Miss Mary Elaine Watts), a television actress. As "Red Cotton," she is a star of the TV network show, *Action in the Afternoon.*

Mr. Watts' hobbies are photography, golf and hunting. He is a member of the Philadelphia Country Club, the Pine Valley Golf Club, the Institute of Radio Engineers, and the American Radio Relay League.

1ST

. . . Reaching MORE Chicagoland television homes (more than 75 per cent) than any other Chicago station on an average day, sign-on to sign-off—ALMOST 10 PER CENT MORE THAN THE SECOND STATION.

. . . Reaching MORE Chicagoland television homes than any other Chicago station on an average weekday, sign-on to 6:00 p.m. —ALMOST 37 PER CENT MORE THAN THE SECOND STATION.

. . . Reaching MORE Chicagoland television homes than any other Chicago station on an average night, 6:00 p.m. to sign-off—SIX PER CENT MORE THAN THE SECOND STATION.

. . . With the highest rating in more quarter-hours during a week than any other Chicago station—48 PER CENT MORE THAN THE SECOND STATION.

. . . With an average rating for all quarter-hours during a week greater than any other Chicago station—26 PER CENT MORE THAN THE SECOND STATION.

The "Q for Quality" Station in Chicago Television

American Research Bureau, April 1953

NBC TV

Quality Programming
Quality Facilities
Quality Audience

WNBQ
CHANNEL 5



Represented by NBC Spot Sales

Baltimore is different!

. . . and smart radio time-buying is different in this compact market!

Baltimore's big population is packed mostly right inside the city limits. The number of Baltimoreans who live outside the city in the metropolitan area is unusually small. What's this mean to the people who use and buy radio advertising? Just this:

W-I-T-H *covers this highly concentrated market efficiently!* You don't need—you don't have to pay for—a big, powerful, expensive radio station to reach the people of this rich market effectively. W-I-T-H will do the whole job for you—at a fraction of the cost! Overlapping coverage of network stations from their own affiliates limits their effective coverage to just about the area W-I-T-H itself completely serves.

Nielsen proves **W-I-T-H's** *superiority in the Baltimore market!* The latest Nielsen Coverage Service shows that W-I-T-H leads every other radio and television station in town—regardless of power or network affiliation—in weekly daytime circulation in Baltimore City and Baltimore County. That's only one big fact that came out of this amazing survey. Get the whole story. Let your Forjoe man prove to you that the best buy in Baltimore is W-I-T-H.



IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT

REPRESENTED BY FORJOE AND COMPANY

BROADCASTING TELECASTING

June 22, 1953 Vol. 44, No. 25

FCC FIRES FIRST 'STRIKE' SALVO; ISSUES CP IN PINE BLUFF, ARK.

Stating that facts indicate the Ch. 7 bid of Arkansas TV Co. was not filed in good faith but to delay, Commission dismisses the application and issues grant to Central-South Sales Co. Grants for eight new TV and initial decisions in four cases also are reported.

FCC SPOKESMEN late last week predicted a wave of petitions protesting alleged "strike" or "block" television applications, stemming from the Commission's precedent order Thursday which granted vhf Ch. 7 at Pine Bluff, Ark., to Central-South Sales Co. and dismissed the competitive application of Gaylord Shaw trading as Arkansas TV Co. on the grounds the Shaw bid was a delaying action [B•T, June 8].

The same officials indicated the Commission may take action in the near future in additional cases involving "block" complaints. Investigation of such charges is underway, it has been reported earlier.

Flagrant cases, once uncovered and acted upon by FCC, may be referred to Justice Dept. for prosecution, Commission representatives have hinted.

Meanwhile, C. B. Collins, Washington attorney for Piedmont Radio Co., applicant for uhf Ch. 17 at Spartanburg, S. C., in contest with Sterling TV Co., disclosed a letter of June 10 to FCC Chairman Rosel Hyde protesting the story in the June 8 issue of B•T which described Commission efforts to act on alleged "strike" applications.

Claims Not Notified

Mr. Collins questioned the source of information that FCC is investigating the Piedmont Radio bid. He wrote that while Piedmont has petitioned FCC to designate the applications for hearing and to dismiss the Sterling bid, "no communication has been received from the Commission [about the petition] but rather an injurious magazine article has been published."

[Editor's Note: Competent FCC authority confirmed that the Commission has sent Piedmont Radio Co. a letter soliciting additional information on its application and circumstances concerning its filing.]

The Pine Bluff grant was made by the Commission last week promptly after expiration of the 10-day deadline for reply set forth in its McFarland letter to Mr. Shaw. The letter, sent registered air mail after FCC approval of its contents June 4, recited background concerning the Pine Bluff applications and the findings of the Commission's investigation of the case.

Not receiving a reply, the Commission majority comprising Chairman Rosel H. Hyde and Comrs. Paul A. Walker, George E. Sterling and Robert T. Bartley on Wednesday voted to grant the Central-South application and to dismiss the Shaw bid. The action was made public Thursday.

FCC's letter to Mr. Shaw concluded "a study of the facts . . . would appear to indicate that your application was not filed in good faith or with intent to construct and operate the television station, but rather was filed for the purpose of delaying or hindering a grant of the mutually exclusive application of Central-South."

The successful Central-South Sales Co. principals are John T. Griffin, James C. Leake and John Esau, operators of KFPW Fort Smith, KTUL Tulsa and KOMA Oklahoma City.

Mr. Shaw is in the construction business at Dallas with Burnett Estes. The latter withdrew his competitive Ch. 7 application at Pine Bluff as Mr. Shaw tendered his bid for the same frequency. FCC's letter notes the engineering portion of the Shaw application duplicates that of the Estes bid.

Texts of FCC's letter to Arkansas Television Co. and Piedmont Radio Co.'s letter to Chairman Hyde appear on page 32.

Mr. Estes still has pending an application at Fort Smith, Ark., for vhf Ch. 5 under the name of Razorback TV Co. It was filed in mid-January and is in contest with the Ch. 5 applications of American TV Co. and George T. Hernreich. Both of the latter were filed in July 1952.

Aside from its ruling in the Pine Bluff case, FCC granted a total of eight new TV stations last week and announced initial and final decisions in several hearing cases, pointing up its current concentrated effort to break the pending log jam of contested applications.

Six of the new grants resulted from FCC's new policy to act immediately on survivor applicants in contested cases following dismissal of the mutually exclusive applicant.

The new TV grants follow:

Little Rock, Ark.—Arkansas Radio & Equipment Co. (KARK), granted vhf Ch. 4 with effective radiated power of 100 kw visual and 50.1 kw aural, antenna height above average terrain 1,900 ft.. Ch. 4 competitor Arkansas TV Co. (includes KWKH Shreveport and KTHS Hot Springs principals) amended to enter vhf Ch. 11 contest with bids of Wrather, Hill & Alvarez and KLRA Little Rock.

Bakersfield, Calif.—Kern County Bcstrs. (KERO), granted vhf Ch. 10, ERP 11.7 kw visual and 5.89 kw aural, antenna 380 ft. Lemert Bcstg. Co., which includes Jack Benny as part owner, dropped its Ch. 10 application.

San Jose, Calif.—John A. Vietor Jr., granted uhf Ch. 48, ERP 107 kw visual and 58.9 kw aural, antenna 2,640 ft.

Quincy, Ill.—Quincy Bcstg. Co. (WGEM), granted vhf Ch. 10, ERP 316 kw visual and 158 kw aural, antenna 680 ft. Lee Bcstg. Co. (WTAD) gave up its Ch. 10 bid because of purchase of nearby KHQA-TV Hannibal, Mo., new Ch. 7 grantee [B•T, June 15].

Albuquerque, N. M.—Alvarado Bcstg. Co. (KOAT), granted vhf Ch. 7, ERP 22.9 kw visual and 12.9 kw aural, antenna 770 ft. Greer & Greer, grantee for KTVK (TV) on vhf Ch. 2 at Santa Fe, dismissed its Ch. 7 application at Albuquerque.

Cleveland, Ohio—Cleveland Bcstg. Inc. (WERE), granted uhf Ch. 65, ERP 204 kw visual and 110 kw aural, antenna 650 ft. WGAR fortnight ago withdrew its Ch. 65 application [B•T, June 1].

Houston, Tex.—Shamrock Bcstg. Co. (KXYZ), granted uhf Ch. 29, ERP 1,000 kw visual and 501 kw aural, antenna 670 ft. John B. Hill, former part owner of KOTV (TV) Tulsa, dropped his Ch. 29 application.

Pine Bluff, Ark.—Central-South Sales Co., granted vhf Ch. 7, ERP 24.5 kw visual and 13.2 kw aural, antenna 510 ft. FCC dismissed competitive bid of Arkansas TV Co. upon concluding it was filed to delay a grant to Central-South.

In the hearing case actions, FCC announced:

• Initial decision by Examiner James D. Cunningham looking toward grant of vhf Ch. 4 at Denver to Metropolitan TV Co. (KOA) and denial of the competitive bid of KMYR. The decision would require Metropolitan, within 30 days after final decision, to furnish "concrete proof" of the removal of all presently existing conditions under which NBC has an ownership interest and a controlling status therein through loan agreement for $1.25 million to Bob Hope Productions Inc. [B•T, May 25].

KOA Programming

The examiner concluded KOA better demonstrated that local program plans would be carried out, despite KMYR's higher percentage of stock ownership and operation integration. He ruled the NBC loan provisions, termed control by FCC's Broadcast Bureau, do not disqualify KOA. Hope Productions plans to settle the loan upon final grant.

• Recommended grant of vhf Ch. 6 at Portland, Ore., to Mt. Hood Radio & TV Bcstg. Corp. (KOIN) in initial decision by Examiner Elizabeth C. Smith. Competitive bid of KGW would be denied since, through new merger agreement, KGW owner Samuel I. Newhouse Jr. may buy 50% of KOIN after disposing of KGW [B•T, June 8, May 25].

• Proposal to grant uhf Ch. 27 at Harrisburg, Pa., to Rossmoyne Corp. (WCMB Lemoyne, Pa.), in initial decision by Examiner William G. Butts, which would deny competitive application of WHGB. Examiner cited Triangle Publications Inc.'s (WFIL-AM-TV Philadelphia) 50% interest in WHGB and indi-

cated grant to Rossmoyne would diversify control of mass media.

• Initial decision by Examiner Smith to grant uhf Ch. 21 at Vancouver, Wash., to KVAN and to deny mutually exclusive application of Mt. Scott Telecasters Inc. (KGON) seeking the channel at Portland, Ore.

• Final decision to make effective immediately the initial decision of Examiner Butts to grant uhf Ch. 14 at Worcester, Mass., to Salisbury Bcstg. Corp., headed by comb manufacturer William B. Smith [B•T, June 8]. Competitive bid of WNEB was withdrawn earlier. Grant specifies ERP of 200 kw visual and 106 kw aural with antenna 812 ft.

The Commission last week also advised Mountain States TV Co., permittee for uhf Ch. 20 KIRV (TV) Denver, that it is unable to determine "that you have been diligent in proceeding with the construction authorized in your outstanding permit or that you have been prevented from commencing such construction by causes not under your control." FCC gave 30 days for reply.

Baton Rouge, La., vhf Ch. 2 contestants Louisiana TV Bcstg. Corp. and Southern TV Co. of Baton Rouge Inc. were designated for hearing July 17 in Washington. Louisiana TV represents a merger of two former Ch. 2 contestants, WJBO and WLCS, the latter proposed to be sold after grant. Southern TV is headed by attorney Jack P. F. Gremillion, formerly interested in WAFB there.

Grand Rapids, Mich., uhf Ch. 23 case was set for hearing in Washington on a date to be determined. Contestants are W. S. Butterfield Theatres Inc. and WGRD, the latter now in hearing with its protest of Versluis Radio & TV Inc.'s uhf Ch. 35 grant at Muskegon, Mich.

The Commission added its 245th educational TV channel by finalizing its proposal to add uhf Ch. 70 at Bowling Green, Ohio, and made final the addition of commercial uhf Ch. 55 to Porterville, Calif.

In the Pine Bluff case, FCC's letter to Mr. Shaw noted that Central-South filed for Ch. 7 on Dec. 9, 1952, while Mr. Shaw's Dallas business partner, Mr. Estes, filed a competing bid on Dec. 29. The letter stated Mr. Estes withdrew the application in late January but at the same time Mr. Shaw filed, the latter's bid copying the engineering of the Estes application.

FCC described the engineering as defective since the proposed site was on land the availability or suitability of which was never sought.

Piedmont Radio's Letter

June 10, 1953

Dear Mr. Hyde:

It is more than embarrasing to learn through the lead article in "BROADCASTING • TELECASTING" Magazine, June 8, 1953, that our application for television facilities Ch. 17 in Spartanburg, S. C., is being publicized as a "strike" application. Even of more concern is the statement in the magazine that the Commission is continuing a second investigation in an endeavor to classify our application as a "strike bid".

The disturbing factor in this report is—where did the writer of the article get his information? If the information came from persons processing the application within the FCC, then our application is being considered by persons that are already prejudiced and have, in fact, made a pre-determination of the merits of our application before affording us an opportunity to be heard.

The Board of Directors of the Piedmont Radio Co. is surprised, to say the least, to learn that your honorable Commission has abandoned decorum in permitting irreparably damaging statements of this nature to become the subject of trivial conversation throughout the broadcasting industry. We believe that if you had personally known of the situation that you would not have permitted all the rules of common decency and justice to be abandoned by your staff.

On April 27, Piedmont Radio, in accordance with the rules of the Commission and Federal Communications Act, respectfully requested that the applications of Sterling Telecasting and Piedmont Radio be set for hearing. No communication has been received from the Commission stating whether or not the petition has been granted or denied, but rather an injurious magazine article has been published.

Piedmont Radio Co. has filed before the Commission in all sincerity an application for a construction permit. It desires to be granted such a permit to erect a broadcast facility to serve the Spartanburg area, and it most seriously and conscientiously requests that the Commission grant that construction permit. Piedmont Radio Co., after having an opportunity to become acquainted with the contents of Sterling Television Co.'s application, is of the opinion that the Piedmont application is more meritorious and would receive a grant after a hearing has been held.

Sterling Telecasting, through its attorney, Mr. Glenn Wilkinson, has made offers to pay Piedmont Radio Co.'s expenses to date if it will dismiss its application. Piedmont Radio is not interested in receiving compensation of this nature, but is interested in receiving a construction permit to fulfill the desires of the stockholders.

Since no formal statement, show cause order, or request has been received from the Commission, we can find no procedure in the rules to guide us in answering this damaging allegation.

We most respectfully request that you, as chairman of the Commission, inform us as to what procedure we should undertake to insure that our application be processed in the spirit and demeanor in which it was filed.

Sincerely,

C. B. Collins, Attorney
PIEDMONT RADIO CO.
By Direction of its Secretary

Battle of Petitions

Concerning the Spartanburg Ch. 17 contest, FCC records show that Sterling TV Co. filed on Feb. 16 while Piedmont Radio Co. filed on March 17. Piedmont on April 27 petitioned FCC to designate the applications for comparative hearing and asked that the Sterling bid be dismissed for allegedly failing to meet South Carolina incorporation requirements.

Sterling on May 1 replied that Piedmont misunderstood the state laws and petitioned "to strike as sham or dismiss for want of good faith" the Piedmont bid [B•T, May 11]. Sterling also attacked applications of Piedmont principals in Greenville, S. C., now dismissed, and Hattiesburg, Miss., as speculative.

In reply May 8, Piedmont charged the Sterling petition "contains many misstatements and false premises, and is misleading in the conclusions it attempts to establish" [B•T, May 18].

Principals in Piedmont Radio include T. Julian Skinner, attorney at Jasper, Ala.; W. E. Benns Sr., 20% owner of WVOK Birmingham; Virginia Mason, Washington, D. C., and Rowland Sheppard Oliver, U. S. Agriculture Dept. administrative assistant.

Sterling TV is composed of Sterling W. Wright, Robert M. Carlisle and Fred W. Symmes. The latter has interests in WBCU Union City and WMRC Greenville, S. C.

Reports from the new grantees:

Fred J. Nahas, executive vice president of KXYZ, said no firm date has been set for the new uhf Ch. 29 station because this is contingent upon delivery of GE equipment. But, he added, Glenn McCarthy, station owner, had ordered "full speed ahead." KXYZ is ABC. Free & Peters is representative.

John Esau, speaking for Central-South Sales Co., Pine Bluff, asserted the Ch. 7 station should be on the air within three months. It will be GE throughout. CBS affiliation is in line, he said, pointing out the station is located 27 airline miles from Little Rock. Avery-Knodel is national representative.

T. K. Barton, vice president and general manager, KARK Little Rock, said following FCC's grant of Ch. 4 that installation of an entirely new plant for both AM and TV is contemplated and perhaps "six months" might be entailed in construction. He asserted RCA equipment would be used throughout. KARK is an old line affiliate of NBC and is represented nationally by Edward Petry & Co.

Joseph S. Bonansinga, vice president, treasurer and manager of WGEM Quincy, Ill., said no target date has been set for the Ch. 10 outlet. Equipment will be DuMont. WGEM radio is affiliated with ABC.

Gene DeYoung, president and general manager of KERO Bakersfield, said a target date has been set for late September for the Ch. 10 station. RCA equipment will be used. NBC affiliation is set, he asserted, with Avery-Knodel national representative.

Richard M. Klaus, general manager of WERE Cleveland, said the new uhf Ch. 65 station probably would be on the air by fall. O. L. Taylor Co. will be national representative, he said.

FCC's Letter to Arkansas TV

June 4, 1953

Arkansas Television Co.
Dallas, Texas
Dear Sir,

This letter has reference to the application of Gaylord Shaw, trading as Arkansas Television Co., for television facilities at Pine Bluff, Ark. (BPCT-1523), and the Commission's independent investigation of the circumstances surrounding the filing of that application. From a study of this application and facts obtained during the course of the above-mentioned investigation, the following facts appear:

(a) Mr. Gaylord Shaw and Mr. Burnett Estes were engaged in the general contracting business in Dallas, Tex., as partners prior to Dec. 31, 1952. Neither Mr. Shaw nor Mr. Estes had any connection with radio or television prior to the filing of TV applications in Pine Bluff, Ark.

(b) On Dec. 9, 1952, Central-South Sales Co. filed an application for TV Channel 7 in Pine Bluff, Ark. Thereafter, on Dec. 29, 1952, Mr. Estes filed a competing application for Channel 7 in Pine Bluff. It appears that the engineering data upon which the Estes application was filed was obtained by Mr. Ross Prescott, a Dallas attorney, who contacted Mr. Don Reynolds in Fort Smith, Ark., on or about Dec. 21, 1952. Mr. Reynolds then had his associate Mr. R. C. Butz make a trip to Pine Bluff to obtain engineering data and local maps for use in preparing the engineering portion of the application.

(c) Mr. Butz obtained city maps and engineering data in Pine Bluff on Dec. 23, 1952, and forwarded them to Mr. Prescott. On these maps Mr. Butz indicated a proposed transmitter site, which site was selected by him as a result of a casual inspection by him of the general area. He at no time approached the owners of the property designated as the transmitter site to determine its suitability or availability. He forwarded aerial photographs of this site marked as taken on Dec. 22, 1952, whereas in fact the photographs had been taken in October 1952.

(d) The engineering information furnished by Mr. Butz was used in the preparation of the Estes application. After the Estes application was filed, representatives from the Pine Bluff Chamber of Commerce contacted Mr. Estes in an attempt to persuade him to withdraw his application so that the Central-South application could be granted and Pine Bluff would receive immediate television service. These representatives have stated in effect

that Mr. Estes offered to withdraw his application for $25,000, which sum was not paid. Mr. Estes, however, later agreed to withdraw his application, apparently because he had been told by his bankers to do so. Mr. Estes agreed to withdraw on Jan. 12, 1953, but would not sign a letter dismissing his application at that time. On Jan. 17, 1953, he wrote the Commission a letter dismissing his application. The application was dismissed by the Commission on Jan. 22, 1953.

(e) On the same date that Mr. Estes wrote a letter dismissing his application, the Shaw application for the same facilities was forwarded to the Commission. This application was an exact duplicate of the Estes application insofar as engineering, financial and program matters were concerned.

(f) The Shaw application shows Mr. Shaw as having a net worth of $1,000,000 and annual income in excess of $100,000 a year after taxes. Evidence obtained by the Commission's investigators raises serious question as to the accuracy of these figures. Since the Shaw application engineering data was a copy of the engineering data appearing in the Estes application, the deficiencies in the Estes application pertain to the Shaw application, namely; that the application is based on on a transmitter site, the suitability or availability of which is open to serious question. There is evidence that Mr. Shaw made no attempt to check the accuracy of the engineering data submitted by him or that he had made no effort to check other aspects of the application since his only personal knowledge of Pine Bluff consisted of one airplane flight over the city.

For your information, Sec. 308(b) of the Communications Act of 1934, as amended, states in pertinent part that "The Commission, at any time after the filing of such original application and during the term of any such license, may require from an applicant or licensee further written statements of fact to enable it to determine whether such original application should be granted or denied or such license revoked." Moreover, Sec. 309(b) of the Communications Act of 1934, as amended by Sec. 7 of Public Law 554, requires that before any valid application be designated for hearing, the applicant must be informed as to why a grant without hearing cannot be made, and afforded an opportunity to reply. The purpose of this is to give the applicant opportunity to inform the Commission of any reason why it believes the application should not be designated for hearing. Additionally, Sec. 1.361 of the Commission's rules and regulations provides for dismissal by the Commission of defective applications.

A study of the facts set out above would appear to indicate that your application was not filed in good faith or with intent to construct and operate the television station, but rather was filed for the purpose of delaying or hindering a grant of the mutually exclusive application of Central-South Broadcasting Co. (BPCT-1479). Moreover, the facts surrounding the selection of your transmitter site indicate that at no time was any inquiry made with respect to either its suitability or availability.

Accordingly, in the light of the above facts and the rules and regulations set forth above, you are directed, pursuant to Sec. 308(b) of the Communications Act, to file with the Commission within 10 days of the date of this letter a verified statement. This should state specifically the respects in which you believe the information set forth in paragraphs (a) through (f) above to be incorrect, together with a full and specific statement of what you believe to be the actual facts. Upon receipt of your response, the Commission will give prompt consideration to whether it should take further action upon the basis of your application being defective within the meaning of Sec. 1.361(c) or whether it should take further action upon the basis of your application having been filed to impede or delay the Central-South application. In the event the Commission determines that a hearing may be necessary, you are informed that the issues in any order designating such hearing will be based upon the facts set forth in paragraphs (a) through (f) above.

BY DIRECTION OF THE COMMISSION
T. J. Slowie
Secretary

CC: Lee Shipp, Esq.
Great National Life Bldg.
Dallas, Tex.

Approved Commission meeting, June 4, 1953, TV Agenda, Item 6

SUMMER, FALL SHOWS FIND BUYERS

Two advertisers take network TV summer time with two others planning part sponsorships of 'Omnibus.'

SALES activity continued to be kinetic in network television last week with at least four advertisers signing up for shows.

The sponsors are General Foods (Post Cereals Div.), Revlon Products Corp., Greyhound Corp., and the Scott Paper Corp.

Post Cereals Div. of General Foods, effective Sept. 12, will sponsor *Rod Brown of the Rocket Rangers* on CBS-TV, Saturday, 11:30-12 noon. Each program in the series is a complete episode. Young & Rubicam, New York, is the agency.

Revlon, starting tomorrow (Tuesday), will underwrite *The Revlon Mirror Theatre,* a summer series of half-hour dramas, on NBC-TV, Tuesday, 8-8:30 p.m. EDT. The program is an MCA package and will be co-produced by Donald Davis and Dorothy Mathews and directed by Daniel Petrie. William H. Weintraub & Co., New York, is the agency.

Greyhound Corp. and the Scott Paper Co. joined American Machine & Foundry Co. to make three of the possible four sponsors for next season's *Omnibus,* 90-minute Sunday series on CBS-TV produced by the TV-Radio Workshop of the Ford Foundation. The show returns to the air in the 5-6:30 p.m. EST period in October.

All three advertisers were among those sponsoring the program during the past season.

Agency for Greyhound is Beaumont & Hohman; for Scott Paper, J. Walter Thompson Co., and for American Machine & Foundry, Fletcher D. Richards.

Citrus Group Cuts Money For Radio, Increases TV

THE FLORIDA Citrus Commission sliced radio's share of its proposed 1953-54 advertising budget to $120,425 and increased TV's share to $620,750 at the group's meeting Wednesday at Lakeland with representatives of its agency, J. Walter Thompson Co. TV tentatively has been allotted $485,435 and radio $240,851 in the group's original $2,800,000 budget proposed earlier [B•T, June 8].

An additional $120,425 may be invested in radio, however, as the season progresses and more money becomes available from a state orange assessment, it was revealed at the meeting.

TV spots starring Miss America will be started immediately in a 13-week test using seven spots weekly in Los Angeles, San Francisco, Denver, Seattle-Tacoma, Salt Lake City, Spokane and Portland.

The commission's advertising committee, headed by Robert Wooten, Tampa, and J. Walter Thompson Co., were asked to look into the possibility of obtaining services of Tom Moore to advertise Florida citrus products for 52 weeks over the entire Mutual network for a half-hour, five days a week, at an estimated cost of $550,000. It was felt part of the cost might be underwritten by the Florida State Advertising Commission.

Compton Adv. Getting Ready for Color Film

COMPTON ADV., New York, agency for Procter & Gamble Co., Cincinnati, is looking into the possibilities of filming its shows in color.

Lewis Titterton, vice president in charge of radio and television for the agency, will be on the West Coast this week to work out production details involved in color filming of *Fireside Theatre.*

Although the agency does not consider color television is in any way imminent, Robert D. Holbook, president, cautioned, it is felt a detailed plan of operation should be ready even if it doesn't have to go into effect for a year or two.



HERSCHEL CONDON, new president of Cincinnati's Dow Drug Co., prepares to celebrate his firm's 70th anniversary this month as he signs for Tom McCarthy's noon news broadcast over WKRC Cincinnati five time weekly. Smiling on the contract-signing are (l to r) C. K. Smith, secretary-treasurer of Dow's; Newsman McCarthy; Lou Mueller of the Mueller Adv. Agency; Herb Heilbrun, WKRC sales representative, and Hubbard Hood, WKRC sales manager. Mr. Condon also is president of Brunhoff Manufacturing Co., Cincinnati, recently acquiring controlling interest in Dow's. For several years he was owner of the Farm & Home Center, Milford, Ohio, and used Mr. McCarthy's programs over WKRC as his advertising medium then.

WPRS First Must See 'Gleem' of P&G Cash

IF THERE'S newsworthy interest in a Compton Adv. handout eulogizing the new Procter & Gamble "Gleem" toothpaste, WPRS Paris, Ill., isn't aware of it.

The station has written Joseph Field, publicity director of Compton in connection with a Gleem handout directed at women commentators. The agency's handout, curiously, spells it "Proctor" instead of "Procter."

Unimpressed by the claim that Gleem has "sparkling new flavor" and its GL-70 "fights decay every time youngsters use it," A. C. Ferguson Jr., WPRS general manager, wrote Mr. Field in this vein:

We are a 500 w independent station located on five acres two miles west of Paris, Ill. We are proud of our station and are doing a good business. However, once in a while we listen to network stations to see what the rest of the world is doing. We hear 'Gleem' all over the place. We presume that that time is given to Procter & Gamble as a release for women commentators for their programs, at no cost. If that is true, we are willing to run it in the same manner.

It also happens, although we are located out here in the country, that we sometimes read the revenue reports showing receipts from Procter & Gamble to the networks, and it is assumed by our slow-working brains that perhaps Procter & Gamble is paying, at least, for some of their advertising.

To sum it up, if you have nothing better to offer, do not waste postage on sending out such releases to this station. It is needless to say that we have no Procter & Gamble products being advertised on this station.

Local TV Spots on Films Prepared by U-I for Exhibitors

TELEVISION spot announcements on a local level will be included in advertising campaigns prepared by Universal-International for its summer releases, it was announced last week by David A. Lipton, vice president in charge of advertising and publicity.

The motion picture company has prepared a series of 60-second and 20-second spots on all films being released during July and August he said. These are available to exhibitors through the company's home office in New York.

While TV has been used in the past on selected U-I feature films, this marks the first time video spots have been made available on an entire group of releases, Mr. Lipton said.

Esty Expands Research

EXPANSION of research operations staff of William Esty Co., New York, was announced last week by James J. Houlahan, agency president. Bernard H. Ober, ABC research analyst, has been named supervisor of media and sales research, and Kermit K. Schooler of the Survey Research Center, U. of Michigan, will direct the department's consumer research program. In addition, Mr. Houlahan annouced the appointment of James M. Stewart, advertising manager, J. T. Baker Chemical Co., as assistant account executive on the National Carbon Co. account, effective June 29.

Lorillard Elevates James

ALDEN JAMES, director of advertising of the P. Lorillard Co., has been elected a vice president of the company effective July 1.



SKIING was part of their Sun Valley vacations, but Robert C. Culbertson (l), head of his own Hollywood advertising agency, and Stan Bachrack, KLAC Hollywood account executive, also negotiated for U. S. Rubber Corp., Los Angeles, to sponsor quarter-hour *Sports Book* three times weekly on the station for one year.

Radio Brings Sales For Firm Up 59.7%

SUCCESS of Williamson-Dickie Mfg. Co.'s quarter-hour transcriptions of popular and old favorite musical selections by the Dickies Hometowners—a five-member NBC instrumental and vocal group—was marked by a 59.7% increase for 1952 in sales of work clothes by retailers for the Fort Worth firm.

W-D advertising manager E. Glenn Elliott said his firm has transcribed 156 programs, which are offered free to dealers for local radio sponsorship, with most of the 125 dealers in 31 states scheduling early-morning sponsorship three times weekly.

The transcribed series carries one 50-second Williamson-Dickie announcement, giving the retailer more than two minutes additional to advertise any product he wishes that is not competitive with W-D products. The firm's address: 509 W. Vickery, Fort Worth, Tex.

Dodge to Marketing Post

SHERWOOD DODGE, vice president, Foote, Cone & Belding, N. Y., named vice president in charge of marketing for the agency. His duties include supervision of all media, research, and merchandising activities in the New York office.

Millie Trager on Leave

MILLIE TRAGER, public relations director of Raymond Spector Agency, N. Y., is taking a six-month leave of absence to write a book on publicity and to visit Europe.

NEW BUSINESS

Chrysler Corp., on behalf of its four divisions—Plymouth, Dodge, De Soto, and Chrysler—effective July 11 will sponsor *Medallion Theatre* on CBS-TV, Sat., 10-10:30 p.m. EDT. Agency: BBDO, N. Y.

Hawaiian Pineapple Co., S. F. (Dole frozen fresh pineapple juice), in concentrated campaign, to sponsor participation, with filmed spots, in *Today* on 45 NBC-TV stations, Wed., Fri., between 7-9 a.m. EDT.) for 13 weeks from July 1. Supplementing will be TV filmed spots on stations in cities where program is not shown. Agency: N. W. Ayer & Son, S. F.

Toni Co. (Prom Home Permanent), has purchased *Place the Face* audience participation quiz show, on NBC-TV, Thurs., 7:30-8 p.m. CDT, for eight weeks starting July 2. Agency: Leo Burnett Co., Chicago. Borden Co. will resume sponsorship of that period Aug. 27.

P. Lorillard Co., N. Y., renews sponsorship of 11:45 a.m.-12 noon portion of *Queen for a Day,* MBS, Mon., Fri., 11:30 a.m.-12 noon EDT. Agency: Lennen & Newell, N. Y. **Realemon-Puritan** sponsors 11:30-11:45 a.m. segment Mon., Wed., Fri., and **Quaker Oats** on Tues. and Thurs.

Kaiser-Frazer Corp., Willow Run, Mich., signs Lowell Thomas newscasts on CBS Radio, 6:45-7 p.m. EDT, 52 weeks, starting June 29. Agency: William H. Weintraub & Co., N. Y.

Kraft Foods, Chicago, to continue its *Great Gildersleeve,* NBC, Wed., 8:30-9 p.m. EDT, through summer. Agency: J. Walter Thompson Co., Chicago.

General Mills renews *Bill Ring Show* on ABC radio, Mon., Wed., Fri., 12:30-45 p.m. EDT, for 52 weeks from June 1, on 147 stations. Agency: Knox Reeves Adv., Minneapolis.

U. S. Rubber Co., N. Y., signs for daily participations on NBC-TV's *Today* program, Mon.-Fri., 7-9 a.m. EDT, for four weeks, starting today (Monday).

Gerber's Baby Food to sponsor Thursday afternoon segment of *Break the Bank* on NBC-TV, Mon.-Fri., 3:15-30 p.m., effective this week. Agency: D'Arcy Adv., N. Y.

Block Drug Co., Jersey City, will sponsor alternately with **Vitamin Corp. of America** *Gabriel Heatter News* over Mutual Mon-Fri, 8:55-9 a.m., EDT, starting June 29. Block's agency: Cecil & Presbrey, N. Y.

AGENCY APPOINTMENTS

Simoniz Co., Chicago, names Tatham-Laird Inc., Chicago, to handle new products and HiLite furniture polish and Bodyguard liquid car wax, effective Jan. 1, 1954. Sullivan, Stauffer, Colwell & Bayles, N. Y., will also get new products assignments and will continue to handle the firm's Paste car wax, Liquid Kleener, Simoniz Non Scuff Floor Wax, Bodysheen car polish and "B" brands.

Swift Canadian Ltd., Toronto, appoints Toronto office of Needham, Louis & Brorby of Canada Ltd., and McCann-Erickson Inc., Toronto, to handle most of the company's advertising effective Nov. 1. McConnell, Eastman & Co. Ltd., Toronto, will continue to handle advertising for adhesive dept.

Holmes & Edwards, Div. of International Silver Co., Meriden, Conn., names McCann-Erickson, N. Y., as its advertising agency.

Lionel Corp., N. Y., names Grey Adv., N. Y., to handle advertising for its 3-D cameras.

Zippo Mfg. Co., Bradford, Pa., appoints N. W. Ayer & Son, Phila.

Catalina, Inc., L. A., (swimsuits, sportswear), names Foote, Cone & Belding Inc., that city, effective July 1.

KATZ FORMS STATION FILMS INC. TO BUY FILMS FOR CLIENT OUTLETS

Agency President Eugene Katz says SFI, to be headed by Robert Salk and to get underway Aug. 1 on a non-profit basis, will enable client stations to obtain "the best available film economically and efficiently."

STATION Films Inc., has been formed by The Katz Agency as a film-buying service for the TV stations represented by Katz, it was announced Friday by Eugene Katz, president of the representative organization. Robert H. Salk, formerly TV program manager of Katz, will head the new operation, which will get under way officially Aug. 1, with offices at 30 Rockefeller Plaza, New York.

In announcing the new service, Mr. Katz said his organization has been a "vigorous advocate of film since the inception of commercial television—film for advertisers who want to make the most flexible and economical use of TV, film for stations to strengthen their program structures. The formation of Station Films Inc. is a logical extension of these policies."

Service to Stations

SFI should serve its client stations "by enabling them to obtain the best available film efficiently and economically," Mr. Katz said, and by establishing a central buying office for an important group of stations SFI also should reduce sales costs for the producers and distributors of film for television "and encourage their output of improved film." The film performance data which Station Films will collect for its client stations should help them "produce better station programming and more resultful film programming for advertisers," he commented.

Station Films will have three major areas of operation, Mr. Salk explained. "First, we will scout new film properties for our stations," he said. "By our representation of a large group of major market outlets we expect to be in a position to obtain for our stations first runs of good film programs in their territories."



Mr. Salk



Mr. Katz

Second function of SFI will be to fill custom orders of stations for specific types of films needed for particular segments of their program schedules. In this function, SFI will serve its station clients in much the same way that a resident buying organization in a major production center serves retail stores throughout the country.

Finally, Station Films will maintain a pool of information on films available for station use, with full data on their success in building audiences for TV stations and sales for advertisers in previous telecasts in other markets, if the films have been aired earlier, as well as details of price, running time, program content and similar descriptive material, Mr. Salk said.

Station Films will operate on a non-profit basis, supported by its member stations. Contracts were in the mail last week to the TV stations represented by The Katz Agency. That group, the potential client list for SFI, includes:

KPHO-TV Phoenix, KLAC-TV Los Angeles, KPIX (TV) San Francisco, WNHC-TV New Haven, WMAL-TV Washington, WAGA-TV Atlanta, WFMB-TV Indianapolis, KVTV (TV) Sioux City, WMAR (TV) Baltimore, WJBK-TV Detroit, WOOD-TV Grand Rapids, WJTV (TV) Jackson, Miss., WHEN (TV) Syracuse, WKRC-TV Cincinnati, WXEL (TV) Cleveland, WTVN (TV) Columbus, Ohio, WSPD-TV Toledo, WKY-TV Oklahoma City, WJAC-TV Johnstown, Pa., WFIL-TV Philadelphia, KEYL (TV) San Antonio, KHQ-TV Spokane, WSAZ-TV Huntington, W. Va. KATZ also will represent WMAZ-TV Macon and WMT-TV Cedar Rapids when they begin operations in the fall.

Reed Productions, UTP Sign Pact to Cut Costs

Agreement between Roland Reed Productions and United Television Programs bars commission to UTP for acting as national sales representative but gives the firm syndicate rights at an increased distribution fee.

ROLAND REED Productions, Hollywood, and United Television Programs have signed an agreement which they believe will offset rising TV programming costs for the sponsor while maintaining a high quality of entertainment, Guy V. Thayer Jr., vice president and executive producer of RRP, announced last week.

Under the agreement, UTP, acting as the producer's representative on national sales, will forego any commission for such representation, it was explained. In return RRP will give UTP syndicate rights to the shows, when available, at an increased distribution fee permitting the distributor company to make up its sales cost.

"This will give Roland Reed Productions year round national sales representation at no cost to the sponsor or agency and insures future quality product for syndication to United Television Programs" Mr. Thayer said. "In effect it means that the producer, in the long run, absorbs sales costs by paying an increased distribution fee for syndication."

First two series under the new sales arrangement will be *Men of Justice*, starring Gene Lockhart, now in production, and *Waterfront* which stars Preston Foster.

In its July 13 issue B•T will publish a special feature section devoted exclusively to articles on television film, how to produce it, where to buy it, how to use it.



HOST J. Don Alexander (r) guides guests on a tour of the Alexander Film Co., Colorado Springs, Colo., during the National Advertising Agency Network convention. The guests (l to r): Henry J. Kaufman, Henry J. Kaufman & Assoc., Washington, and Mr. and Mrs. Howard Swink, Howard Swink Advertising Agency Inc., Marion, Ohio.

NBC FILM SETS 'INNER SANCTUM'

LAUNCHING of the *Inner Sanctum* mystery shows for television by the NBC Film Div. was announced Thursday by Robert W. Sarnoff, vice president in charge of the division, who disclosed that production will start July 6 on the first of 39 filmed programs.

Producing the series, Mr. Sarnoff said, will be Himan Brown, veteran radio and TV producer, who created and produced the original *Inner Sanctum* mysteries heard for many years on radio. Mr. Sarnoff added that the shows will be filmed entirely in the East, with most of the shooting in New York. The first of the programs are expected to be ready for release and syndication in the fall.

Using All Available Talent

"This is something we have looked forward to doing for a long time," Mr. Sarnoff declared. "In order to bring the highest quality TV films to regional and local markets, the NBC Film Div. has thrown the full resources of its organization behind the project. Utilizing the talents and production know-how of such men as Carl Stanton, film division director, Stanton M. Osgood, manager of film production and theatre TV, and Brown, we hope to project the real feel of the theatre into this series."

Mr. Brown said that production will be at the rate of one show a month, with Broadway talent to be recruited for starring and featured roles in the series. He added that a stable of five writers already has completed six scripts, with at least seven more expected by the time production starts.

Atlas TV Expansion Plans

IN LINE with expanding operations, Henry Brown, president of Atlas Television Corp., announced last week plans for setting up five major territories of the company to be headed by regional sales managers who will supervise divisional salesmen. Mr. Brown said Atlas' library has grown to 900 titles, including features, westerns, comedy shorts, sports, and children's film programs.

BMI SETS UP TV FILM MUSIC DEPT.; ZIV TELEVISION ALREADY CONTRACTED

Richard L. Kirk is named director with Claude Barrere as eastern director.

ESTABLISHMENT of a television film music department of BMI and appointments of Richard L. Kirk as director, with headquarters in Hollywood, and of Claude Barrere as eastern director were announced Friday by Robert J. Burton, BMI vice president in charge of publisher and writer relations.

All TV films have some music, even if in 90% of them the music is only incidental, Mr. Burton explained. Someone controls the performance rights to each piece of music, he said, and to that extent controls the telecasting of the film. Accordingly, BMI has for some time been considering how best it might serve the TV broadcasters, the film producers and the owner of the musical rights. The result of this thinking is the organization of BMI's new TV film music department.

First function of this department will be to acquire performing rights in music used in TV filmed programs, Mr. Burton said. By this process, BMI will control for its TV customers the basic bread-and-butter musical ingredients of their programs. A blanket contract has already been negotiated with Ziv Television Programs for all Ziv TV shows, including *Cisco Kid, My Favorite Story, Boston Blackie,* and *The Unexpected.* Other TV film programs whose musical performing rights are now held by BMI include *Dangerous Assignment, You Bet Your Life, Burns and Allen, Schlitz Playhouse,* and a score of others, Mr. Burton said.

During the 1941 period when the broadcasters refused to accept licenses to perform ASCAP music on the terms offered them, many programs underwent sudden changes of theme music from tunes licensed through ASCAP to others that were available for broadcasting. Such changes are serious enough in the case of programs broadcast live, Mr. Burton noted, but infinitely more so if loss of the right to use the music on the air calls for making new sound tracks for all the filmed programs already completed for telecasting in the future.

Current ASCAP Situation

Underscoring the importance to producers, TV broadcasters, and sponsors of the need for obtaining continued clearance of the right to use filmed TV shows without changes in their musical accompaniment is the current ASCAP situation, with the blanket ASCAP license for licenses for telecasting expiring the end of this year and the per-program ASCAP licenses awaiting determination by the Federal Court in New York.

Along with the acquisition of musical rights for filmed programs, BMI also is securing the rights to music used with regularity on live TV program series. *Howdy Doody, Kukla, Fran & Ollie,* and *This Is Your Life* were cited as examples of the live shows whose integral music is now controlled by BMI.

Another major activity of BMI's new department will be to render a general advisory and consultant service on video music problems to advertisers, agencies, package program producers, and other individuals or organizations seeking help with problems of this nature, Mr. Burton stated.

The director of the BMI TV Film Department, Mr. Kirk, has been with BMI for the past seven years. He has been active primarily in the non-broadcast field, handling the use of BMI-licensed music by hotels, restaurants, dance halls, etc.

Mr. Barrere was manager of syndicated program sales for NBC and assistant advertising and promotion manager of WEAF New York (now WNBC). On leaving NBC in 1946 he opened his own program representation business. Most recently he served as director of Member Service of BAB.

Film Sales

Guild Films, New York, has sold *The Liberace Show* to the **Necchi Sewing Machine Co.,** New York, on **WNBT (TV)** New York, starting July 5 for 39 weeks, through **Doyle, Dane & Bernbach,** New York. The half-hour show currently is in 61 markets.

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KFOR-TV Lincoln, Neb., has signed for **Interstate Television Corp.'s** *The Amazing Tales of Hans Christian Anderson,* on a 13-week basis.

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Louis Weiss & Co., Hollywood, has leased three-run rights of "That's My Boy," feature film starring **Jimmy Durante,** to **WJBK-TV** Detroit for a one-year period. The distribution firm also has signed a one-year contract with **WCAU-TV** Philadelphia for unlimited runs of 10 Walt Disney and four "Krazy Kid" cartoons.

•

Jerry Fairbanks Productions, Hollywood, will send a production crew to Bavaria early next month to make a 30 minute documentary film in color on the history of brewing for **Miller Brewing Co.,** Milwaukee. TV release plans have not been completed.

•

Academy Films Inc., Chicago, has completed TV spots in both color and three dimension for use by **Atlanta Baking Co.** (Holsum bread), heavy radio-TV user. Twenty-second announcements will be projected to Atlanta sales managers' meeting June 22, with 3-D utilizing the Bolex system. Academy claims to have produced the first 3-D industrial film in the country and also produces regular Holsum TV announcements. Agency: **W. E. Long Co.**

•

George F. Foley Inc., New York, has been signed to produce a series of filmed TV shorts for **U. S. Coast Guard** recruiting.

Availabilities

Video Pictures Inc., New York, last week started screening for prospective sponsors the first film of its new *Your Zoo Reporter* series. The firm is producing the half-hour programs in cooperation with the New York Zoological Society, which operates the Bronx Zoo.

•

National Safety Council has just published the 1953-54 edition of the *National Directory of Safety Films,* listing 963 motion pictures and slidefilms for use in accident prevention. Films in the related fields of first aid, fire prevention and civil defense are included. The directory will be kept up-to-date with quarterly supplements. Copies of the directory are available for 75 cents each from the Council, 425 N. Michigan Ave., Chicago 11.

Production

Science Consultants, Hollywood TV production company, has been formed by **Dr. Heinz Haber,** UCLA engineering professor formerly with the Dept. of Space Medicine, USAF, and **Marche Goddard,** industrial engineer. The group wil produce a 52 half-hour TV film dramatic serie titled *Video Science,* dealing with phases o popular science, and designed to be entertain ing as well as educational.

•

S & S Enterprises, formed in Seattle in 1950 t produce 16mm yachting films, is expanding int commercial film production, with headquarter at 907 East Columbia St., Seattle 22; phon East 5815.

Production director is **Curt Roberts,** wit Criterion Films Inc., Seattle, from 1949 t 1953 as writer-director. **Ralph Hanson** joine S & S early this month to augment the sale effort. For the past five and a half years, h has been on the sales staff of KING Seattle.

Now in production at S & S, according t Mr. Roberts, are three documentaries. One *Gillnetters of the Bering Sea,* is a 26-minut documentary being produced for nationwid television release.

•

House of Selznick, new Hollywood TV film production company headquartered at General Service Studios, has been formed by **Leon D. Selznick** and has in preparation for late July shooting a 13 half hour anthology type series, *Stage Seven.*

•

Kurt Simon Productions, Hollywood, has started shooting the first four in an educational series of 26 half-hour live and animated cartoon color films on nutrition at Eagle Lion Studios. **Kurt Simon** is producer-director, with **Ed Levitt** animation director. Series will be distributed to TV stations by Gateway Films, San Francisco, starting in the fall.

Film People

Richard H. Gedney, account executive of **Consolidated Television Sales,** has been appointed midwestern branch manager of the company, succeeding Stuart V. Dawson, who has resigned. Mr. Gedney formerly was with United Television Productions and with the TV division of United Artists Productions.



Mr. Gedney

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Robert F. Blair, 1515 Euclid Ave., Cleveland, has been appointed to represent **Louis Weiss & Co.,** Hollywood TV film distribution firm, in Ohio.

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Charles W. Goit, *Look* advertising department, joins the New York sales staff of **Ziv Television Programs.**



Mr. Goit

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Charles Barton has been named permanent director by **Revue Productions,** Hollywood, on a new half-hour film series called *Meet Mr. McNutley,* being produced at Republic Studios.

•

Don Wilson, radio-TV announcer, joins **Jack Chertok Productions,** Hollywood, as head of live-action TV spot commercial divisions. He continues announcing assignments on CBS-AM-TV's *Jack Benny Show* and other programs.

Addition of three producers by **Ely Landau Inc.,** New York, was announced last week. **Harold Young** joined the TV film series production firm as director and supervising editor; **James Neilson** as director, and **Oscar Rudolph** as co-director. They have been assigned to *The Passerby,* 26-part series of half-hour TV films which the Landau organization put into production in June. Mr. Neilson recently directed the *Ford Theatre* TV film series for Screen Gems Inc.

Michael Mead, CBS-TV casting department, has been named casting director of Ely Landau. **Edythe Rein,** free lance writer and previously with the Phillips H. Lord radio production company, appointed a production assistant with the company.

•

Robert Beasley, formerly with the Jerry Fairbanks organization, joins **Productions On Film Inc.,** Cleveland, as director of sales. **George Murphy,** for the last several years associated with Escar Motion Picture Services Inc., Cleveland, joins Productions as assistant to Murphy McHenry, vice president in charge of production. Mr. Murphy will supervise the television slide laboratory. **Robert Fleming Blair,** productions president, also said the company plans immediate expansion of production facilities.

•

Richard H. Rogers to **Screen Gems Inc.,** TV subsidiary of Columbia Pictures Corp., in sales service capacity. Previously Mr. Rogers operated his own firm, The Rogers Co., acting as eastern sales representative for several west coast TV film companies.

•

John London, production co-ordinator on the filmed CBS-TV *Amos 'n' Andy* series produced by Hal Roach Studios, Culver City, joins **Desilu Productions,** Hollywood, as assistant production manager.

•

Mac Davis, sportswriter and author of six books on sports subjects, has been signed by **Guild Films Co.,** New York, to write three five-minute *They Made Sports History* scripts per week for 15 months. Scripts will be built around personalities in the *Guild Sports Library,* which the company said now is on 27 stations.

•

Duncan Renaldo, star of Ziv TV's *Cisco Kid,* is in the hospital with a fractured vertebra, received during filming of the series at Iverson's Ranch, Chatsworth, Calif.

NBC Film Division Appoints Grey Adv.

NBC Film Div. last week named Grey Adv., New York, to handle its advertising activities, effective Aug. 15, including promotion, merchandising and direct mail.

NBC's announcement said "the rapid expansion of the film division, the constant enlargement of its list of film properties, and its plans for intensive local promotion and sales campaigns have made it desirable to separate these activities from the other divisions of NBC which have heretofore provided various services for the film division."

Grey Adv. was said to be preparing a coordinated, comprehensive campaign "covering all facets of promotional and merchandising activity."

Games of Week Again

CONSOLIDATED Television Sales will distribute *All American Game of the Week* this fall for the second season, under arrangement with Sportsvision which films top collegiate games each week and edits them to half-hour features.

BMI CLINICS SEE BRIGHT AM FUTURE

Broadcasters warn their colleagues that they must "stay on their toes" to make the most of the good prospects. Program clinics pass the half-way mark.

RADIO'S prospects are good, but broadcasters, even so, had better "stay on their toes" in order to make the most of the bright outlook.

This was the consensus of participants in last week's BMI program clinics, which meanwhile passed the half-way mark of the 43 scheduled at points from coast to coast.

A 2½-hour "bull session" at Indianapolis, following a luncheon speech by BMI President Carl Haverlin, seemingly epitomized the outlook expressed by broadcasters attending other sessions during the week—that increased sales volume and higher program ratings are in the offing for radio.

Earlier, Eugene Carr, radio-TV director for the Brush-Moore newspapers (WPAY Portsmouth, Ohio) warned that in the next decade it will be a question of the "survival of the fittest" among radio stations. He said:

"The fit and only the fit will survive, and those who survive will be better broadcasters and stations will be better than anything the country has ever had. Those who survive will gear themselves to the policy of social, political, and economic interests of the community."

Highlights of other speeches at other BMI clinics during the week:

In a speech prepared for the Los Angeles clinic Friday, Paul W. White, executive editor of KFMB San Diego, advised broadcasters to "go for local news, interviews, forums, panels, anything that will impart the flavor of your own community to your station. Let radio make news as well as report it . . ."

John M. Outler Jr., WSB Atlanta, who had four BMI clinic speaking engagements for the week—Fort Worth on Monday, Albuquerque on Tuesday, Phoenix on Wednesday, and Los Angeles on Friday—asserted that "nice chunks" of money are necessary "if you are going to do a good job. And the program people should be concerned and interested and informed on the financial status of their operations just as much as the sales manager or the front office."

Joseph T. Connolly, WCAU Philadelphia, told the Fort Worth, Albuquerque, and Phoenix clinics that "radio's brightest days are on the horizon," but that "we can make the most of them only if we realize that not merely good programming, but outstanding programming, a schedule that reflects the epitome of community consciousness, showmanship and know-how, is our greatest need."

Wayne Phelps, KALG Alamogordo, N. M., emphasized the importance of the Broadcaster's "knowing" the listener and the listener's wants, while Carl Vandagrift, WOWO Fort Wayne, stressed the value of having commercial copy writers and announcers who are personally familiar with the product advertised.

Ray Helgesen, KSUN Bisbee, Ariz., speaking at the Phoenix clinic, pointed out that "radio does everything" but that "the station that pleases, succeeds." Mrs. Cliffordeen Potter, WOMI Owensboro, Ky., addressing the Louisville clinic, stressed the importance of programming for women, who "listen to their radios more hours a day than anyone else."

The importance of having local radio personalities "be themselves" was cited by Bob Rich, WBEN Buffalo, who was slated to speak in Indianapolis, Louisville, and Nashville, while the value of "making programs fit the market" was singled out by Merle Tucker, KGAK Gallup, N. M., in a speech scheduled for Albuquerque. George Marti, KCLE Cleburne, Tex., meanwhile told the Fort Worth session that local news is "an important service for listeners" and is valuable "cost-wise and profit-wise."

* * *



BUFFET LUNCHEON was on the schedule when a BMI program clinic was held in the studios of WIRE Indianapolis. Going through the line are (l to r): John Mitchell, WKBV Richmond; Don Burton, WLBC Munice; Ralph McHorgue, WBOW Terre Haute; Don Ross, WOWO Fort Wayne; Jim Miles WBAA Lafayette, and Terrell Rippetoe, WBOW.

* * *

World Sells 'You Win'

WORLD Broadcasting System's transcribed radio telephone quiz, *You Win,* has been sold to more than 170 stations, Pierre Weis, World's general manager, reported last week. The series, which was sent to affiliated stations for broadcast starting June 15, features a local personality as quiz-master.

Jingl-Libraries' Shipments

RCA Recorded Program Services last week said that within a 10-day period, 141 Thesaurus Jingl-Libraries were shipped to station subscribers. The library is said to consist of more than 1,600 singing commercial jingles in 70 sponsor and service categories.

NARTB RADIO BOARD, REVISING CODE, FINDS ADVERTISING SECTION HARDEST

NARTB board checks new features of the revised Radio Standards of Practice, as submitted by the Meagher committee, including a preamble, new principles on news, radio's obligation to education and culture and a new board election calendar, but the section on advertising standards brings differing views.

NARTB is modernizing its five-year-old advertising Radio Standards of Practice, with history repeating itself as the advertising part of the code provides the toughest problems.

NARTB's Radio Board of Directors, meeting last Wednesday in Washington, cleared much of the streamlined document on a preliminary basis but there's still work to do before a new set of radio standards goes into operation. The board spent most of the day going over a revised set of standards prepared by a committee headed by John F. Meagher, KYSM Mankato, Minn., Dist. 11 director. The combined Radio and Television Boards met Friday.

While general clearance was given much of the committee's work, the Radio Board proposed further refinements. The revised document will be sent to networks and others for review. Final action may not come before the November board meeting, with new advertising provisions still to be prepared.

A new feature has been written into the radio standards—a preamble, which cites the history of the document.

News Standards Revised

The Radio Board completely revised the standards on news. Emphasizing accuracy, it endorsed a new section that breaks down newscasting by forms of rendition.

A new section covering the broadcaster's obligation to education and culture follows a similar section of NARTB's parallel television standards, the Television Code. The TV Code was considered separately by NARTB's Television Board (see separate story page 35).

The discussion of advertising standards brought differing views on ethics of copy, length of commercials, anti-hitchhike and cow-catcher language, and multiple commercials. Just the week before, the NARTB TV Code Review Board had warned against "bait" advertising [B•T, June 15].

When the original standards were discussed at the 1947 and 1948 conventions, delegates fought hardest over the advertising provisions. The 1953 rewriting job on the radio standards was not completed in time for the Los Angeles convention.

In its next major action, the Radio Board approved a new nomination and election calendar for members of that board as submitted by C. E. Arney Jr., secretary-treasurer. Roughly, the new formula works like this:

Official list of upcoming vacancies will be published not later than Dec. 1, 1953; certification of eligibility form for nomination to be mailed by Dec. 15 to each active member radio station; names for eligibility list must be returned by Jan. 15, 1954; nominating forms and certified list of eligible persons to be mailed by Feb. 1 to those eligible to vote for nominees; each station votes for one name for each designated office, returning by Feb. 15 to NARTB secretary-treasurer; final ballot forms to be mailed by Feb. 24, returnable March 9.

Vacancies will occur in 1954 in directorships for even-numbered districts, odd district posts having been filled this year. There also will be one vacancy in each of the at-large classifications—large, medium, small and FM stations. Network directors are appointed.

The following new stations were admitted to active membership:

Tucson, Ariz., no call; KAGR Yuba City, Calif.; KALI Pasadena, Calif.; KAST Astoria, Ore.; KAVL Lancaster, Calif.; KBLF Red Bluff, Calif.; KCIJ Shreveport, La.; KCLF Clifton, Ariz.; KCLS Flagstaff, Ariz.; KCLX Colfax, Wash.; KCOR San Antonio; KCRA-AM-FM Sacramento, Calif.; KEEN San Jose, Calif.; KEEP Twin Falls, Idaho; KEXX San Antonio, Tex.; KFGR Forest Grove, Ore.; KFIR North Bend, Ore.; KFXM San Bernardino, Calif.; KGAK Gallup, N. M.; KGAL Lebanon, Ore.

KGFL Roswell, N. M.; KGMS Sacramento, Calif.; KHUM Eureka, Calif.; KICA Clovis, N. M.; KICO Calexico, Calif.; KIWW San Antonio, Tex.; KIYI Shelby, Mont.; KLEA Lovington, N. M.; KLIQ Portland, Ore.; KMAK Fresno, Calif.; KMCM McMinnville, Ore.; KNGS Hanford, Calif.; KNOG Nogales, Ariz.; KNOX Grand Forks, N. D.; KNPT Newport, Ore.; KOAT Albuquerque, N. M.; KOLD Yuma, Ariz.; KOME Tulsa, Okla.; KOMW Omak, Wash.; KOWL Santa Monica, Calif.; KPBM Carlsbad, N. M.

KPOC Pocahontas, Ark.; KPOC-FM Pocahontas, Ark.; KPUY Puyallup, Wash.; KRIZ Phoenix, Ariz.; KRLW Walnut Ridge, Ark.; KRUX Glendale, Ariz.; KRXL Roseburg, Ore.; KSET El Paso, Tex.; KSPT Sand Point, Idaho; KSJO San Jose, Calif.; KSJO-FM San Jose, Calif.; KSUN Bisbee, Ariz.; KSWS Roswell, N. M.; KSYL Alexandria, La.; KTKT Tucson, Ariz.; KTRC Santa Fe, N. M.; KTYL Mesa, Ariz.; KTYL-FM Mesa, Ariz.; KULA Honolulu, Hawaii; KULE Ephrata, Wash.; KWBW Hutchinson, Kan.

KWBW-FM Hutchinson, Kan.; KWRO Coquille, Ore.; KXLE Ellensburg, Wash.; WALA Mobile, Ala.; WALD Walterboro, S. C.; WALD-FM Walterboro, S. C.; WATH Athens, Ohio; WBLK Clarksburg, W. Va; WBOY Tarpon Springs, Fla.; WCBR Memphis, Tenn.; WCKB Dunn, N. C.; WCNB Connersville, Ind.; WCNB-FM Connersville, Ind.; WCOH Newnan, Ga.; WCOH-FM Newnan, Ga.; WCOM Parkersburg, W. Va.; WCTT Corbin, Ky.; WFOY St. Augustine, Fla.; WFRM Coudersport, Pa.

WGRC Louisville, Ky.; WGRO Bay City, Mich.; WJET Erie, Pa.; WJPS Evansville, Ind.; WJVB Jacksonville Beach, Fla.; WKBW Buffalo, N. Y.; WKKO Cocoa, Fla.; WKRG Mobile, Ala.; WKTM Mayfield, Ky.; WKXY Sarasota, Fla.; WLSD Big Stone Gap, Va.; WMOH Hamilton, Ohio; WMOH-FM Hamilton, Ohio; WNLA Indianola, Miss.; WNOX Knoxville, Tenn.; WOKW Sturgeon Bay, Wis.; WPMP Pascagoula, Miss.; WPOR Portland, Me.

WRFC Athens, Ga.; WRLD-AM-FM West Point, Ga.; WSBB New Smyrna Beach, Fla.; WSIP Paintsville, Ky.; WTBO Cumberland, Md.; WTTN Watertown, Wis.; WTTR Westminster, Md.; WVCH Chester, Pa.; WWPF Palatka, Fla.; WKRG-FM Mobile, Ala.

A report on a survey of small-market radio stations was submitted by Lee W. Jacobs, KBKR Baker, Ore., and Edgar Kobak, WTWA Thomson, Ga. The project is not finished.

Attending the Radio Board meeting were nine new directors elected during the winter, who assumed office at the Los Angeles convention: Herbert L. Krueger, WTAG Worcester, Mass.; George H. Clinton, Parkersburg, W. Va.; John Fulton, WGST Atlanta; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Hugh Boice Jr., WEMP Milwaukee; Mr. Meagher; William D. Pabst, KFRC San Francisco; Richard M. Brown, KPOJ Portland, Ore.; G. Richard Shafto, WIS Columbia, S. C.

Other Radio Board members present last week were E. R. Vadeboncoeur, WSYR Syracuse; Harold Essex, WSJS Winston-Salem, N. C.; Henry B. Clay, KWKH Shreveport, La.; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.; E. K. Hartenbower, KCMO Kansas City; Jack Todd, KAKE Wichita; Kenyon Brown, KWFT Wichita Falls, Tex.; William C. Grove, KFBC Cheyenne, Wyo.; John H. DeWitt Jr., WSM Nashville; Paul W. Morency, WTIC Hartford; A. D. Willard Jr., WGAC Augusta, Ga.; Mr. Kobak; Mr. Jacobs; Ben Strouse, WWDC-FM Washington; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; E. M. Johnson, MBS. Albert D. Johnson, KOY Phoenix, Ariz., was unable to attend since he was taking part in a BAB-BMI meeting.

WEAVER CHAMPIONS ADVENT OF COLOR

NBC board vice chairman tells Chicago Economic Club that color TV will increase broadcasting's share of the advertising market.

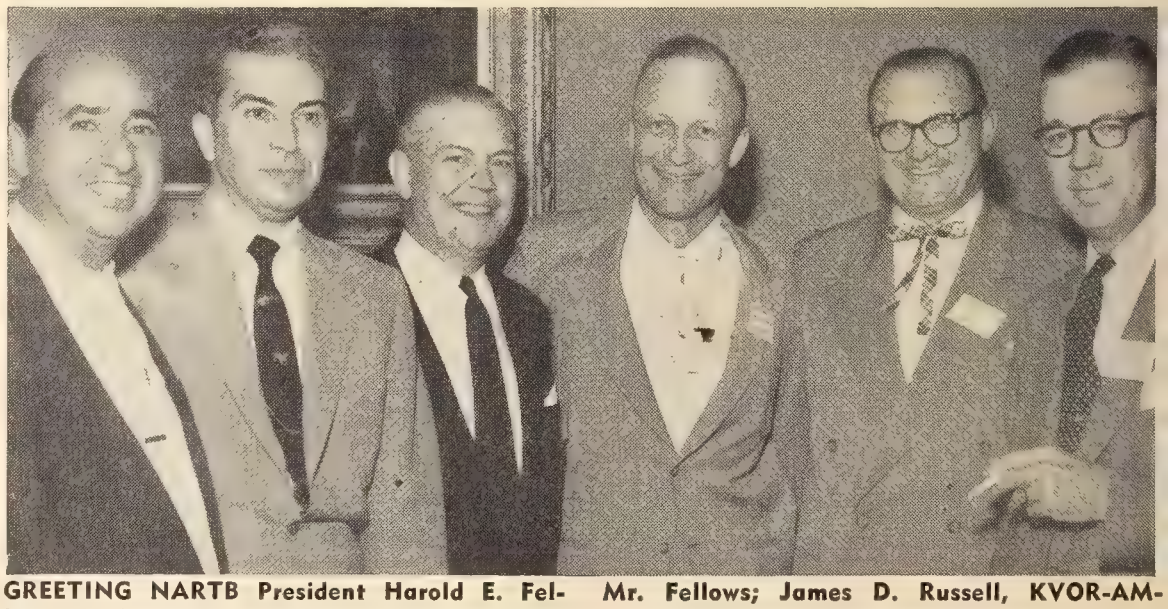
COLOR television will increase broadcasting's share of the national advertising budget and its power will broaden the TV market, with new advertisers sharing sponsorship of programming, Sylvester L. (Pat) Weaver, vice chairman of the NBC board, declared last week.

Mr. Weaver spoke before the 26th annual dinner meeting of the Chicago Economic Club at the Palmer House last Monday.

Fairfax Cone, president of Foote, Cone & Belding, was elected a second vice president of the club during election of officers.

Mr. Weaver predicted that color "is going to be a revolutionary force in advertising" and will "increase the advertising budget's share of overall selling and distribution costs in the economy." He added that color will help solve cost problems rather than make them more serious.

"Once color comes, many industries must use



GREETING NARTB President Harold E. Fellows at Kentucky Broadcasters Assn. meeting were (l to r): Mike Layman, WSFC Somerset; Victor A. Sholis, WHAS-AM-TV Louisville; Mr. Fellows; James D. Russell, KVOR-AM-TV Colorado Springs; Ernest Lackey, WHOP Hopkinsville, and Gilmore N. Nunn, WLAP Lexington.

television, color television, importantly, in their marketing plans," Mr. Weaver asserted. "Yet, these industries may have small budgets, need year-round selling effort, and need all-family viewing, that is, nighttime or early morning advertising efforts."

With shared sponsorship, he said, a new sales pattern will emerge, with broadcasters attracting circulation by programs and offering advertisers a variety of audiences.

Noting that NBC has pioneered in shared-sponsorship type of programming, Mr. Weaver said "the huge power of network television is available to the little man. This is important to the economy, for in radio, patterns were never devised to take care of the small advertiser."

NARTB's Smith Addresses Md.-D.C. Broadcasters

THE KEY to prosperous radio and TV operation can be found in responsible community service, John H. Smith Jr., NARTB promotion and FM manager, said Thursday in an address to the opening luncheon of the Maryland-D. C. Assn. of Radio & Television Broadcasters. The association met Thursday-Friday at Ocean City, Md.

Speaking on "Money From Home," Mr. Smith advised broadcasters to inject "Vitamin P"—programming, promotion and public relations—into their operations at the local level. Charles Truitt, WBOC Salisbury, association president, presided.

Mr. Smith urged development of local personalities and expansion of local programming, including newscasts and music. He advised salesmen to call on local merchants with specific programs aimed at specific audiences.

Moore Heads Coast TV Group

RICHARD A. MOORE, KTTV (TV) Hollywood, has been elected president of the Television Broadcasters of Southern California. He succeeds Don Fedderson, KLAC-TV, that city, who continues on the board. Other officers: James T. Aubrey Jr., KNXT (TV) Hollywood, and Donn B. Tatum, ABC, secretary-treasurer. Other directors: Don Norman, KNBH (TV) Los Angeles; Klaus Landsberg, KTLA (TV) Los Angeles; George Whitney, Don Lee-TV; Howard Chernoff, KFMB-TV San Diego.

NARTB MAPS PLANS TO SPEED TV CIRCULATION MEASURING

Plus-million dollar project takes form as TV board beams on Cawl plan. Plan will go to network presidents and researchers, agency, advertiser officials.

NARTB's plan to measure TV station and network circulation cleared major TV Board hurdles last Thursday as steps were taken to speed up the project.

The million-dollar-or-more job is now taking definite form. Directors lent approval to the basic format and it appeared at the weekend that an operating circulation plan might be under way within the year.

Meeting in Washington Thursday, the TV Board spent much of its time working over the plan, which is designed to match the circulation audits of printed media.

The project is designed to do for television what BMB did for radio, without the handicap of widespread opposition and without the mistakes that marred the two BMB studies.

At the weekend the circulation project looked like this:

- The TV Board likes the plan conceived and developed by Dr. Franklin R. Cawl, former Wharton (U. of Pennsylvania) professor now a marketing-research consultant, and refined in recent weeks by a special TV Board committee headed by Campbell Arnoux, WTAR-TV Norfolk, Va.
- It voted to enlarge the three-man committee to include telecasters outside the board rolls. On the original committee with Chairman Arnoux are Clair R. McCollough, Steinman Stations, and Ken Carter, WAAM (TV) Baltimore.
- The refined plan will be submitted to network presidents and research directors, along with key agency and advertiser officials.
- Strict secrecy will be maintained to prevent appropriation of the format by interests outside NARTB.
- The enlarged committee will report its findings to President Harold E. Fellows as soon as possible.
- President Fellows will call a special meeting of the TV Board to take final action on the project, if the committee's report justifies such a course.

Dr. Cawl was present at the TV Board's meeting Thursday. It is expected he will continue to work with the committee, perhaps handling industry contacts and any pilot studies necessary to work out the survey details. NARTB is to control all rights in the project.

Since the undertaking is a vast task surpassing a million dollars in cost, it appeared likely that NARTB would turn over the operation to a separate corporation, possibly along the general lines of BMB. The whole NARTB trade association operates on a budget of around $750,000 a year.

While details of the plan are closely guarded, it's likely TV's circulation will be measured under a brand new technique. Program popluarity and ratings will not be touched but number of TV sets and tune-in at various times of the day are to be calculated. Collection of information will be a major research job, including a combination of personal and telephone interviews as well as mail techniques.

Dr. Cawl, a past president of Market Research Council and active in research and merchandising fields, developed the Cawl buying power survey of Philadelphia while teaching at Wharton. He originated continuing store audits in the food and drug field years ago as well as pioneer continuing panels of consumer buying. His advertising experiences include seven years with the Kudner agency, handling sales analysis, copy testing, radio and TV, as well as rating services.

Taking an active part in the new TV circulation project for NARTB is Richard M. Allerton, manager of the Research Dept. Mr. Allerton has had extensive marketing and advertising agency experience as a consultant and research director.

Code Developments

John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB TV Code Review Board, reported to the TV Board on code developments in recent months. He said his group had issued a warning against the dangers of "bait" advertising [B•T, June 15] and said a full report of TV Code activities will be released in the autumn.

Paul Raibourn, KTLA (TV) Los Angeles, submitted a report as chairman of the Subscription TV Committee. The committee has been conducting a study of proposed pay-as-you-see operations, with NARTB staff assistance. It was authorized to continue the study.

A special committee to study the confusion in TV film contracts was authorized by the TV Board. President Fellows will appoint a committee to go into the problem in an effort to find ways of standardizing these contracts.

Educational TV developments were reviewed but no board action was taken. Mr. Fellows submitted a report as chairman of the TV Information Committee, created to answer widespread criticism of TV programs and advertising. The committee is developing a file of information designed to supply quick answers to critics who make reckless and unfounded charges about mythical TV evils.

Thad H. Brown Jr., TV vice president and counsel, reported on development of community antennas. Judge Justin Miller, NARTB chairman of the board, outlined progress in music-licensing negotiations.

Mr. Fellows was authorized to send special TV broadcaster delegates to the district meetings that start in the autumn. Last year a



CORRIDOR group at meeting of Kentucky Broadcasters Assn. in Louisville includes (l to r) Ed Willis, WLAP Lexington; Mrs. and Mr. J. W. Betts, WFTM Maysville; Mr. and Mrs. Joe Eaton, WKLO Louisville; Charles Warren, WCMI Ashland; Ted Silvert, WSIP Paintsville; Mrs. Charles Warren and Jim Caldwell, WAVE Lousiville.

member of the TV Board attended each of the 17 meetings.

The NARTB TV staff was directed to continue a study of proposals to set up a TV promotion project along the lines of Broadcast Advertising Bureau.

The association's TV membership now stands at 174 stations and networks, with 37 subscribers to TV information services.

Attending the Thursday meeting were chairman of the TV Board, Robert D. Swezey, WDSU-TV New Orleans; Mr. McCollough, vice chairman; Harold Hough, WBAP-TV Fort Worth; Mr. Raibourn; Mr. Arnoux; Mr. Carter; William Fay, WHAM-TV Rochester; Merle S. Jones, CBS; Chris J. Witting, DuMont; Frank M. Russell, NBC. Excused were George B. Storer, Storer Broadcasting Co., and Alexander Stronach, ABC.

The board adopted a resolution regretting resignation of Herbert V. Akerberg as CBS member and lauding him for his service. He was succeeded by Mr. Jones.

Fellows Asks Promotion Of Advertising Trade

ADVERTISING media should band together in common promotion of their profession, removing the greatest single peril to advertising, NARTB President Harold E. Fellows said Tuesday in an address to the Washington Ad Club.

Mr. Fellows predicted the Nation's Capital will continue its growth as a market while industry representation in the city increases and the government expands. Advertising media will share this growth, he said, warning that this prosperity "cannot come to those who sell by methods of deprecating the competition, juggling rates, or using poor taste in advertising.

"Perhaps there is no place in the United States where more can be done for the good name of advertising . . . for you have an opportunity to impress those who impress others," he said.

'ANNUAL BASIS' RADIO SALES URGED

BAB President Ryan tells the Indianapolis sales clinic advertising must be keyed to the buying pattern. One Houston panel warns that radio is selling itself too cheaply, while another says that poor copy is behind lack of account renewals.

TO DEVELOP for radio a fair share of the retailer's advertising budget, BAB President William B. Ryan recommended at the organization's sales clinic in Indianapolis last Tuesday that radio advertising be sold on an annual basis to be used as the retailer "needs to use it, not as you want it used."

"The key to the retailer's advertising habits is the customer buying pattern, which fluctuates widely from day-to-day and week-to-week," Mr. Ryan pointed out. "Nothing broadcasters do or say will change the retailer's custom of spending perhaps $1,000 in advertising one week and not one thin dime the next, according to these variations in buying patterns."

Sales Panel Talks

The clinic also heard a sales panel discussion on topics including short-rate policy, "clock deal" promotion, automobile radio research and selling radio in TV fringe areas. Participants were Lester G. Spencer, general manager, WKBV Richmond, Ind.; Tom Peden, manager, WAOV Vincennes, and Robert E. Williams, manager, WFML (FM) Washington.

In other BAB sales clinics in Houston on June 11 and in New Orleans on June 13, radio's disposition to underprice itself in practically every market was the chief topic of discussion.

Jack Harris, general manager of KPRC Houston, told a clinic in that city that he would be "very surprised if any station in the entire state of Texas were charging enough for radio." He further claimed that "the biggest mistake any radio operator can make today is to sell his time too cheaply or to sell it off the rate card."

Supporting Mr. Harris' views was Alex Keese, manager, WFAA Dallas. He said that most stations sell their announcements "far too cheaply" and added that broadcasters should not be ashamed to cite "increased costs of operations" as one of the motivating reasons for a rate increase.

At the New Orleans meeting the conclusion that radio is selling itself cheaply also was reached by a panel consisting of Charles C. Garvey, sales manager, WJBO Baton Rouge; Dierrell Hamm, manager, KANE New Iberia, La.; Ron Litteral, WAFB Baton Rouge, and Walter Melson, sales manager, KALB Alexandria.

The Houston clinic also heard a talk by John F. Hardesty, director of local promotion for BAB, on the drawbacks of poorly prepared copy. Contending that the "number one reason for lack of account renewal" is poor copy, he urged that stations place at the disposal of local advertisers and agencies copywriters of a professional caliber.

At a closed meeting prior to the New Orleans session, BAB Vice President Kevin B. Sweeney revealed that starting in August, more than 300 major sales presentations per month on behalf of radio will be made by representatives of BAB.

"The forthcoming addition of a third full-time salesman, coupled with the part-time efforts of four BAB executives, will make it possible for the bureau to average better than 15 presentations every working day to the decision-making executives of major advertisers and agency organizations," Mr. Sweeney said.

* * *



CO-OP advertising and how local radio can increase its share of local retail budgets was the theme of the Broadcast Advertising Bureau's Pittsburgh area sales clinic June 8. Discussing local problems during the afternoon session were panelists (l to r) James F. Murray, general and commercial manager, KQV Pittsburgh; Thomas B. Price, sales manager, WBVP Beaver Falls; Les R. Rawlins, general manager, KDKA Pittsburgh, panel session chairman; Ben W. Muros, sales manager, WWSW Pittsburgh, and George D. Tons, commercial manager, KDKA. A group of 63 broadcasters heard R. David Kimble, director of national promotion for Broadcast Advertising Bureau, and Gale Blocki Jr., director of midwestern sales for BAB, conduct the sales seminar.

ANA Sets Annual Meeting In Chicago Sept. 21-23

ANNUAL meeting of the Assn. of National Advertisers will be held Sept. 21-23 at the Hotel Drake in Chicago, it was announced last week.

The announcement came from the co-chairmen for the meeting: G. B. Park, advertising and sales promotion manager of General Electric Co.'s Marketing Services Div., and Manager M. F. Peckels of International Harvester Co.'s Consumer Relations Dept.

It also was announced the 1954 spring meeting of ANA will be held again at the Homestead, Hot Springs, Va., from Wednesday, March 17, through Saturday, March 20.

Iowa Tall Corn Network Lauds BAB, BMI and IBA

RESOLUTIONS commending BAB and BMI for recent clinics in Des Moines and Iowa Broadcasting Assn. for "splendid work" on behalf of the broadcast industry were passed by the Iowa Tall Corn Network at its annual meeting June 10-12.

The network also elected the following new officers: Dietrich Dirks, KCOM Sioux City, president; Ben Sanders, KICD Spencer, and George Volger, KWPC Muscatine, vice presidents, and Bill White, KFJB Marshalltown, secretary-treasurer.

The meeting was held at Lake Okaboji, which was chosen as the site for next year's session. An annual golf tournament was won by Mr. Dirks. Runners-up were Ralph Stoeckel, KROS Clinton, and Ken Gordon, KDTH Dubuque.

OPTIMISM KEYNOTES RTMA MEET; RECORD SET PRODUCTION PREDICTED

Chicago convention recalls Glen McDaniel to head the manufacturers association. Bright future for TV developments, including color, lend confidence to the sessions, and a "new surge in vitality" in radio set output is seen. Dr. Baker wins the group's Medal of Honor. Robert Sprague becomes board chairman.

NOTWITHSTANDING temporary seasonal lulls in set sales and an imminent recession in military electronics procurement, confidence radiated throughout the membership of the Radio-Television Manufacturers Assn. at its 29th annual convention in Chicago last week.

Reviewing production-sales accomplishments in 1952 and the first half of 1953, manufacturers looked ahead optimistically to continuous growth in TV markets, improvement in television receivers, advent of colorcasting "in another few years," the progress in uhf and a "new surge of vitality" in radio set output to confound prophets of radio's doom.

In a comparatively unprecedented move, RTMA recalled to its helm Glen McDaniel, first paid president of the association [1951-52], as temporary president pending the selection of a full-time president, to succeed A. D. Plamondon Jr., Indiana Steel Products Co. Mr. McDaniel continues as general counsel of RTMA.



Mr. McDaniel

Robert C. Sprague, Sprague Electric Co., was elected board chairman, a post also held by Mr. Plamondon, for the next fiscal year. Mr. Sprague is past RTMA president and also served as board chairman during 1950-52.

Over 1,000 manufacturers attended the four-day convention at Chicago's Palmer House, which produced these other developments:

High TV Output Seen

- Prediction that output of TV receivers the first six months of 1953 will reach the highest level for any first-half period in the industry's history—and that the figure will exceed seven million for the year.
- Report that radio receiver production has continued at a "high level," with marked increase for clock, portable and auto radios.
- Report that $5.5 billion worth of electronic equipment has been delivered to the armed services since the start of the Korean war, with deliveries of equipment-components expected to hit $3 billion in 1953 alone.
- Presentation of the RTMA 1953 Medal of Honor to Dr. W. R. G. Baker, vice president of General Electric Co., for outstanding contributions to the radio-TV-electronics industry.
- Re-election of most top officers of RTMA and reorganization of the association, providing for expansion of some services and broadening of representation in the industrial and military fields.

The reorganization plan will be submitted to the proxy membership vote at a meeting in Washington, D. C., July 27 and, if approved, will call for two new committees of the board —one called the Radio-Television Industry Committee and the other the Electronics Industry Committee.

Under the reorganization plan setting up two new committees, directors will elect to serve on one of the committees and be permitted to name an alternate from their respective companies to sit on other committees.

The plan is to increase the board of directors substantially—from 21 to perhaps 40, overseeing the activities of both groups. The boost in membership of RTMA, however, still is subject to final approval.

It is felt that with creation of electronics and industry committees, the new RTMA will be more representative of the entire electronics industry.

In recognition of the electronics role in the vast expansion of the whole industry, the board of directors also recommended late Thursday that the name of its organization be changed to Radio-Electronics-Television Manufacturers Assn. [RETMA]. The recommendation will be placed before the RTMA membership.

Other Officers

Other officers for RTMA include Leslie F. Muter, Muter Co., re-elected treasurer, and Dr. Baker, re-elected director of RTMA's engineering department. Also re-elected were James D. Secrest as executive vice president and secretary, and John W. Van Allen, general counsel emeritus.

Heading up RTMA's five main divisions and serving as directors are:

Set Div.—Robert S. Alexander, Wells-Gardner Co., chairman; Leonard F. Cramer, Crosley Div., Avco Manufacturing Corp., director.

Tube Div.—John Q. Adams, Hytron Radio and Electronics Co., chairman.

Parts Div.—Matt Little, Quam-Nichols Co., chairman (re-elected).

Technical Products Div.—Carlyle W. Miller, Westinghouse Electric Corp., chairman (re-elected); Harold L. George, Hughes Aircraft Co., director.

Amplifier and Sound Equipment Div.—Floyd W. Ball, Bell Sound Systems, chairman and director.

Dr. Baker accepted the Medal of Honor during the industry's convention-closing banquet Thursday evening. He was introduced by outgoing President Plamondon. The ceremony was transcribed by CBS Radio for airing later that evening.

Dr. Baker, who also is chairman of RTMA's Television Committee, noted the industry brought TV "out of the laboratories" and into 23 million homes within six "short" years.

"We now are preparing to bring color television out of those same laboratories and in another few short years color will be providing an additional service to a complete nationwide coverage of black and white television."

Earlier, at a meeting of his TV committee last Tuesday, Dr. Baker reviewed the work of the National Television System Committee, which is conducting field tests looking toward the development of proposed standards for a compatible, all-electronic color system. It hopes to complete technical work by September and submit them to the FCC in October or early November.

Another highlight of the convention was Mr. Plamondon's annual report to RTMA members during a membership luncheon Thursday. His remarks also radiated confidence as he predicted a future that "was never more promising."

Mr. Plamondon noted high production and sales the past year, which recorded in the first half of 1953 "the highest of any first half since the television boom began." Coupled with output the last six months of 1952, output the past 12 months may equal the 1950-51 record, he added.

New Radio Set Vitality

"Radio receiver production has continued at a high level and there are good indications that it is experiencing a new surge of vitality to confound those who prophesied the doom of radio broadcasting when TV made its debut," he asserted.

With respect to TV, an informal poll by RTMA's Board of Directors pointed up belief that set output might reach eight million this year. Lowest prediction was five million TV sets.

Forecast for record TV production these first six months also was given in a report by J. B. Elliott, RCA Victor Div., acting chairman of the RTMA Set Div.

Other topics commanding interest of RTMA delegates in some two dozen committee sessions included subscription TV, educational television, planning proposals for rehabilitation of industry after any air attacks, TV set servicing, red ink operation of some manufacturers, progress in parts and components output, labor legislation, public relations and advertising, government relations and uhf.

RTMA committees took no decisive action on subscription, educational or uhf television. Problems involving delivery and set servicing of uhf equipment were aired.

All major committees and the five divisions of RTMA met during the convention. Officers and directors were elected at the membership luncheon Thursday and new directors met later that afternoon. Past directors were guests of RTMA's board and officers at a dinner Wednesday evening.

Convention arrangements were handled by convention chairman Muter and co-chairman Charles M. Hofman, Raytheon Manufacturing Co. General Electric provided entertainment consisting of the Fred Waring musical aggregation (on CBS-TV for GE), with Mr. Muter serving as toastmaster.

Board's Political Guest

GUEST of the combined NARTB Radio and Television Boards at luncheon Thursday was Leonard Hall, chairman, Republican National Committee. Mr. Hall said he hoped the boards can meet with President Eisenhower at their next joint session in the autumn. He topped off his remarks with some campaign songs. Robert Humphreys, national committee publicity director, also was a guest.

NARDA Meet June 28-30

IMPROVED selling and stronger business management will top the agenda of the National Appliance and Radio-TV Dealers Assn., which holds its mid-year meeting in Chicago June 28-30. Some 400 retailers are expected at sessions at the Conrad Hilton Hotel.

Among other topics are appliance merchandising, TV sales and service, manpower problems and relations involving government, manufacturers and distributors. Wallace Johnston is NARDA president.

TV KEEPS PAPERS ON THEIR TOES, BIGGERS TELLS ANPA CONFERENCE

American Newspaper Publishers Assn.'s president portrays video as a "cockleburr under the saddle," and warns newspapers they must improve mechanically and otherwise if they are to keep up to the pace.

NEWSPAPERS were warned by their association's publisher-president last week that "television is the cockleburr under the saddle that will keep newspapers on their toes from here on out."

President George C. Biggers of the Atlanta *Journal* and *Constitution* (WSB-AM-TV), president of American Newspaper Publishers Assn., told an ANPA mechanical conference in Milwaukee that television is "breathing down the neck of every advertising and every circulation department in every newspaper in the land."

He admonished the entire newspaper business that "every detail" must be improved.

He said he does not subscribe to the "doctrine" of raising subscription rates to meet rising newspaper costs, asserting that "we are approaching the point where further price increases will shrink circulation." Nor did he go along with "hiking advertising rates at will to capture whatever additional revenue is needed," because, he said, "when the cost becomes prohibitive, [the advertiser] will desert newspapers and seek some other more economical medium."

His advice to newspapers, Mr. Biggers said, is this: "Don't be satisfied with anything we have at present . . . present day industrial and economic conditions, plus the increasing strength of our competitors, plus a peek into what's just around the corner, should make it plain that we better *not* be satisfied; neither with our machines, nor with the accomplishments of our personnel, from copy boy to publisher."

Referring not only to present-day TV, but to the imminence of color television, Mr. Biggers asserted:

"They aren't sitting still in television. They aren't satisfied with what they have. In five years they've come from nowhere into millions of American homes. They've come from zero to an annual take of $580 million [time talent, production, etc.]. And, gentlemen, most of that has been brought about by mechanical improvements.

"The television mechanics took what they had, and they made something better. It wasn't good enough, and they improved it again. Now they're breathing down the neck of every advertising and circulation department in every newspaper in the land.

"They have done that in five years. Let us, as newspapermen, be frank and perhaps a little ashamed . . . I dare suggest, gentlemen, that mechanically we are coasting. We seem content with what we have. I also suggest that we need improvements in everything—from the make-up rule to the linotype machine, from a pig of lead to the presses themselves. . . . What we need is to put our wagons and buggies in the newspaper barn and take off in jets."

Mr. Biggers noted that in 1952 newspapers' national advertising volume totaled $526 million while magazines' was $520 million and network television's was $181 million. But, he added, the TV figure is "for time only," and "when you add production costs, talent costs, and all other extraneous expenses incurred in television, the total cost jumps to a staggering $580 million." He continued:

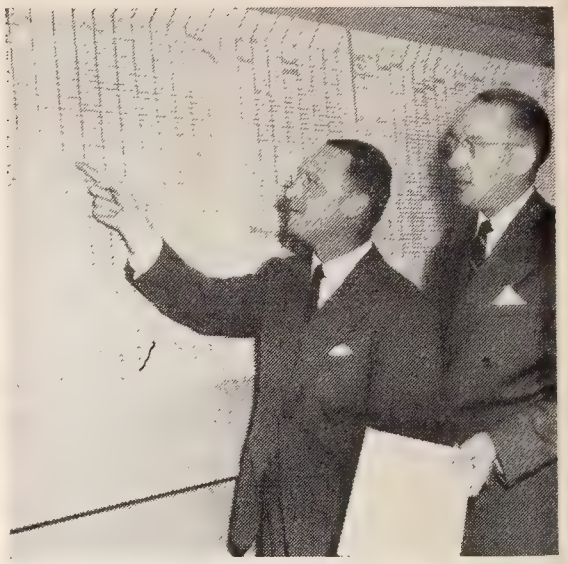
"Television's impact on our lives means only one thing—that in every home where there is a television set our newspapers have a stiffer fight for the reader's time. We still have advantages—newspapers can be picked up and read after the entertainment is over—they are a permanent record. We hear that televising big news events only whets the reader's appetite for a full explanation of what happened, and that his newspaper gives him that the next day. We know that radio and television programs have become very important in our news columns, and we see many newspapers going to special tabloid sections elaborating on this very important item. We see television sets installed in news departments of newspapers so that editors may keep better informed on which TV programs will be worth reporting the next day. Circulation departments of newspapers know they must get those afternoon papers delivered into the homes earlier. Newspapers which own television stations are learning first hand the effectiveness of promoting their newspapers on TV. Editors who go on TV are becoming better known to their readers and their by-lines suddenly have a deeper and more personal meaning to that great unseen audience that is gathered in front of the TV set in such deep absorption these evenings.

"Television Changing Habits"

"Television is changing people's habits. We hear it on all sides. The movies complained first, blaming a loss of attendance on televison. Now baseball complains. Mr. Warren Giles, president of the National League, was quoted recently as saying that perhaps television would force the major league baseball teams to play their games in the afternoons again and leave the evening hours free for television programs. Movies are doing something about their predicament. First they made a strenuous effort to improve the quality of their shows and they adopted a more aggressive selling attitude, and secondly they have gone to the three-dimensional film which gives them an entirely new technique. Baseball will have to do something about improving its technique in some manner; it will have to do something to win the attention and the affection of the fans that it once held; it will have to use radio and TV constructively to help popularize the game, because it certainly has to live with television.

Mr. Biggers quoted at length from the address which Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, delivered before the NARTB convention [B•T, May 4] in stressing the scope of TV today and TV to come, including color.

"One does not have to be a soothsayer or a crystal ball gazer to see what job confronts newspapers," Mr. Biggers observed.



COMMITTEE CANDIDATES of the American Assn. of Advertising Agencies are listed on a chart being reviewed by Henry M. Stevens (l), AAAA chairman, J. Walter Thompson Co., and Frederic R. Gamble, association president. Some 250 members to staff 15 standing committees will be appointed by Mr. Stevens. Chairmen and vice chairmen are named by the board of directors.

TAYLOR ASSAILS RADIO 'OBITUARY'

A ROSY present and future were pictured for the radio broadcasting industry by J. Glenn Taylor, vice president and member of the board of Mutual, in a speech Thursday that referred to "hasty, wishful thinking that has had radio 'dead' since 1948."

In a talk before the North Carolina Broadcasters Assn. at Nags Head, Mr. Taylor declared that "radio's obituary has been published regularly" since the approach of television, and added:

"But let's take a look at the sales gain of just one radio network [Mutual]. Actually there was a 17% increase in 1952 over 1951. And the business is going up in 1953. In fact in the first five months of 1953, we're 8.4% over 1952. And frankly, any month now, we expect to find we've set an all-time high—even before and after television came along."

He pointed out that more than nine million radio receivers were purchased in 1952 alone, which he described at "half again as many as all TV sets purchased last year."

He urged broadcasters who are planning to enter TV operations to guard against excessively high fixed costs, pointing out that such a manner of operation "will not leave much for variable costs."

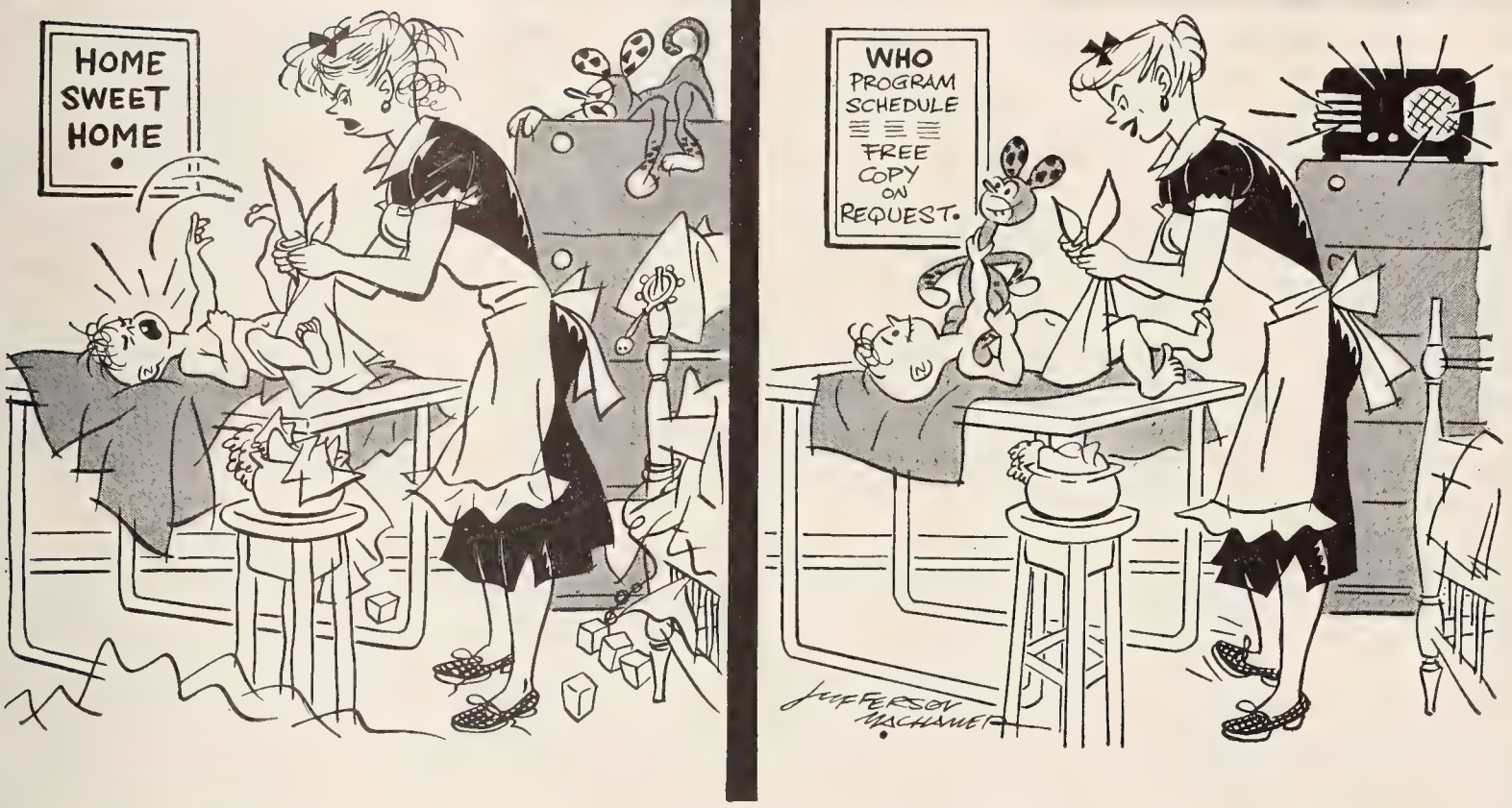
Burton to Head ADS; Group Honors Bedell

PHILIP WARD BURTON, professor of advertising at Syracuse U., was elected president of Alpha Delta Sigma, national professional advertising fraternity, at the group's convention June 14 at Daytona Beach, Fla. He will serve until 1955.

Clyde Bedell, retail advertising specialist, was presented a trophy on behalf of ADS by Charles G. Nichols, president of the G. M. McKelvy Co., Youngstown, Ohio, for contributing the most to advertising education since 1951.

Peter Schaal, advertising director of Silver Springs, Fla., discussed use of TV, direct mail and outdoor advertising. Douglas Leigh, New York, was co-host at the convention.

IOWA PEOPLE *Work-Play-Live* BY RADIO!



Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!

Ever wonder what women do, all day long? Well, we know so far as Iowa radio users are concerned — information gathered from thousands of diaries kept for the 1952 Iowa Radio-Television Audience Survey. Here it is:

WEEKDAY	WOMEN (Over 18)
Using the radio	5.75 HOURS
Watching television	1.56
Reading daily newspaper	0.49
Reading weekly newspaper	0.08
Reading a magazine	0.39
Working in the home	6.06
All other (eating, etc.)	3.35
Total, at Home and Awake*	12.90

*Above figures are for in-home listening only—do not include hours spent listening to car radios, etc. Column does not add to this "Total home" figure because of multiple-activity by some individuals.

Please note that Iowa women spend more time with radio than with any other single activity except working.

Iowa people spend more time with WHO than with any other Iowa station. Write for your copy of the Survey, today. You'll find it invaluable.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.

National Representatives



GUESTS at a New York Spot Radio Clinic sponsored by Station Representatives Assn. were officials of the National Biscuit Co. L to r, Reg Rollinson, SRA advertiser relations director; Stewart Boyd, advertising manager, Nabisco cereals div.; John Beaton, John Blair & Co.; Edward A. Gumpert, advertising manager, Nabisco biscuit and crackers div., and Thomas Campbell, Branham Co. Clinic was held at the Biltmore Hotel June 9.

RADIO-TV AD BUDGET OUTLOOK DISCUSSED BY AFA PANEL

CBS Radio's John Karol advises of a "new attitude" developing toward radio meaning "bigger budgets" for the medium. NBC's Hugh M. Beville sees uhf's growth and coming color as prime sign-posts of the TV future. Still other relationships of broadcast media and advertisers' budgets were detailed.

OUTLOOK in radio and television for both small and large budget advertisers was examined by a speakers panel at a radio-TV clinic Wednesday at the 49th annual convention of the Advertising Federation of America in Cleveland.

The radio-TV discussions were part of a four-day series of sessions held at the Hotel Statler through last Wednesday, supporting the convention's theme of "advertising for better business, better living."

Panel participants, who considered the subject of "Radio-TV, or How to Live on a Small Fortune," included John Karol, vice president in charge of sales, CBS Radio; Jack Denove, president, Jack Denove Productions; Bayard Pope, vice president and group head, BBDO.

Also Ben Webster, president, Videx Corp., New York; Mel Grinspan, advertising manager, Black & White stores, Memphis; Hugh M. Beville, research and planning director, NBC, and J. G. Baird, sales promotion manager, Westinghouse Electric Corp., Mansfield, Ohio.

Both small and large advertisers were advised by Mr. Karol that a "new attitude" is developing toward radio, which he said is being translated into "bigger budgets" for the medium. In a talk titled "The New Outlook for Radio," he acknowledged that for the past few years there had been "a certain stigma attached to talking about radio in public," but stressed that this attitude is changing.

He attributed this shift in values by advertisers and agencies to results of research studies brought about by TV's increasing costs. He said they proved that "newspaper circulations were generally down and line rates were generally up; magazines showed an even greater disparity between circulation and cost increases; and radio, on the other hand, was still—by far—the medium that delivered the largest audience at lowest cost."

As an example of the advertiser's renewed confidence in radio, Mr. Karol cited CBS Radio statistics showing that the network had 45% more advertisers in 1952 than in 1948. He estimated that for the first half year of 1953, gross billings will run about 8% ahead of the corresponding period for 1952, and added:

"On the basis of this evidence, I believe I'm being conservative when I say that radio broadcasting is facing—is already in—a new period of major attention by agencies and advertisers. . . . I can say with conviction that radio's future is a very bright one. The appropriations for radio advertising have assumed new importance in the thinking of experienced advertising executives and astute advertisers. And this thinking is being translated into bigger budgets for radio."

Beville on TV

In a speech on "What's the Future for Television," Mr. Beville pictured the growth of uhf and the advent of color TV as the two single factors of prime significance to advertisers, and asserted:

"Television is well on its way to becoming a truly national mass medium, thanks to the addition of the new uhf channels, the mounting evidence of its power to move merchandise and the exciting possibilities of color to add new values and commercial achievements to the greatest communications medium ever seen."

"Advertisers of every size and type will find a profitable way to use the video medium when they see its unparalleled performance demonstrated," Mr. Beville declared. "The advertiser who really learns about how much television costs is the advertiser who doesn't use television, while his competitors do. The costliest element in your business is the customer you lose to a competitor."

Mr. Baird, evaluating the potentialities of television for the big-budget advertiser, stressed that TV is a tremendous sales-builder for the clients whose products must be demonstrated. He traced the sales effectiveness for Westinghouse by such programs as *Studio One* and *Meet Betty Furness.*

Though he acknowledged that TV costs were high, Mr. Baird contended that advertisers in TV grapple with the same problem in other media—"fitting the coverage and the costs to marketing problems and your pocketbook." He said that national advertisers must think in terms of TV in the future because the medium "demonstrates and sells."

Echoing Mr. Baird's remarks was Mr. Grinspan, who spoke on "TV and the Small-Budget Advertiser." He attributed the plunge of the Black & White stores into TV advertising to the medium's ability "to show our goods and talk about them at the same time."

Mr. Grinspan recounted that his company's television experience thus far has been profitable, but he urged agencies and stations to cooperate with small advertisers, particularly retailers, by helping them to use the medium effectively and profitably.

Mr. Webster, who formerly was manager of staging services for the NBC television network, offered suggestions on what he would do about live production if he had a TV budget. Contending that TV production is "fundamentally no different from any other human endeavor," he outlined three steps to achieve creative programming.

He listed them as follows: "The acquisition of a clear and simple concept of the desired end result, the detailed and careful preparation of a plan for bringing that concept into reality, and the execution of that plan without major deviation."

Thomas Presides

Presiding over the radio-TV clinic was John Thomas, radio and television director, Ewell & Thurber Assoc.

Elected to the "Hall of Fame" for their contributions to advertising were: The late Samuel C. Dobbs, who achieved recognition and distinction as president of the Coca-Cola Co., Atlanta; James O'Shaughnessy, who helped found the American Assn. of Advertising Agencies, and Charles Coolidge Parlin, for 27 years head of the Commercial Research Div., Curtis Publishing Co., Philadelphia.

Awards were presented to Margaret Divver, advertising manager, John Hancock Mutual Life Insurance Co., Boston, as "Advertising Woman of the Year," and to Peggy Busick of Dayton, winner of the 1953 AFA essay contest for high school students.

Re-elected as president and general manager of AFA was Elon G. Borton. Newly-elected vice presidents were Dale C. Rogers, advertising and sales promotion manager, Mid-Continent Petroleum Corp., Tulsa; Ellis S. Perlman, Coleman Todd & Assoc., Mansfield; Mr. Grinspan, and Mabel S. Obenchain, promotion manager, Famous Features Syndicate, Chicago. Rita G. Eastman, director of public relations, VanSant, Dugdale & Co., Baltimore, was chosen secretary, and Ben R. Donaldson, advertising and sales promotion director, Ford Motor Co., Dearborn, treasurer. Re-elected chairman of the board was Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co., New York.

New AFA directors are J. L. Van Volkenburg, CBS-TV; Franklin R. Hawkins, advertising director, Libbey-Owens-Ford Glass Co., Toledo; George L. Staudt, advertising manager, Harnischfeger Corp., Milwaukee; Robert Winslow, public relations director, Koppers Co., Pittsburgh; Gene L. Cagle, president, Texas State Network, Fort Worth; J. Paul Hoag, president, Hoag & Provandie, Boston; Grant C. Stone, advertising director, "Cleveland Press"; William G. Werner, public relations manager, Procter & Gamble Co., Cincinnati, and W. B. Potter, advertising director, Eastman-Kodak Co., Rochester.

On the Pacific Coast . . .

EVENING IS EVEN BETTER

particularly on Don Lee, the Nation's Greatest Regional Network



Better? Why, evening radio time is even better than early morning, a period which has always been recognized as an outstanding value because of number of listeners per set, audience turnover and family-type audience involved.

An analysis* of the three-hour periods 6:00–9:00 P.M. versus 6:00–9:00 A.M. Monday through Friday yields the following amazing comparison:

155% more listening homes on Don Lee alone during the evening.

125% more sets in use during the evening.

Evening radio time is equally attractive in many other radio markets across the nation . . . *including mature television markets* . . . where it offers a much bigger audience than early morning AT THE SAME PRICE!

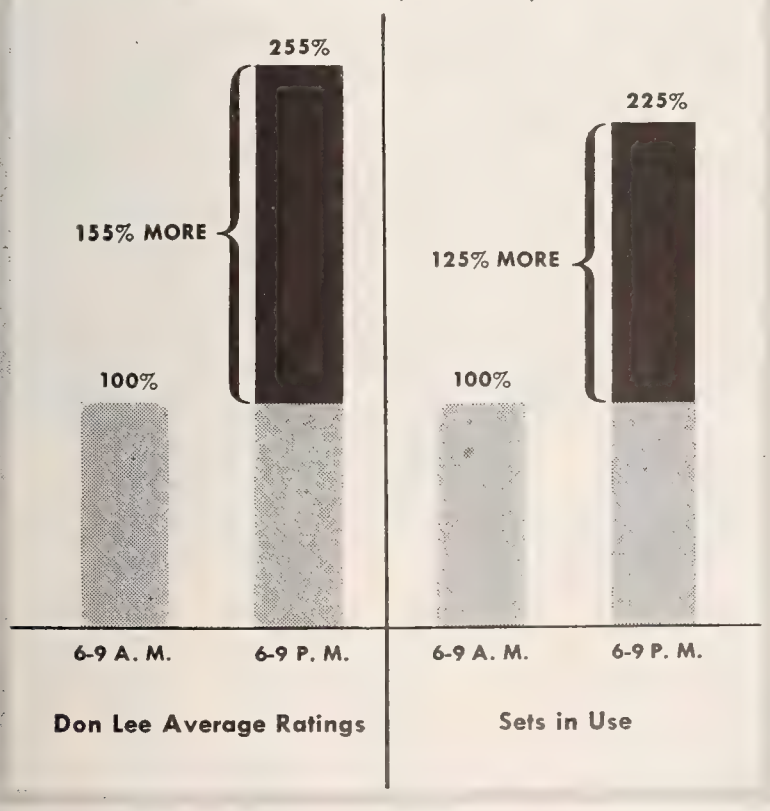
That's why we urge advertisers and agencies to re-examine nighttime radio. It is obviously a great advertising value right now. We are prepared to prove this statement in markets throughout the country.

For the full story coast to coast, call your John Blair man *today.*

On the Pacific Coast, Evening is Even Better

Comparison Don Lee Average Ratings and Sets in Use
6–9 A.M. vs. 6–9 P.M. Mon.–Fri. 6–9 A.M. equals 100%

*Source: Nielsen Radio Index, Pacific Coast, March 1953



This is the first ad in a continuing John Blair & Company series based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the stations chosen for this series are all John Blair-represented outlets . . . all one-rate stations . . . all in the top 50 markets.

The Don Lee Broadcasting System's forty-five stations blanket California, Washington and Oregon, providing dominant penetration of all the West Coast by coverage from within.

JOHN BLAIR & COMPANY

APRIL NETWORK RADIO CLIENTS BUY MORE THAN THEY DID IN 1952

April AM network advertisers spent more and were greater in number than during April 1952, PIB figures indicate, with 163 putting up $14.1 million, compared to 161 spending $13.9 million. Their average expenditure also was higher, $86,862 compared to $86,608.

MORE advertisers spent more money for network radio time in April 1953 than in April last year, according to Publishers Information Bureau figures. During this April, 163 advertisers bought $14,158,331 in time on the four national networks, compared to 161 who spent $13,943,887 in April 1952.

Not only did advertisers spend a larger total this April than last, but their average also was higher—$86,862 compared to $86,608 in April 1952.

For the first four months of 1953, advertisers using radio networks totaled 189, ten more than during the like 1952 period. But combined expenditures of advertisers for radio network time in the first third of this year amounted to only $55,336,131, in contrast to $56,544,685 for the same part of last year. On the average, the 1953 four-month expenditure was $292,784; the 1952 four-month average was $315,892.

Nine Make List Twice

Nine of the top ten radio network clients in April (Table I) also were in this select list in April 1952, the sole change being the addition of Gillette Co., ranking seventh, and the deletion of Philip Morris & Co., which ranked ninth in April 1952. Procter & Gamble Co. was the number one radio network sponsor this April, as last, and the only client to purchase more than $1 million worth of time (gross) each month.

Similar consistency is shown on Table II and III. Table II, listing the leading advertiser in each class of radio network business, includes 25 categories, of which 19 classes are led by the same advertisers as for April 1952. Table III, showing total radio network time purchases of each class of advertiser for April and January-April, with 1953 compared to 1952, reveals advertising of foods ranking first, toiletries second, drugs third, smoking materials fourth and soaps fifth this April and during the first four months of this year. The same five also are the top group for January-April 1952, and in the same order, and they also head the list for April of last year, but for that month drugs ranked second and toiletries third, soaps fourth and smoking materials fifth.

TABLE I

TOP TEN RADIO NETWORK ADVERTISERS IN APRIL 1953

1.	Procter & Gamble Co.	$1,312,398
2.	General Foods Corp.	667,524
3.	Miles Labs.	620,361
4.	Sterling Drug	568,300
5.	General Mills	554,815
6.	Colgate-Palmolive-Peet Co.	486,574
7.	Gillette Co.	414,472
8.	Liggett & Myers Tobacco Co.	398,655
9.	Lever Brothers Co.	391,163
10.	American Home Products Corp.	387,748

CBS-TV Claims 'Ford' Lead

CBS-TV spokesmen last week claimed for the network a 61.2 portion of the 92.5 Trendex rating for the "Ford Fiftieth Anniversary Show" presented last Monday. NBC, it was pointed out, was credited with a 31.3 share of the Trendex rating (see IN REVIEW, page 16).

ADVERTEST FINDS CARTOONS LIKED

MORE than half of 753 television set owners interviewed in the New York area prefer cartoon type commercials, according to the May 1953 "Television Audience of Today" study by Advertest Research, New Brunswick, N. J.

Advertest found 89% of those interviewed could remember what they saw on commercials and 92% could describe what they had heard on the same commercials. Best liked were Lucky Strike, Muriel and Ajax commercials, while those disliked were Philip Morris, Piels and Knickerbocker. Method of presentation best liked was a demonstration of the product in use.

Reasons for liking commercials: "Contains music, song, jingles"; "like person who delivers ads," and "cute and clever." For disliking: "Dislike the announcer," "false claims," "commercial is too long."

Most convincing commercials in 12 categories: Automobiles, Chevrolet; beer, Ballantine; cereal, Cheerios; cigarettes, Chesterfield; coffee (instant), Maxwell House; cosmetics, Hazel Bishop; deodorants, Stoppette; laundry soaps, Tide; shampoo, Halo; soft drinks, Coca-Cola; toothpaste, Colgate; TV sets, RCA.

* * *

TABLE II

LEADING RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR APRIL 1953

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 35,013	Industrial Materials	U. S. Steel Corp.	100,130
Apparel, Footwear & Access.	Knomark Mfg. Co.	68,240	Insurance	Prudential Insurance Co. of America	76,043
Automotive, Automotive Equip. & Access.	General Motors Corp.	133,244	Jewelry, Optical Goods & Cameras	Gruen Watch Co.	47,916
Beer, Wine & Liquor	Falstaff Brewing Corp.	107,368	Office Equipment	Hall Brothers	66,580
Building Materials	Johns-Manville Corp.	69,738	Publishing & Media	First Church of Christ Scientist	15,240
Confectionery & Soft Drinks	William Wrigley Jr. Co.	130,076	Radios, TV Sets, Phonographs Equip. & Access.	RCA	63,634
Consumer Services	Electric Cos. Adv. Program	63,676	Retail & Direct Mail	Dr. Hiss Shoe Stores	1,236
Drugs & Remedies	Miles Labs.	620,361	Smoking Materials	Liggett & Myers Tobacco Co.	398,655
Food & Food Products	General Foods Corp.	659,031	Soaps, Polishes & Cleansers	Procter & Gamble Co.	749,601
Gasoline & Other Fuels	Standard Oil Co. of Indiana	103,014	Toiletries & Toilet Goods	Procter & Gamble Co.	483,560
Horticulture	Jackson & Perkins Co.	22,870	Transportation, Travel & Resorts	Assn. of American Railroads	63,392
Household Equipment	Philco Corp.	127,707	Miscellaneous	American Federation of Labor	100,755
Household Furnishings	Owens-Corning Fiberglass Corp.	65,791			

TABLE III

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR APRIL AND JANUARY—APRIL 1953 COMPARED WITH 1952

	APRIL 1953	JAN.-APRIL 1953	APRIL 1952	JAN.-APRIL 1952
Agriculture	$106,420	$426,054	$60,514	$255,498
Apparel, Footwear & Access.	140,047	437,233	23,364	104,693
Automotive, Auto. Access. & Equip.	506,772	2,021,313	319,125	1,330,210
Beer, Wine & Liquor	226,645	622,201	255,314	914,523
Bldg. Materials, Equip. & Fixtures	69,738	288,149	90,104	320,724
Confectionery & Soft Drinks	214,373	942,222	523,089	2,168,610
Consumer Services	215,918	850,966	202,907	810,861
Drugs & Remedies	2,038,721	7,600,053	1,960,229	7,554,377
Food & Food Products	3,368,111	12,885,669	3,279,128	13,205,076
Gasoline, Lubricants & Other Fuels	401,631	1,710,456	431,378	1,845,394
Horticulture	45,018	74,188	24,376	62,995
Household Equip. & Supplies	614,168	2,409,647	295,524	1,303,075
Household Furnishings	180,735	735,622	84,571	396,045
Industrial Materials	100,130	583,633	206,130	910,708
Insurance	167,420	639,668	286,914	1,162,435
Jewelry, Optical Goods & Cameras	95,553	380,480	91,824	389,66
Office Equip. Stationery & Writing Supplies	66,580	283,087	65,984	279,07
Political	.....	.....	.....	70
Publishing & Media	17,240	67,592	68,263	265,93
Radios, TV Sets, Phonographs, Etc.	124,888	828,441	108,977	527,66
Retail Stores & Direct Mail	1,236	4,944	2,688	8,33
Smoking Materials	1,415,249	5,464,414	1,596,250	6,589,46
Soaps, Cleansers & Polishes	1,331,317	4,964,502	1,623,546	6,256,33
Toiletries & Toilet Goods	2,229,379	9,128,840	1,882,935	7,921,92
Transportation, Travel & Resorts	63,392	268,989	61,902	344,64
Miscellaneous	417,650	1,717,768	398,951	1,615,71
TOTAL	$14,158,331	$55,336,131	$13,943,887	$56,544,68

Source: Publishers Information Bureau

SEASON'S BEST SALESMAN!

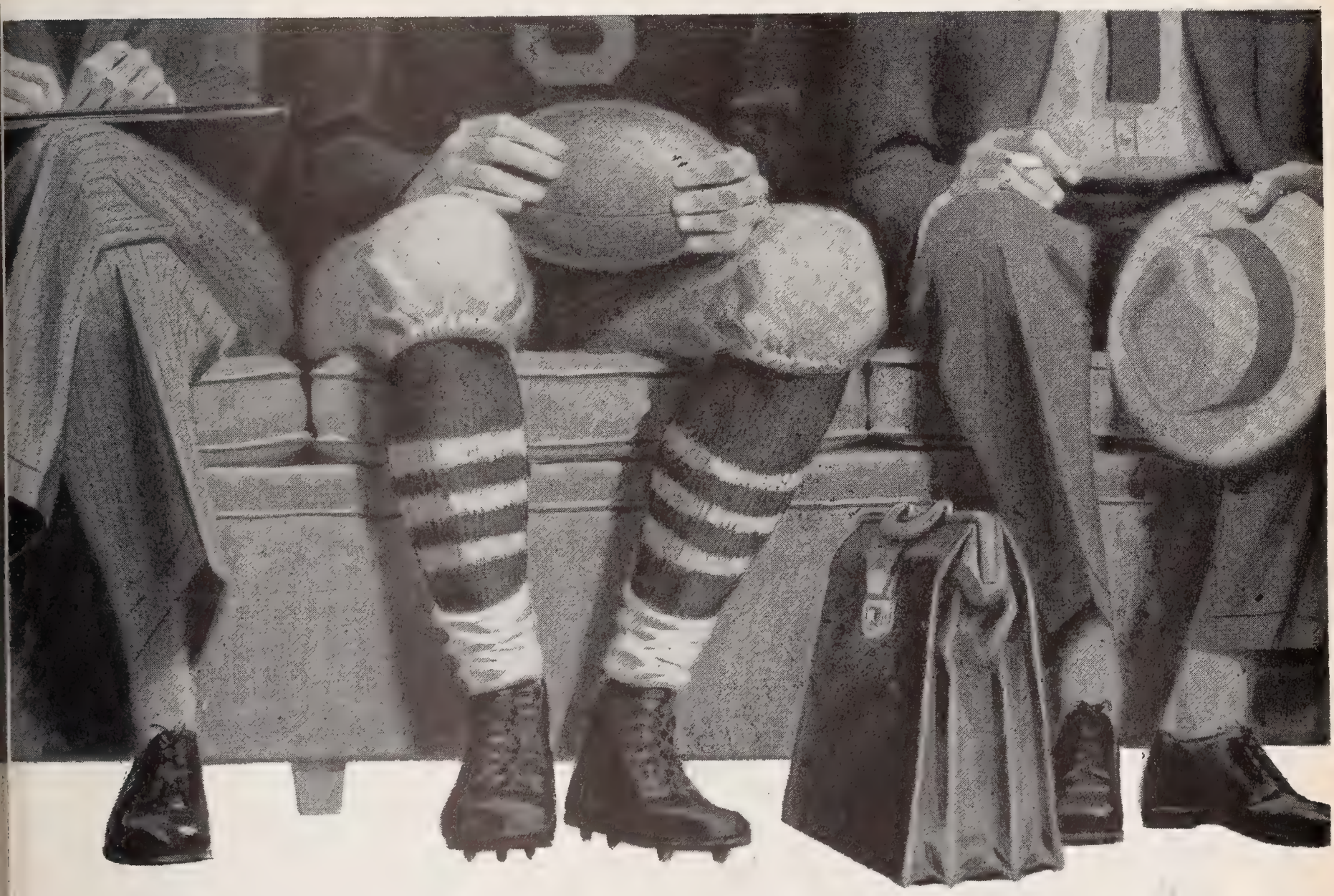
☆ Add football to your sales force this fall... and watch your sales soar. The big games can easily be your best salesman. THE ALL AMERICAN GAME OF THE WEEK is definitely the big game every week... for thirteen weeks.

☆ Produced by Sportsvision, Inc., it is the only film series that can give you full coverage of the 1953 football games between such collegiate standouts as: Michigan, Oklahoma, S.M.U., Army, Notre Dame, California, Pitt and the other giants of the gridiron.

☆ Each game in THE ALL AMERICAN GAME OF THE WEEK series is filmed from starting kickoff to the last thundering rush for the goal line. Every exciting play is shown in closeup detail ... with all of the lulls snipped out to give your viewers 30 minutes of smack-dash action. Then the completed film – with top flight narration, pre-game color, half-time ceremony and slow motion recaps of the decisive plays – is rushed to you within a matter of hours.

☆ THE ALL AMERICAN GAME OF THE WEEK is yours *exclusively* in your market. Only Sportsvision can film the games of the nation's major collegiate conferences.

☆ Act fast... football is just weeks away. Write or wire your nearest Consolidated Television Sales office: Sunset at Van Ness, Hollywood 28; 25 Vanderbilt Ave., New York 17; 520 N. Michigan Ave., Chicago 11; 890 West Peachtree St., N. W., Atlanta 3; P. O. Box 6125, Houston 6.



CONSOLIDATED TELEVISION SALES

When you want to go calling in the Greater Indianapolis Market, call on WFBM to open doors for you. WFBM leads all Indianapolis stations in city and county audience, as well as total weekly audience, nighttime.



WFBM

INDIANAPOLIS

CBS NETWORK

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TELESTATUS®

Weekly TV Set Summary—June 22, 1953—Telecasting Survey

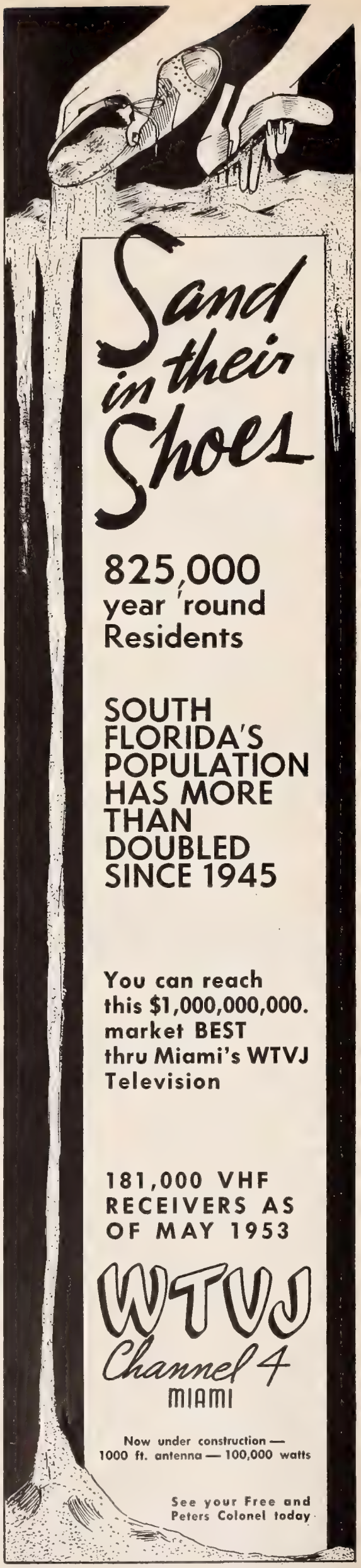
Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverge areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. Total U.S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	26,434	.....
Altoona	WFBG-TV	181,500	.....
Amarillo	KGNC-TV, KFDA	26,077	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	.....	8,000
Atlanta	WAGA-TV, WSB-TV WLWA	330,000	.....
Atlantic City	WFPG-TV	.....	12,275
Austin	KTBC-TV	36,936	.....
Baltimore	WAAM, WBAL-TV WMAR-TV	482,464	.....
Battle Creek	WBKZ-TV	.....	30,200
Bangor	WABI-TV	18,685	.....
Baton Rouge	WAFB-TV	.....	18,000
Bellingham	KVOS-TV	.....	.....
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	104,300	.....
Birmingham	WAFM-TV, WBRC-TV	160,000	.....
Bloomington	WTTV	230,000	.....
Boston	WBZ-TV, WNAC-TV	1,053,837	.....
Bridgeport	WICC-TV	.....	11,031
Buffalo	WBEN-TV	353,759	.....
Charlotte	WBTV	325,490	.....
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,402,691	.....
Cincinnati	WCPO-TV, WKRC-TV WLWT	413,000	.....
Cleveland	WEWS, WNBK, WXEL	768,249	.....
Colorado Springs	KKTV	22,070	.....
Columbia	WCOS-TV	.....	24,115
Columbus	WBNS-TV, WLWC, WTVN	287,000	.....
Dallas	KRLD-TV, WFAA-TV	272,000	.....
Davenport	WOC-TV	203,000	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Denver	KFEL-TV, KBTV	150,362	.....
Detroit	WJBK-TV, WWJ-TV WXYZ-TV	875,000	.....
Duluth	WFTV (TV)	.....	.....
Elmira, N.Y.	WTVE (TV)	.....	6,000
El Paso	KROD-TV, KTSM-TV	25,021	.....
Erie	WICU	185,000	.....
Fargo, N.D.	WDAY-TV	.....	.....
Ft. Lauderdale	WFTL-TV	.....	.....
Ft. Worth	WBAP-TV	272,000	.....
Fresno	KMJ-TV	.....	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	248,618	.....
Green Bay	WBAY-TV	43,999	.....
Greensboro	WFMY-TV	172,374	.....
Harrisburg	WHP-TV	.....	35,000
Holyoke	WHYN-TV	215,000	.....
Honolulu	KGMB-TV, KONA	21,500	.....
Houston	KPRC-TV	242,450	.....
Huntington	WSAZ-TV	200,432	.....
Indianapolis	WFMB-TV	342,000	.....
Jackson	WJTV	.....	17,138
Jacksonville	WMBR-TV	118,000	.....
Johnstown	WJAC-TV	666,881	.....
Kalamazoo	WKZO-TV	299,500	.....
Kansas City	WDAF-TV, KCTY	298,633	.....
Lafayette	WFAM-TV	.....	.....
Lancaster	WGAL-TV	224,961	.....
Lansing	WJIM-TV	180,321	.....
Lawton	KSWO-TV	29,255	.....
Lima	WLOK-TV	.....	10,097
Lincoln	KOLN-TV, KFOR-TV	57,478	.....
Little Rock	KRTV	.....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA, KNXT, KTTV	1,595,877	.....
Louisville	WAVE-TV, WHAS-TV	240,828	.....
Lubbock, Tex.	KDUB-TV, KCBD-TV	27,500	.....
Lynchburg	WLVA-TV	55,000	.....
Madison	WMTV	.....	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	209,756	.....
Miami	WTVJ	181,000	.....
Milwaukee	WTMJ-TV	437,696	.....
Minn.-St. Paul	KSTP-TV, WCCO-TV	371,000	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	24,000	23,000
Montgomery	WCOV-TV	.....	8,200
Muncie	WLBC-TV	.....	.....
Nashville	WSM-TV	117,450	.....
New Britain	WKNB-TV	.....	68,674
New Castle	WKST-TV	.....	35,573
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	192,697	.....
New York	WABC-TV, WABD WCBS-TV, WNBT, WOR-TV, WPIX	3,520,000	.....
Newark	WATV	3,520,000	.....
Norfolk	WTAR-TV	173,729	.....
Oklahoma City	WKY-TV	216,314	.....
Omaha	KMTV, WOW-TV	187,342	.....
Peoria	WEEK-TV	.....	41,125
Philadelphia	WCAU-TV, WFIL-TV WPTZ	1,233,000	.....
Phoenix	KPHO-TV, KTYL-TV	67,400	.....
Pittsburgh	WDTV	641,000	.....
Portland, Ore.	KPTV	.....	99,814
Providence	WJAR-TV	1,043,320	.....
Pueblo	KDZA-TV	19,000	.....
Reading	WHUM-TV	.....	84,748
	WEEU-TV	.....	.....
Richmond	WTVR	169,617	.....
Roanoke	WROV-TV, WSLS-TV	87,000	21,102
Rochester, Minn.	KROC-TV	.....	.....
Rochester, N.Y.	WHAM-TV	184,000	.....
Rockford	WTVO	.....	21,452
Rock Island	WHBF-TV	203,000	.....
Rome	WROM-TV	.....	.....
Roswell	KSWS-TV	.....	.....
Saginaw	WKNX-TV	.....	30,060
St. Louis	KSD-TV	502,000	.....
St. Petersburg	WSUN-TV	.....	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	145,792	.....
San Diego	KFMB-TV	182,300	.....
San Francisco	KGO-TV, KPIX, KRON-TV	611,680	.....
San Luis Obispo	KVEC-TV	.....	.....
Schenectady	WRGB	271,500	.....
Scranton	WGBI-TV	.....	.....
Seattle	KING-TV	266,900	.....
Sioux City	KVTV	47,208	.....
Sioux Falls	KELO-TV	31,000	.....
South Bend	WSBT-TV	.....	.....
Spokane	KHQ-TV, KXLY-TV	32,549	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	21,991	.....
Syracuse	WHEN, WSYR-TV	220,041	.....
Tacoma	KTNT-TV	266,900	.....
Tijuana (Mexico) San Diego	XETV	205,926	.....
Toledo	WSPD-TV	226,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	145,600	.....
Utica	WKTV	93,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	451,000	.....
Wichita Falls	KWFT-TV, KFDX-TV	33,000	.....
Wilkes-Barre	WBRE-TV	.....	86,481
Wilmington	WDEL-TV	139,168	.....
York	WSBA-TV	.....	54,676
Youngstown	WFMJ-TV, WKBN-TV	.....	40,000
Zanesville, O.	WHIZ-TV	.....	6,000

Total Stations on Air 179* **Total Cities with Stations on Air 122***

* Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico

Total Sets in Use 24,018,791



ARB SURVEYING UHF ACCEPTANCE

Within two weeks, results of American Research Bureau's second survey on the acceptance of uhf TV in 31 cities will be announced. Last April's study in 11 cities showed uhf saturation ranged from 1.6% to 34% while TV saturation ranged from 26.9% to 75.7%.

SECOND survey of acceptance of uhf television in 31 cities was conducted last week by American Research Bureau, according to James W. Seiler, director, following up an 11-city survey conducted in April.

Analysis of the new figures, to be ready in a fortnight, will show how far TV listeners have gone in acquiring receiving equipment for the upper band. Mr. Seiler said the survey will be conducted on a quarterly basis to meet the needs of advertising agencies, with cities removed from the study when uhf conversion reaches 75-80%.

Market Study

ARB's 11-market study, conducted in April with 1,000 interviews recorded for each market, showed that uhf acceptance was based on four elements, including distance from vhf stations, number of good vhf signals entering area, time local uhf station has been operating, and uhf station's programming.

None of the sample cities in the 11-market study had uhf stations over 4½ months when the interviews were conducted in April.

City-by-city summaries of ARB's findings follow:

1—75.7% TV saturation; 1.6% uhf saturation with 2.1% of TV homes having uhf; 11 vhf and 1 uhf signals available; three vhf channels received by 93-99% of TV homes; uhf in neighboring city on air short time.

2—61.9% TV saturation; 6.8% uhf staturation; 11% of TV homes have uhf; nine vhf and 1 uhf signal available; three vhf channels received by 93-96% of TV homes; in station viewed most category, the uhf station had 4.9% of TV homes, far below vhf stations.

3—26.9% TV staturation; 14.8% uhf saturation or 55% of all TV homes, seven channels available; in station-viewed-most category the uhf station had 16% of TV homes compared to 76% for vhf.

4—28.9% TV saturation; 24.7% uhf saturation, or 85.6% of all TV homes; local uhf station received by 85.6% of TV homes and viewed most by 72.2% of TV homes.

5—75.1% TV saturation; 5.8% uhf saturation, or 7.7% of all TV homes; local uhf station (new) viewed most by 1% of homes.

6—34.9% TV saturation; 16% of all homes have uhf, or 46% of TV homes; vhf station viewed most by 96.6% of homes, uhf by 3.4%.

7—54.6% of homes have TV; 34% have uhf, of 63.1% of all TV homes; first vhf station viewed most by 48% of TV homes, uhf station next with 30.3%.

8—61.8% of homes have TV; 8.4% have uhf, or 13.6% of TV homes; first vhf station viewed most by 95.6% of TV homes, first uhf by 2.8%.

9—39.6% of all homes have TV; 33.8% have uhf, or 85.6% of TV homes; two uhf stations viewed most by 83.2% and 12.6% of TV homes, respectively, with vhf station viewed most by 3.2%.

10—62.4% of homes have TV; 27.2% have uhf, or 43.6% of all TV homes; of 14 channels available, vhf is first with 99.7% of TV homes and uhf second with 43.6%; vhf station viewed most by 89.5% of TV homes, uhf next with 7.6%.

11—55.8% of all homes have TV; 20.6% have uhf, or 36.9% of all homes; two vhf stations viewed most by 29.7% and 29.6%, respectively, with two uhf stations viewed most by 14.4% and 9.9%.

'Hooperade' Says 'Lucy'

CBS-TV's *I Love Lucy* took first place in all six cities in the "Hooperade of TV Stars" for May, C. E. Hooper Inc. has reported. NBC-TV's *Dragnet* and *Colgate Comedy Hour* were the only other programs which made the "Hooperade" ranks in all six cities covered. These are New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

Ditto for 'Lucy' in Nielsen TV Ratings for May Period

CBS-TV's *I Love Lucy* led the A. C. Nielsen Co. top ten evening, once-a-week network TV shows for the two weeks ending May 23, both in number of homes reached and percentage of homes reached in program station areas. The list:

NATIONAL NIELSEN-RATINGS
TOP TELEVISION PROGRAMS
Second Report for May, 1953
(Two Weeks Ending May 23, 1953)
NIELSEN-RATING*

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	14,371
2	Gillette Cavalcade (NBC)	11,477
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	10,039
4	Dragnet (NBC)	9,968
5	Colgate Comedy Hour (CBS)	9,891
6	You Bet Your Life (NBC)	9,595
7	Pabst Blue Ribbon Bouts (CBS)	9,483
8	Red Buttons (CBS)	9,427
9	Studio One (CBS)	9,282
10	Texaco Star Theatre (NBC)	8,936

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	63.4
2	Gillette Cavalcade (NBC)	54.6
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	47.4
4	Dragnet (NBC)	47.3
5	Studio One (CBS)	45.9
6	Buick Circus Hour (NBC)	45.2
7	Colgate Comedy Hour (CBS)	43.6
8	You Bet Your Life (NBC)	43.1
9	Texaco Star Theatre (NBC)	43.0
10	Pabst Blue Ribbon Bouts (CBS)	42.5

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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Network TV Show Ratings Low in N. Y., WOR-TV Says

THREE out of four network TV programs telecast during April got higher ratings outside of New York than within that city's metropolitan area, according to a study made by WOR-TV New York.

Comparing Telepulse reports for New York with the Multi-market Telepulse covering 30 other major TV markets, WOR-TV found that 114 of 149 sponsored TV network programs had lower ratings than the average of those in other areas.

James M. Gaines, General Teleradio vice president in charge of WOR-AM-TV, pointed out that sponsors of half-hour filmed programs can offset the lower New York ratings by participating in WOR-TV's "Double Exposure" plan [B•T, June 1, May 18], which contemplates the rebroadcast by WOR-TV of films originally shown on other New York TV stations at no cost for time to the advertisers.

"Through this plan," Mr. Gaines said, "sponsors of filmed programs get an opportunity to increase their exposure to the four-million-home audience without additional costs, because 'Double Exposure' enables them to repeat their programs on WOR-TV on another night of the week."

Lower New York TV ratings result from the fact that this is a seven-station market where network programs compete not only with each other but with local programming as well, the survey points out. A similar analysis made of the Los Angeles market, another seven-TV station area, where General Teleradio owns KHJ-TV, found that of 122 sponsored TV programs telecast in that city 114 had ratings below the average for other areas.

'Lucy' Again in Trendex Top Shows for June 1-7

TRENDEX INC. reported last week that the top 10 Trendex Ratings for sponsored evening programs for June 1-7 were as follows:

1	I Love Lucy	55.7	CBS
2	Talent Scouts	40.8	CBS
3	Red Buttons	40.3	CBS
4	Dragnet	36.3	NBC
5	Godfrey's Friends	33.0	CBS
6	What's My Line	29.4	CBS
7	Strike It Rich	28.5	CBS
8	Suspense	27.2	CBS
9	Comedy Hour (Cantor)	27.1	NBC
10	You Bet Your Life	25.6	NBC

SPECIAL EVENTS

President D. D. Eisenhower, Wed., June 3rd, 9-30-10:00 p.m., all networks. Sets, 51.8; rating 50.7; share, 97.8.

Coronation Films, Tues., June 2, 1953, 4:00-5:00 p.m., ABC, CBS, NBC. Sets, 21.9; rating, 20.5; share, 93.6.

Coronation Films, Tues., June 2, 1953, 10:30-11:00 p.m., CBS, NBC. Sets, 53.1; rating, 41.4; share, 78.0.

NOTE: The above ratings are based on the one live broadcast during the week June 1-7, 1953.

Pacific Nielsen Listed

PACIFIC Nielsen ratings for April list *Lux Radio Theatre* as the top evening once-a-week radio network program, with 959,000 homes reached. Top weekday program was *Aunt Jenny*, with 567,000 homes.

PACIFIC NIELSEN-RATINGS
TOP RADIO PROGRAMS
APRIL 1953 NIELSEN-RATING*

Current Rank	Programs	Homes Reached (000)
EVENING, ONCE-A-WEEK		
1	Lux Radio Theatre (CBS)	959
2	My Little Margie (CBS)	804
3	Great Gildersleeve (NBC)	768
4	You Bet Your Life (NBC)	722
5	Our Miss Brooks (CBS)	701
6	Charlie McCarthy (9:00) (CBS)	701
7	Jack Benny (9:30) (CBS)	675
8	Yours Truly, Johnny Dollar (CBS)	650
9	Philip Morris Playhouse (CBS)	650
10	People Are Funny (CBS)	639
WEEKDAY		
1	Aunt Jenny (CBS)	567
2	Romance of Helen Trent (CBS)	541
3	Wendy Warren (CBS)	531
4	Sky King (MBS)	521
5	Sergeant Preston of the Yukon (MBS)	521
6	Our Gal, Sunday (CBS)	505
7	Wild Bill Hickok (MBS)	490
8	Road of Life (CBS)	454
9	Cecil Brown, (S. C. Johnson) (MBS)	438
10	Dr. Paul (NBC)	428

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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KSTL's May Sales Best in History

32% Increase Over April Despite TV Expansion

Yes, sales keep booming on KSTL despite the normal summer slump and the television industry's ever-encroaching expansion into our market. For instance, May sales were 32% above those of April . . . the highest in station history. Every day additional national, regional and local advertisers are climbing on the KSTL bandwagon, where results are not promised but assured.

An Entertainment Choice For Every Age and Taste

The reason for the KSTL gains? With 1000 watts on 690 k.c., KSTL sends out the fourth strongest signal in St. Louis . . . at the lowest cost per thousand listeners. Then, too, there's a type of program on schedule to suit every taste . . . religious, hillbilly, popular music, Slavic melodies, news, markets, weather. For any and every type product, you can't afford to overlook St. Louis and KSTL.

Contact Your Nearest* FORJOE *Office for

KSTL *is* St. Louis

1000 watts—690 k.c.

William E. Ware, President

On the Air Soon on Channel 36 . . . the KSTL Affiliate

ABC Network

KSTM-TV

275,000 Watts

Missouri's Most Powerful Television Station

Represented Nationally by H-R Television, Inc.

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

61 TELEVISION STATIONS PLAN OPERATING STARTS BEFORE FALL

Three new video outlets began operations during the week, while 20 of the grantees changed their starting dates. Scoreboard: 75 post-thaw stations on the air; total operating stations, 184.

LAST week 61 television station grantees expected to begin commercial operation before fall.

During the week about 20 of those stations changed their expected starting dates. Three new outlets began operating, however, and several more are putting on test patterns and testing equipment.

WCSC-TV Charleston, S. C., vhf Ch. 5, WROM-TV Rome (Ga.)-Chattanooga (Tenn.), vhf Ch. 3, and WTVE (TV) Elmira, N. Y., uhf Ch. 24, all began commercial programming.

KFXD-TV Nampa, Idaho, vhf Ch. 6, and WAKR-TV Akron, Ohio, uhf Ch. 49, both have test patterns on the air.

Today WKOW-TV Madison, Wis., uhf Ch. 27, is slated to start programming, and four more stations—two vhf and two uhf—expect to begin programming this week.

Counting just those three stations which went on the air with commercial programming, there now are 75 post-thaw outlets operating in the U. S.

KONA-TV Honolulu began operating again last Wednesday under its new ownership [B•T, June 15], so the total stations in the states and Hawaii stands at 184—39 vhf and 37 uhf—since the freeze was lifted, plus the 108 pre-freeze stations.

Late reports from stations:

• John M. Rivers, president and general manager, reported that test pattern of WCSC-TV Charleston, S. C., vhf Ch. 5, went on the air at 3 p.m., June 17. Commercial operation, he said, was to have begun June 19.

• S. Bernard Berk, president of WAKR-TV Akron, said the uhf Ch. 49 station began airing its test pattern last week. Mr. Berk said ". . . reception reports . . . [indicate] about 99-44/100% of the Akron area will receive us without difficulty, even with our interim operation. Many people are reporting reception on vhf antennas, indoor antennas and uhf indoor antennas. . . . Our antenna is on top of the Tower Bldg., which is in the geographic center of Akron.

"We are the first station to use a special uhf antenna designed by Dr. Frank Kear and RCA, so that nulls in the close-in area would be eliminated. We are also the first [uhf] station to have our antenna up off the ground, using a short transmission line. Although our antenna is almost 500 feet above the ground, our transmission line is only about 135 feet. Since we are one of the first stations to use a new 6⅛" transmission line, our losses are further reduced," Mr. Berk said.

• KFXD-TV Nampa, Ida., vhf Ch. 6, went on the air with a test pattern last Thursday. The date commercial programming will start is to be announced later, a spokesman for the outlet said.

The station is telecasting from a transmitter location 6,500 feet above sea level, near Deer Point Peak in the Boise National Forest. Its signal is expected to cover the Boise valley. The station, represented nationally by George P. Hollingbery Co., will be represented regionally by the Rocky Mountain Broadcasting System Television Network, Salt Lake City. KFXD-TV will be an ABC-TV affiliate.

• KOMU (TV) Columbia, owned by U. of Missouri, names H-R Television Inc. as its national representative. Affiliated with NBC-TV [B•T, June 15], KOMU is assigned vhf Ch. 8 and is expected to go on the air Oct. 1. Interim ERP will be 48.7 kw, and station has applied to FCC for maximum of 316 kw. General Electric transmitter, antenna and camera chains will be used, with Blaw-Knox Tower.

• Rate card No. 1 for KCTY (TV) Kansas City, Mo., mailed to advertisers last week, discloses that the uhf Ch. 25 outlet's one time, one hour rate in Class A time is $400, with the 20-60-second one time Class A announcement rate $80.00. There is a unique "Charter Advertiser's Discount," however. Under the discount plan, advertisers who sign before Aug. 1 will receive a 40% discount; during the month of August, new advertisers will receive a 30% discount; during September, a 20% discount, and during October, 10%. The station began commercial operation last week [B•T, June 15], and is the third Empire Coil Co. station to go on the air.

• William M. Morrow, commercial manager of KTVE (TV) Longview, Tex., said the uhf Ch. 32 outlet's $100,000 studio building is nearly completed and that the station plans to be on the air Aug. 1.

• L. E. Chenault, general manager of KJEO-TV Fresno, Calif., uhf Ch. 47, said he expects the station to go on the air in October. Edgar L. Deatherage is the station's newly-appointed national sales director.

• Alfred Lowe, vice president of WETV (TV) Macon, Ga., uhf Ch. 47, announced the station, planning an Aug. 22 debut, will be affiliated with ABC-TV and NBC-TV.

• Robert L. Epstein, vice president and general manager, WRAY-TV Evansville-Princeton-Vincennes, Ind., said the uhf Ch. 52 station has set Oct. 15 as its target date. Licensee has been changed from M. R. Lankford, owner of Princeton Broadcasting Co., to Southern Indiana Telecasting Inc. The WRAY-TV main office is Outer West Broadway, Princeton, Ind.

• WTVP (TV) Decatur, Ill., uhf Ch. 17, reports that its new building is nearly completed, and that the 550-foot tower was equipped with beacon lights last week. This week the 52-foot 24-gain RCA antenna is due to be shipped, W. L. Shellabarger, president, said.

"We hope to have our test pattern on the air early in July," Mr. Shellabarger said, "—perhaps the week of July 6."

• William T. Knight Jr., president of WTOC Savannah, said no target date has been set for WTOC's television station. An initial decision by FCC proposed a TV grant. Mr. Knight said the TV station would be affiliated with CBS-TV and ABC-TV. The Katz Agency would be the representative, he indicated.

• WITV (TV) Fort Lauderdale, Fla., uhf Ch. 17, says its scheduled date for completion is Sept. 30. The station will employ a 700-ft. tower with an ERP of 286 kw visual.

• WFTV (TV) Duluth, Minn., introduced its staff to viewers via a full page picture ad in the *Duluth Herald*. The station is assigned uhf Ch. 38.

• WDAY-TV Fargo, N. D., announced the vhf Ch. 6 outlet began on schedule, June 1.

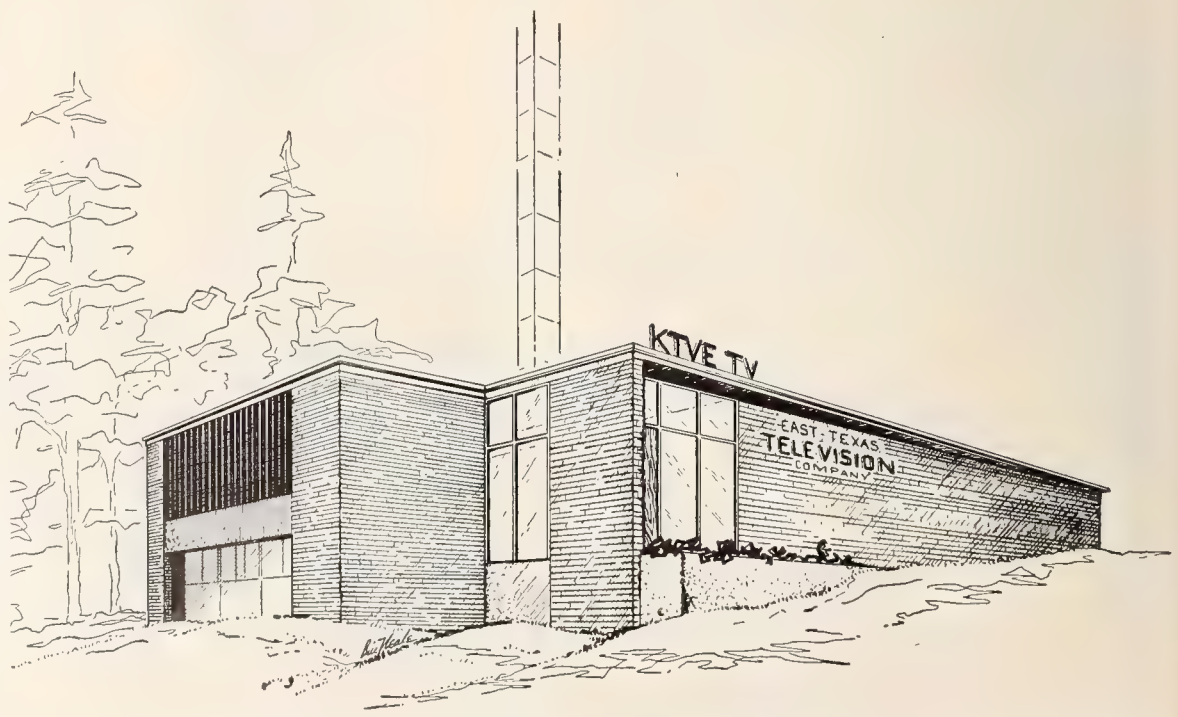
• The *Sudbury* (Ont., Canada) *Daily Star* carried a page of news and pictures about CKSO-TV and the *Daily Star*, which plans telecasts in September. The official opening will be Dec. 15.

• WEHT (TV) Henderson, Ky., uhf Ch. 50, expects to air a test pattern about Sept. 1, with programming to start shortly thereafter. Meeker TV will be the national representative. Hecht S. Lackey, president of the station, said a contract for the construction of studio, office and transmitter has been awarded to Anderson & Veatch of Evansville, and that completion has been promised within 60 days.

• KFEQ-TV St. Joseph, Mo., vhf Ch. 2, now has target date, and reports that work is being hurried on the station's construction, including an 810-foot tower. The station will begin operating with an effective radiated power of 52 kw visual.

• WDAY-TV Fargo, N. D., vhf Ch. 6, began its official programming schedule June 1 with a premiere telecast featuring Senators and other dignitaries. The station, an affiliate of all four

• • •



THIS is the architect's sketch of the new $100,000 KTVE (TV) Longview, Tex., studio building. The station, assigned uhf Ch. 32, plans to be on-the-air Aug. 1. A. James Henry is station president and William M. Morrow is commercial manager.

selling TV is no longer a buggy ride



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO H-R REPRESENTATIVES, INC. TELEVISION

405 Lexington Avenue, New York 17, N. Y.
Murray Hill 9-2606

35 E. Wacker Drive, Chicago 1, Illinois
RA ndolph 6-6431

And On the West Coast:

Harold Lindley, Vice President
6253 Hollywood Blvd., Hollywood 28, Calif.
Granite 1480

James Alspaugh, Manager
110 Sutter Street, San Francisco, Calif.
Exbrook 2-3407

Two short years ago, a rep could telephone an agency friend, quote most any kind of an avail and make a sale. TV stations were few, avails were scarce and buyers were waiting in line.

But today with a new TV station coming on the air every few hours, buyers of time are prone to sit back and do a lot of measuring with slide rules and sharp pencils.

SALESMANSHIP has returned to popularity . . . and of necessity. H-R is rather glad to see this trend because the H-R organization has never been geared to just take orders. The owner-partners learned their advertising selling trade back in the 30's. In those days, the sale of advertising required intelligence, ingenuity, aggressiveness plus long hard hours of digging.

The owners of H-R have never forgotten that basic sales training and they have surrounded themselves with a band of hard-hitting SALESmen who believe in the same sales principles. Every man on the H-R force, including the owner-partners, are on the street, selling, every day!

That's why H-R is always able to Send a Man to Do a Man's Work, whether it be for an old established AM station or for a TV station that is still in the blue-print stage.

TV networks, broadcasts from 5 p.m. to midnight daily.

• WSUN-TV St. Petersburg, Fla., uhf Ch. 38, began regular programming May 31, and now is telecasting on a daily schedule from 5 p.m. to 11:30 p.m. The station is owned by the City of St. Petersburg.

Following is a complete listing of expected starting dates of 61 stations going on the air between now and next fall:

On the Air

WCSC-TV Charleston, S. C., vhf Ch. 5, represented by Free & Peters, affiliated with all TV networks (started June 19).

WROM-TV Rome (Ga.)-Chattanooga (Tenn.), vhf Ch. 3, represented by Weed Television (started June 15).

WTVE (TV) Elmira, N. Y., uhf Ch. 24, represented by Forjoe TV Inc., affiliated with CBS-TV and DuMont (began on limited basis June 15).

Today (Monday)

WKOW-TV Madison, Wis., uhf Ch. 27, represented by Headley-Reed TV Inc., affiliated with CBS-TV.

This Week (June 21-27)

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Robert Meeker TV Inc., affiliated with DuMont.

KSWS-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc., affiliated with ABC-TV.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William Rambeau Co.

June 27

WOSH-TV Oshkosh, Wis., uhf Ch. 48, represented by Headley-Reed TV Inc., affiliated with ABC-TV.

Next Week (June 28-July 5)

KCSJ-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knodel Inc.

July 1

KCMC-TV Texarkana, Tex., vhf Ch. 6, represented by O. L. Taylor Co., affiliated with CBS-TV.

KTVH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12, represented by H-R Television Inc., affiliated with CBS-TV.

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont.

WTVP (TV) Decatur, Ill., uhf Ch. 17, represented by George W. Clark Inc., affiliated with ABC-TV and DuMont.

July 4

KTXL-TV San Angelo, Tex., vhf Ch. 8, represented by O. L. Taylor Co., affiliated with CBS-TV.

July 12

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair TV, affiliated with CBS-TV, DuMont and NBC-TV.

July 15

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all TV networks.

WAKR-TV Akron, Ohio, uhf Ch. 49, represented by Weed Television, affiliated with ABC-TV.

WCAN-TV Milwaukee, Wis., uhf Ch. 25, represented by O. L. Taylor Co.

WGLV (TV) Easton, Pa., uhf Ch. 54, represented by Headley-Reed TV Inc., affiliated with ABC-TV and DuMont.

WICA-TV Ashtabula, Ohio, uhf Ch. 15, represented by Gill Perna Inc.

WILK-TV Wilkes-Barre, Pa., uhf Ch. 34, represented by Avery-Knodel Inc., affiliated with DuMont.

WMTV (TV) Madison, Wis., uhf Ch. 33, represented by the Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont.

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with ABC-TV, CBS-TV and DuMont.

WTPA (TV) Harrisburg, Pa., uhf Ch. 71, represented by Headley-Reed TV Inc.



CONGRATULATIONS are exchanged as WCSC-TV Charleston, S. C., began programming Friday on vhf Ch. 5. On hand are (l to r): Herbert E. Taylor Jr., manager of the Transmitter Div. of DuMont Labs which supplied equipment for the station; Dr. Thomas E. Goldsmith Jr., director of research for DuMont and a native of Greenville, S. C.; Mayor William McGee Morrison of Charleston, and Fred Steiner, manager of American Distributing Co., DuMont distributors for the area.

* * *

July 16

WISE-TV Asheville, N. C., uhf Ch. 62, represented by The Bolling Co.

July 19

KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson Television, affiliated with DuMont.

July 25

KEYT (TV) Santa Barbara, Calif., vhf Ch. 3, represented by George P. Hollingbery Inc., affiliated with all TV networks.

Late July

KTAG (TV) Lake Charles, La., uhf Ch. 25, represented by Adam Young Television Inc.

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by William Rambeau Co., affiliated with ABC-TV and DuMont.

WPFA (TV) Pensacola, Fla., uhf Ch. 15, represented by Adam Young Television Inc.

Aug. 1

KEDD (TV) Wichita, Kan., uhf Ch. 16, represented by Edward Petry & Co. (TV Div.), affiliated with ABC-TV and NBC-TV.

KFEQ-TV St. Joseph, Mo., vhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV and DuMont.

KMMT (TV) Austin, Minn., vhf Ch. 6, represented by John E. Pearson TV Inc.

KQTV (TV) Fort Dodge, Iowa, uhf Ch. 21, represented by John E. Pearson TV Inc.

KRBC-TV Abilene, Tex., vhf Ch. 9, represented by John E. Pearson TV Inc.

WGVL-TV Greenville, S. C., uhf Ch. 23, represented by H-R Television Inc., affiliated with ABC-TV.

WJHL-TV Johnson City, Tenn., vhf Ch. 11, represented by John E. Pearson TV Inc.

WTVU (TV) Scranton, Pa., uhf Ch. 73, represented by The Bolling Co.

Aug. 15

KFAZ-TV Monroe, La., uhf Ch. 43, represented by Headley-Reed TV Inc.

WBUF-TV Buffalo, N. Y, uhf Ch. 17, represented by H-R Television Inc., affiliated with ABC-TV and DuMont.

WENS (TV) Pittsburgh, Pa., uhf Ch. 16, represented by Edward Petry & Co., affiliated with ABC-TV.

Aug. 22

WETV (TV) Macon, Ga., uhf Ch. 47, represented by Headley-Reed TV Inc., affiliated with NBC-TV.

Late August

KRDO-TV Colorado Springs, Colo., vhf Ch. 13, represented by Joseph Hershey McGillvra Inc.

Sept. 1

KSTM-TV St. Louis, Mo., uhf Ch. 36, represented by H-R Television Inc., affiliated with ABC-TV.

WNCT (TV) Greenville, N. C., vhf Ch. 9, represented by John E. Pearson Co., affiliated with CBS-TV.

WTVH (TV) Peoria, Ill., uhf Ch. 19, represented by Edward Petry & Co.

August-September

WVEC-TV Hampton, Va., uhf Ch. 15, represented by William G. Rambeau.

Sept. 10

WNLC-TV New London, Conn., uhf Ch. 26, represented by Headley-Reed TV Inc.

Sept. 15

WBCK-TV Battle Creek, Mich., uhf Ch. 58, represented by Headley-Reed TV Inc.

WNOK-TV Columbia, S. C., uhf Ch. 67, represented by Paul H. Raymer Co., affiliated with CBS-TV and DuMont.

WTOB-TV Winston-Salem, N. C., uhf Ch. 26, represented by H-R Television Inc.

Sept. 27-30

WMT-TV Cedar Rapids, Iowa, vhf Ch. 2, represented by Katz Agency, affiliated with CBS-TV.

WMAZ-TV Macon, Ga., vhf Ch. 13, represented by Katz Agency, affiliated with CBS-TV and DuMont.

Oct. 1

WDAK-TV Columbia, Ga., uhf Ch. 28, represented by Headley-Reed TV Inc.

Fall

WOKY-TV Milwaukee, Wis., uhf Ch. 19, represented by The Bolling Co.

October-November

WMGT (TV) North Adams, Mass., uhf Ch. 74, represented by the Walker Representation Co.

Indefinite

WCHV-TV Charlottesville, Va., uhf Ch. 64, represented by The Walker Representation Co.

WJON-TV St. Cloud, Minn., vhf Ch. 7, represented by William G. Rambeau Co.

WTRF-TV Wheeling, W. Va., vhf Ch. 7, represented by The Walker Representation Co.

WWOD-TV Lynchburg, Va., uhf Ch. 16, represented by The Walker Representation Co.



Birds of a Feather

That WREC reaches the highest type listener, economically and educationally, IN MASS is evident from a casual examination of the programming of WREC, and the latest Standard Audit & Measurement Reports and Hooper Ratings.

A further examination of the names of advertisers on WREC shows both in spot, and of course, network, sponsors of the highest calibre, firms of stability, reputation and prestige.

The old saying that "Birds of a Feather Flock Together" is quite evidently true with WREC and its advertisers. Listeners know it. Jobbers know it, and so do retailers.

With a single schedule on WREC, your message reaches the "better half" of both the rural and metropolitan listeners in this rich $2 billion market and carries prestige from the start. The cost is still another influencing factor, 10% LESS, per thousand listeners, than in 1946.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5,000 WATTS

Radio Raises Money For Disaster Victims

BROADCASTERS around the country last week were receiving their share of applause for work during earlier tornado disasters. And several reported on their fund-raising activities in behalf of disaster victims.

The *Flint Journal* carried a letter-to-the-editor in which a reader praised WKMF Flint, Mich., for its coverage of a disastrous tornado in that area [B•T, June 15].

WKOX Framingham, Mass., reported it was the subject of "noteworthy commendation" in that city's newspapers for its reporting on the Worcester, Mass., tornado.

WXEL (TV) Cleveland raised $120,000 for local victims after staging a telethon June 13, the station said. Working in conjunction with the Red Cross, the station used talent from local TV and radio stations and interviewed disaster victims.

WJR Detroit aired a 2½-hour program for benefit of the Flint Disaster Relief Fund, the station said. The program featured CBS network personalities, WJR talent and national and local civic leaders, WJR reported.

WBZ-AM-TV Boston appealed to the people of New England for donations to aid tornado victims in the Worcester area, and during the first two days received more than $3,000, the station reported, adding that additional funds were arriving in every mail.

WPCT Putnam, Conn., raised more than $6,000 plus a freight carload of clothing for the Worcester tornado victims. The station, which has been on the air only a few weeks, received thanks and the keys to Worcester from its mayor, Andrew Holstrom.

A special message from President Eisenhower, who flew over the Worcester area to inspect tornado damage, was aired by WTAG Worcester newsman Chris Condon.



WTAG Worcester newsman John Woods, for the station's "Tornado—Part II" documentary on the aftermath of the tornado in the Worcester area [B•T, June 15], interviews a local family in what once was their home. The recorded documentary was aired June 12.

Dr. Douglas S. Freeman Dies; Early Newscaster

DR. DOUGLAS SOUTHALL FREEMAN, 67, retired editor of the *Richmond News-Leader* (WRNL-AM-FM), Pulitzer-prize historian and radio news commentator from 1925, died June 13 in Richmond after a heart attack.

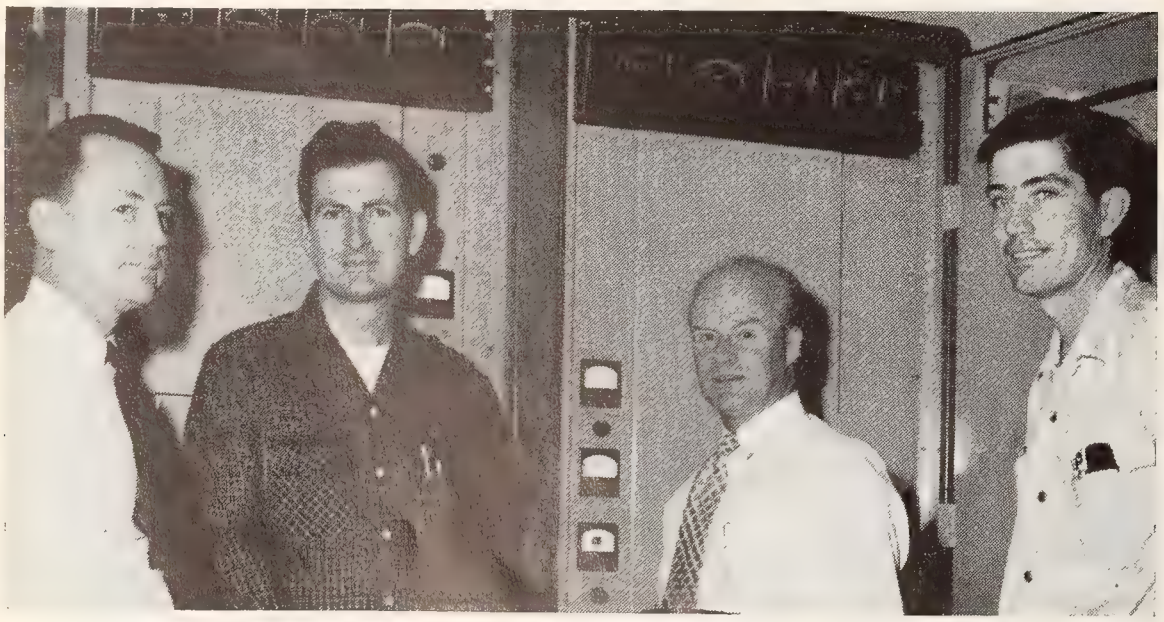
Dr. Freeman began making news broadcasts in 1925 and besides making two broadcasts a day, more than 100 speaking engagements a year and editoring the *News-Leader,* he found time to write a four-volume biography of Confederate Gen. Robert E. Lee, for which he won the Pulitzer prize, and a three volume biography of *Lee's Lieutenants.*

WOI-TV Changes to Ch. 5

WOI-TV Ames, Iowa, last Saturday changed from vhf Ch. 4 to vhf Ch. 5 and its effective radiated power was nearly doubled, Richard B. Hull, director of radio and television at Iowa State College, announced. A six-bay RCA antenna replaces the station's former three-bay antenna, Mr. Hull added.

WAGA-TV Now Operating

STORER Broadcasting Co. reported last week its WAGA-TV Atlanta began operating with 100 kw on June 10, making it "the most powerful TV station in the deep South." During recent tests, the company said, calls were received from parts of North Carolina and Tennessee. WAGA-TV is on Ch. 5.



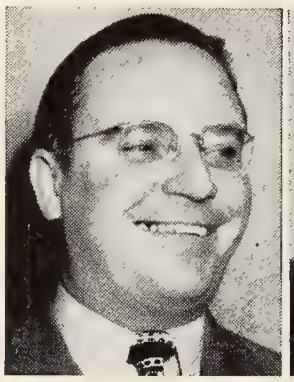
KSWS-TV Roswell, N. M., 7.5 kw transmitter was installed by (l to r): Harold Johnson, J. D. Winters and J. M. Valentine, Federal Telecommunications Lab engineers, and Ray Summersgill, station chief engineer. KSWS-TV is scheduled to go on the air this week with 107 kw effective radiated power, and claims to have the largest antenna ever built, 16 bays with a gain of 16.1 on vhf Ch. 8. It will be an ABC-TV affiliate.

FULTON QUITS WGST, AKERMAN SUCCEEDS

JOHN FULTON, general manager of WGST-AM-FM Atlanta (Georgia Tech station) and recently-seated NARTB Dist. 5 director, has resigned from the station and will announce his new connection about July 1, Freeman Strickland, chairman of the Radio Committee of the University System of Georgia Board of Regents, announced last week.

Mr. Strickland said he accepted the resignation "with a great deal of regret." Ben Akerman, assistant manager since 1948, has been

* * *



Mr. Fulton



Mr. Akerman

* * *

appointed to succeed Mr. Fulton, Mr. Strickland said.

Mr. Fulton has been on the WGST staff 17 years, and has served as announcer, program director and associate manager, becoming general manager in 1945. Mr. Akerman has been with WGST since 1930 and was named chief engineer in 1931.

Carl R. Bamford Dies

CARL R. BAMFORD, principal owner of WSKY Asheville, N. C., died June 9 in his home at Asheville. Until 1951, Mr. Bamford had an interest in the United Paramount Theatre Corp. and was head of Asheville's Publix-Bamford Theatres. He served three terms on the Asheville City Council and was a member of the Asheville Chamber of Commerce. Mr. Bamford and Zeb Lee, general manager of WSKY, established the station in 1946.



4557

FOOD STORES

in the Philadelphia area cooperate to insure success for advertisers on the

KYW

SUMMER SALES BANDWAGON

(3rd great season!)

4557

COUNT 'EM

4557

BEST MARKETS	19
FAIRLAWN	250
FOOD FAIR	40
PENN MUTUAL	500
QUAKER	1072
UNITY-FRANKFORD	2200
PIONEER	450
PENN FRUIT	26
	4557

All these stores have agreed to hypo sales of KYW-advertised products during the summer of 1953. Special promotions, newspaper support, circulars, shelf tabs, window posters, and many other sales-productive activities come your way on the KYW Bandwagon. There's still time to get aboard! For details, see KYW or Free & Peters.

KYW
PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

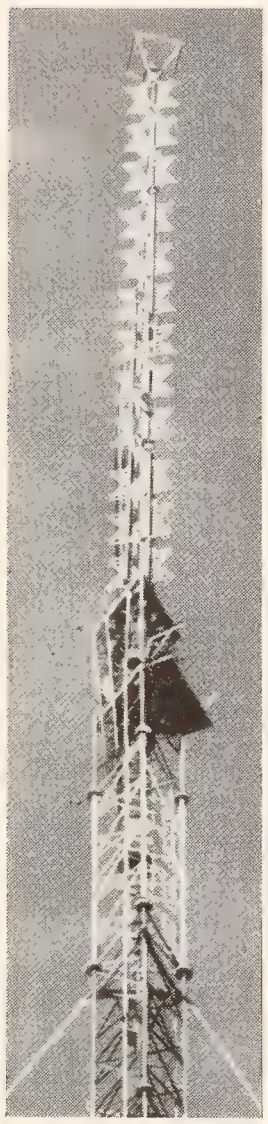
WESTINGHOUSE
RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for WBZ-TV and WPTZ; for the television stations, NBC Spot Sales



KTBC-TV Goes 100 kw With New RCA Transmitter

KTBC-TV Austin, Tex., first vhf station in the nation to install the new RCA 10-kw high-band vhf transmitter, June 9 stepped up its effective radiated power to its full authorized 100 kw.

In a brief ceremony Texas Governor Allan Shivers gave the signal for the switch to KTBC-TV Chief Engineer Ben Hearn. Later on, according to General Manager J. C. Kellam, more extensive ceremonies are planned to mark the stepup in power as well as the tenth anniversary of the Texas Broadcasting Corp., operators of KTBC-AM-TV.



KTBC-TV's new 12-section RCA antenna, nearly 80 feet long, is atop a 500-ft tower and nearly 1,000 feet above average terrain.

Station further reported that within minutes of the changeover telephone calls were received from towns 50 to 70 miles from Austin, all commending the reception. According to RCA, the 5,000-lb. transmitter is the first of its type, with the new RCA 12-section superturnstile antenna, to achieve an ERP of 100 kw.

KTBC-TV started last Thanksgiving with an interim RCA 2 kw transmitter. Station is affiliated with all TV networks.

Bolling Family Buys KHMO for $130,000

SALE of KHMO Hannibal, Mo. (1070 kc, 5 kw day, 1 kw night), from *Hannibal Courier-Post* ownership to James P. Bolling and wife for $130,000 was announced last fortnight. Application for approval was filed with the FCC June 12.

Transfer of ownership of the 12-year-old Hannibal station was made necessary by the pending application to assign KHQA-TV Hannibal (owned by the *Courier-Post*) to Lee Broadcasting Co., licensee of WTAD in the adjacent city of Quincy, Ill. Assignment of the Ch. 7 construction permit (the station is not yet on the air) includes a provision for 20% ownership in Lee Broadcasting by the Courier-Post Co. Therefore, it was felt necessary to dispose of KHMO to meet the Commission's duopoly regulations which forbid ownership of more than one AM station in the same area. KHMO and WTAD had interlocking ownership through Lee Syndicate newspaper principals.

Mr. Bolling is a livestock dealer in Browning, Mo.



TEXAS Gov. Allan Shivers (r) and J. C. Kellam, general manager, KTBC-TV Austin, join in smiles during brief ceremonies at which the station stepped up effective radiated power to its full authorized 100 kw.

WDAF-AM-TV STRIKE ENDED AFTER MONTH

WDAF-AM-TV Kansas City resumed operations at 6 a.m. Friday after a four-week shutdown caused by an AFTRA strike over commercial fees.

The shutdown kept about 70 employes out of work for a month and cost the *Kansas City Star* stations vast advertising revenues.

Settlement was reached shortly after Thursday midnight. The Friday operations were described as almost normal.

The new contract calls for a $6 wage increase above the basic $102 scale for announcers, effective last March 1 when the last contract expired. The new pact runs until Nov. 1, 1954.

Principal contention for the last fortnight, it was understood, centered around the expiration date, with the stations originally wanting a two-year agreement. There was difficulty, too, over the language used in connection with the commercial fee matter.

AFTRA's key demand had been for payment of extra fees to announcers for commercials read during regular shifts. While this was not included in the new contract, the stations are understood to have agreed to conduct a nationwide study to find out what fee systems are used and their possible effect if applied to Kansas City. The negotiators agreed on procedure involving arbitration of the fee issue, based on discussions to be held next autumn, it was reported.

The settlement was reached before a Federal conciliator, Earnest E. Myers, with Don Roberts, AFTRA local negotiator, accepting for the employes. Agreement had been near at times during the last fortnight, only to have the parties stall at unacceptable points. Ed Scheslinger, from the national AFTRA, was on the scene during some of the negotiations.

A Kansas City benefit for the striking union members, arranged for Saturday night in advance of the settlement, was to go ahead, with Hildegarde and other name stars slated to participate.

Only office workers have been retained at the WDAF headquarters. The stations are reported to have received sympathetic consideration from many of their sponsors.

The strike started at 6 a.m. May 22. Announcement had been made by the union on radio newscasts the night before that AFTRA personnel would not report for work and would set up picket lines. IBEW technicians refused to cross the picket lines and the stations are reported not to have had adequate engineering personnel in the executive staff to maintain radio and TV operations.

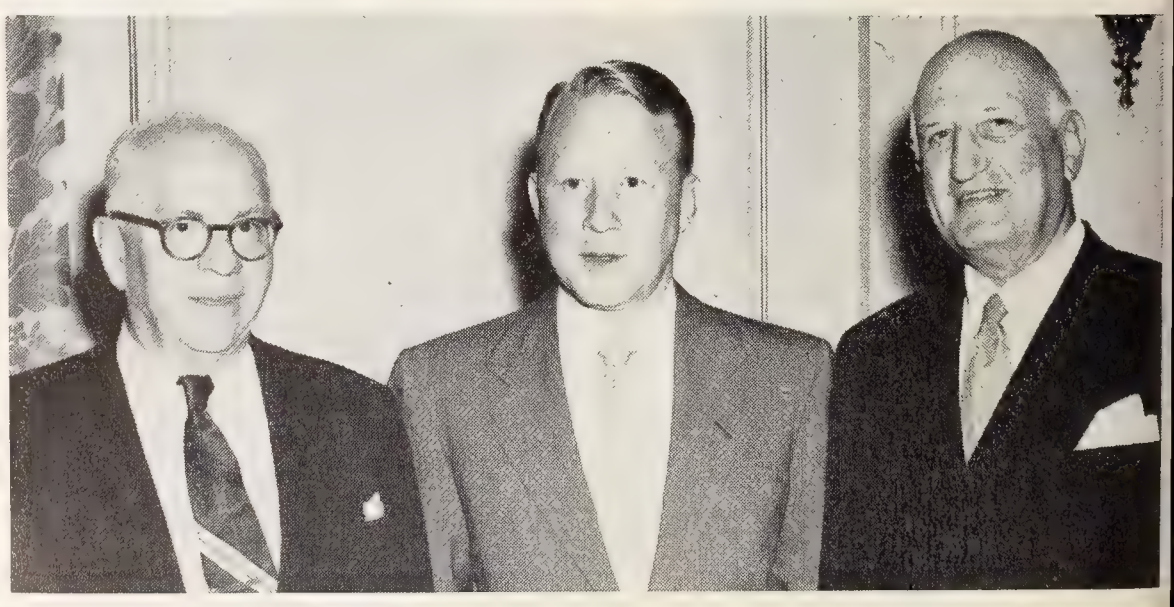
Kansas City has had evening television service from KCTY (TV), operating on uhf Ch. 26. Before KCTY took the air recently the city had only one TV outlet.

Weed TV Adds Lindsay

WEED Television last week announced that George Lindsay of Edward Petry & Co., Chicago, has joined the company in that city, and that the Chicago office has moved to larger quarters at 20 N. Wacker Drive. Changes were said to be in line with Weed Television's policy of completely divorcing radio and television operations.

Taylor Moves N. Y. Offices

THE O. L. Taylor Co., radio-TV station representation firm, has moved its New York offices from 488 Madison Ave. into larger quarters at 444 Madison Ave.



IN first photo since return from Europe, CBS President Frank Stanton (c) welcomes Allegheny Broadcasting Corp.'s president, attorney Earl F. Reed (l), and Irwin D. Wolf, vice president, upon KQV Pittsburgh affiliation with CBS last Monday at KQV-CBS Day.



HEIGHT
COUNTS MOST!

WAVE-TV's Far Higher Tower Increases Area Coverage By 85.5%!

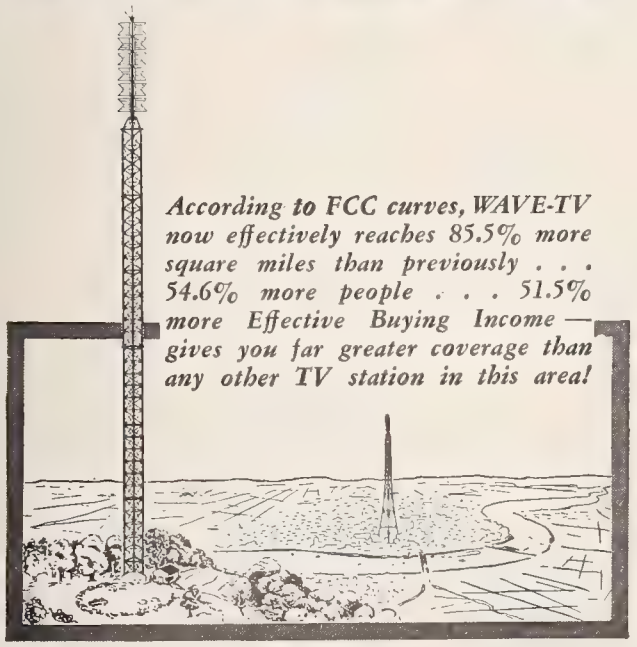
"Seeing Is Believing!"

WAVE-TV is now operating from a new 600-foot tower, located on top a 985-foot hill, giving an over-all height of 1585 feet above sea level.

Tower height is of course *far more important* than any other factor, in "reaching out" to fringe TV areas. Next most important — WAVE-TV is now telecasting on Channel 3 (instead of Channel 5), and with 100,000 watts of radiated power, instead of 24,000.

100,000 watts at our new tower height and lower channel is equivalent to 600,000 watts from our old downtown tower, on Channel 5!

Check these engineering facts against actual viewing results. Ask your distributors, dealers or salesmen about WAVE-TV *coverage,* and about the great WAVE-TV *television* market. It's actually far greater than the Louisville Trading Area itself!



According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously . . . 54.6% more people . . . 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!



LOUISVILLE'S

WAVE-TV

Channel 3

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

Free & Peters, Inc., Exclusive National Representatives

CANDIDATES FOR FCC VACANCY PRESENT THEIR CASES IN CAPITAL

Presidential Assistant Adams interviews Dean, Garland and Cahn during the week, while other campaigns are mustered for Marshall, Gillett and Heffron. Dean's supporters appear the most optimistic.

A SMALL parade of candidates for the remaining FCC vacancy was on the Washington scene last week and most of them had their innings both at the White House and Republican National Committee.

Activity was stepped up with only a fortnight remaining before the expiration of the term of Paul A. Walker, Oklahoma Democrat, who, however, probably will remain in office until his successor is qualified.

Those who have been interviewed by Presidential Assistant Sherman Adams include:

Robert J. Dean, president of KOTA Rapid City, S. D.

Charles Garland, vice president and general manager of KOOL Phoenix, one of the "original" strong candidates for the FCC vacancy.

Julian N. Cahn, 30-year-old counsel to the Senate Foreign Relations Committee.

In addition, campaigns were still underway for J. Paull Marshall, Maryland-Washington attorney, and a member of the Maryland House of Delegates; Glenn D. Gillett, consulting radio engineer who retires from active practice July 1, and Edward J. Heffron, former NARTB (then NAB) public relations man, and formerly with Johnson & Johnson.

Although it seemed to be touch and go last Friday, Mr. Dean's supporters appeared to be the most optimistic. It was said in his behalf that he is seeking to dispose of his 55.5% interest in the South Dakota properties—essential under the terms of the Communications Act. He had lunch last week with Sen. Francis Case (R-S.D.), who originally submitted his name for the FCC post and is strongly endorsing him.

Mr. Dean was a member of the delegation which played host to President Eisenhower on his recent trip to the Black Hills and it obviously was felt that the FCC vacancy was discussed at that time.

Meet with Adams

Mr. Garland, strongly backed by Eugene C. Pulliam, Indiana and Arizona publisher and owner of WIRE Indianapolis, called on Presidential Assistant Adams last Tuesday, accompanied by Sen. Barry Goldwater (R-Ariz.). In the nearly one-hour conversation—his second session with Mr. Adams—the overall FCC regulatory situation was discussed. Mr. Garland, when he left Washington, was not represented as being as optimistic about the appointment as his South Dakota broadcaster colleague.

Mr. Cahn was noncommittal but it was learned that he likewise had conferred with the sphinx-like presidential assistant. Mr. Cahn, although counsel to the Foreign Relations Committee, is not a lawyer, but he has evinced great interest in suppression of crime and has been identified with broadcast activities in the crime sphere. In addition to Chairman Wiley of Wisconsin, of the Senate Foreign Relations Committee, Mr. Cahn is understood to have strong support from other important figures in public life. As a New Yorker, he has been actively identified with both the Young Republican movement in New York and the Republican Committee.

Mr. Gillett had not been called either to the Republican Committee or the White House, an essential step before serious consideration is given, but he had whipped up considerable support from his Virginia delegation, with Rep. Joel T. Broyhill (R-Va.) leading the campaign.

Mr. Marshall, 41, has the strong endorsement of the Maryland delegation. It is understood Vice President Nixon, a friend, also is urging his candidacy. He had been offered other Administration positions, it's understood, but was not interested.

Mr. Heffron parted from NAB in 1947 after a conflict on a fundamental policy issue—he supported FCC control over program balance as exemplified in the so-called "Blue Book." Mr. Heffron, prominently identified with lay Catholic organizations, is understood to have rallied support among church leaders, including some of the top prelates.

Even if a decision is reached by the White House this week, there is little likelihood of an immediate nomination. FBI clearance is entailed. It is understood that Mr. Garland previously had been cleared, presumably for the vacancy filled two months ago by John C. Doerfer of Wisconsin.

Anything Could Happen

Generally, it was thought that anything could happen and that the Administration had not settled on any one man, but Mr. Dean's supreme optimism and his quest for a buyer of his interest in KOTA and its sister FM outlet, KOZY, led to the view that he had received more than a superficial indication that he would get the appointment. Mr. Dean is both a lawyer and a broadcaster. He also owns Radio Games Service, which controls a series of "service marks" he is syndicating in the premium contest field on radio.

Mr. Dean is 51 and started in radio in 1932, after having practiced law in South Dakota. He has built seven stations. He has not been an active politician, but has been a Republican for 25 years and did support Eisenhower. He is married and has two daughters, 20 and 22.

Mr. Garland, with a 30-year background in radio, was trained in the H. Leslie Atlass school in Chicago. He was active in politics and served as mayor of Des Plaines, Ill., for four years. He has lived in Arizona for a decade, identified with the Gene Autry stations. Mr. Autry conferred with President Eisenhower on Wednesday, but it was doubted whether Mr. Garland's candidacy was mentioned.

Mr. Walker, former chairman of the FCC, is in his 72d year. He will retire on part pay, having served on the FCC since its creation in 1934—its only charter member. His plans have not been disclosed but there has been some thought that he might join one of the educational television organizations as consultant or lecturer.

Pratt Post Eliminated

OFFICE of telecommunications advisor to the President was abolished Wednesday by President Eisenhower. Haraden Pratt, who has held the post under a 1951 appointment by President Truman, resigned effective with the transfer of functions to the Director of Defense Mobilization.

Autry, Gammons & Ike

GENE AUTRY, singing cowboy star who is president and owner of KOOL Phoenix, Ariz., and Earl H. Gammons, CBS Washington vice president, called at the White House at 9:30 a.m. Wednesday. They chatted with President Eisenhower about golf, politics and mutual friends, they said after the conference.

Streibert Will Assist Conant In PAP Reorganization

THEODORE C. STREIBERT was on the way to Germany last week to begin a several months task as consultant on public affairs for U. S. High Commissioner James B. Conant. The State Dept. announced the appointment Wednesday.

Mr. Streibert formerly was president of WOR New York and chairman of the board of MBS before joining the State Dept. as consultant to Dr. Robert L. Johnson, administrator of the International Information Administration (which includes Voice of America).



Mr. Streibert

The State Dept. said Mr. Streibert was assigned to Germany at the request of Dr. Conant. He will assist Dr. Conant and his staff in a reorganization of the PAP.

The post in Germany was left open by the resignation of Theodore Kaghan, which was forced after a bitter exchange on his security qualifications with Sen. Joseph R. McCarthy (R-Wis.).

After working on earlier special overseas projects for Dr. Johnson, Mr. Streibert had returned from abroad. He had completed a field study of radio programming centers and organizational problems under a separate information agency—the proposed U. S. Information Agency. He was in Washington only three weeks before being sent overseas again.

FCC Issues 4 New AMs, Facility Changes to 4 Others

FOUR new daytime standard stations were approved by FCC last week. They are:

Bogalusa, La.—Bogalusa Bcstg. Co., 1 kw daytime on 920 kc. Partners Charles W. Holt and Dave A. Matison control WHSY Hattiesburg, Miss.

Seattle, Wash.—W. Gordon Allen, 5 kw daytime on 1590 kc. Mr. Allen is majority owner of KGAL Lebanon, Ore.

Corvallis, Ore.—Mid-Land Bcstg. Co., 1 kw daytime on 1050 kc.

Poteau, Okla.—Leflore Bcstg. Co., 1 kw daytime on 1280 kc.

FCC also approved change of power for WSVA Harrisonburg, Va., from 1 kw fulltime, directional night, to 5 kw daytime, 1 kw directional night, on present frequency of 550 kc. KYAK Yakima, Wash., was granted change from 250 w fulltime on 1400 kc to 1390 kc with 1 kw day and 500 w directional night. WAVA Ava, Ill., was given consent to change its main studio location from Ava to DuQuoin, with transmitter location to remain at Ava. WAVA is on 1580 kc with 250 w daytime.

KRNT IS THE ONLY DES MOINES STATION THAT CAN TALK

HOOPERS

● So you *know* you're right when you buy the Big-Time Buy . . . the station with the fabulous personalities and the astronomical Hoopers!

HOOPER LEADER...
MORNING—AFTERNOON—EVENING

Katz Represents That Very Highly Hooperated, Sales Results Premeditated, CBS Affiliated Station In Des Moines

KRNT
DES MOINES RADIO
THE REGISTER AND TRIBUNE STATION

'LESS CENSORSHIP' TREND SEEN AS PRESIDENT UNVEILS NEW ORDER

The proposed system of classifying government information would eliminate the "restricted" category. Twenty-nine agencies would lose their power to classify, while 16 others would be limited.

THE Eisenhower Administration, showing a trend away from censorship of news, is awaiting the views of media on a proposal to relax the oft-attacked Truman security order, issued Sept. 24, 1951.

Trial balloon was sent up by the President at his Wednesday news conference. He distributed text of a proposed Executive Order which would revoke the Truman order and set up less severe restrictions on release of news by federal agencies.

The proposed order was drafted after a study of the security problem by Attorney General Herbert Brownell Jr.

Media claims that the Truman order, while designed to safeguard government documents, was broadly drawn and loosely administered were noted by Mr. Brownell in a letter to the President. This had led to charges that government officials could use the order to cover up their own mistakes.

Conferences Held

Mr. Brownell has conferred with J. Russel Wiggins, managing editor of the *Washington Post* and chairman of the Freedom of Information Committee of the American Society of Newspaper Editors. In addition he has met with officials of most major government agencies. A departmental committee reviewed complaints against operation of the order.

Objections to the Truman order were listed by Mr. Brownell as follows:

- Official can withold non-security news by using vague and broad descriptions in the order.
- There is a tendency to follow "the dangerous policy heretofore used by dictator nations of authorizing government officials to use the term 'national security' indiscriminately and thereby throw a veil of secrecy over many items which historically have been open to the public."
- Authorization of too many kinds of documents as security information has promoted a careless attitude on the part of some government employes handling such matter.
- The order has tended to build up a barrier between government and media, inimical to freedom of the press.

In view of these developments, Mr. Brownell said the proposed new order will protect national safety requirements and "honor the basic tenets of freedom of information which are so vitally important to the preservation of our form of government."

The new order, he said, will establish a system differing in the following major respects from the existing systems:

a) It withdraws original authority to classify information from 29 agencies of the government;

b) It limits the authority to classify in 16 additional departments and agencies to the head of the agency without power to delegate;

c) Information may be classified only if required in the interest of the defense of the U. S.;

d) One of the categories of classified material—"Restricted"—is eliminated;

e) The three remaining categories of classified material ("Top Secret," "Secret" and "Confidential") are explicitly defined to prevent indiscriminate use of the power to classify;

f) Positive provisions are included for reviewing classified material, for the purpose of removing the classification, or down-grading it, when the interests of national defense no longer require the protection of classification;

g) Procedures have been revised to make them more definite and certain, so that employes handling classified information will be more alert to the dangers of unauthorized disclosure.

In listing government agencies where "original classification authority" is limited to head of agency, the President included the FCC. If an agency head fears the new limitations endanger national defense, he can file a written request to the President for an exception.

Original classification authority is removed from 29 agencies, including Federal Trade Commission, National Labor Relations Board and Securities & Exchange Commission.

Trim 'Scarce Materials' List

NATIONAL Production Authority said last week it has trimmed its list of scarce materials to six items, among them cobalt, columbium-tantalum, molybdenum and nickel. Radio-TV manufacturers in general report their materials' picture is bright.

Mock Conference Planned To Test Hearing Shortcuts

DEMONSTRATION of techniques for shortening the length of comparative television hearings before FCC [B•T, May 18] will be held next Monday (June 29) in Hearing Room A of Washington's ICC Bldg.

The mock hearing conference, arranged by the Federal Communications Bar Assn. and FCC, will show one way of eliminating all unnecessary material from hearings and will be conducted by "Hearing Examiner" Henry G. Fischer, FCBA member. Counsel for the applicants will include Frederick W. Ford, chief of FCC hearing division; Benito Gaguine, FCC hearing examiner, and Max Paglin, FCC trial attorney. They will represent the Alpha Television Co., the Bravo Broadcasting Co. and the Coca Television Co. seeking vhf Ch. 4 in Metropolis.

Dempsey Is Counsel

Counsel for FCC broadcast bureau will be William J. Dempsey of the FCBA.

A question and answer period following the "conference" will be moderated by William C. Koplovitz of the FCBA.

Preliminary remarks will be made by FCC Chairman Rosel Hyde and Fred Albertson, FCBA president. J. D. Bond, FCC hearing examiner, will discuss the use of pre-trial technique in administrative hearings.

The committee handling arrangements for the mock conference is headed by Mr. Koplovitz, of Dempsey & Koplovitz, Washington law firm.

M'CARTHY WANTS INDUSTRY REACTION TO BILL TO REQUIRE RECORDINGS

Sen. Joseph R. McCarthy tells B•T: No connection between bill and Senate probing of FCC, no need for speedy hearings on measure but wants broadcasters to "kick it around a bit."

SEN. JOSEPH R. McCARTHY (R-Wis.) last Thursday denied to B•T any link between his newly-introduced bill that would require radio and TV stations to make and keep recordings of everything going on the air and various investigations of FCC files being made by members of his staff.

Sen. McCarthy also indicated he was in no hurry to press his legislation but looked at the proposal as more of a trial balloon to test broadcaster reaction.

Kick It About

As he told B•T, he wanted the radio-TV industry "to kick it around a bit" to see how effective the legislation would be [see editorial, page 114].

The bill would amend Sec. 303 (j) of the Communications Act. It would give FCC "authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable" and FCC would "make rules and regulations requiring broadcasting stations to make and keep recordings, or verbatim records, of all communications transmitted."

It was introduced without fanfare by the Senator near the close of Senate business June 11 [AT DEADLINE, June 15]. The measure was referred to the Senate Interstate & Foreign Commerce Committee.

Sen. McCarthy said he did not expect an early hearing on the legislation. Measures introduced in this session of Congress carry over until the second session which begins next January.

He told B•T there were several reasons why he introduced the measure. Primarily, he wanted to urge FCC to have available a permanent record of everything said on the air. Such records are not required at the present.

Sen. McCarthy also said it was impossible now to police shortwave sets sending information overseas. He asserted there were "strong indications" of "uses" of shortwave to send information abroad for espionage purposes.

The Senator also asserted the legislation was designed to act as a check on what night disc jockeys say on stations. As the Senator saw it, the disc jockey "can say anything he cares to" because there is no record of what is broadcast. "He can indulge in libel and slander," Sen. McCarthy charged.

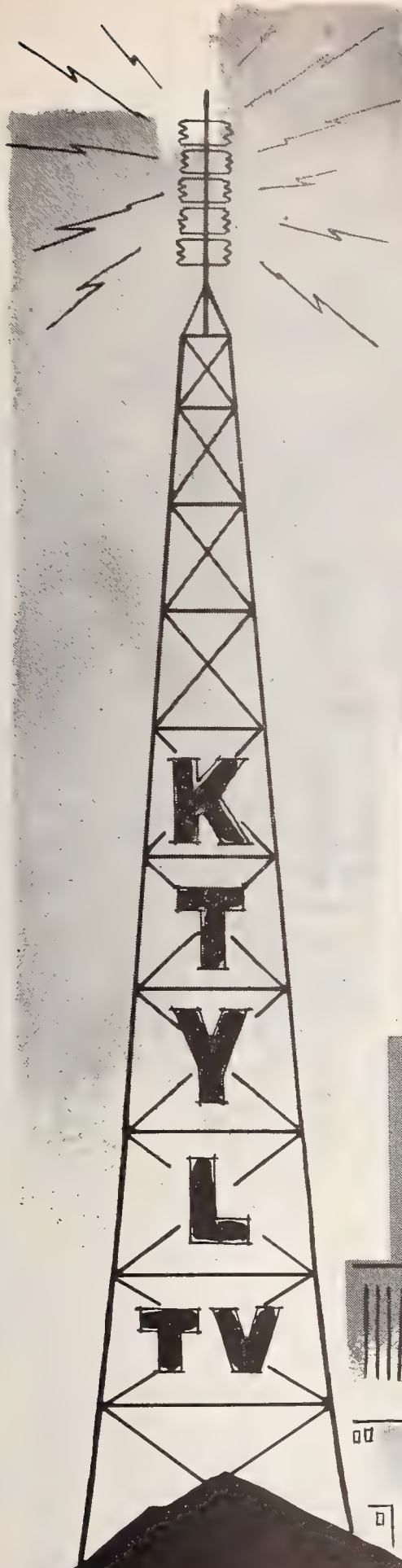
A member of Sen. McCarthy's Permanent Investigations Committee staff has been engaged for some weeks in sifting over FCC files. It was reported at the agency that the investigator has not been "around for the past few days."

Sen. McCarthy said the bill's introduction had no relation to the investigations.

Most unusual effect of the bill would be the establishment of procedure among stations which never has been ordered in full even during the last war. In World War II some spot checking of what went on the air was made. News censorship in the broadcast industry then was voluntary. Recordings of some foreign language programs were required to be kept.

How HIGH is HIGH?

KTYL-TV is HIGH in Antenna Height . . . and HIGH in Sales Impact!





TOWERING HIGH IN THE SKY for a soaring distance of 1550 feet above average terrain (and a half mile above sea level) is KTYL-TV's antenna on South Mountains, a few miles from downtown Phoenix. From this lofty peak . . . *four times higher than any other Arizona station* . . . KTYL-TV delivers 63.2% coverage of the most fabulous, flourishing sales potential in the nation!

MEDIA BUYERS will raise an interested eyebrow at these significant comparisons: New York City's majestic Empire State Building is only 1250 feet high . . . Chicago's famed Wrigley Tower is only 398 feet high . . . and the familiar landmark — the "Top of the Mark" in San Francisco — is only 563 feet above sea level!

THE GREATER THE HEIGHT, the greater the coverage. The greater the coverage, the greater the sales. And, in free-spending Central Arizona, only KTYL-TV provides both! See your Avery-Knodel man today!

KTYL-TV
CHANNEL 12

NBC and DuMont affiliate for Phoenix and Central Arizona . . .
Arizona's merchandise-minded "Showmanship" station that's first in everything that spells more sales!

NARTB ATTACKS BASEBALL BILL

AS NARTB attacked anew Senate legislation to permit baseball to reinstate its radio-TV restrictive rule 1 (d), two identical bills were introduced in the House last week.

The companion bills, referred to the House Interstate & Foreign Commerce Committee, were offered by Reps. A. S. Herlong Jr. (D-Fla.) (HR 5721) and Wilbur D. Mills (D-Ark.) (HR 5725).

The Senate bill (S 1396), authored by Sen. Edwin C. Johnson (D-Colo.), was approved unanimously by the Senate Interstate & Foreign Commerce Committee a fortnight ago [B•T, June 15].

NARTB uncorked a twin assault:

• On Thursday its combined boards of directors in a unanimous resolution condemned the Johnson bill and called upon Congress to defeat it. The action was taken during a three-day board meeting in Washington.

• The preceding Monday the board okayed a special NARTB bulletin issued to every radio and TV station in the country. This, too, directed its fire against the proposed law restricting radio-TV coverage of baseball.

The resolution, which summarized the earlier bulletin, was to be sent to every member of Congress.

NARTB Explains Rule

Rule 1 (d), as explained by NARTB, would prevent a team from authorizing the broadcast of its games over a station beyond its home territory (50-mile radius), and in the home territory of another baseball club, without the consent of the latter club.

NARTB's bulletin was accompanied by a letter from the group's president, Harold E. Fellows. Mr. Fellows warned that the bill would set a "dangerous precedent—it would put the Congressional stamp of approval for the first time on restrictive agreements denying to radio and television broadcasters the right to negotiate for broadcast rights for program material in an open, competitive market. . ." He said it would be "tragic" if the bill passed the Senate "without full recognition of its *total implications* [Mr. Fellow's italics] and without a strong protest being registered against its bad effects on the listening and viewing public, as well as on the industry."

Bill Called "Sleeper"

The bulletin explained that if any other types of radio and TV program matter regularly aired were substituted for the words, "professional baseball," in the bill, the danger would be "obvious." Also asserted: The bill is a "sleeper" because when stripped of its legislative "decoys, it is revealed as one of the most serious attacks ever to be made on a necessary right of radio and television."

The bill would exempt rule 1 (d) from anti-trust laws, the specific effect which NARTB decried as "a radical and unnecessary" departure from anti-trust principles. The action would "deny broadcasters and the public the right to contest the legality of these restrictive agreements," NARTB declared. "The public suffers most" when such agreements are in effect, the association said.

For key portions of NARTB's statement, see FOR THE RECORD.

Asks Early Hearing

SEN. EDWIN C. JOHNSON (D-Colo.) last Thursday asked the Senate leadership to schedule his baseball bill for consideration as early as possible. Sen. Johnson's request was made on the Senate floor after Sen. Everett Dirksen (R-Ill.) had asked that the bill be held up. The Dirksen bid was made during a routine call of the Senate calendar (roll call on bills to be considered).

BASEBALL SUES TRINITY (KLIF, KLBS)

THE BROOKLYN DODGERS and the New York Yankees filed complaints last week with FCC against Trinity Broadcasting Corp. alleging that since opening of the 1953 baseball season Trinity stations KLIF Dallas and KLBS Houston have "without authorization or consent" broadcast "purported" play-by-play descriptions of games played in the home parks of various major league clubs.

Gordon B. McLendon, executive director of Trinity and principal announcer of the alleged unauthorized re-creation of major league games, was formerly associated with Liberty Broadcasting System, the "fifth" radio network, which went bankrupt last year. A $12 million suit by the defunct Liberty Broadcasting System against all the major league clubs except the Dodgers, the Chicago White Sox and the Cincinnati Reds, charging restraint and monopoly on baseball broadcasts, is pending in U. S. District Court [B•T, May 18].

The complaints of the Dodgers and Yankees to FCC allege that the broadcast of the games by KLIF and KLBS are made in such a manner as to convey to the listening public the misleading impression that they are authorized by the major league clubs and are being made directly from the park in which the game is being played. This is said to be done by means of recorded crowd noises and simulated public address announcements.

The complaints ask the Commission to issue an order directing Trinity Broadcasting Corp. to show cause why a cease and desist order should not be issued to make KLIF and KLBS terminate the unauthorized broadcasting.

In the alternative, the complaints request an order to show cause why the licenses issued to Trinity to operate KLIF, KLBS and KELP El Paso should not be revoked.

Mr. McLendon recently testified before the Senate Commerce subcommittee in opposition to S 1936 which would permit the baseball clubs to reinstate former Rule 1 (d).

Asks Fewer Closed Sessions

HELP in fighting the "alarming" increase in the number of "secret" sessions by Congressional committees has been asked Sen. Spessard L. Holland (D-Fla.), by Sigma Delta Chi, journalism fraternity.

V. M. Newton Jr., chairman, Committee for Advancement of Freedom of Information, has written the Senator that one of every two committee meetings is held behind closed doors (executive sessions). When this is done, the public and the press (and radio, TV) are barred. He also warned that local and state governments were following this pattern set by Congress.

FTC AGAIN HITS ANTELL AD CLAIMS

July 21 hearing is set in Baltimore on soap and shampoo copy.

THE FEDERAL Trade Commission again is nipping at the heels of Charles D. Kasher and Leonard L. Rosen, principals in an FTC complaint and preliminary injunction issued last November in U. S. District Court in Baltimore restraining the two from certain "pitch" advertising claims on television about their NHA Complex vitamin compound [B•T, Jan. 19].

This time the FTC charges misleading and deceptive advertising on radio, television and newspapers on the merits of Charles Antell Formula #9, Charles Antell Shampoo and Hexachlorophene Soap. Named in the complaint are: Charles Antell Co. Inc., Baltimore, Mr. Kasher, its president, and Mr. Rosen, its vice president, secretary and board chairman, and of which Mr. Rosen's brother, Julius J. Rosen, also named is a respondent, is vice president and treasurer; TAA Inc., of New York and Baltimore, of which Mr. Kasher is an officer and Leonard Rosen is president and director.

The FTC, giving the respondents 20 days to file an answer, has scheduled a hearing July 21 in Baltimore before FTC Hearing Examiner John Lewis.

RTMA Throws Weight Against EPT Extension

RETROACTIVE relief from the excess profits tax for the radio-TV manufacturing industry was asked the House Ways & Means Committee in a statement filed last week by the Radio-Television Manufacturers Assn.

RTMA's position on EPT was similar to that voiced two weeks ago to the committee by the Television Broadcasters' TV Tax Committee's John B. Poole [B•T, June 15].

The RTMA statement was made at a time when the House GOP leadership was plotting to get a six months extension of the excess profit tax in the face of opposition from Chairman Daniel Reed (R-N.Y.) of the Ways & Means Committee. The six-month extension was requested by the Administration. The tax is due to expire at the end of the month.

RTMA President A. D. Plamondon Jr. outlined the burden imposed on the industry by the tax. He said the tax ought not to be extended but should be amended "to retroactively remedy its deficiencies as it applies to members of our industry."

Network Color Test

NETWORK testing on NBC-TV of the compatible color system of the National Television System Committee was approved by FCC Thursday. The Commission waived its TV rules to allow tests of the "non-standard" color signals during the regular broadcast day, but limited to sustaining programs. The authorization is effective immediately and runs until July 31. Besides testing feasibility of networking color TV under NTSC specifications, NBC-TV proposes to obtain the reaction of the non-technical viewing audience to reception on regular black-and-white receivers.

Positive Proof...

WNHC

TELEVISION

NEW HAVEN

REPRESENTED BY
THE KATZ AGENCY, INC.

A necessary buy in
New England —

with more than a
million viewers

and a signal so
clear and strong . . .

125 newspapers
from Montauk Pt.,
L. I., to Springfield,
Massachusetts, carry
WNHC-TV program listings.

New England's First Complete Broadcasting Service

REVAMP 'VOICE,' SENATORS URGE

Gist of special Senate committee report is that the Voice of America program is necessary but that many improvements are needed both in its organization and its operation.

THE RADIO arm of the U. S.—Voice of America—is necessary—"radio broadcasts are our sole information contact" with Communist dominated peoples. But Voice is sorely in need of a revamping.

This is what the Senate Committee on U. S. Overseas Information Programs thinks of VOA. Its report (S Rept 406) was released last week. Sen. Bourke A. Hickenlooper (R-Iowa) is chairman of the group which held hearings on the whole information program earlier in the year. The committee plans to probe further into the information programs.

Recommended by the committee:

• Reappraise the entire structure of VOA. The International Information Administrator should decide on the physical structure—New York or Washington. Reorganize the engineering section "from top to bottom . . . secure the best available assistance from the telecommunications industry."

The committee said: "The American electronic industry is anxious to further this effort of our Government, but it has never been invited to do so . . . [and] has been alienated because of the treatment it has received from the persons in the Voice in charge of engineering."

• Some foreign broadcasts could be limited but others strengthened.

TV Networks Urged

• Consider "feasibility of linking the Atlantic nations and much of the non-Communist world . . . in vast television networks." This could be "a reality in a comparatively short time." IIA hardly has recognized TV's potential uses.

• President Eisenhower is urged to take a personal hand in strengthening the entire information program.

• National commission should be set up drawing people from government, telecommunication industry, education and other groups to study the present organization and "the potentialities of the international use of all forms of telecommunications."

President Eisenhower already has recommended to Congress that VOA be placed under an independent U. S. Information Agency. Under that program, Voice policy would be "guided" by the Secretary of State but administratively the agency would be on its own, reporting to the President.

The committee warned of "entrenched incompetence" in the information agency with which the Administration "must do battle." It also said while it "is anxious that inefficiency and waste be eliminated from the broadcasting service, it has no desire to see this operation discontinued and crippled."

Two major tasks upcoming for the committee are to (1) examine the operation and effect of the program in the American Republics and (2) "test-check" action taken on the committee's recommendations, the report noted.

[A few days before the committee released its report, the State Dept. said much of local broadcasting time in Latin America previously occupied by VOA shortwave now is being used by IIA for locally-produced shows. Latin America, State Dept. added, still receives a VOA 30-minute world-wide program broadcast shortwave in English.

Associated Broadcasters Inc. is shortwaving Spanish-language programs on a private basis but with State Dept. and FCC approval (AT DEADLINE, June 1). If ABI had not taken over two frequencies left which VOA vacated, wavelengths could have been pre-empted by other nations.]

Other points discussed by the committee:

• In cost and personnel, the U. S. information program is second only to Russia which spends an estimated $1.4 billion a year for propaganda.

• Psychlogical Board, created to coordinate psychological policies of the U. S., "is not effectively discharging its functions."

• Deficiencies exist in the reception of shortwave signals overseas; engineering has been "inexpert and mediocre, and often inadequate."

• No overall continuing monitoring service exists in VOA.

• Policy should not be made by the Voice.

• RIAS (U. S. radio station in Berlin), which broadcasts with 300 kw and relays several VOA programs daily and originates 16 more hours, is "overstaffed" but performs "effectively."

Election Controls Bill Asks Radio-TV Listings

SEN. THOMAS C. HENNINGS Jr. (D-Mo.) has offered a bill (S 2081) to regulate primaries and political party conventions (federal candidates) and to revise upward the limit on campaign spending listing radio-TV time purchases.

Ceiling Raise Asked

Co-sponsors were Sens. Carl Hayden (D-Ariz.) and Robert C. Hendrickson (R-N. J.). Sen. Hennings proposed raising the ceiling on spending by national committees for all candidates from the current $3 million to $10 million. He said present day limitations are "totally unrealistic in the light of present-day costs, particularly in view of new campaign devices such as radio and television."

Each expenditure by political committees would have to be carefully listed. In case of purchasing radio or television time, stations used would be listed. Bill was referred to the Senate Rules and Administration Committee.

House Unit to Study 'Fair Play' for Witnesses

THREE-man subcommittee—Reps. Hugh Scott (R-Pa.), chairman; J. Edgar Chenoweth (R-Colo.) and Howard W. Smith (D-Pa.)—were named by the House Rules Committee a fortnight ago to study ways of ensuring "fair play" for witnesses before congressional committees.

No Final Conclusion

Reps. Kenneth B. Keating (R-N. Y.), Jacob J. Javits (R-N. Y.) and George Meader (R-Mich.) appeared on behalf of such a probe. Rep. Keating noted that he had not yet reached a "final conclusion" on radio-TV coverage of hearing proceedings or House sessions. While he saw "wholesome" results of such coverage he said he recognized problems caused by microphones and cameras at committee sessions. He also noted that courts and judicial proceedings are free from radio-TV devices and asserted witnesses should have the right to object to their presence. Rep. Keating noted that the courts have ruled to this effect. Rep. Clarence Brown (R-Ohio) said he objected to televising hearings.

KXEL, WNOE Protest Two New AM Grants

PROTESTS against two new AM stations authorized by FCC within the past month have been filed with the Commission. They objected to grants at Columbus, Miss., and Ville Platte, La., both alleging interference.

KXEL Waterloo, Iowa, assigned 50 kw fulltime on 1540 kc, directional night, protested FCC's May 7 grant of 10 kw daytime on 1540 kc to J. W. Furr at Columbus. Mr. Furr is in the auto supply business.

WNOE New Orleans, operating on 1060 kc with 50 kw daytime and 5 kw nighttime, complained about FCC's grant of 250 w daytime on 1050 kc at Ville Platte to Ville Platte Broadcasting Co. Part owners in the new grantee include Vincent and Joseph Riehl and Roland Fink, all interested in KEUN Eunice, La., and Thomas and Paul De Clouet, part owners of KEUN and KLFY Lafayette, La.

Petitions in both cases requested hearings on the new station grants.

Senators Film, Tape Red Hearings for Home Folks

SOMETHING new has been added to the Senate scene—a subcommittee is making movies and tape recordings of hearings to be distributed on a loan basis. The subcommittee is Sen. William E. Jenner's (R-Ind.) group on Internal Security. Subject matter is its investigations of Communism.

Funds for Production

Work is done by the Senate-House Joint Recording Facility which makes radio recordings and television films for Senators and House members to send to their home districts. It was reported last week the facility probably would be paid for the work from subcommittee funds.

Word of unprecedented radio-movie-TV production by an official Senate group came from a subcommittee spokesman. Chairman Jenner verified the report, saying he had asked that films and tapes be made. Printed record of hearings is a "slow way to get the story over to the public," it was said.

Plans for distribution are still incomplete but a subcommittee spokesman said "many requests" for films and tapes have been received.

TV newsreel firms provide films taken at the hearings to TV stations. But not all the hearings have been filmed. Usually the firms supply films on matters considered newsworthy. It was said the "official" camerman also respects witnesses' desires not to be photographed but tape recordings are made of all witnesses because an official shorthand reporter takes down entire proceedings anyhow.

The STUDIO TELESCRIPTION Library

"...one of our most valuable sales assets..."

says DICK WATTS, Sales Manager, KROD-TV, El Paso, Texas

RADIO KROD STATION

KROD

DORRANCE D. RODERICK
Chairman of the Board

VAL LAWRENCE
Pres.-Gen. Mgr.

AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM • KEY STATION SOUTHWEST NETWORK
OWNED AND OPERATED BY RODERICK BROADCASTING CORP., WYOMING AT WALNUT, EL PASO, TEXAS

April 20, 1953

Air Mail

Mr. Monroe Mendelsohn
Director of Sales Promotion
United Television Programs, Inc.
444 Madison Avenue
New York 22, New York

Dear Monroe:

You may be interested to know the manner in which we are using your telescription service and the success we are enjoying with it.

Being as we are not cable connected, low cost programming that builds audiences and produces results is our greatest and primary problem, particularly in a competitive television market.

One of our earlier problems, being a comparatively new operation was to back our programming up into the earlier part of the afternoon, and yet do so on a solid commercial basis. We started programming from 4:00 to 4:15 PM Monday through Friday using your telescription service. Our plan was to sell this strip in participation spots and then back up our programming as this was accomplished. In less than two weeks after the inauguration of this plan we had expanded the show to a full hour and a quarter and it is completely sold out!

We have a diversified list of advertisers ranging from a neighborhood bakery shop to our largest home furnishings store. We have several direct sales stories that are truly amazing.

Needless to say, we feel that your telescription service is one of our most valuable sales assets and look forward to continuing our association through the years to come.

Best regards,

Dick Watts

Dick Watts, Sales Mgr.

5000 WATTS - 600 KILOCYCLES
REPRESENTED NATIONALLY BY TAYLOR-BORROFF AND COMPANY, Inc.

Today All Of These Alert TV Stations Use UTP Studio Telescriptions!

KGNC Amarillo, Texas	KDUB Lubbock, Texas
WFBG Altoona, Pa.	WMCT Memphis, Tenn.
WAGA Atlanta, Ga.	WTMJ Milwaukee, Wisc.
WLTV Atlanta, Ga.	WALA Mobile, Ala.
WSB Atlanta, Ga.	KFAZ Monroe, La.
WAFM Birmingham, Ala.	WOSH Oshkosh, Wisc.
WICC Bridgeport	WEEK Peoria, Ill.
KIDO Boise, Idaho	KTYL Phoenix, Ariz.
WNOK Columbia, S. C.	KCSJ Pueblo, Colo.
WCOS Columbia, S. C.	WNAO Raleigh, N. C.
WOC Davenport, Iowa	WSLA, Roanoke, Va.
KROD El Paso, Texas	WROV Roanoke, Va.
KMJ Fresno, Calif.	XETV San Diego, Calif.
KNBH Hollywood, Calif.	KRON San Francisco
KHJ Hollywood, Calif.	KLY Santa Barbara, Calif.
KONA Honolulu, Hawaii	WTVU Scranton, Pa.
KNUZ Houston, Texas	KELO Sioux Falls, S. D.
KPRC Houston, Texas	KTTS Springfield, Mo.
WJTV Jackson, Miss.	KHQ Spokane, Wash.
KSWO Lawton, Okla.	KSD St. Louis, Mo.
WJIM Lansing, Mich.	WSUN St. Petersburg
KFOR Lincoln, Neb.	KMO Tacoma, Wash.
KOLN Lincoln, Neb.	KCMC Texarkana, Texas
KRTV Little Rock, Ark.	KVOA Tucson, Ariz.
KTVE Longview, Texas	WIRK W. Palm Beach, Fla.
KLAC Los Angeles	KFDX Wichita Falls, Texas
KCBD Lubbock, Texas	KWFT Wichita Falls, Texas

The STUDIO TELESCRIPTION Library is the only music library that gives you all the top musical stars...all your favorite tunes, both old and new...and complete program and promotion service. And it's priced right! Write for details of this top money-maker and other UTP films today!

UNITED TELEVISION PROGRAMS Inc.

NEW YORK	CHICAGO	HOLLYWOOD
444 Madison Ave. PL 3-4620	360 N. Michigan Ave. CE 6-0041	California Studios 650 N. Bronson Ave. HO 5-2195

The stockholders,

at

a recent meeting,

and in keeping with

their policy

of a company

wholly owned by

its own personnel,

have elected

Charles C. Coleman

(Southeastern Manager in Atlanta)

and

Philip Schloeder, Jr.

(Assistant Treasurer in New York)

as new stockholders

in

AVERY-KNODEL

INCORPORATED

NEW YORK CHICAGO ATLANTA

SAN FRANCISCO LOS ANGELES

DALLAS

NBC PONDERS DIVIDING AM-TV

Not all departments would be divorced. Radio affiliates plan fall meeting on their own and with network, as NBC reports it is stabilizing its TV affiliates.

PLANS for divorcing radio and television operations in some departments were under study at NBC last week [CLOSED CIRCUIT, June 15], with the sales department deemed most likely to be thus split.

An "informal" study of the question is being made, officials said, indicating at the same time that although sales and perhaps some other departments may be un-integrated, the separation policy is not expected to be applied throughout the company again.

Disclosure of this study was one of several developments at or affecting NBC during the week. Others included:

• Network officials said they planned a fall meeting with radio affiliates, while radio affiliates planned a late-July session among themselves—and reportedly were prepared to insist that NBC officialdom, headed by Brig. Gen. David Sarnoff, meet with them to go over radio plans and problems.

• Officials jubilantly reported that WHAM-TV Rochester, which they had considered the only affiliate still apt to switch to CBS-TV after the now-famous "crisis" session with TV affiliates a few weeks ago [B•T, June 1], has now said it will remain with NBC and has authorized preparation of renewal contracts.

Signs WVEC-TV Hampton

• NBC plugged the TV hole left by the only affiliate defection it suffered, signing uhf station WVEC-TV Hampton, Va., as its Norfolk-area affiliate in place of WTAR-TV Norfolk, which moves to CBS-TV in September. Successor to WTAR, which moves to CBS Radio after a 19-year association with NBC, remained to be selected.

• Concurrently with the WVEC-TV signing, a high-powered campaign was being devised to get Norfolk area set-owners to convert to uhf, with the goal set at 50,000 to 75,000 conversions within a month after the station's Sept. 1 target date for the start of full commercial operations.

• NBC President Frank White, who returned from his European vacation Tuesday, was back at his desk on Friday, and was planning, according to associates, to continue in the job—a decision which Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC, told the TV affiliates would be entirely up to Mr. White and the state of his health upon his return from the vacation and rest.

On the subject of radio-TV divorcement, observers felt that, especially in sales, a return to the separation plan would do much to mollify radio affiliates who feel that under the present integrated setup, TV is getting emphasis out of proportion to that given radio.

A session with the radio affiliates—a cards-on-the-table meeting similar to the "crisis" sessions with TV affiliates—is being planned for the fall, probably in October or November according to present network thinking, though at least some affiliates want it in July. It is known that NBC is blueprinting plans for a buildup of its radio programming [CLOSED CIRCUIT, June 15], and these plans undoubtedly



Big Dough!

Paul Bunyan, it's said, liked flapjacks for breakfast the year round. They made his dough in an oversized cement mixer, and cooked it on a 440-foot griddle.

Today most of the big dough in the Northwest is being made (and no foolin') by advertisers who use giant WCCO Radio, the Northwest's 50,000-watt selling machine. Skillfully mixing sales messages with topnotch local and CBS Radio shows, WCCO Radio creates a marked preference for its advertisers' products throughout 109 counties in four Northwest states.* What's more, WCCO's cost-per-thousand circulation is considerably lower than that of any other station the length and breadth of this gigantic area—*6¢ per thousand families daytime, 11¢ per thousand nighttime.*

If you've been pouring big dough into your Northwest advertising and are still on the griddle for sales results, this vast coverage and low cost should be right to your taste. For details call... **WCCO RADIO**

Minneapolis-St. Paul
Represented by CBS Radio Spot Sales

*Standard Audit and Measurement Services, 1952



How many pounds are sirloin steak?

☐ 250 lbs. ☐ 150 lbs. ☐ 50 lbs.



SIRLOIN on a plate comes as thick as you want it and as big as your appetite.

Sirloin on a steer comes surrounded by hamburger, chuck, stewing beef and a lot of other cuts. The meat packer has to buy them all. And sell them all, too.

The part that is sirloin figures out like this:

From a 1000 pound steer, you subtract 400 pounds of hides, hoofs, inedible fats, etc. That leaves 600 pounds of "eatin' meat." But only 8% of this, or around 50 pounds, is sirloin.

That's why you pay more for sirloin than for most other cuts. The price of each cut, you see, is determined largely by how much there is of it and how much people like it.

Economists call this the law of supply and demand. Women call it "shopping." They compare, pick, choose. In a free market, their choice sets the values.

Did you know

. . . that about 40 different cuts come from a side of beef . . . that the more moderately priced meats, such as hamburger, have the same *complete*, high-quality protein as the fanciest steak . . . that it takes 4,000 different meat packing companies to supply the *60 million pounds of meat* that we eat every day?

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

would also be aired at such a meeting, whenever it may be held.

A committee of the AM affiliates is getting ready for a session of their own, now proposed for Chicago about July 25. This is the group formed during the NARTB convention in Los Angeles, headed by Robert D. Swezey of WDSU New Orleans [B•T, May 4]. The Chicago meeting presumably is designed, at least in part, to complete the organization of the AM group along the autonomus lines of the TV affiliates committee headed by Walter Damm of WTMJ-AM-TV Milwaukee [Mr. Damm also is a member of the Swezey committee]. NBC officials emphasized that the Chicago meeting has the network's "complete blessing."

A group of NBC affiliates attending the NARTB board meetings in Washington held an informal session Thursday night, with Mr. Swezey presiding. The affiliates would like to see some fast action at NBC, leading to a full-blown meeting with Gen. Sarnoff next month in Chicago, but it appeared the network could not be ready before autumn.

Radio sales apparently is the affiliates' main concern. They point out that NBC's evening commercial volume has dropped off, that CBS Radio is well out in front of NBC radio in gross billings, and they want to know what NBC plans to do. They want to hear more details on NBC's current program-strengthening plans and, as one affiliate put it, they would rather get these details and other information in the summer than in the fall. Hence the strong feeling evidenced by at least some key affiliates that Gen. Sarnoff and other NBC officials should meet with them in a frank discussion of AM problems and plans, a la the TV affiliates meeting, in conjunction with the Chicago sessions.

* * *

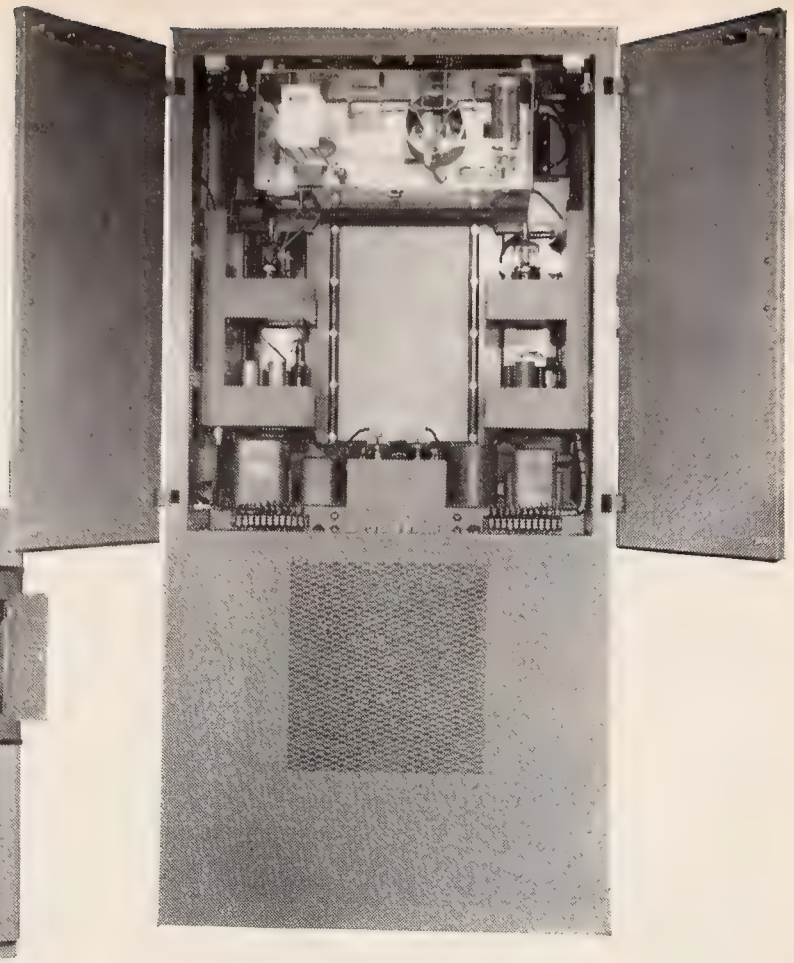


WVEC-TV Hampton becomes a primary affiliate of NBC as Thomas P. Chisman (l), president-general manager of the Peninsula Broadcasting Corp., signs the contract with Harry Bannister, NBC station relations vice president.

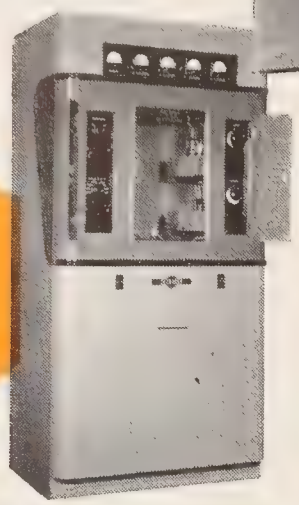
* * *

Meanwhile, the signing of WVEC-TV (uhf Ch. 15) as NBC-TV's primary affiliate in the Norfolk area was announced jointly by Thomas P. Chisman, president and general manager of the Peninsula Broadcasting Corp., licensee, and Harry Bannister, vice president in charge of NBC station relations. Both network and station officials voiced confidence the station will be on the air with test pattern by Aug. 1 and will go into full commercial operation by

Collins 300J Transmitter Rear View



Collins 300J
Broadcast Transmitter



4 REASONS FOR RELIABILITY
IN THE COLLINS 250 WATT TRANSMITTER

Lost air time is expensive. The most economical transmitter for the long run is a quality transmitter with *built-in* reliability. Collins broadcast equipment has long been famous for reliability, and the 300J 250-watt transmitter lives up to this well-earned reputation. Best of all, you pay little more for this full size, modern 250-watt transmitter.

1 NO LOST AIR-TIME BECAUSE OF CRYSTAL-OVEN DIFFICULTIES . . .

A new and radically improved crystal, developed especially for Collins modern new transmitter line, has made crystal ovens obsolete! The crystals in the Collins 300J are so stable that constant-temperature operation is unnecessary! Warm-up drift is only 1 or 2 cycles.

2 IMPROVED TUBE RELIABILITY . . .

Long-lived 4-125A tetrodes are used in the modulator and power amplifier, and the entire transmitter contains only 7 tube types. This simplifies spare tube problems, increases transmitter efficiencies, and reduces both operating and replacement tube costs.

3 MINIMUM LOST AIR TIME . . .

After instantaneous carrier interruptions, the thermal time delay relay returns the 300J to the air in a fraction of a second. When longer carrier interruptions occur, the time delay equipment automatically selects the proper delay period, resulting in least possible lost air time.

4 IT'S COLLINS ENGINEERED . . .

Collins advanced engineering concepts have been tested and approved all over the world. The 300J represents this engineering superiority to the fullest. Complete details and descriptive literature on this full size, heavy duty 250-watt transmitter are yours for the asking. Write today.

FOR BROADCASTING EQUIPMENT QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., NEW YORK 36 · 1930 Hi-Line Dr., DALLAS 2 · 2700 W. Olive Ave., BURBANK · Dogwood Rd., Fountain City, KNOXVILLE

Wherever you go there's WGR adio

You're going places—*everywhere*—when WGR carries your advertising throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area.

For example: Record audiences tune in daily . . . morning, afternoon and night . . . to WGR's "top three" disc spinners—John Lascelles, Billy Keaton and Bob Glacy.



CBS Radio Network

WGR 55

BROADCASTING CORPORATION

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Sept. 1. It will use a General Electric 12-kw transmitter.

Peninsula Broadcasting also operates WVEC, a 250-w independent on 1490 kc. Whether the AM outlet also would take over the NBC affiliation was an undecided question, however. Network officials said "several" stations in the area were under consideration, but that a decision should be forthcoming soon.

CBS-TV, NBC Radio Air Korean War, Truce Shows

SPECIAL documentary programs centering around the Korean conflict were presented last week by NBC radio and CBS-TV in connection with the third anniversary of the war and the imminence of a truce.

CBS-TV's "Korea Is My Home" was scheduled for presentation yesterday (Sunday) from 6:30-7 p.m. EDT. Program, which pointed up the effects of the war on millions of Korea's inhabitants, consisted of new footage shot in all areas of the country during the past three weeks by CBS-TV Newsfilm cameramen William Hartigan and William Gross.

NBC Airs Korea Story

NBC broadcast "Three Years of Korea" on June 14, 8:30-9:30 p.m. EDT. It was described as "a tape-recorded history of the war," prepared by NBC commentator James Fleming, who edits historical recordings for RCA Victor.

The effect of the Korean war on people in America will be outlined in a CBS Radio documentary show, "38th Parallel—U.S.A.," which will be broadcast Friday, 9-10 p.m. EDT. Program will show how the war has affected the lives of Americans who live on the 38th parallel in the U.S., which crosses 12 states from Maryland to California.

KHSL-TV, KLAS-TV to CBS

KHSL-TV Chico, Calif., will join CBS-TV as the network's 119th affiliate, effective Aug. 15, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced last week. KHSL-TV, which will operate on Ch. 12, is owned and operated by Golden Empire Broadcasting Co., with M. F. Woodling as general manager. KLAS-TV Las Vegas will join CBS-TV July 20. On vhf Ch. 8, it will be owned and operated by Las Vegas Television Inc., with Alex Struthers as station manager.

DuMont Host to RTES

DUMONT TV Network will play host to New York's Radio & Television Executives Society June 24 at DuMont's new Tele-Centre. Tour of the building and buffet luncheon are scheduled. Remodeling of the eight-story structure at 205 East 67th St. is nearing completion, with formal dedication tentatively set for late September or early October, Chris J. Witting, network's managing director, said Tuesday.

ABC to Cover Sugar Bowl

ABC radio and TV will cover the Sugar Bowl football game next New Year's Day, Robert E. Kintner, ABC president, announced last week. It will be the second time ABC-TV has covered the New Orleans classic and the 20th for ABC radio.



—C. R. Herrick, Director of Traffic, Packard Motor Car Co.

"We can't afford traffic jams at Packard!"

"An automobile plant is geared around its assembly lines. And they can be stopped for lack of a bolt!

"We simply cannot afford to let a traffic jam get started at Packard!

"When we face unforeseen delays on the part of our suppliers, we make extensive use of Air Express. Such shipments may range from 5 lbs. to more than a thousand.

"Recently, for instance, we needed a heavy shipment delivered overnight from the East Coast to meet a production crisis. The vendor was located in a non-airport city. We called Air Express — and the load was rolling into the plant gates at Detroit the next morning!

"Dependability like that is priceless. Yet in a good many weights and distances you actually save money by specifying the fastest service — Air Express.

"We handle several thousand pounds a month via Air Express, every shipment of which is important and must be on time. We give Air Express credit for valuable assistance in maintaining production of 1953 Packards and Packard Clippers from our assembly lines."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.



AIR EXPRESS

GETS THERE FIRST

via U. S. Scheduled Airlines

LAST RITES HELD FOR LEWIS ALLEN WEISS

The broadcast industry pays final tribute to the former MBS board chairman who for a quarter century was one of the top executives in the field.

FINAL tribute was paid Thursday by broadcasters, advertisers and leaders in the political and governmental world to Lewis Allen Weiss, 60, for a quarter-century one of the top executives in the industry.

Funeral services for the West Coast executive were held at Church of the Recessional in Forest Lawn Memorial Park, Glendale, Calif. Mr. Weiss was found dead early Monday morning, victim of a self-inflicted bullet wound.

Mrs. Sue Weiss, his wife, who found the body, told police he had been suffering from high blood pressure and progressive muscular atrophy. Doctors had given him only six months to live.

Surviving, besides Mrs. Weiss, is a daughter, Patricia, wife of John Austin Armitage, career diplomat now with Voice of America in New York, and a grandchild, Lewis Leighton Armitage.

The career of Lewis Allen Weiss ranged through advertising and media enterprises to chairmanship of the board, MBS, followed by



government service in connection with the Korean campaign and national rearmament. In recent months he had been mentioned prominently for the FCC Chairmanship, which went to Rosel H. Hyde, and for the Commission term starting July 1.

Mr. Weiss held the post of MBS chairman of the board several years, retiring after assumption of MBS control by General Teleradio and the General Tire interests.

After leaving MBS he served 14 months as assistant administrator of National Production Authority and director of the Office of Civilian Requirements. He resigned in March 1952, taking a lengthy tour of European nations.

Born in Chicago May 8, 1893, Mr. Weiss attended grammar and night school before entering the Class of 1914, Chicago-Kent College of Law.

In World War I he joined the U. S. Cavalry, becoming a captain in the 4th Cavalry and eventually commanding the widely known "Black Horse Troop." In 1922 he married the former Sue C. Stephenson.

His early business career included every phase of advertising, merchandising and marketing, as both buyer and seller. For several years he was with Hearst newspapers on the West Coast. He took an advanced course in economics at U. of Southern California in 1926-29.

While serving in an executive role at the Mayers Co., Los Angeles agency, he caught the attention of Don Lee network and in 1930 joined that organization. He resigned in 1932 to join WJR Detroit as business manager and assistant general manager, returning to Don Lee Jan. 1, 1937, as general manager. About that time Don Lee network became the Pacific Coast affiliate of MBS, switching from CBS, and fed service to five other California stations.

In his tenure at Don Lee, the radio operation became an important and profitable enterprise instead of merely an adjunct of a large automobile business. Among firsts credited to Mr. Weiss were sale and production of the first commercial network program originated on the West Coast for CBS, which at the time had only a single east-west line.

Fond of golf, Mr. Weiss played frequently. In 1934 he won the BROADCASTING magazine trophy at the Cincinnati NAB golf tournament. His favorite indoor hobby was woodworking.

Among his official connections were: President and director, California Broadcasters Inc.; president, T. S. Lee Enterprises; director, Organic Chemicals; member, Los Angeles Airport Commission; director, vice president, Los Angeles Chamber of Commerce; member, Hollywood Chamber of Commerce, and others.

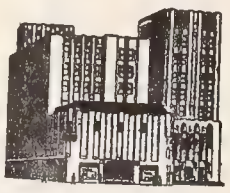
Radio's
GROWING

The average American spends more time with Radio than with newspapers, magazines and television combined.

And in WGN's Nielsen Coverage Area, more than 2,199,000 radio homes tune in WGN one or more times a week—during the daytime—a great audience for your advertising messages.

A Clear Channel Station
Serving the Middle West
MBS

WGN
Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

June 20, 1953

TO the PRESS and RADIO:

Subject: "STINTING ON THE FEED"

"You don't make milk by stinting on the feed."

Thus simply, Secretary of Commerce Weeks stated in a recent address a profound business truth which is frequently overlooked.

"If the regulated industries are to render their full services to the nation," the Secretary said, "it is my judgment that the regulatory bodies must allow earnings adequate to attract and support the equity capital they can use effectively for economies, improvement and growth." And he observed further that "the courage and inventiveness that risks great sums for improvements and economies in the future does not naturally emerge from men who have not the credit to raise the money nor the assurance that they would be allowed a return on it when their dreams come true."

That has been the situation of the railroads. Earning a return on their investment which over the years has averaged less than 4 per cent, the railroads have not found it possible to attract the equity capital they could "use effectively for economies, improvement and growth."

Nevertheless, by drawing heavily on their reserves and by sharply increasing their obligations for the purchase of equipment on the installment plan, the railroads have put into service since the end of World War II more than 500,000 freight cars and almost 18,000 new diesel-electric locomotive units. For these and other improvements they have spent more than a billion dollars a year.

Such improvements mean not only better service to the public but also more efficient railroad operation, with costs and rates lower than would otherwise have been necessary. And as research opens up other possibilities, there will be other opportunities for railroads to make improvements which will mean still better service at the lowest possible cost.

To take advantage of these opportunities, the railroads will need not only "the courage and inventiveness that risks great sums for improvements and economies in the future," as Secretary Weeks said, but also the cash and the credit which, in the long run, can come only from "not stinting on the feed."

Sincerely yours,

William T. Faricy

ABC-TV Signs Seven; Affiliates Total 124

SIGNING of seven new stations as affiliates of ABC-TV, bringing the network's total to 124, was announced last week by Alfred R. Beckman, national director of the station relations department. The seven are:

WTVF (TV) Elmira, N. Y. (Ch. 24), owned by Elmira Television with Thompson K. Cassel as general manager, affiliation effective last Monday; KCMC-TV Texarkana, Tex. (Ch. 6), owned by KCMC Inc. with Frank O. Myers as general manager, starting about July 1; KEDD-TV Wichita (Ch. 16), owned by KEDD Inc. with Ben Baylor as general manager, also effective about July 1; KANG-TV Waco (Ch. 34), owned by Central Texas Television Co. with Clyde L. Weatherby as general manager, effective about July 15; KLAS-TV Las Vegas (Ch. 8), owned by Las Vegas Television Inc. with Alex Struthers as manager, also starting about July 15; WNAO-TV Raleigh (Ch. 28), owned by Sir Walter Television Co. with Charles Stone as general manager, effective about Aug. 1; KNOE-TV Monroe, La. (Ch. 8), owned by James A. Noe with Paul H. Goldman as general manager, effective about Aug. 2.

NBC Renews Miss Truman

RENEWAL of Margaret Truman's contract with NBC for a third year, calling for nine guest appearances on both radio and television during the 1953-54 season, was announced last week by Charles C. Barry, vice president in charge of programs.



RCA SHIPS VHF HIGH-POWER GEAR

RCA VICTOR Div.'s Engineering Products Dept. said last week that stations operating in vhf channels 2 to 13 are getting deliveries of new high power vhf superturnstile TV antennas which have 50-kw input ratings.

A. R. Hopkins, manager of RCA Victor's Broadcast Marketing Div., said the antennas radiate in all directions providing power gains up to 12 and effective radiated powers up to 600 kw "or well beyond the 316 kw maximum set by FCC." Antennas can be "stacked" for community TV operation or "may be tower or pedestal mounted," RCA said in its release.

The company said the series of superturnstile antenna with technical and design data, mechanical and electrical specifications and features are in its catalog (B 739) and that a brochure provides complete information on vhf superturnstile antenna gains. The data can be obtained from Broadcast Equipment Section, RCA, Camden 2, N. J.

RCA, GE Report TV Equipment Shipped to Uhf, Vhf Outlets

RCA VICTOR last week announced shipment of its first new air-cooled 25 kw vhf transmitters. RCA says they are the most powerful TV transmitters it has manufactured.

The new units were shipped to WAVE-TV Louisville, vhf Ch. 5, and WTMJ-TV Milwaukee, vhf Ch. 3.

Each of the stations, both pre-thaw outlets, will install high-gain antennas to boost the ERP to 100 kw—low-band vhf maximum power allowed by FCC.

The 25 kw transmitter is nearly 30 feet long, seven feet high and about three feet deep. It weighs more than five tons, and uses air-cooled tubes and transformers.

RCA expects to make first delivery of 50 kw vhf and uhf transmitters next year.

RCA shipped a 1 kw uhf transmitter last week to WATR-TV Waterbury, Conn. The station is on Ch. 53 and will have an ERP of about 25 kw visual.

General Electric Co. has shipped a 12 kw uhf transmitter to WEEK-TV Peoria, Ill., operating since February with a GE 100 w transmitter.

GE also sent an antenna to WOSH-TV Oshkosh, Wis., which has a GE 100 w transmitter shipped in April. The station, on uhf Ch. 48, plans a June 27 starting date.

Vhf Transmitter Record Claimed by DuMont Labs

TRANSMITTER Div. of Allen B. DuMont Labs claimed last week to have supplied the transmitters (5 kw and up) for more post-freeze vhf stations than any other manufacturer.

In a giant telegram-like promotion piece, National Sales Manager J. B. Tharpe said "DuMont out-sells and out-delivers all other vhf TV manufacturers," and has "more on-schedule deliveries."

Referring to transmitters of 5 kw and larger, he said 12 DuMont vhf stations have started since the freeze, compared to seven for "manufacturer A" and four for "Manufacturer B", and that a score of new stations are preparing for "quick starts with DuMont."



audiotape

TRADE MARK

BALANCED PERFORMANCE

gives you highest overall sound recording quality

...at no extra cost

audiotape has been designed, formulated and perfected to meet the most exacting requirements for modern, professional sound recording. Its mechanical and magnetic properties are carefully balanced to assure optimum overall performance in *your* recording machines.

Output, frequency response, noise level and distortion are correctly proportioned for the most satisfactory end result — with no compromise on quality anywhere along the line.

Perfected manufacturing techniques and high production volume enable this premium-quality tape to be offered to you at *no increase in price.*

Here are some of Audiotape's extra-value features:

More Uniform Frequency Response — Audiotape's output does not tend to fall off at the higher frequencies. Response remains excellent throughout the complete range of audible sound, requiring no special equalization.

Low Noise Level — Extremely uniform dispersion of magnetic particles results in exceptionally low noise level — completely free from troublesome ticks and pops. Overall signal-to-noise ratio is entirely comparable to that obtainable with average production of any premium price tape on the market.

Low Distortion — Highest quality magnetic oxide, in a coating of precisely controlled uniform thickness, results in exceptionally low distortion over a wide range of bias settings.

Maximum Uniformity — All 7" and 10" reels of plastic base Audiotape are guaranteed to have an output uniformity within the reel of ±¼ db or better — and a reel-to-reel variation of less than ±½ db. What's more, there's an actual output curve in every 5-reel package to prove it.

Complete Interchangeability — Since Audiotape requires no special equalization adjustments, Audiotape recordings can be interchanged freely between radio stations and studios — played back perfectly on any machine.

Highest Coating Adhesion — keeps the magnetic oxide coating from rubbing or flaking off. No danger of fouling heads and guides.

Guaranteed Splice-Free — Plastic base Audiotape, in both 1200 and 2500 ft reels, is positively guaranteed to be free from splices.

Low-Tension Reel Design — with 2¾" hub now standard for all 1200 foot, 7" reels. By eliminating the high tension zone encountered at smaller hub diameters, this reel assures more accurate timing, more constant pitch, slower maximum reel speeds and reduced wear on heads and tape.

COMPARE AUDIOTAPE in an end-to-end run with any other sound recording tape available. Compare the *prices,* too. You'll find that Audiotape speaks for itself — in *performance* and in *cost!*

AUDIO DEVICES, Inc.
444 Madison Avenue, New York 22, N.Y.
Export Dept.: 13 East 40th St., New York 16, N. Y., Cables "ARLAB"

THEY SPEAK FOR THEMSELVES

audiotape
audiodiscs
audiopoints
audiofilm

MAXIMUM Coverage . . .

51 Nebraska, Iowa, and Missouri Counties in the heart of the Agricultural-Industrial Midwest.

MAXIMUM Market . . .

More than a million and a quarter people . . . 396,100 families . . . with nearly 2 billion dollars ($1,848,622,000) to spend ★

MAXIMUM Value . . .

Every sales message reaches the largest possible potential audience —

ON OMAHA'S
FIRST MAXIMUM POWER TV STATION

WOW-TV

A Meredith Station represented by Blair TV, Inc.

BASIC NBC-TV and DUMONT AFFILIATE

★ 1953 Sales Management Survey of Buying Power

NOTE: Additional market information is included in WOW-TV's new "Market Data and Factbook". Write WOW-TV, Omaha, for your *FREE* Copy.

top performance **guaranteed**

RADIO & TV
STOPWATCH

Minerva



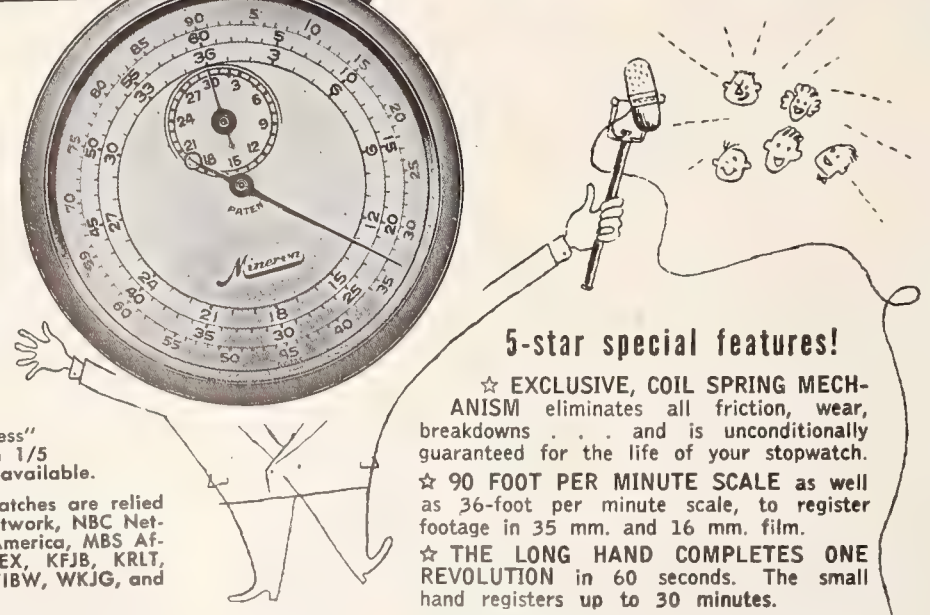
Filmmeter
Model #106F

Special
Professional Price
$18.20 net

side-slide "noiseless" model with plain 1/5 second dial also available.

Minerva Stopwatches are relied upon by: CBS Network, NBC Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

Accuracy certified by our Western Electric Electronic Timer
Write today for new catalog



5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

☆ NON-MAGNETIC—7 JEWELS

M. DUCOMMUN CO.

Specialists in Timing Instruments • 580 Fifth Avenue, New York 19 • PLaza 7-2540

Award Winner DuMont Outlines 3-D TV Field

CURRENT developments in three-dimensional television and in color TV were outlined by Dr. Allen B. DuMont, president of Allen B. DuMont Labs and DuMont TV Network, in a talk prepared for delivery June 12 before the annual awards dinner of the New York State Society of Professional Engineers.

Dr. DuMont was presented with the society's annual achievement award in recognition of his "outstanding contributions to the improvement of communications among the peoples of the free world by his achievements as the pioneer of television."

Noting that in May 1950 the Atomic Energy Commission announced that a stereo or three-dimensional TV system had been developed through the cooperation of DuMont Labs., Dr. DuMont said his company has not been "satisfied to leave 3-D TV purely in the realm of atomic research." He added that his research men have continued to work with the system and plan to demonstrate publicly in the fall a compatible three-dimensional system.

Dr. DuMont again emphasized that it is his opinion that color TV will not be an important factor in broadcasting for several years to come.

Acknowledging that the tests have "brought gratifying results," Dr. DuMont said the work up to now has been experimental.

RCA Plans New Plant

RCA has announced purchase of ground to construct a plant at Findlay, Ohio, for manufacture of electronic component parts for radio and TV home receivers.

Plans are for a modern, one-story structure with approximately 150,000 sq. ft. of floor space, according to Richard T. Orth, vice president in charge of the RCA Tube Dept., which will operate the plant. Ground-breaking is scheduled late this summer.

Vacuum Transistors

CBS-HYTRON, tube-manufacturing subsidiary of CBS, is starting production of junction transistors sealed in vacuum, further improvement on original hermetic sealing process announced less than two months ago, Bruce A. Coffin, president, has announced. The new method, it was claimed, achieves the "final solution" of keeping transistors sealed against moisture, essential for dependable operation of hearing aids in which junction transistors are commonly used.

Cathode Ray Orders

INCREASE of 19% in orders booked for cathode-ray tube instruments by the Instrument Division of Allen B. DuMont Labs, for the first four periods of the company's fiscal year (Dec. 29, 1952-April 19, 1953) over the comparable periods last year has been announced by Emil G. Nichols, technical manager.

New Zenith Line

ZENITH Radio Corp., Chicago, has announced introduction of 1954 line of radio-television-phonograph sets, including 48 new TV models. Automatic, one-knob turret tuning for vhf and —when uhf tuner strips are added—uhf provided in each TV receiver.



Heavy-duty cables undergoing cyclic-load testing at Anaconda Wire & Cable Company's Research Laboratory, Hastings-on-Hudson, New York. At left is a partial view of the giant tensile testing machine, over 3 stories high, which is capable of testing long samples at loads up to 200,000 pounds.

here's where Anaconda plays "BEAT THE *Clock*"

Years are compressed into minutes in the Cyclic Aging Laboratory of Anaconda's subsidiary, Anaconda Wire & Cable Company, at Hastings-on-Hudson, N. Y. Here, through rigorous 24-hour testing cycles simulating actual conditions but decidedly more severe, high-voltage insulated cable is tested for long life, stability, and other desirable characteristics.

By such tests, Anaconda beats not only the clock, but the calendar. Vital engineering data, essential in the evaluation of cable design, which would ordinarily take from 20 to 50 years of in-use operation to acquire, is now available in a year or two, or less.

This research geared to the future is no isolated "for instance." Rather is it typical of Anaconda's continuing policy of planning for tomorrow . . . a policy unmistakably expressed in Anaconda's company-wide program of expansion and improvement now being carried on at mines, mills and fabricating plants. This multi-million-dollar program is based on the premise that as the nation's need for metals and metal products continues to expand, so should Anaconda's ability to produce them.

53273-A

ANACONDA

COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

IN THE
Upper Midwest...

YOU MUST HAVE

• The Best Facilities

• The Most Experience

• The Best Programs

to be

Number One.

In

Minneapolis-

St. Paul,

Television

IS

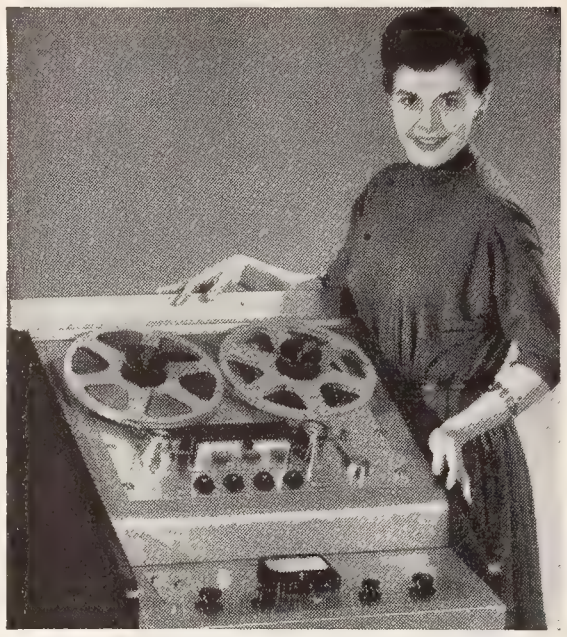
KSTP-TV



Ampex Unveils New Tape Recorder

NEW tape recorder featuring sloped operating panels and easy servicing has been announced by Ampex Electric Corp. The machine, Ampex Model 350, has both tape transport and control sections at a 30-degree angle.

All tape motion and record controls are



AMPEX Model 350, new tape recorder developed by Ampex Electric Corp., features 30-degree slope on both tape transport and control sections. Machine is designed for easy servicing.

push button operated, which Ampex says allows full remote control of those functions. Operative units all are in the top portion of the console.

Servicing features: The top plate is pivoted at the balance. For routine checks the tape transport can be secured in the vertical position, even while the machine is running. Both top and bottom of the electronic unit can be serviced while in operation by sliding the unit from the cabinet on special runners.

Sheraton, RCA Exhibit Closed Circuit Hotel TV

PREMIERE demonstration of closed circuit television by hotels for business and sales meetings and guest service was conducted Wednesday by the Sheraton Corp. and RCA at the Park Sheraton Hotel in New York.

Ernest Henderson, president of the Sheraton Corp., said next fall the hotel chain was planning to install a closed circuit system that would connect its 30 hotels in 24 cities.

Folsom Recuperating

FRANK FOLSOM, president of RCA, was reported recuperating satisfactorily after what was described as a minor operation in a New York hospital, and was slated to return to his home shortly. The nature of the operation was not disclosed beyond the statement that it was a "minor" one.

Orrin Dunlap Sr. Dies

FUNERAL services for Orrin E. Dunlap, 92, father of Orrin E. Dunlap Jr., RCA vice president in charge of advertising and publicity, were held last Tuesday at Niagara Falls, N. Y. One of the best known newspapermen in the Niagara Falls area, where he was the *New York Times* correspondent for 70 years, Mr. Dunlap died June 14.

On the Record

ROUNDTABLE by recorder—that's the newest procedure developed by Webster-Chicago Corp. Five sales executives of the firm hold monthly sales meetings simultaneously in 14 different cities by using a portable tape recorder. A committee puts on a "Merchandising Round Table" in the Chicago offices and the session is recorded on tape, copied and sent to regional representatives who play it on a specified day—sometimes later for Webcor distributors.

RCA, Columbia, DuMont See Good Sales for TV Sets

BRIGHT prospects for the sale of television receivers during the second half of 1953 were expressed by RCA and CBS-Columbia at their respective distributors meetings in New York last week.

David H. Cogan, CBS-Columbia president, predicted a 50% rise in business for the 12 months beginning July 1 and said the company is planning an expansion move to meet sales increases. He pointed out that sales for the first five months of 1953 were 115% greater than for the comparable period of 1952.

Henry G. Baker, vice president in charge of Victor's home instrument department, said he expected RCA set sales in the six months to remain "at the high level maintained during the first half." He said a factor in continued high sales will be the addition of three table TV sets to the RCA line.

Allen B. DuMont Labs showed its new series of 16 television receivers to distributors in the New York area Wednesday. At the showing J. Calvin Affleck, receiver division advertising and sales promotion manager, said the company planned a comprehensive advertising campaign keyed to the theme, "DuMont Television Invites Complete Comparison of All Features." Continuing high volume of sales has been forecast by several DuMont officials.

MM&M Expands Holdings

AMERICAN Lava Corp., Chattanooga, Tenn., will become a wholly-owned subsidiary of Minnesota Mining & Mfg. Co., St. Paul, under a $5 million stock transfer announced recently.

Acquisition of American Lava, maker of electrical insulating materials, was negotiated in a move designed to broaden MM&M's participation in the electronics field, according to Herbert O. Beutow, MM&M president. The work of the subsidiary will dovetail with Minnesota Mining's sound recording tape and other divisions. Robert L. Westbeem, tape division general manager, will serve as liaison.

American Lava, founded in 1902, produces more than 40,000 types of insulating material, most of which are used in the manufacture of radio and television components and sold under the name "AlSiMag."

3 New RCA TV Sets

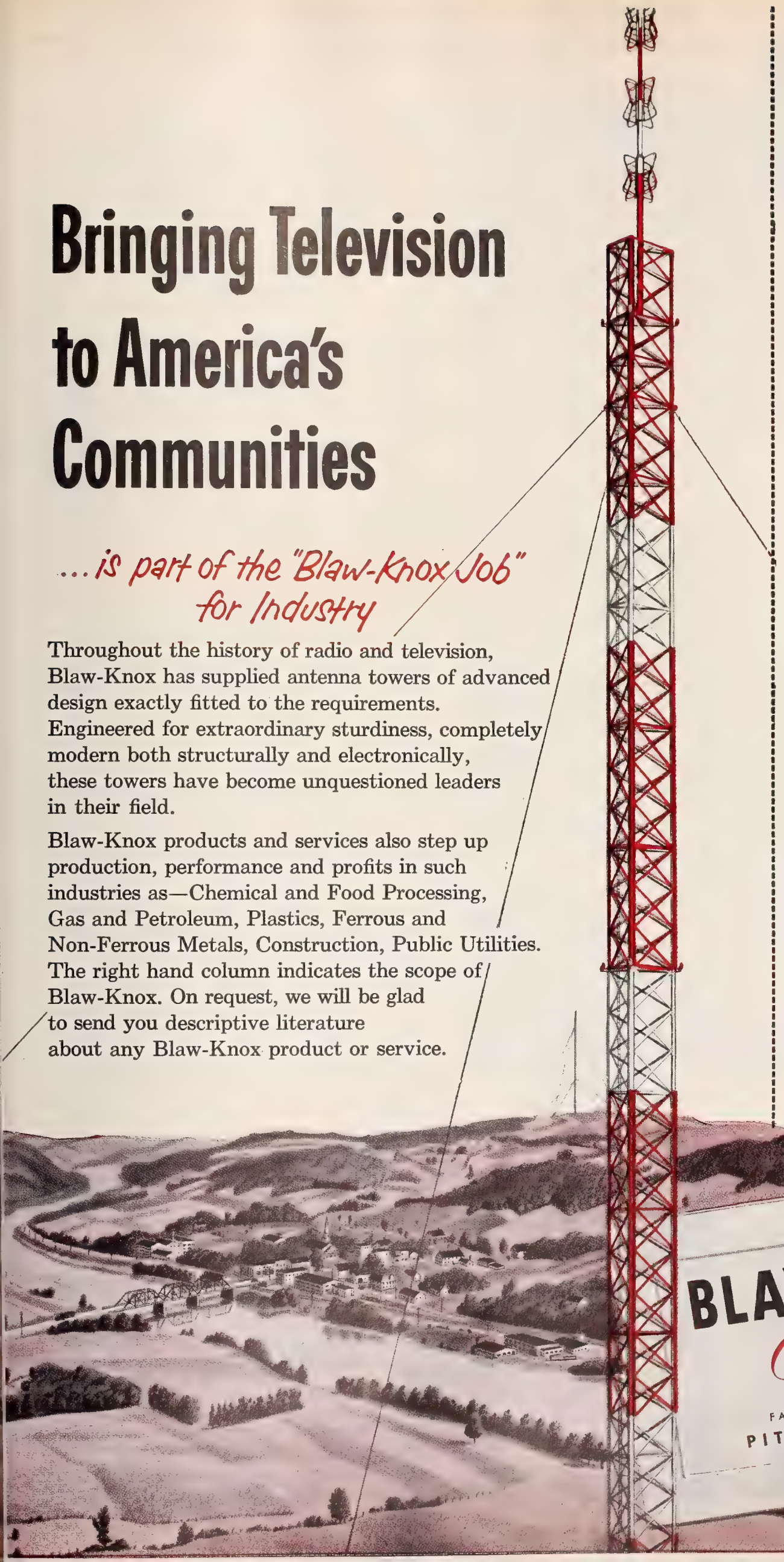
THREE NEW RCA Victor table model TV receivers were announced last Monday by Henry G. Baker, vice president in charge of the company's Home Instrument Dept. One 17-inch set carries a suggested list price of $179.95, and two 21-inch sets are priced at $229.95 and $239.95.

Bringing Television to America's Communities

....is part of the "Blaw-Knox Job" for Industry

Throughout the history of radio and television, Blaw-Knox has supplied antenna towers of advanced design exactly fitted to the requirements. Engineered for extraordinary sturdiness, completely modern both structurally and electronically, these towers have become unquestioned leaders in their field.

Blaw-Knox products and services also step up production, performance and profits in such industries as—Chemical and Food Processing, Gas and Petroleum, Plastics, Ferrous and Non-Ferrous Metals, Construction, Public Utilities. The right hand column indicates the scope of Blaw-Knox. On request, we will be glad to send you descriptive literature about any Blaw-Knox product or service.



MEMBERS OF THE BLAW-KNOX "FAMILY" AND SOME OF THEIR PRODUCTS

Blaw-Knox Equipment Division
Blawnox, Pa.
- Concrete Road Paving Machinery
- Clamshell Buckets
- Contractors Equipment
- Gas Cleaning Equipment
- Open Steel Flooring
- Radio, TV and Transmission Towers
- Steel Forms for Concrete Construction
- Chemical and Process Equipment
- Water Cooled Equipment for High Temperature Furnaces

Buflovak Equipment Division
Buffalo 11, New York and Mora, Minn.
- Machinery for the Chemical and Food Processing Industries
- Specialized Machinery for the Dairy Industry

Chemical Plants Division
Pittsburgh 30, Pa.
- Complete Chemical, Petrochemical, Industrial and Petroleum Plants

Foote Construction Equipment Division
Numda, New York
- Black Top Road Pavers
- Concrete Road Pavers

Lewis Machinery Division
Groveton, Pa.
- Rolling Mills and Auxiliary Machinery for Rolling Ferrous and Non-Ferrous Metals

National Alloy Division
Blawnox, Pa.
- Alloy Steel Castings for Extreme Temperatures, Abrasion and Corrosion Resistance

Power Piping and Sprinkler Division
Pittsburgh 33, Pa.
- Prefabricated Piping Systems for High Pressures and Temperatures. Pipe Hangers
- Automatic Sprinkler Systems for Fire Protection

Rolls Division
(Pittsburgh and Lewis Rolls)
Pittsburgh 1, Pa.
- Rolls for Steel and Non-Ferrous Rolling Mills

Union Steel Castings Division
Pittsburgh 1, Pa.
- Heavy Steel Castings

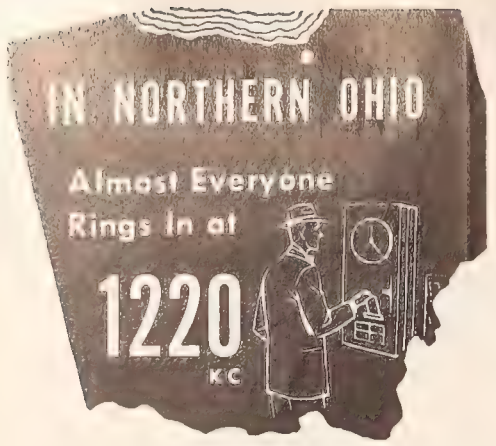
BLAW-KNOX

BRANCH OFFICES:

Birmingham 3, Alabama
Chicago 3, Illinois
Philadelphia 3, Pennsylvania
New York 17, New York
San Francisco 5, California
Washington 5, D. C.
Tulsa 1, Oklahoma
Export—New York 17, New York

© 1953 Blaw-Knox Co.

BLAW-KNOX *Company*
FARMERS BANK BUILDING
PITTSBURGH 22, PA.



1,721,845 on the job in the area served by the 50,000-watt voice of

WGAR

SPENDABLE INCOME $7,737,740,000.00

CONSUMER UNITS 1,441,913

AVERAGE INCOME
Cuyahoga County: $7,368
Entire WGAR area: $4,959

FAMILY INCOME GROUPS
Over $6000 270,077
$4000 – 6000 357,160
$2000 – 4000 537,303
Under $2000 277,375

From SRDS 1953 Consumer Income Data

THE BEST LOCATION IN THE NATION has MORE PEOPLE (4,517,000 persons) in MORE JOBS (Employment 1,721,845) with MORE MONEY (7½ billion!)

WGAR reaches MORE listeners MORE effectively MORE often !

WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
Eastern Office: at
665 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

PETRILLO WARNS NETWORKS ON AFTRA

AFM-AFTRA jurisdictional fight over musicians who double as singers or m.c.s gets going as AFM's Petrillo warns TV networks he will not tolerate AFTRA infringement.

AFM President James C. Petrillo last Tuesday notified ABC-TV, CBS-TV and NBC-TV he would not tolerate AFTRA infringements on his union's domain.

His action is a further step in the battle between American Federation of Musicians and American Federation of TV-Radio Artists over jurisdiction of musicians who double as singers and m.c.s on TV shows. [B•T, June 15].

With the AFTRA Hollywood local holding to its policy that all singers and m.c.s must belong to that union, AFM sent out word last week to all musicians who double on TV shows that they are not under any circumstances to join the TV-Radio performers union.

AFM Local 47 also instructed Dude Martin of *Dude Martin Show* on KTTV (TV), Cliffie Stone of *Hometown Jamboree* on KLAC-TV, Tex Williams of *Tex Williams Show* on KNBH (TV) and Jimmy Wakely who recently had his own KNXT (TV) program, to turn in their AFTRA memberships. They all double on their respective TV shows.

Alvino Rey, m.c. of his own KNBH (TV) show was cautioned by AFM not to join AFTRA. Harry Owens and Spade Cooley previously were instructed to drop their AFTRA memberships and Lawrence Welk was told by AFM to bypass that union.

Despite the forced resignations, and others expected to follow, Claude McCue, Hollywood AFTRA executive secretary, said his union would continue to refuse them. Having paid their AFTRA dues, they are considered members in good standing, he stated.

Mr. McCue reiterated that AFTRA is only following a contractual policy which prohibits members from working with non-members. Any violation of that policy, he cautioned, will result in AFTRA members being pulled from the TV show involved.

In apprising the networks of the Hollywood controversy, Mr. Petrillo said it is not new for musicians also to sing or emcee. He termed AFTRA's action "an infringement of our jurisdiction" and charged the TV-radio performers union with trying to "intimidate our people" and warned that "this practice has to stop."

Although Mr. Petrillo did not indicate what action AFM would take if AFTRA continues its current campaign to sign musicians who sing or emcee on radio or TV shows, an AFM Local 47 executive intimated it would be "most drastic."

Besides ordering those who have AFTRA cards to turn them back, Mr. Petrillo has instructed other AFM members not to join the TV-radio performers union.

AFTRA Admits Veep

FORMER Vice President Alben W. Barkley, star of *Meet the Veep* programs on NBC radio and television, was presented an honorary membership—said to be the second of its kind—in the American Federation of Television and Radio Artists. Only other person said to have received an honorary membership card from AFTRA was former Treasury Sec. Henry W. Morgenthau Jr., who was cited for his wartime work with USO entertainers.

SAG Defines Terms Of Commercials Pact

SCREEN Actors Guild has bulletined members with additional details of its agreement with producers and advertising agencies on filmed TV commercials covering dealer and seasonal spots.

Dealer commercials are now defined as those made for a manufacturer or distributor for telecasting as a spot or Class B or C program commercial on local non-interconnected stations, on station time bought by dealers. For such dealer spots, the following payments apply: All players except group singers, for one year period, on camera, $575, off camera, $295; for six-month period, on camera, $295, off camera, $155; Group singers, one-year period, two to four voices, $170 per singer, over four voices, $135 each; six-month-period, two to four voices, $90, over four voices, $75 each.

For seasonal commercials, the maximum overall period of permissible use is extended to 39 months. SAG also waived all rights to added compensation for use and repeated telecasts of film messages produced for the U. S. armed forces, State Dept. and other government agencies.



SUITCASE ROCK

U. S. Oilmen Drilled 17,714 Dry Holes in 1952—Yet found More Oil Than the Nation Used

Oilmen call it "suitcase rock," because when they hit it they know there's no chance of finding oil with this well. They have drilled a dry hole and might as well pack up and move on.

Last year, during the greatest oil search in history, oilmen spent huge sums in drilling 17,714 dry holes. Yet, by expanding known fields and exploring entirely new areas, they found more oil in the U.S. than the nation used.

To find this amount of oil involves risks unparalleled in any other business. Can you imagine a businessman who has to build *nine* factories before he gets *one* that produces goods? Of course not. But that's what the men who drill for oil must do because the odds against bringing in a successful oil well in a promising but unproven area are 8 to 1—*eight costly dry holes for every single producer.*

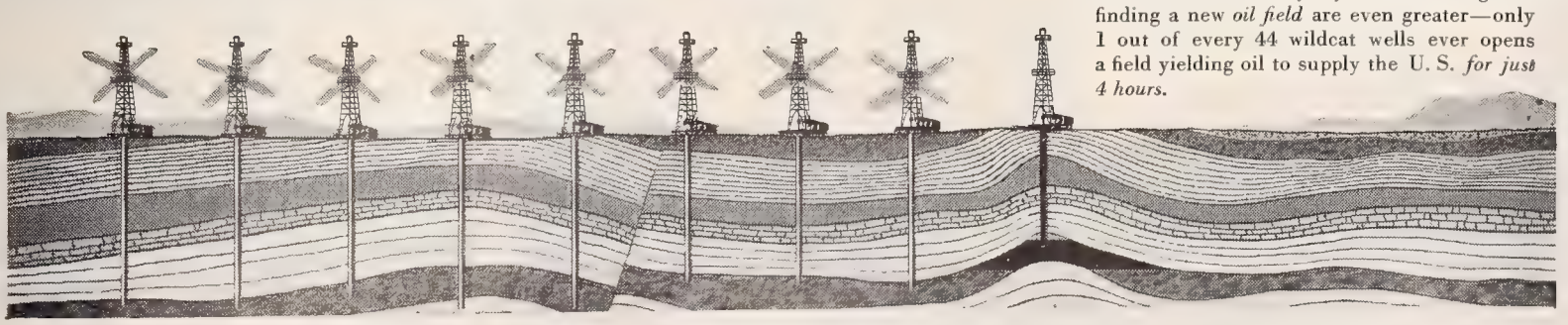
Yet, year after year, America's privately-managed oil businesses find more oil in the U. S. than America uses. As long as the chance to earn a profit exists, the men who compete in the search for oil will invest money, plow back earnings and take risks to assure you of ample oil supplies.

For a free booklet, "Searching for Oil—The Gamble That Pays Off For You," write to Oil Industry Information Committee, American Petroleum Institute, Box 127, 50 West 50th Street, New York 20, N. Y.



"SUITCASE ROCK" MEANS MOVE ON and try again. ⌀ marks the spot where oilmen in West Texas have just drilled a dry hole. But they won't quit. This photograph, taken from a Bell Helicopter, shows them "skidding" their rig to a new location where they'll try again. This persistence in the face of big risks is one important reason why America's oilmen continue to find more oil than the nation uses.

WHY SEARCHING FOR OIL IS SUCH A RISKY BUSINESS



Only 1 out of 9 wells drilled in a promising but unproven area turns out to be an oil producer. The other 8 are costly dry holes. Odds against finding a new *oil field* are even greater—only 1 out of every 44 wildcat wells ever opens a field yielding oil to supply the U. S. *for just 4 hours.*



worried about sales in Oklahoma?



wondering which radio station to use?



the happy solution is...

WKY RADIO

930 KC • OKLAHOMA CITY
Represented by THE KATZ AGENCY, INC.

Owned and Operated by The OKLAHOMA PUBLISHING CO.
The Daily Oklahoman • Oklahoma City Times
The Farmer-Stockman • WKY-TV

RWG-TWA MERGER IS UNDER STUDY

Initial word on whether Radio Writers Guild will combine with the Television Writers of America may be forthcoming before the end of this month. RWG's executive board in New York will determine future action. TWA already has won bargaining representation for writers of live network TV.

PROPOSED merger of Radio Writers Guild (RWG) with Television Writers of America (TWA) will be determined by the New York RWG executive board before the end of the month, it was apparent last week.

TWA has defeated the Authors League of America and the Screen Writers Guild in an NLRB election to determine the national bargaining representative for writers of live network TV. The RWG councils in Hollywood and New York last Monday discussed a merger with TWA thereby establishing a single writers union for both media. The RWG executive board of national president Hector Chivigny and the vice presidents of the two councils will consider the merger proposal.

Because RWG is a link of ALA and thus lacks autonomy, it cannot vote a merger with TWA, but must abide by the League's ruling, it was explained. However, RWG members can withdraw individually and join TWA. That pattern was established when TWA was formed by RWG members.

TWA also won jurisdiction over TV film writers on NBC-TV's *I Married Joan* (Joan Davis Enterprises), and the *Red Skelton Show* (Russel M. Seeds Co.). The *Burns & Allen* unit (McCadden Corp.) election was not decided because SWG challenged the votes.

The ALA national television committee contract with the networks is now void. TWA, therefore, will begin negotiations for an agreement in "the immediate future," it was said.

Dick Powell, TWA president, said his union's demands would include more money, an increase in TV film writer minimum and additional re-run money.

AFTRA Decision Due On 'Unfriendly Witnesses'

AFTRA Hollywood board of directors will render its decision tonight (Monday) on what penalty to impose upon four members who violated union rules by refusing to cooperate with House Un-American Activities Committee during its Los Angeles hearings.

Facing possible ousting from AFTRA are Libby Burke, Shimen Ruskin and Murry Wagner. Jody Gilbert, fourth "unfriendly witness" who refused to cooperate, is confined to a sanitarium.

An AFTRA by-law adopted some months ago requires all members to cooperate with legislative groups investigating left-wing activities.

NABET Named Bargainer

SEVENTEEN building maintenance department employes of ABC-AM-TV Hollywood, in an NLRB conducted election fortnight ago unanimously voted NABET as their bargaining agency. Choice was between NABET or no union.



CLEVELAND'S *Chief* STATION

WJW

5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

LOS ANGELES AMs, AFTRA REACH TERMS

AFTRA Hollywood Local and 13 Los Angeles area radio stations have worked out a new contract which gives staff announcers wage increases of from 6 to 11½% for a 40 hour, five-day week.

Retroactive to May 1 and for one year, the new contract places announcer salaries at $85 to $115.25 per week. and gives sick leave to two weeks each year, cumulative for a period of three years. Demands for severance pay and a clause requiring proper cause for discharge of any staff announcer were withdrawn by AFTRA.

Stations are KMPC KFWB KLAC KBIG KXLA KFVD KRKD KGER KPOL KFOX KWKW KGFJ KALI. The union will renew its negotiations with KGIL upon FCC approval of the pending application for transfer of ownership. New contract with KFAC is yet to be completed.

Kinescopes, Films Cleared

BLANKET clearance for the use of all kinescope recordings and TV films for the Florence, S. C., community television system has been secured from American Federation of Musicians, American Federation of Television-Radio Artists and other theatrical unions, Murray Borkon, president of Community TV Systems Inc., has announced. Community TV Systems is constructing a closed circuit TV system in Florence, to be fed programs originated by the community television company [B•T, June 1].

SAG Says Television Shows Can't Use Movie Excerpts

SCREEN Actors Guild has reported that live television shows no longer may use scenes from theatrical films unless an agreement is made with film companies providing for extra compensation to actors for TV use.

The action primarily affects Ed Sullivan's *Toast of the Town* program on CBS-TV, which has made use in the past of scenes from M-G-M and 20th Century-Fox motion pictures. A SAG spokesman told BROADCASTING • TELECASTING that it was her understanding that the union's specifications will be followed on future *Toast of the Town* programs.

According to SAG, the manner of use of the films on live shows is such that they go beyond use as trailers and become program material. For such use, SAG contends, the actors are entitled to additional pay.

SWG Lifts Ad Ban

SCREEN Writers Guild has revoked a ruling that prohibits its more than 1,200 members from advertising in tradepapers. Lifting of the ban resulted from a special meeting on April 22 at which a majority of the members indicated that publicity and advertising of credits, awards and accomplishments "are an important factor in developing the career of a professional writer."



EVEN IN WATERLOO IT'S

W·H·E·N



Every day, every night, people in Waterloo watch WHEN and then shop the Syracuse Market.

Waterloo, N. Y., in the Syracuse shopping area, is only one community in the rich 26 county market covered exclusively by WHEN. And it represents 2¼ million buyers. Here's a market that forms the heart of the Empire State, that boasts of high industrial diversity and rich agriculture. But most of all, it's a market with a high, stable buying income that can be diverted into product sales. WHEN offers the means of getting COMPLETE COVERAGE OF THIS IMPORTANT UPSTATE NEW YORK MARKET.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N
TELEVISION
SYRACUSE

WMCT (TV) DONATES TO EDUCATIONAL TV

H. W. (Hank) SLAVICK, general manager of WMCT (TV) Memphis, announced Thursday that the station's licensee, Memphis Publishing Co., will present the newly formed Memphis Community TV Foundation with a new RCA 5-kw transmitter for its proposed educational station on reserved vhf Ch. 10 there. MCTF will file with FCC shortly for the outlet, it was indicated.



Mr. Slavick

The foundation is composed of a cross-section of Memphis educational institutions.

In addition, Mr Slavick said, WMCT (TV) is completing an addition to its transmitter building to accommodate the technical facilities of the educational group and will allow use of its 360-ft. auxiliary tower for mounting the antenna of the proposed noncommercial outlet. Total contribution of WMCT (TV) is nearly $160,000 in value, the Memphis Publishing Co. radio-TV executive stated.

WMCT (TV) earlier this year changed from vhf Ch. 4 to Ch. 5 and now operates with an effective radiated power of 60 kw. This summer, Mr. Slavick reported, the station will boost ERP to full 100 kw and operate from a new 1,050 ft. tower, moving from its present 750 ft. tower. Station also is installing a 5-kw auxiliary transmitter for emergency use.

Upcoming Events

June 21-25: Advertising Assn. of the West, Fairmont and Mark Hopkins Hotels, San Francisco.
June 21-25: Special Libraries Assn., International convention, radio-TV on adv. div. agenda, Royal York Hotel, Toronto.
June 21-27: National Assn. of Educational Broadcasters, Educational TV Seminary, U. of Wisconsin, Madison.
June 22: NBC-Northwestern U. Radio-TV Institute, for six weeks, NBC Chicago studios.
June 22-Aug. 15: Radio-TV Institute, Stanford U., in cooperation with KPIX and KNBC, San Francisco.
June 25-27: Florida Assn. of Bcstrs, annual meeting, Empress Hotel, Miami Beach.
June 28-30: National Appliance and Radio-TV Dealers Assn., mid-year meeting, Conrad Hilton Hotel, Chicago.

Columbia U. Announces Gifts for TV Projects

GIFTS totaling $32,500 for the expansion of TV news writing, programming and broadcasting work of the Columbia U. Graduate School of Journalism were anounced last week by Dean Carl W. Ackerman.

William Morris Agency set up a $25,000 endowment "based upon the previous cooperation of both organizations in producing the *Pulitzer Prize Playhouse* program on television," while Samuel A. and Fannie C. Frommer of Miami made a 10-year guarantee of $7,500 to the school, which for the current academic year will award its first television news scholarship.

"These generous gifts will enable the school to expand its study and practical courses in television news," Dean Ackerman said. "During the winter we expect to resume the weekly *News-O-Rama* program by our students on WPIX (New York). Other television projects are in the planning stage . . ."

William Morris Agency has exclusive right to produce radio and TV programs and motion picture films based on the Pulitzer Prize awards.

Walker Asks Leadership In Broadcasting Field

RESPONSIBLE leadership in broadcasting was invoked by FCC Comr. Paul A. Walker in an address last Monday before the fourth annual Radio & Television Public Relations Seminar of the Lutheran Church-Missouri Synod, meeting in Houston.

"Serving the public cannot mean merely responding to the desires of the greatest number of listeners," Mr. Walker said. He said the broadcaster "should offer that which is new, that which is intellectually challenging. He thus can play a large part in molding public taste."

The Lutheran Church-Missouri Synod is licensee of KFUO-AM-FM Clayton, Mo. (a St. Louis suburb), operating since 1924, and is grantee for KFUO-TV on uhf Ch. 30 there.

Summer TV Training

TRAINING in use and production of educational TV programs will be given for university credit to thousands of teachers and professional television people at 110 summer sessions and TV workshops at leading universities and colleges, Dr. Franklin Dunham, chief of radio and television, U. S. Office of Education, said last week.

THE LATEST WCKY STORY

BUY W C K Y

AND GET FULL COVERAGE

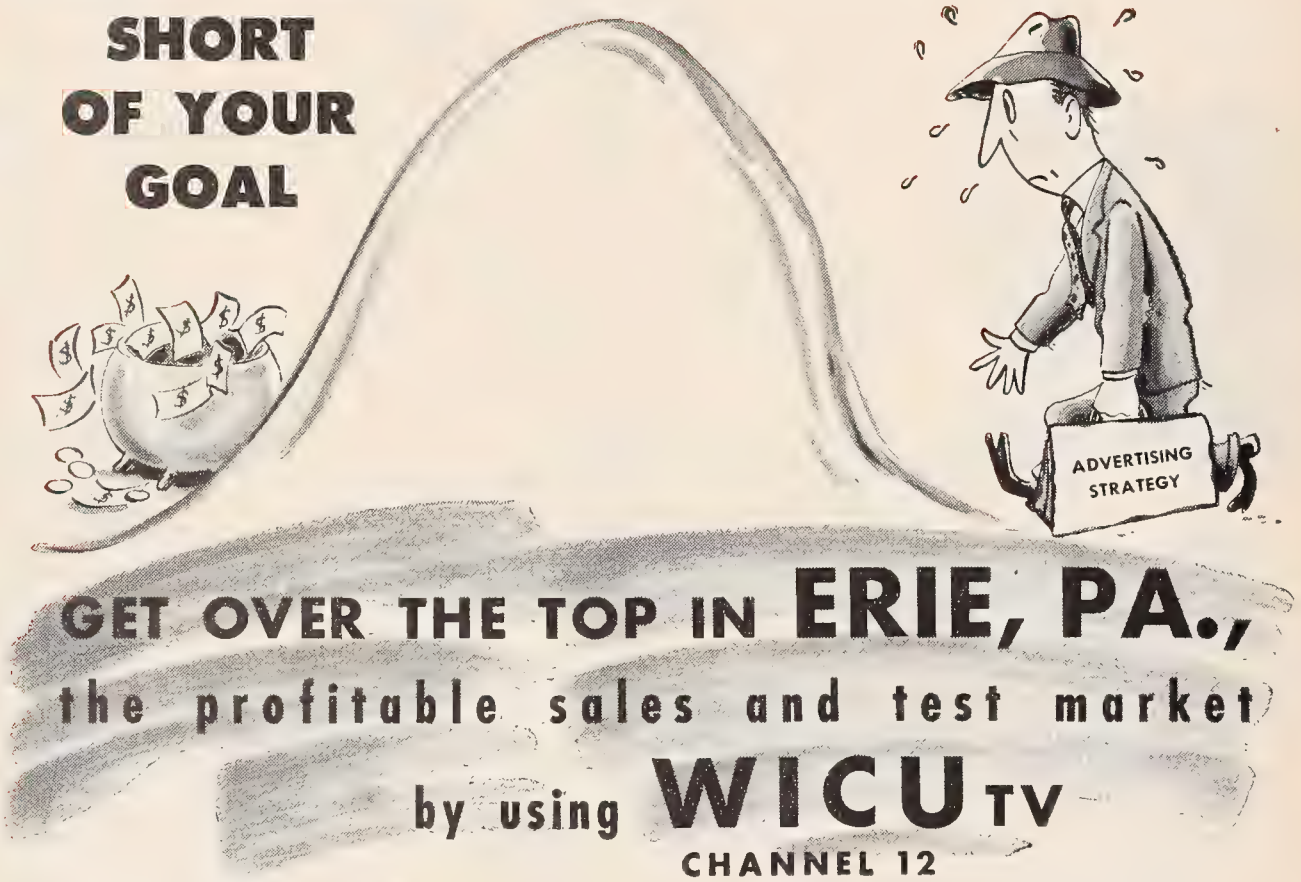
IN CINCINNATI—

PLUS A BIG BONUS OF

OUT OF HOME LISTENING

WCKY CINCINNATI

features



GET OVER THE TOP IN ERIE, PA.,
the profitable sales and test market
by using WICU TV
CHANNEL 12



In Retail Sales per family Erie is 29th in the nation

Yes, sir, if sales start to lag in Pennsylvania's Third City, just try WICU-TV and watch how fast you reach your goal. It's been done time and time again. There are sales success stories galore. 4 Networks, 4 Years of Telecasting, and 4 great Expansion Programs—and that means more sales 4 you, too, on this great VHF station.

EDWARD LAMB ENTERPRISES

ERIE, PA.—WICU-TV
Headly-Reed Co.

ERIE, PA.—WIKK AM
H-R Co

ERIE, PA.—THE ERIE DISPATCH
Reynolds-Fitzgerald, Inc

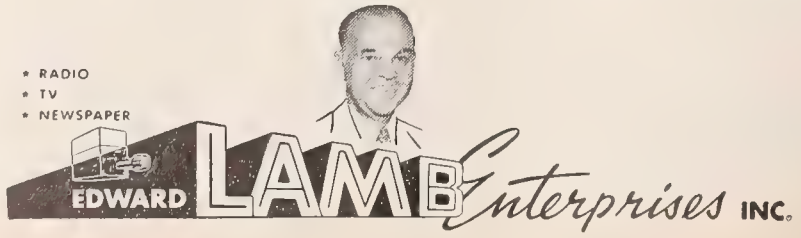
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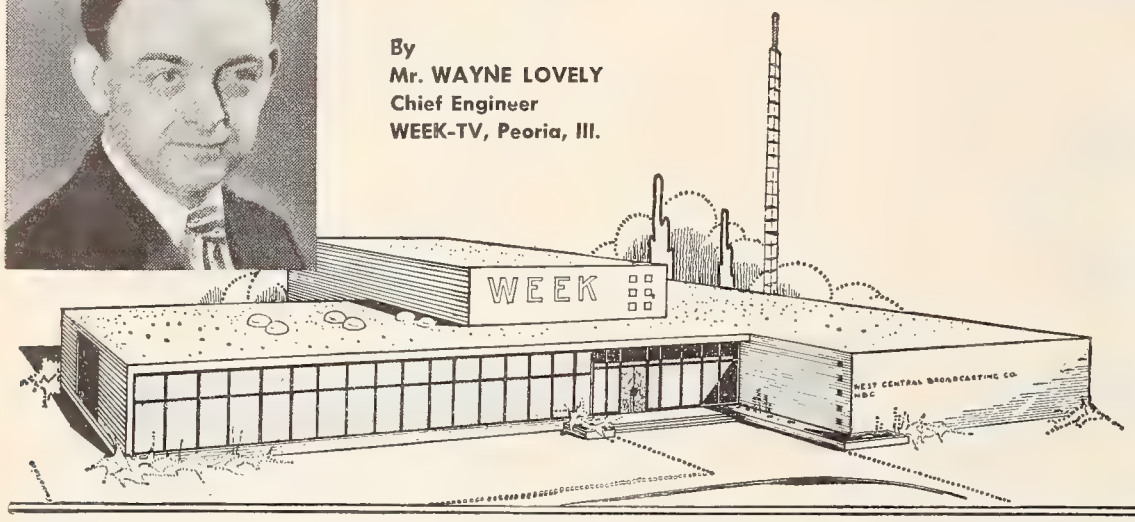
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SUCCESS OF WEEK-TV SETS OPERATING PATTERN FOR OTHER MID-WEST STATIONS

First Illinois UHF TV Outlet Reports Outstanding Reception—Both Signal and Audience!



By
Mr. WAYNE LOVELY
Chief Engineer
WEEK-TV, Peoria, Ill.



"Due to high interest in the operating experience of Illinois' first UHF television station, WEEK-TV at Peoria, Illinois, this report is submitted. Operating less than three months on Channel 43, we have reached distances far beyond the expectation of most engineers and elicited a wide, enthusiastic audience throughout central Illinois. Today, WEEK-TV serves as a pattern for television station owners and engineers in other Mid-west cities."

Known Fringe Area Adds Pre-Opening Interest

"C. B. Akers, partner in WEEK-TV, was responsible for supervising construction of the station and succeeded in his efforts to put this new outlet on the air in record time.

"Progress of the station's erection was carefully followed from the day our local newspaper headlined the TV grant for Peoria. Day-to-day events were pictured almost daily and culminated with a special section, a 28-page edition, on the starting date. WEEK-TV opened officially, Sunday, Feb. 1, 1953 at 7:30 P. M. From the first telecast, in fact from the broadcast of a test pattern several days earlier, we were strictly 'on the spot.' The Central Illinois area, particularly the populous Peoria and Pekin metropolitan market, had been a fringe reception area for years. No wonder all eyes in the Peoria area were on the transmitter at 2907 Springfield Road that night!"

800 Calls Received—Reception Reported More Than 50 Miles From Station

"It was a pleasant experience for the engineering and executive staff of WEEK-TV to say that the state's first UHF telecast was a distinct success. More than 800 phone calls were clocked through the switchboard of the West Central Broadcasting Co., owners of WEEK and WEEK-TV. Most comments were highly favorable as to clarity of picture, and range of coverage. We learned that WEEK-TV, operating on an interim General Electric 100-watt transmitter, sent out an effective useful picture as far away as 50 miles, despite the fact that our most optimistic hopes had been for a 12-mile radius. That was the initial happy side of the picture! We weren't prepared, however, for what happened afterward."

Program Time Has Been Sold Out

"WEEK-TV, through the intercession of Fred C. Mueller, General Manager, a man widely known in radio and TV circles over the country, started operations with a full evening program schedule. Less than three months later, practically all program time on the station has been sold.

"WEEK-TV is situated on one of the highest points of land in Central Illinois, its tower is 1161 feet above sea level. Films are used mostly, but on August 1, 1953 we expect to be interconnected with our network, NBC.

G-E Equipment Praised

"We are very happy over both our coverage experience and the acceptance of WEEK-TV. In equal measure we appreciate the performance of our General Electric equipment. Eventually, we expect to reach more than a million viewers with WEEK-TV programs."

Dealer Reports 2400 Converter Sales in One Month

"We were literally swamped by dealers, distributors, and servicemen requesting suggestions as to how TV conversions should be made. Requests from dealers for speeches by our executive staff were numerous. Even our commercial staff was besieged by inquiries from national and local advertising prospects. This is not a 'padded report' but rather an objective estimate. One dealer alone reported 2400 converter sales from Jan. 9th through Feb. 28th."

Much of the credit for WEEK-TV's outstanding success must be credited to its staff, who worked long hours to get Illinois' first UHF television station on the air.

GENERAL ELECTRIC

features

- For the first time in any magazine, Edward W. Barrett, former chief of the Voice of America, tells the inside story of the radio war that has been raging for the past five years. Page 86.
- Will there be color by Christmas? A special B•T report traces the background of the color controversy and estimates how soon color TV will be made available to the public. Page 94

A radio success story:

HOW TO MOVE A HOUSE: USE RADIO

IT'S 11:35 a.m., any weekday, in Belleville, Ill., a town with a population of some 30,000.

Bill Schmale, president of the Schmale Realty Co., sits at his desk. A few salesmen and local people in the community straggle in and take seats. But it isn't just a sales meeting or a meeting with community leaders.

What transpires 10 minutes later is a familiar routine to citizens of Belleville—a direct-from-office broadcast aired by WIBV Monday through Friday, with Mr. Schmale presiding over one of the most unusual programs in local broadcasting. For the past eight months, Schmale Realty Co. has been regaling listeners with real estate listings, news coverage and interviews with local people—and reports excellent results.

Pay-Off and Prestige

"We are well pleased," Mr. Schmale told B•T. "We have been getting enough returns to pay for the cost of the broadcasts. The series also is a great prestige-builder."

Schmale pays between $3,600 and $4,800 on an annual projected basis for the program or between $300 and $400 per month. Last year its overall advertising budget called for $7,500 but that was before the radio show; this year, it has run close to $4,500 thus far, Mr. Schmale said. The realty firm spends 15% of its gross earnings in advertising. In 1952 gross earnings were roughly $75,000, meaning its 1953 ad budget could approximate $12,000 if earnings hold to that level.

Real estate being the commodity it is, one or two sales a month are gratifying to the company—and that's what Schmale has been averaging. Bill Schmale attributes certain sales (like recent ones in St. Clair and St. Louis counties) to listenership of the program. One listener drove over 100 miles to visit the Schmale offices in Belleville.

While Mr. Schmale does participate in the broadcasts, most of the discussions are led by members of his organization, using an informal format. There is no prepared script. Mr. Schmale and his staff may discuss a recent sale or inject an institutional message. Interviews with the local Chamber of Commerce president and other community leaders may follow. These civic interviews have aroused favorable comment in Belleville. Schmale budgets its time about one-third to institutional and the remaining two-thirds to direct selling of homes.

"It's a terrific help in getting listings when we tell owners that the homes we list will be broadcast over the air and that we will have other mediums of advertising as well," says Mr. Schmale.

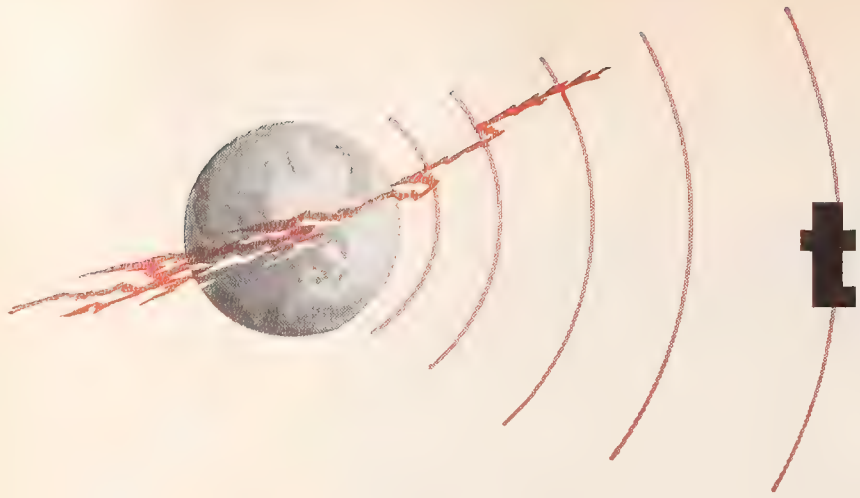
Five Got Them Eight

The realty firm has chosen the 11:45 a.m. segment because of its adjacency to previously aired programs on WIBV. At first it used only five minutes; now the program is on eight minutes each day.

Mr. Schmale points out his "radio realtor" show enjoys high local ratings and is, in fact, outpulling programs on larger stations (WIBV operates with 250 w daytime only). He claims it has the second best rating of any show aired at that time.

The "direct-from-office" broadcasts have been extensively promoted by newspaper, direct mail, envelope stuffers and displays. WIBV also has donated free spot plugs, so happy is it with the program's rating, according to Mr. Schmale. This is particularly gratifying because the firm got off to a slow start. Before Schmale launched its program, it bought spots describing its properties. There was no initial promotion, leaving results greatly to be desired. It backed up the show's debut with a newspaper and direct mail tiein. Now it uses ads and envelope stuffers as supporting aids.

Mr. Schmale's unique series has received publicity from the National Real Estate & Building Journal and other publications, pointing out how a $1 million-a-year organization is stimulating greater sales with fresh, original thinking and "a willingness to try new ideas."



the electro-

By Edward W. Barrett



As Congress and the Administration currently re-examine U.S. efforts in international propaganda, it is timely to take a long-view look at the war of the airwaves that has raged for several years. No one is better qualified to write the recent history of the Voice of America's part in that war than the man who ran the Voice in two of its most critical years. As assistant secretary of state (1950-52), Edward W. Barrett presided over a vast expansion program which, though subject to recent criticism, undeniably caused plenty of Russian headaches. In this article, an adaptation from his new book, "Truth Is Our Weapon" (Funk & Wagnalls), Mr. Barrett relates the little-known story of the electro-magnetic war.

"YOU KNOW, the best brains in the country haven't yet been focused on finding all possible ways of getting the truth through the Iron Curtain."

Justin Miller, then president of the National Assn. of Broadcasters, made that remark at a small dinner he gave just after I became Assistant Secretary of State early in 1950. It wasn't clear whether Miller's remark impressed the few Congressmen present or his fellow members of the U. S. Advisory Commission on International Information. It made a deep impression on me and set me digging, as one of my first official efforts, into the whole maze of international communications. From that research, one fact quickly emerged: *Like it or not, the United States was in the midst of a full-scale electro-magnetic war with the Soviet Union.*

The first shots in that war were fired in February, 1948. U. S. government monitors then noted raucous noises interfering with Voice of America Russian-language transmissions beamed to Asiatic Russia from West Coast, Honolulu, and Manila transmitters. Engineers readily spotted the noises as systematic jamming. Such technical procedures as triangulation indicated that the jammers were located in the Soviet Union.

The Soviet technique was not new. It amounted just to broadcasting various noises to disrupt any communications on the same wavelength. In World War II all major powers had early used such jamming as a tactical weapon against enemy *military* communications. Then Germany, Italy, and Japan began jamming in an effort to block Allied broadcasts to the Axis peoples. The Allies never jammed normal broadcasting. With the end of the war, peace returned to the air waves and was interrupted only by some reciprocal jamming by Spain and Russia in 1946.

In early 1947, when the U. S. government found the Kremlin systematically misrepresenting this country to the Russian people, the Voice of America started a short (one-hour) daily broadcast to the Soviet Union in Russian. Even then the Kremlin did not begin jamming the Voice. Within a year, however, the American Embassy in Moscow detected many signs that Russians were listening to the Voice. It was then, in February, 1948, that the Soviet began its first weak attempts to drown out the Voice's trans-Pacific broadcasts. In March and April, jamming began against Voice Russian programs relayed from Munich and Tangier. In August, the Russians started jamming BBC transmitters which relayed the Voice's Russian programs. British and U. S. locating equipment confirmed that the interference was coming from about 25 transmitters in the Soviet Union.

On Aug. 12, 1948, a woman in New York started a chain of events that really set the Russian electronic defense into high gear. A Russian school teacher, Mrs. Anna Kasenkina, escaped from her Soviet captors by jumping from a window of the U.S.S.R. Consulate in New York. The Kremlin suppressed the news entirely within Russia and the satellites. The Voice of America carried it full blast. Within a few hours, embassy employes of the U. S. and other nations found the jump was being talked about in elevators, restaurants, and buses all over Moscow. Twenty-four hours later, Soviet official organs felt forced to admit the episode, but their distorted versions evoked snickers. "It may have been the Kasenkina affair," says General Walter Bedell Smith, then Ambassador to Moscow, "that caused the Kremlin to decide to eliminate this source of truthfulness"—by all-out jamming of the Voice of America.

At that time, according to many indications, the U.S.S.R. started construction work on a far more elaborate new jamming network, even while intensifying its more routine interference. On April 24, 1949, the new jamming set-up went into operation with a vengeance. On every frequency used by the Voice for Russian broadcasts from the United States, the Far East, and Europe, multiple squawks appeared. Russian broadcasts from the BBC and the Vatican radio ran into a din. The air waves were filled with beeps,

magnetic WAR

squawks, and siren-like howls. Meticulous tests by agencies of the United States and other governments indicated the U.S.S.R. was now using at least 100 sky-wave (long distance) jammers and 250 ground-wave (local) jammers. Clearly the Kremlin had embarked on a major campaign to blot out anything in the Russian language from the outside world.

The whole jamming business violated at least two international telecommunications conventions, to which the U.S.S.R. had subscribed, but by that time Soviet violation of agreements had become routine procedure. Brushing aside protests within the U.N. and outside, the Kremlin kept intensifying its campaign. By early 1950 the local ground-wave jammers had increased to 500. The coordinated actions of the jammers made it evident that all were linked by a complex teletype network.

In April, 1950, the Soviet went beyond the jamming of Russian-language programs and began trying to jam the Voice in Polish, Czech, Hungarian, Rumanian, Slovene, and Serbian. The blockage of those satellite-language programs was far from complete but research indicated that only about 5% of Voice transmissions in the Russian language were getting through to Moscow.

Clearly the Kremlin intended to go much further. Its extraordinary campaign and elaborate mechanism even then made two things clear: (1) The Soviet government deeply fears the truth from the outside world, and (2) the Voice would have to employ extraordinary measures in order to get its programs continually heard in the U.S.S.R.

Jamming and Counter-Jamming

Voice of America engineers, headed by a veteran of international radio named George Herrick, had already done much research into counter-jamming measures. With help from the Bureau of Standards and others, they had devised new techniques that showed promise. However, they talked in a kind of engineering gobbledygook that was about as clear to my non-technical colleagues and me as Urdu slang. To double-check and to be sure no bets were being missed, we decided in mid-1950 to heed Justin Miller's suggestion: To have a team of outstanding American scientific brains review the whole radio counter-offensive and search for possible new measures.

With the enthusiastic cooperation of Secretary Acheson, Under Secretary James Webb and I asked President Robert Killian of the Massachusetts Institute of Technology to have M.I.T. round up a team of outstanding scientists to tackle the whole problem. M.I.T. did so with astounding thoroughness.

The group that was soon assembled and cleared for security included such scientists as Edward Purcell, the world-renowned expert on radiation who later won a Nobel prize; Merle Tuve, who was widely credited with developing the proximity fuse; Jerome Wiesner, chief of M.I.T.'s Research Laboratory of Electronics; John R. Pierce of the Bell Telephone Laboratories; Lloyd Berkner, brilliant all-around scientist and former executive secretary of the Pentagon's Research and Development Board, and Dana K. Bailey, radio propagation expert from the U.S. Bureau of Standards.

To keep the project from becoming too narrowly technical, M.I.T. put it under Dean John E. Burchard, a social science specialist experienced in administering large special projects. A few others like Clyde Kluckhohn, eminent Harvard anthropologist, and John A. Morrison, the U. of Maryland geography specialist on Eastern Europe, were added. In all, the group comprised 30 top-flight American minds. I had meanwhile enlisted Davidson Taylor, former vice president of CBS, to represent the Department of State in coordinating the work. We dubbed the enterprise "Project Troy," for the wooden horse behind hostile walls.

With night sessions and day sessions extending over many months, the team labored away. We emptied the State Department's "brain-wave files" of extreme ideas submitted by outsiders and staff members and passed them to Project Troy team members to study. They looked into the entire lot: Transmitting messages via migratory birds or seals (impractical), floating messages downstream (most rivers run the wrong way), and bouncing signals off the moon (potentially feasible but long-range). They found possibilities in distributing leaflets by balloon, which had been tried as early as World War I, and which has now been tried with some success by a private organization.

Most important were their verifications and findings in the radio field. Many are still classified, but some can be mentioned.

Project Troy early examined the super-duper of all the schemes devised by Mr. Herrick and his Voice of America crew: The "Ring Plan." This imaginative—and expensive—program called for stringing a necklace of 14 powerful short-wave, medium-wave and long-wave transmitters around the periphery of the Soviet-dominated land mass. The units were to be linked by multiple relay circuits, so that the most effective link could be selected in times of bad atmospherics. After studying the plan, for which the Congress had already appropriated some funds, the Troy group found it "an ambitious step, boldly conceived and, in our opinion, basically sound."

The group similarly studied and endorsed "Operation Clipper," another plan already adopted by Mr. Herrick and his crew. By attaching an electronic device to each Voice transmitter, this system increased about tenfold the strength of the signal at the point of reception, thereby permitting the Voice to override much jamming.

Cuddling Stumps the Russians

Another technique already in force was known by the cozy name of "cuddling." Under this, Voice engineers simply put a few Voice of America transmitters on frequencies so close to those used by the U.S.S.R. domestically that the Russians couldn't jam the Voice transmitters without jamming many of their own. For a while, cuddling apparently stumped the Moscow strategists. Ultimately, they decided that even their own programs weren't worth letting outside voices through. They started jamming the cuddle frequencies—and themselves—with some regularity.

In 1950, the engineers of the Voice of America developed new "brute force" techniques. These involved massing a vast array of transmissions in an effort to swamp Soviet jammers. First, the Voice used all its available transmitters to broadcast Russian-language programs simultaneously. The engineers even threw baby transmitters in Munich into the array, because they found that each, little larger than an upright piano, tied up two or more Soviet jammers. Later, arrangements were made for western nations—including Britain's BBC, Italy's Radio Rome and the Vatican Radio—to join in the simultaneous transmissions. Soon a total of more than 70 free-world transmitters were broadcasting to the Soviet in Russian for a half-hour each evening.

By the time the Troy team got deep into the electro-magnetic

war, such ingenuity by the Voice's engineers was beginning to pay dividends. From a low of about 5%, the Voice had come back to where some 20% of its broadcasts were getting through to Moscow, and 60 to 70% to smaller cities and rural areas. Tests showed a large majority of Voice broadcasts to be audible in satellite areas. The showing was all the more remarkable because the Kremlin, in its now-frantic jamming drive, had again doubled its jamming network. By late 1950, it had some 200 long-range or sky-wave jammers and at least 1,000 local or ground-wave jammers in operation. Rough guesstimates by Troy team members indicated the Soviet probably employed as many as 10,000 scarce technicians in its jamming operations—more than all U. S. information workers around the world.

The Troy group highly commended the work of the Voice's engineers. They reviewed and helped improve new projects just aborning. And they added others that are still highly classified. In collaboration with Voice engineers, they even figured out on paper ways to combine new super-powered transmitters together and to focus their power so sharply that they could light an electric light bulb 50 miles away and deliver an unprecedented signal a thousand or more miles away. They devised and started testing a new relay technique that may yet revolutionize communications and ultimately simplify transoceanic television. For more than a year, initial experiments carried on between the states of Iowa and Virginia have proved largely successful. For the Voice, the new technique should immensely improve the standard of its signals reaching relay bases overseas.

Most important of all, the Troy scientists studied the whole electro-magnetic war and reached a surprising conclusion: For every expenditure made in increasing the Voice's power, the Soviet must spend at least five times as much in manpower and equipment to combat the increased strength. If certain large-scale electronic measures were adopted, the ratio could go far above five-to-one. Moreover, the true cost to the Soviet would be still greater. Since its electronic industry is more limited than America's, diversions for jamming Voice broadcasts would impede U.S.S.R. developments of radar, communications and other military electronic gear.

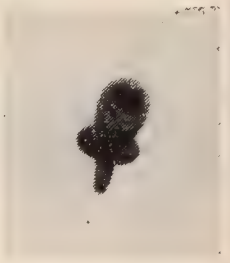
Finally, if as now planned, the Voice's added strength is largely in the field of medium-wave (like standard broadcasting in the United States) instead of short-wave, the Soviet's added jamming power cannot be used against western military communications (all short-wave) in event of war.

Thus radio warfare, aside from the influence it has on listeners, can become economic warfare of the first magnitude. In no other field, except preemptive buying of a very few scarce materials, can the U. S. deter the U.S.S.R. so effectively for so few dollars.

Overworked and Underpaid

Despite all this, Voice of America technicians have never had smooth sailing. First-rate engineers and electronic experts, scarcer than good cooks, could draw far better pay in industry than in government. So Voice technical ranks have never been filled and the small staff has been perennially overworked. Each overseas relay base had to be located on another nation's land; that required months and sometimes years of negotiation. Most nations didn't even want to negotiate unless the Voice could guarantee that it had the money allotted and was ready to proceed with installation. Congress, on the other hand, never wanted to appropriate for a transmitter until the site was all set. So the poor old Voice always faced a chicken-and-egg problem.

Other complications perennially plagued the Voice. Its technical bosses had sometimes bruised Congressional feelings in picking domestic transmitter sites and in dealing roughly with some semi-competent employee who would then run bleating to his Congressional patrons. More important, Mr. Herrick and his colleagues had the occupational failing of many top radio engineers: incurable optimism. They would give Congressional committees optimistic but "sound" forecasts of when a new super-transmitter could be completed; they would finally win an appropriation on that basis but three months behind schedule; then they would run smack into new metals priorities, unforeseen diplomatic hitches over relay sites, and still tighter shortages of engineers.. The next year some Congressional subcommittee chairman, informed that Transmitter A was far behind schedule, would soar like a two-stage rocket. When he landed, he was rarely in a mood to listen impartially to a plea for four more super-transmitters, no matter what it would cost the Soviet in relation to America's costs.



It took me many months to learn that in international radio all "sound engineering estimates" concerning likely construction time should be precisely doubled. International broadcasting, I learned, wasn't normal radio; it involved too many delayed appropriations, intricate diplomatic maneuvers, intragovernment tangles, and shortages of skilled personnel. Doubling the estimates proved just about right, but that didn't become apparent until one major appropriation request for added transmitters had received a drubbing from a key Congressional committee.

Hazards of Government Employment

George Herrick provided a case history of why it is so hard to keep good professionals in government for long terms. He impressed his colleagues as a splendid, if incurably optimistic, public servant—hard-working, imaginative, and widely respected in the radio industry. Unable to complete college, where he studied engineering, he had acquired much of his knowledge the hard way. After a short term as engineer for a small network of stations, he had given more than 10 years of his life to the Voice of America, working his way up through the ranks. He had built the largest control board in the world and had won widespread plaudits for his speedy erection of the Voice's mammoth transmitter in Munich. Offered more than double his salary to become chief engineer for a national network, he had been patriotic enough to remain with the Voice.

In view of that record, I was shocked to find George Herrick being slam-banged around on more than one occasion. True, some of his transmitters fell well behind his optimistic schedule, because of the Korean war and resulting metals shortages, loss of personnel to private industry, loyalty-clearance delays on new manpower, and related difficulties. But on one occasion members of one subcommittee went far beyond that, questioning his integrity and publicly wondering why "a man with so little experience in private industry should be entrusted with so important a job." Part of the subcommittee even publicly charged "mismanagement and maladministration" of the Voice's radio facilities.

With Secretary Acheson's concurrence, I promptly asked Justin Miller, as head of the National Association of Broadcasters and as a member of the U. S. Advisory Commission on International Information, to appoint a special committee from the radio field

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The U.S.S. *Courier*, a floating radio station, is now anchored off Salonika, Greece, relaying Voice broadcasts by both short and medium wave. Balloon (upper right of page) supports ship's antenna. The *Courier* carries high-powered transmitters.

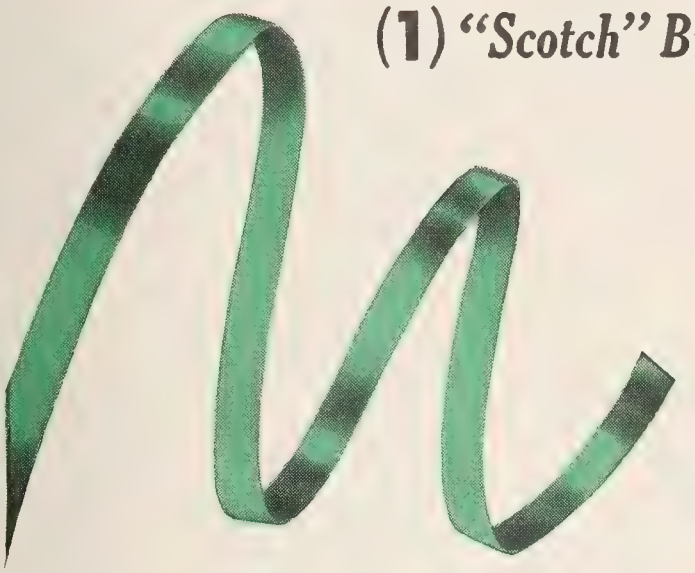


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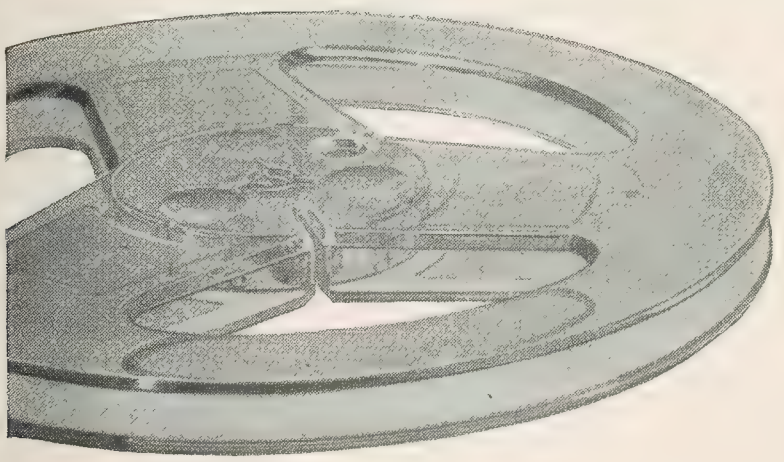
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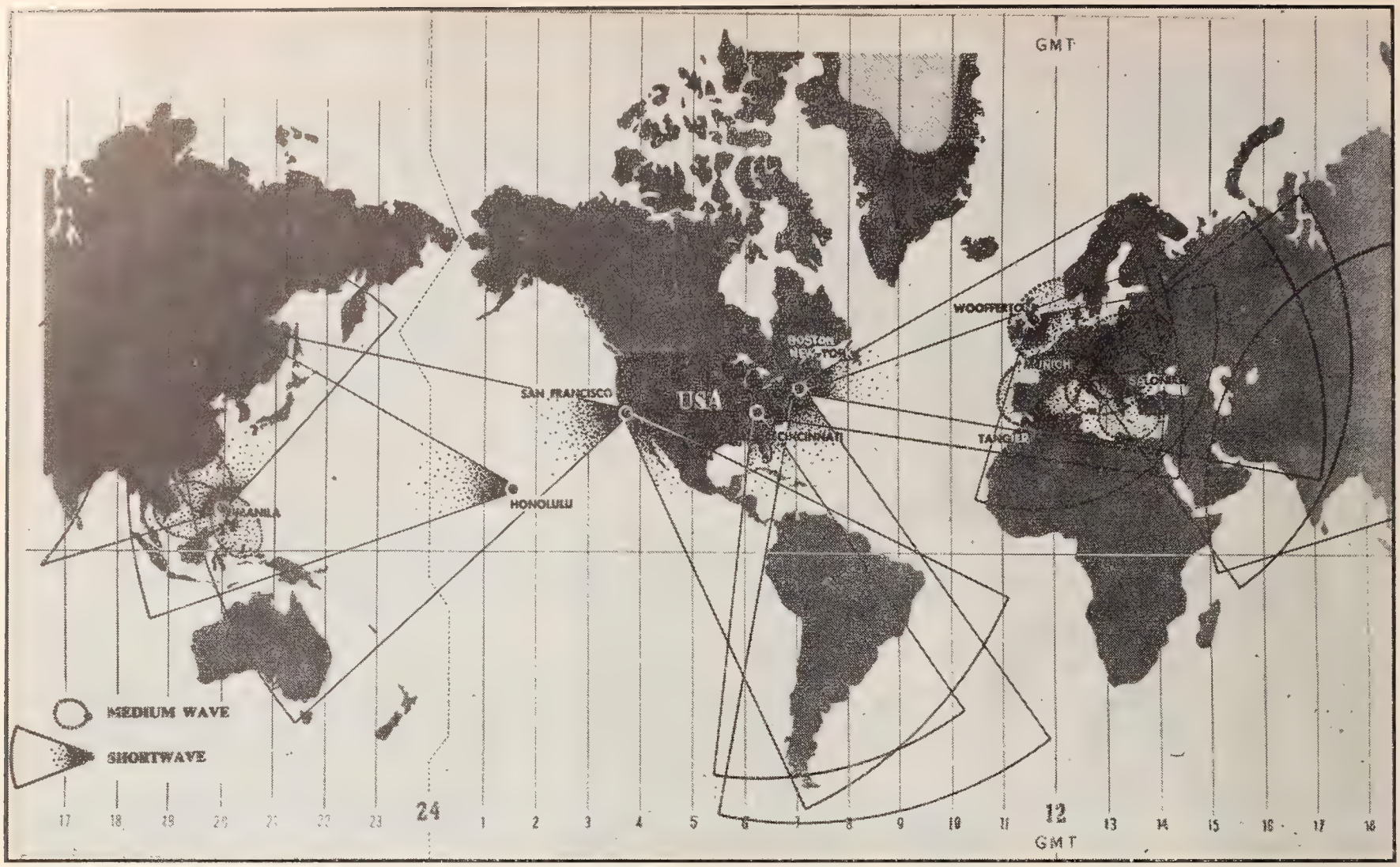
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Here's how the Voice hits its target areas throughout the world. Medium and short wave coverage patterns for all Voice stations are shown (see legend at lower left). Station sites are named on map.

to investigate the charges impartially. He named three recognized specialists.* They studied the situation for weeks, examined documents, heard witnesses, and came up with a detailed report. In it they found "no significant evidence of mismanagement," made a series of helpful recommendations of a detailed nature, and urged "speedy completion of the facilities expansion plan" as "vital to the interests of the United States."

Shortly thereafter, the Awards Committee of the Department of State singled out George Herrick for special honors. The citation read in part, "George Q. Herrick for superior service, loyalty and devotion to duty—and especially for his outstanding contribution to the development of the clipper amplifier which has made possible a vast increase in the effectiveness of each domestic and overseas transmitter."

In 1953, long after I had left the government, the cycle started over again. Senator Joseph McCarthy made the same sort of charges against Mr. Herrick, emphasizing he did not have a formal college degree in engineering. Well-known experts had come to differ over the location of two transmitters, which many of them had endorsed in the first place. So, on the basis of a statement from one unhappy ex-employe of the Voice, the Senator publicly implied Mr. Herrick had been guilty of "sabotage." A first-rate engineer on Mr. Herrick's staff committed suicide, leaving a letter complaining of harassment and insisting that, if there was anything wrong with the location of transmitters, the error was made in good faith and on the advice of well-known experts. In the midst of the tragedy, George Herrick must have wondered why he had passed up fat outside salaries to stay in government.

Happily, all developments were not adverse in Congress. Needed operating funds were regularly voted. In alternate years, roughly speaking, the Congress appropriated large funds for strengthening broadcast facilities. It voted $11,320,000 in facilities funds for the fiscal year 1950, $41,288,000 for 1951, and $9,533,939 for 1952. With those funds, many improvements have been made. The power of the Munich transmitter has been doubled. New relay bases have been constructed at Tangier, North Africa, and Salonika, Greece. Construction has started on three unprecedentedly powerful transmitters overseas. Other large-scale improvements are under way. A new-type directional antenna, sharply focusing its signals, should give these focused signals 4,000 times the power of those of any major station in America! The power should not only immensely improve the signal reaching relay points abroad, but should blast powerful broadcasts directly to the Iron Curtain zones.

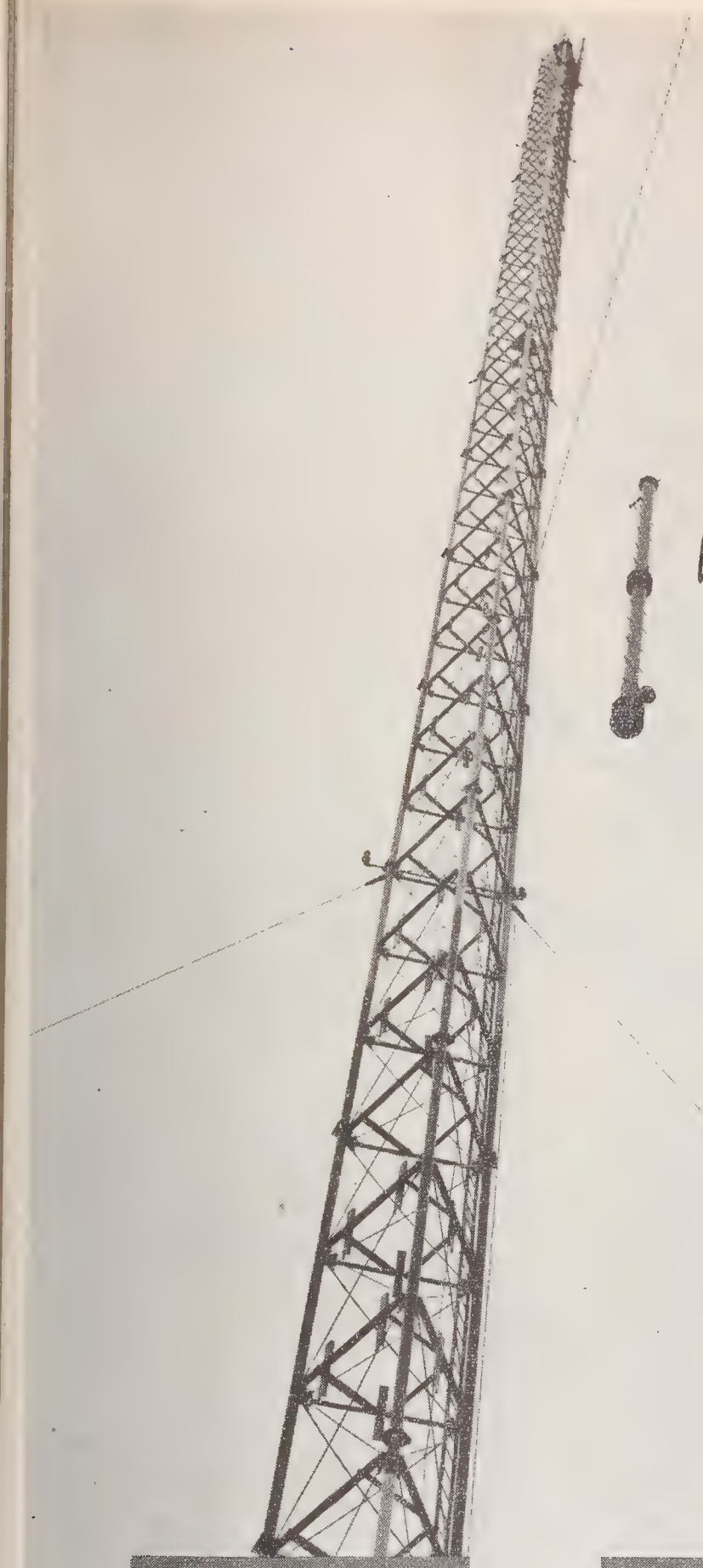
Two of these new-type transmitters in this country ran into widely misinterpreted snarls when the dispute, mentioned earlier, broke out in 1953 among competent experts regarding their location. They were to have the power of 1,000 kilowatts each—20 times the strength of any transmitter in this country—and were to be located, on the advice of some of the Project Troy experts and others, at points where they would have maximum signal strength at peak hours. Later some experts came to feel the transmitters could better be located further south, where, they said, the signal would be more consistent, though weaker at peak hours. While the world heard from Senator McCarthy only that the transmitters had been flagrantly "mislocated," Secretary Dulles suspended construction of the two.

Presumably, they will finally be constructed and will effectively replace much weaker and obsolescent transmitters now leased from private companies.

Voice officials have always recognized one potential threat. The Soviet theoretically could make the radio weapon impotent by confiscating all domestic receivers. Those now capable of hearing one or more Voice transmissions appear to total nearly 4 million in Russia, 2 million in Czechoslovakia, and smaller numbers in other satellites. But for such confiscation, the Kremlin would pay a heavy price. It would immensely increase home-front grumbling. It would impair the Soviet system for spreading its own gospel, in which it relies heavily on both short-wave and standard broadcasting. And "wired radio" throughout the vast area would be astronomically expensive.

Nonetheless, the outside possibility has always existed. For that reason, the Voice, with help from scientific organizations and major radio manufacturers, has focused much research on small, long-life receivers that might be infiltrated into key areas in large numbers. It had to abandon an earlier project because the sets

* The three were William A. Fay, manager of WHAM Rochester, New York; Donley F. Fedderson, chairman of Northwestern University's Department of Radio and Television, and Theodore C. Streibert, then president of WOR New York, and director of MBS.



up goes another

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proved too expensive, too bulky, and too short-lived in terms of better power. With the help of transistors (minute ersatz tubes requiring only infinitesimal power) and other new developments, the use of such receivers is now nearer reality.

Meanwhile, another radio development of basic significance has taken place. In late 1950, the Voice embarked on one of the most fascinating undertakings of all—Project Vagabond, a floating radio station of great power. This had been a pet brainwave of mine for years, and I was happy to find, upon taking office, that Voice of America engineers had at least toyed with such a plan.

This time, after some difficulty, my colleagues and I persuaded the appropriate Congressional committees to go along with a project for a new sea-going transmitter. Voice engineers could evoke little enthusiasm from the Navy but finally induced the Maritime Commission to ante up a small but fast freighter, then mothballed. The U. S. Coast Guard agreed to staff her, and Project Vagabond was under way. After interminable red tape and countless financing and construction problems, the Vagabond (officially christened U.S.S. *Courier*) was commissioned at Hoboken, New Jersey, in March, 1952, and dedicated by the President in Washington in April.

Ship Is Relay Point

As of this writing, the U.S.S. *Courier* is tied up off the Greek coast, generating her own power (enough to light a small city), picking up broadcasts from New York, and boosting them on their way with two potent short-wave transmitters and one standard transmitter that is three times as powerful as any in the United States. Even with a balloon-supported antenna, soon to be replaced by a highly directional antenna on shore, the *Courier* is hitting certain Iron Curtain zones with a power unapproached by any other non-Communist transmitter. Should the scene of conflict—cold or hot—shift, the *Courier* can hoist anchor and move to the contested area at the respectable speed of 17 knots. And, unlike land-based transmitters abroad, she could more readily avoid capture in the event of enemy advances in an all-out war. All old propaganda hands hope for Congressional approval of more Vagabonds with the greater power now known to be practicable.

In the aggregate, the Vagabonds, the Ring Plan, the Cuddles, the Clippers, and the still-unmentionables prove one thing conclusively: It is possible, at relatively small expense, to put Malenkov and the Kremlin crowd on the defensive on the one front where they and we are in open conflict—the radio front. The Voice of America can hit them increasingly with the one weapon they fear more than any other—the weapon of truth. And if they are to counter that weapon effectively (without the desperate step of wrecking their own radio), they must spend at a rate many times our own and at a sharp cost to the military mechanism that now threatens the world. As David Sarnoff, Board Chairman of RCA, has said, "International broadcasting is a major weapon which can pay for itself many times over."

FOR QUICK STARTS WITHOUT

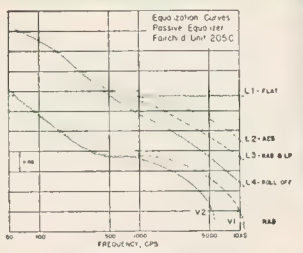
Overshoot

NEW 3-SPEED TURNTABLE PROVIDES GUARANTEED TIMING FOR "DUBBING" AND ON-THE-AIR BROADCASTING

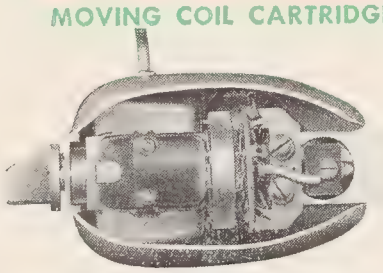


Reaching *stable speed*—less than ½ revolution at 33⅓—in minimum time, this newly designed turntable provides quick start from motor switch without overshooting. Successor to the 2-speed model 524, the Fairchild 530 is equipped with integral 3-speed drive, all three speeds synchronous. Ideal for "dubbing" operations, on-the-air broadcasting and laboratory applications, the 530 provides guaranteed accurate timing at all speeds, is virtually free of rumble and vibration. More than 300 already in use!

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the COLOR

IT isn't often that an industry leapfrogs from the first "line" of a new product into an advanced model before the market has been half-tapped with the original item. Yet, that's exactly what seems to be in view for the television industry with the almost certain advent of color sometime before the end of this year or—most likely—1954.

There are today some 23.5 million black and white television sets in use and 180 stations on the air.

Most competent observers see 1,000 TV stations as the optimum potential in the next five years. Best guess is that there is a 25 million additional set sales potential in that time.

Small wonder then that most TV set makers eye more with sorrow than eagerness the coming of color TV.

Sometime in the next few weeks, RCA or the all-industry National Television System Committee, or both, will petition the FCC to authorize the commercial use of a compatible color video system. From every indication the NTSC standards (which RCA will also ask to be approved) are the answer to the color controversy—which has raged sometimes at low level (1941 and 1945) and sometimes loud and furiously (1946-47 and 1949-50).

In the 1941 TV allocations hearings, the industry and the FCC agreed that color TV was premature—the child (TV) wasn't even in the crawling stage yet. Again in 1945, following the end of World War II which had stalled the beginning of commercial television, it was agreed that color must wait.

A large block of the ultra high frequency spectrum (300-3,000 mc) was allocated for TV's future expansion, both as a national service and for color.

Hardly a year elapsed before CBS reopened the color question by formally requesting that the FCC authorize commercial polychrome. A six-month hearing followed. Competing with CBS was RCA, which showed its conception of what color TV should be.

It was during that hearing that the cry, which has become so meaningful, was first raised.

Although CBS's system showed good color, the standards proposed were different from those in use for monochrome TV. RCA claimed that its "simultaneous" system had the virtue of "compatibility."

Meaning of Compatibility

Most people think of marriage or divorce when they hear the word compatible, but in the rarefied atmosphere of electronics, compatibility has an altogether different meaning. A color system is compatible when the black-and-white set owner receives the colorcast (in black-and-white) without having to do a thing to his set.

Therefore, RCA—and most of the industry—objected to the CBS system on the ground that it was incompatible with the existing black-and-white standards and would be unfair to the then 200,000 set owners.

The FCC turned thumbs down on both systems on the ground that they each required too much spectrum space. The official monochrome system uses a 6 mc bandwidth. At that time, CBS's color system required 16 mc and RCA's 18—later reduced to 12 mc.

In 1948, the Commission called a halt to further TV application processing while it studied the spacing of vhf stations (Channels 2-13) and the opening of uhf.

In the midst of these deliberations, the Commission (prodded by former Comr. Robert F. Jones and Comr. Frieda B. Hennock) reopened the color question. Two reasons were at the bottom of this: (1) CBS had proudly announced it had gotten its color system into 6 mc, and (2) since there seemed to be every indication that uhf was going to be opened up, another look at color was necessary or there would be no place left for color TV.

The 1949-50 hearings ran for a year. Long, tedious, technical and acrimonious, they saw CBS put out a good TV color picture, simple, inexpensive—but still incompatible. Opposing CBS, again, was RCA, with the bulk of the manufacturers supporting it. RCA had a complex system that did not show to advantage until late in the proceedings. But RCA's system, again, was compatible. Both were within the 6 mc width demanded by the Commission.

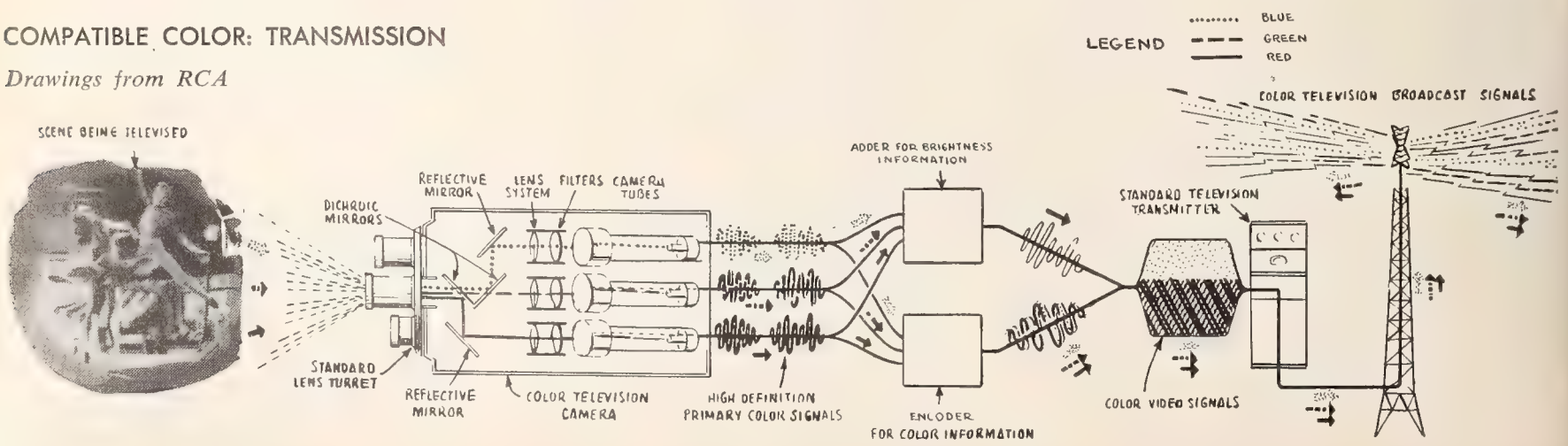
After hearing the pros and cons and deliberating among themselves, the FCC late in 1950 chose the CBS system and denied the RCA proposition. RCA refused to accept the decision, appealed up to the Supreme Court. In 1951, the Supreme Court upheld the FCC's choice.

CBS almost immediately began colorcasts over the network. Its manufacturing subsidiary, CBS-Columbia Inc., commenced the production of color TV sets. A few other manufacturers tentatively produced color receivers.

Late in 1951, a few months after the eruption of what was then called the

COMPATIBLE COLOR: TRANSMISSION

Drawings from RCA



controversy

By Earl B. Abrams

Color television's state of suspension may end soon. Chances are a compatible system will be presented for FCC approval by July 1 and color by Christmas is a possibility. But before final adoption of a color system, you can look for more of the disputing that has surrounded the color question for the past four years.

Korean "police action", the National Production Authority issued its Order M-90 which in effect prohibited the manufacture of color TV receivers.

So, because of the Korean War, the CBS color system was still-born. For two years, color TV was academic, not an actuality.

When the Commission issued its final decision favoring CBS's field sequential system, it "left the door open" for future developments. It said that if a superior system came along it would certainly take it under consideration.

Radio-TV manufacturers, still convinced that only a compatible color system was worthy, formed the National Television System Committee (NTSC). Its purpose was to pool the knowledge of the industry in order to come up with standards for a compatible color system. In the more than two years of its existence—based on the work of 200 engineers representing 91 companies—it has drawn up specifications, tested, re-tested and is now on record as claiming it has the answer.

Relatively quiescent in the last two years, color TV was splashed to the fore again early in 1953 when Sen. Edwin C. Johnson (D-Colo.) publicly charged that "large interests" were conspiring to retard its introduction until they had saturated the black-and-white set sales market. He called on the Senate Interstate and Foreign Commerce Committee to investigate the situation.

Before Sen. Charles W. Tobey (R-N.H.), chairman of the Senate Commerce Committee, could do more than issue a statement acknowledging Sen. Johnson's request, the House Interstate and Foreign Commerce Committee announced it was going to hold a hearing on that very subject. Chairman of the House committee is Rep. Charles A. Wolverton (R-N.J.).

That hearing ran for a month, earlier this year. It heard an array of industry witnesses and FCC officials. Generally, what was brought out was this:

1. The NTSC standards were acknowledged to be in final form—except for some further testing.
2. RCA vowed it would petition the FCC to commercialize NTSC standards by summer.
3. CBS said it would make no move to resume operations on the authorized field sequential system until the color situation was "clarified."
4. FCC said it would have to be cautious in considering the matter, but felt that any proceedings should not take as long as previous ones.
5. NPA revoked M-90.
6. Chairman Wolverton was so impressed with the RCA color demonstrations at Princeton that he foresaw "color TV by Christmas."

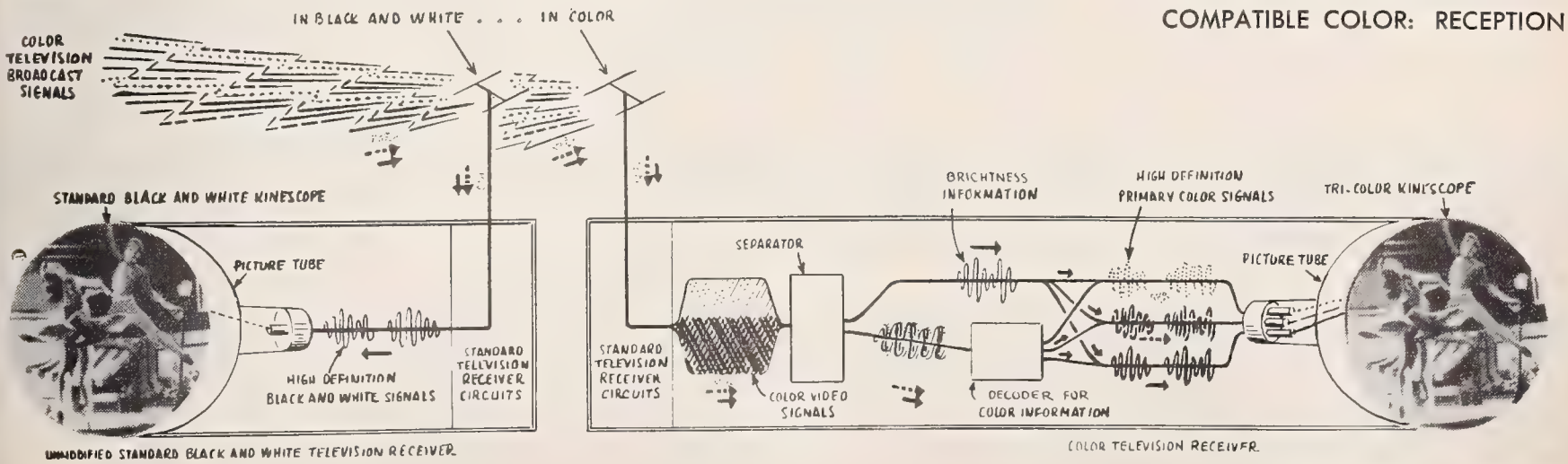
There the matter rested—officially.

Within the industry, battle lines seem to be forming. RCA has promised and gives every indication of going to the Commission soon asking for commercialization of the NTSC standards. NTSC is understood to be split—between those who feel more tests are required and those who feel that

In holding the door open for the consideration of other color TV systems, the FCC in its 1950 color decision specifically spelled out the "minimum criteria" which would have to be met in order to supersede what was then considered the only workable system —CBS's field sequential method. These are the criteria that any color system must have:

- It must operate in a 6-mc band.
- The color picture must have a high quality of color fidelity, adequate apparent definition, good picture texture and be unmarred by misregistration, line crawl, jitter or unduly prominent dot or other structure.
- The color picture must be bright enough to permit adequate contrast range and capable of being viewed under normal home conditions without objectionable flicker.
- The color receiver must be simple enough to operate in the home, with no critical registration or color controls, and cheap enough to be available to the "great mass of the American purchasing public."
- It must be capable of being operated by normal station technicians and the costs of apparatus must not be so high that it would restrict color TV station operation or ownership.
- It must not be unduly susceptible to interference.
- It must be capable of being transmitted over intercity relay facilities in existence or which may be developed in the "foreseeable" future.

COMPATIBLE COLOR: RECEPTION



the thing should be wrapped up and submitted, pronto, to the FCC.

Comments about "color by Christmas" have gotten rough treatment from manufacturers. Only in the last few weeks, one of the most outspoken, Philco's James H. Carmine, termed that hope "silly."

Mr. Carmine's boss, Philco President William Balderston, predicted at the Philco convention in Atlantic City early this month that the mass production of color receivers cannot occur before 1956—assuming that the FCC gives its blessing to the NTSC standards by Jan. 1, 1954.

Dr. Allen B. DuMont, who has been bluntly antagonistic to the view that the NTSC standards were ready, expressed his conviction that another year of study and testing was required and that color TV was still five years away.

Other manufacturers have been equally pessimistic on the time element.

NTSC's official position—or, at least, that of its chairman, Dr. W. R. G. Baker, GE Electronics Division vice president—is that the current NTSC project can be wound up by September. Then, he said recently, allowing 45 to 60 days for writing up reports and putting them together, NTSC can go to the FCC with the whole works tied up in a nice, multi-hued ribbon. Dr. Baker looks for FCC approval by March 1954, and foresees some network colorcasting by mid-1954, with the beginning of significant color TV receiver production in the fall of that year.

In more recent announcements, RCA has strongly intimated that it would file "before July 1."

This conflict between NTSC spokesmen and RCA is basically the reason for the uncertainty as to when the FCC will get the case and when it might come out with a decision.

Suggestions that the FCC take the bit in its own teeth and start the hearings on its own motion, or telescope them so that a quick decision can be issued, have gotten little encouragement from FCC officials. Both former Chairman Paul A. Walker and present Chairman Rosel H. Hyde have insisted that so momentous a move as setting up color TV standards must be given careful examination. Also, they have pointed out, certain time elements are required by law. Both acknowledged that with two previous color hearings behind them, the new hearing should not take too long.

Gen. David Sarnoff, who has been in the forefront of the fight for a compatible color system, implied that RCA would file by July 1 when he told broadcasters at the NARTB Los Angeles convention that he thought the NTSC standards were ready then for submission to the FCC. He said RCA would go along with a few more months of testing, but he warned any further delay would mean RCA would go it alone in filing with the Commission.

If there were complete unanimity on the part of all color protagonists, and if the FCC were satisfied that the NTSC standards were all that they are claimed to be, and if there were no need for demonstrations or oral arguments, the FCC could probably settle the matter in 30 days. But that is not realistic.

Assuming general agreement on the standards, but the need for demonstrations and some kind of oral presentations (perhaps just cross-examination), the best minds at the FCC estimate that a first decision could be issued in about three to four months after a petition is filed. Final effective date might mean another four to six weeks, they say.

In very tenuous form this is how the Commission might proceed on color TV: Within two weeks after a petition is filed, the Commission could issue a formal notice of rule-making and call for comments within 30 days. Following the filing of comments, the Commission could give the opposition (if any) two weeks to file counter-comments. Last filings would be rebuttals—about 10 days. At this point, there probably would have to be a week or 10 days of demonstrations and questioning. Then the record would be closed. A proposed decision might be issued in about 30 days thereafter, and, if all went well, another 30 days could see the new color system cleared for operation.

Color in November?

In other words, at the most optimistic, an initial decision could be delivered in 110 days from the date the petition is filed, and a final decision in 140 days. If a petition were actually submitted July 1, color—compatible, all-electronic color—could be officially sanctioned by the FCC by mid-November.

So, color TV by Christmas (if by that is meant official approval) could be so.

But, there's one flaw in that estimate.

Is there going to be any opposition to the NTSC standards?

Off-hand, it doesn't appear likely. After all, NTSC was established by the manufacturers for the very purpose of hammering out the standards for a compatible color system and all hands agree that is what it's done.

On the other hand, there's a question just how far those who disagree might go. Dr. DuMont has stated publicly he doesn't think NTSC standards are final. Just how obdurate he will be is unknown. Will he oppose the NTSC standards? Will he insist on his day in court? No one knows yet.

Then there's CBS. After all it is still the sponsor of the only official color TV system. Even though Frank Stanton, CBS president, said CBS has no intention of trying to restart its system until after the FCC has acted on the NTSC standards, there is doubt in many people's minds whether CBS will remain mum.

There are other unknowns. How deeply does the Commission feel about the patent situation? How many demonstrations will Commission engineers insist on and how extensive must they be? Will various factions within NTSC shoot holes in its final report? Are there any other color systems lying fallow, awaiting the Commission's call?

All of these would prolong the hearings until even those 1954 predictions for a color decision might look optimistic in retrospect.

But, no matter what the FCC proposes, it is the manufacturers who usually dispose. The Commission's attempt to impose "bracket" standards during the last color hearing showed that.

What are their views on the imminence of color TV?

The Philco executives' estimates are generally those of the majority of their fellows. General Sarnoff told RCA licensees last month that his company could start production of color TV sets in nine to 12 months after the FCC's decision. He said he thought mass production (500,000 sets a year) could be reached in about two or three years thereafter. Admiral's Ross Siragusa told his distributors that satisfactory color sets won't be on the market for at least 18 months, more probably two years.

All manufacturers are in agreement that the cost of color receivers is going to be high—compared to the $200 or less for today's basic black-and-white table models.

Gen. Sarnoff estimated $800-$1,000 for the early receivers. Mr. Balderston said that a 14-in. table model would cost that much. RCA's Dr. E. W. Engstrom estimated that the first sets would be about 50% higher than comparable black-and-white sets, but that this would fall after mass production started, to about 25% higher. Dr. DuMont unqualifiedly estimated that color sets would always cost 50% more than comparable monochrome sets. Arthur V. Loughran, Hazeltine Electronics Corp. director of research, figured the first color receivers would be priced at three times their sister black-and-white sets. Dr. Baker recently used the $800 figure as his estimate of the probable price of a 21-in. color receiver.

Only three tri-color tubes are known to be available today. RCA has one, Chromatic Television Labs. Inc. has the Lawrence tube, and GE has the Lafferty tube. The RCA tubes will cost $175-200 each, it has been estimated. The Lawrence tube is said to be about $30-$35 more expensive than its companion black-and-white tube. No figures have been released on the cost of the Lafferty tube. Undoubtedly there are other color tubes in various stages of development, but these are the only three that have been made public.

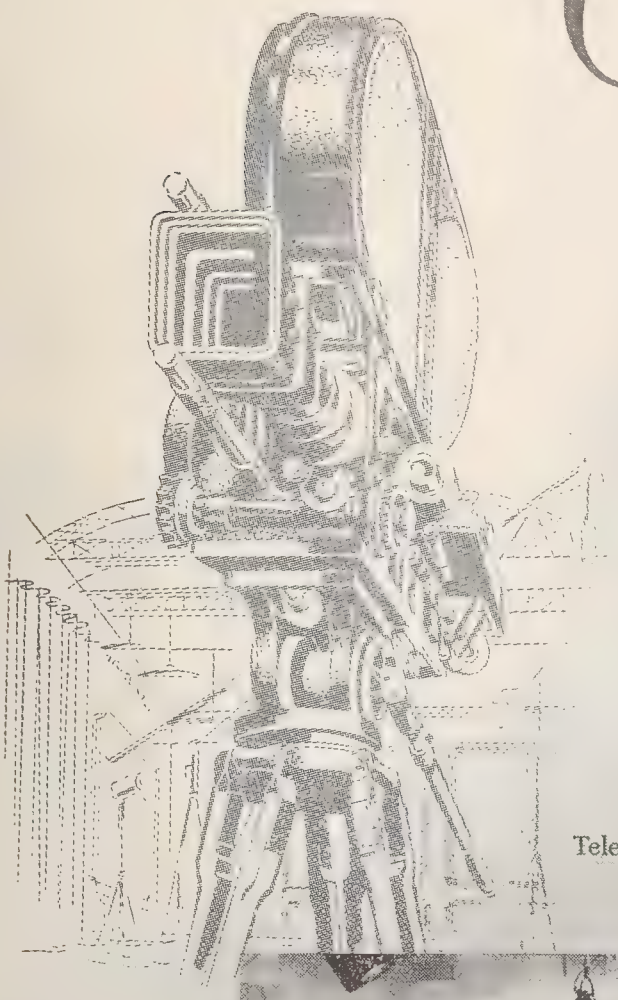
Heart of any color receiver would be the color tube. One of the objections to the CBS system was that it uses a whirling disc to add color to the video picture. Opponents have tagged the CBS system the "mechanical" system because of this, but a workable tri-color tube could be used for the CBS method.

What about programming? Only RCA-NBC has made public its plans for that aspect. As related by NBC Vice Chairman Sylvester L. (Pat) Weaver to NBC affiliates a few weeks ago, NBC plans to put on two evening half-hours weekly, plus additional time in the daytime from two color studios in New York at the inception of color. Plans call for five color studios, he said. Costs to stations, Mr. Weaver said, would be about $15,000 to add equipment to receive and broadcast network color TV.

As if to show their faith in NBC, 37 affiliates have signed up to show network color when it arrives.

With so much smoke, there must be fire somewhere. In this case even if the fire is but an ember, it is struggling to flare up. With members of Congress blowing on it there doesn't seem to be much doubt that its chances of becoming a blaze are good.

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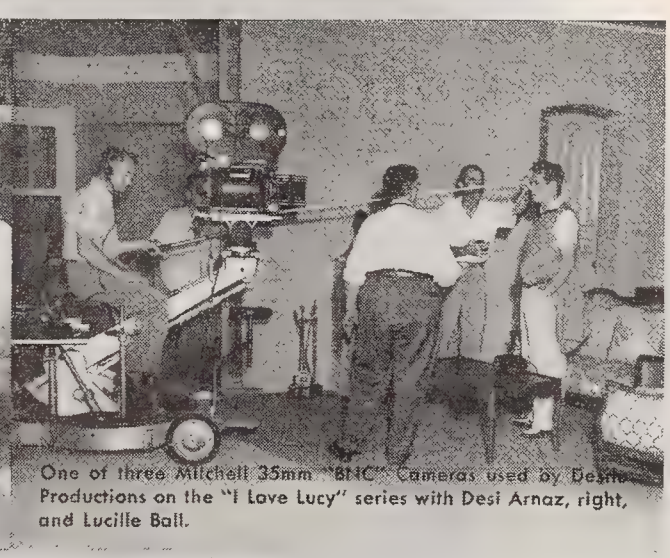
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POP-UP MAP

WAVE-TV Louisville, Ky., in an effort to convince advertisers that tower height is the most important factor in TV coverage, is distributing a "pop-up" map, in which a picture of the station's new 1,600-foot tower (above sea-level) literally pops up. In front of the new tower pop-up, is a pop-up of the old tower, illustrating in three dimensions and in correct proportions the difference between the old and new towers. Also illustrated on the 18" by 11½", seven-color map are two concentric circles, showing old and new station coverage, with comparative market data sumarized in the right lower corner. Copy at left explains relative importance of tower height, channel and power. Agency for the station is Doe-Anderson Inc., Louisville.

DECORATED CONTINUITY SHEETS

IT IS the feeling of KDAL Duluth, Minn., that continuity sheets used by radio stations reach more actual prospects and customers than do any other form of printed advertising from stations. In line with this attitude KDAL has developed four-color continuity sheets, which it changes every three months, for greater impact on the advertiser. Each sheet has clever illustrations running around the edge showing various types of radio listening: the farmer milking a cow, housewife, teen-ager, motorist, etc. The overall theme is "Everywhere you go—there's Radio" I. F. I., Duluth, is the agency.

CBS FILM

CBS Radio's new motion picture, "It's Time for Everybody," which highlights the changing character of American market and its effect on advertising media, was premiered June 16. The 16-minute, full-color animated film was shown at Ciro's in Hollywood, and additional showings are scheduled for New York and other major cities. The film is said to suggest that advertisers must consider more even distribution of incomes among Americans today and to note that radio covers 98% of American homes.

TV COVERAGE BOOKLET

WABI-TV Bangor, Me., has released an interesting transparent-acetate-covered booklet explaining its wide coverage despite its low power. According to the station, WABI is the lowest-powered TV station in the country. The almost-completely mimeographed brochure contains graphs, tables and colored maps, as well as market data.

AP HISTORY

HISTORY of the AP from its founding in 1848 up to the present time will be portrayed in a weeklong television series over WABD (TV) New York, starting today (Monday), 6:30-6:45 p.m. EDT. The series, which will be produced on the station's *Mono-Drama Theatre* program, will use one actor, films and still pictures to recount the story of the press association. It is based on the book, *AP—The Story of News,* by AP assistant general manager Oliver Gramling.



PULSE RATINGS
that make Sponsors' hearts beat faster . .

WBNS Radio has more listeners than any other Central Ohio station . the 20 top-rated (Pulse) programs heard in this billion-dollar market are heard on sets steadily tuned in to WBNS.

It's no wonder Central Ohioans get the WBNS listening habit . . . CBS headliners Jack Benny, Arthur Godfrey, Amos n' Andy, Lux Radio Theatre, daytime serials, plus popular local talent, attract listeners . . keep them tuned in hour after hour.

Check John Blair for Pulse ratings of WBNS programs — compare with any other Central Ohio station and learn why more sponsors buy time on the one BIG station with a BIG audience of steady listeners.

CBS for CENTRAL OHIO

ASK JOHN BLAIR

WBNS radio

COLUMBUS, OHIO

Advertisers

William H. Ferriss, copy chief for men's adv. dept. of General Shoe Corp., named advertising manager for Temco Inc., Nashville, Tenn. (floor furnaces, wall heaters, space heaters and clothes dryers).

Agencies

Gordon D. Cates, vice president of Biow Co., N. Y., for past two years, rejoins Lennen & Newell, N. Y., as senior vice president.

Fred D. Dwyer, account executive, appointed vice president of Ingalls-Miniter Co., Boston.

Crofton Jones and **Tyler MacDonald,** account executives, Hixson & Jorgensen Inc., L. A., named vice president in charge of industrial marketing and vice president-account supervisor, respectively.

Ben Alcock, head of television commercial production dept., and **Roy Winsor,** head of creative programming for radio and television, of Biow Co., N. Y., have been appointed vice presidents of agency.



Mr. Alcock



Mr. Winsor

Joe Fulghum, account executive, Biow Co., N. Y., to Young & Rubicam Inc., Hollywood, in similar capacity on Max Factor Co. account.

Robert H. McCullough, production manager and account executive, Showater Lynch Adv. Agency, Portland, Ore., named production manager for Don Allen & Assoc., that city.

Ken McAllister, account executive on Procter & Gamble's Camay Toilet Soap, promoted to account supervisor, Benton & Bowles. **Mark Becker,** member of agency's Tide account group, named acount executive on Ivory Snow.

E. M. Bressett, Duane Jones agency, named executive assistant to president, as general supervisor on plans for all accounts.

James R. Johnson, advertising manager, Campbell Soup Co. (tomato juice, catsup and Franco-American products), Camden, N. J., to BBDO, N. Y., as account executive.

William A. Murray, space buyer, Brooke, Smith, French & Dorrance, Detroit, to Geyer Adv., N. Y., as media director of its Detroit office.

Edwin M. Benedict named head of BBDO, L. A., market research dept.

Diane Fairbrother, KSTP-AM-FM St. Paul, appointed radio and TV director for David Inc. Adv., that city.

Edward P. Roden, director at KTTV (TV)

Hollywood, to Hixson & Jorgensen Inc., L. A., as TV producer.

Audrey Weston, promotion department, KTTV (TV) Hollywood, to William Esty Co., same city, as assistant to **Arnold Webster,** manager.

Edwin Duerr, Young & Rubicam, N. Y., to Dancer-Fitzgerald-Sample, N. Y., in program supervision and production as well as new program development.

Farlan I. Myers, account supervisor and secretary of Factor-Breyer Inc., L. A., to Young & Rubicam Inc., Hollywood, radio-TV production staff.

Daniel C. Ellis, J. Walter Thompson Co., N. Y., to Kudner Agency Inc., N. Y., as member of copy staff.

Wilmot T. Bartle, Cities Service Petroleum Inc., N. Y., to Morey, Humm & Johnstone, that city, in sales promotion dept.

Bud Gammon, Benton & Bowles, N. Y., to Biow Co., N. Y., as agency producer of *Search For Tomorrow.*

Stations

Frank Silva named station manager of WPTS Pittston, Pa.

Everett Wren, senior producer at KBTV (TV) Denver, promoted to production manager.



Mr. Wren

Edgar L. Deatherage, formerly sales service manager of KYNO Fresno, Calif., apopinted director of national sales for KJEO-TV Fresno.

Eugene B. Dodson, WKY-TV administrative assistant manager, promoted to newly created position of station manager for night operations. **Wakefield Holley,** chief announcer, appointed assistant manager for night operations.

Virginia B. Welch, continuity chief, promoted to program director and **Tom Leahy** promoted to production manager and chief announcer at KWBB Wichita, Kan. **Bill Hart,** electronic div. of Beech Aircraft Corp., to KWBB engineering staff.

Richard O. deVareness, sales representative for Procter & Gamble Co., L. A., to KNX Hollywood as account executive.

Sam Benson, senior staff announcer, KLAC Hollywood, elevated to program supervisor, replacing **Charles Craig,** who has resigned.

Ken Goldblatt, national sales manager of cooperative programming at MBS, to WOV New York, as member of sales staff.

Charles R. Laurel, divisional sales manager for Cam-Pro Corp., Fon du Lac, Wis., to sales staff of KWBU Corpus Christi, Tex. **Bayliss Corbett,** WFIN Findlay, Ohio, named head of publicity and public relations for KWBU.

Duncan Oliphant, producer on WGAN Portland, Me., named education director of Guy Gannett Bcstg. Services (WGAN and WGUY-AM-FM Bangor, Me.).

Wayne Hansen has returned to WHBF-TV Rock Island, Ill., on technical staff; **Milton Boyd** is new announcer on WHBF-TV; **William Rhodes** to WHBF-TV technical staff, and **Marvin Houtz** to sales staff, WHBF-AM.

Jack Mitchell named technical operations engineer of WDTV (TV) Pittsburgh.

James McNamara, following military leave during which he handled press relations for **General James Van Fleet** in Korea, returns to KLAC-AM-TV Hollywood, as day news editor. **Ed Lyon** becomes night news editor.

James Narz, staff announcer-disc m.c. at KPOL Los Angeles, resigned to freelance in TV.

George Sanders, continuing to free lance in TV, joins KPOL Los Angeles staff as disc m.c.



GEORGE W. NORTON (l), WAVE-TV Louisville president, discusses the station's new vhf Ch. 3 frequency and high tower with Ralph Robertson, assistant advertising manager of Colgate-Palmolive-Peet, at WAVE-TV's Waldorf-Astoria party May 26. More than 200 New York agency and advertising executives attended the presentation on WAVE-TV's new coverage, tower, power and channel.

Art Tacker, KTAO and WCOP Boston, to WBMS Boston, as disc jockey.

Elinor Lee, WTOP Washington, named food and homemaking editor.

Networks

Robert F. Kaufman, writer on CBS-TV *Alan Young Show,* and prior to that promotion manager, Paramount Pictures, N. Y. to CBS Radio, Hollywood, as manager of network program promotion department.

D. M. Marshman Jr., treasurer of Screen Writers Guild, Hollywood, on leave-of-absence to join CBS-TV New York, as consultant on daytime programming.

Floyd Van Etten, radio dept. of Needham, Louis & Brorby, Chicago, to NBC Chicago as radio and TV network sales executive.

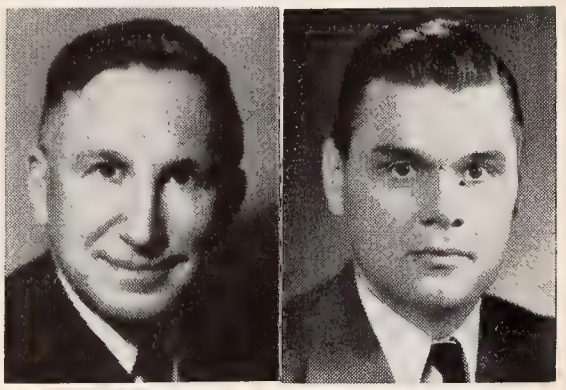
Betty Forsling, director of talent and program development for ABC-TV, resigns, effective Aug. 1.

Jack Johnston, named director on CBS Radio *Family Skeleton,* co-sponsored by Manhattan Soap Co. (Sweetheart soap) and Toni Co. (Prom).

Jack Kruschen, radio-TV actor, assigned major role in MGM "The Lone, Long Trailer," starring **Lucille Ball** and **Desi Arnaz.**

Manufacturing

E. Finley Carter, vice president in charge of engineering, appointed vice president and technical director of Sylvania Electric Products Inc., N. Y. **Howard L. Richardson,** vice president in charge of industrial relations, replaces Mr. Carter as vice president in charge of engineering.



Mr. Carter **Mr. Richardson**

Martin Gorn announces acquisition of assets of International Connector Corp., formerly of Paterson, N. J., to be known as Gorn Electronics, div. of Gorn Electric Co., Stamford, Conn.

John L. Lyons, sales manager, Kaye-Halbert Corp., Culver City, Calif., TV set manufacturers, resigned to establish own distributing concern.

A. Cameron Duncan named manager of merchandise operations of home instrument dept., RCA Victor Div., RCA, Camden, N. J. **Joseph J. Kearney,** manager of East Central renewal sales district for RCA tube dept., advanced to renewal sales manager for RCA radio batteries, replacing Mr. Duncan.

Dr. Willard Geer, associate professor of physics at USC and inventor of one of three recognized color TV tubes, to Hoffman Radio Corp. and Hoffman Laboratories Inc., L. A., as consultant on color in TV and military applications.



Mr. Schecter

Harry Schecter, general sales manager of N. Y. factory branch of Motorola, named general manager of CBS-Columbia Distributors Inc., N. Y.

George E. Dittman, renewal field sales representative for RCA tube dept., RCA Victor Div., N. Y., appointed manager of East Central renewal sales district of tube dept.

Ross Mason, executive vice president in charge of sales and advertising, Coronet Television Corp., Windsor, Canada, to Pacific Mercury Sales Corp., L. A. (TV set distributors), as advertising manager.

Jacob J. Repetto, superintendent of design and drafting, Clarostat Mfg. Co., Dover, N. H., promoted to assistant sales manager.

J. Calvin Affleck, advertising and sales promotion manager of receiver div., Allen B. DuMont Labs., elected national president of Middlebury College Alumni Assn.

New Grantees' Commencement Target Dates

* Educational permittee ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KRBC-TV Abilene, Tex. (9)	4/16/53 8/1/53	..... Pearson
WROW-TV Albany N. Y. (41)	4/16/53 Oct. '53	....
WPTR-TV Albany, N. Y. (23)	6/10/53	....
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
KSPJ (TV) Alexandria, La. (62)	4/2/53 Unknown	....
KMMT (TV) Austin, Minn. (6)	3/26/53 8/1/53	..... Pearson TV
WRBJ (TV) Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHFB-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	..... Blair TV
Rudman TV Co., Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
WBLN (TV) Bloomington, Ill. (15)	3/4/53 10/1/53	....
KDSH-TV Boise, Idaho (2)	5/14/53 Unknown	....
WSTB-TV Boston, Mass. (50)	3/26/53	....
KXLF-TV Butte, Mont. (6)	2/26/53 Unknown	....
WWTV (TV) Cadillac, Mich. (13)	4/8/53 Nov. '53	....
WTAO-TV Cambridge, Mass. (56)	3/11/53 Sept. '53	....
WACA-TV Camden, S. C. (14)	6/3/53 11/1/53	....
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53 Unknown	....
KSPR-TV Casper, Wyo. (2)	5/14/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/27/53	CBS Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	..... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 9/1/53	....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	CBS Grant
WCIN-TV Cincinnati, Ohio (54)	5/14/53 Unknown	....
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
KOMU-TV Columbia, Mo. (8)	1/15/53 10/1/53	NBC H-R TV Inc.
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
WDAK-TV Columbus, Ga. (28)	3/11/53 Early Fall '53	..... Headley-Reed
WOSU-TV Columbus, Ohio (34)	4/22/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
KDIO (TV) Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
KTLV (TV) Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....
WGLV (TV) Easton, Pa. (57)	12/18/52 7/15/53	ABC, DuMont Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	..... Hollingbery
WTRC-TV Elkhart, Ind. (52)	6/3/53 Summer '54	....
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	..... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	....
Eugene, Ore. TV Co. (13)	5/14/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....

THE SCOPE OF THIS LIST

B•T's New Grantee's Commencement Target Dates table includes call letters, target dates, networks and representatives on all grants issued since the closing of the TELECASTING YEARBOOK forms on Feb. 10, 1953. Construction permits issued prior to that time are included in that volume.

Where there have been *changes* in call letters, target dates, networks or representatives from the information in the YEARBOOK the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the YEARBOOK. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.

What a station executive says about Standard Rate Service-Ads:

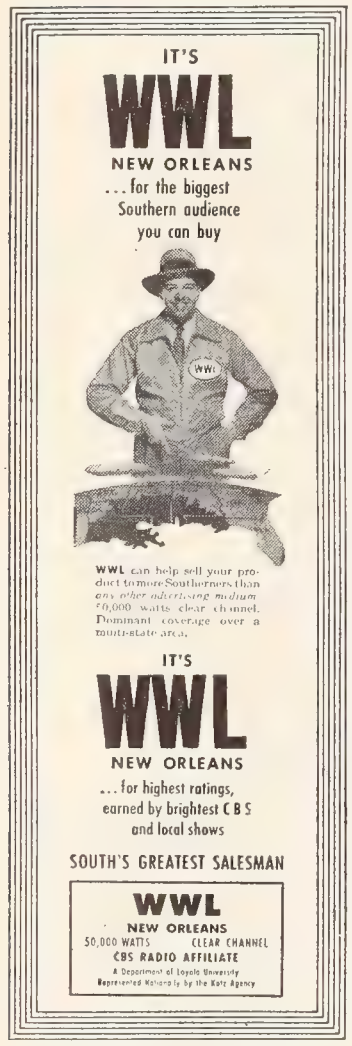
to sell more time,

reach the people in a position to buy



Howard Summerville, general manager, Station WWL, New Orleans, says . . .

"We know that media men must eventually turn to SRDS when they are considering schedules for this market, and we feel we are reaching the people who are ready and in a position to buy WWL."



Informative Service-Ads like the one shown here sell time for you because they deliver wanted information to your prospect at the time he is using Standard Rate to make station selections.

8 ways a Service-Ad in SRDS helps sell time

1. It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps *unknown* prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, *fast*.
7. It keeps your story in the only place you can be certain that everyone who uses it is interested in stations *right then*.
8. It provides a *"last chance"* point from which a prospect can get a final "briefing" on your story before he makes his final decision.

SRDS Standard Rate & Data Service, Inc.

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

The National Authority Serving the Media-buying Function

Location & Channel	Date Granted & Target for Start	Network Representative
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 8/1/53	..... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	..... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 7/15/53	ABC Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	....
KJEO (TV) Fresno, Calif. (47)	4/9/53 Oct. '53	....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	..... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 May '54	..... Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	....
WNCT (TV) Greenville N. C. (9)	3/11/53 9/1/53	CBS Pearson
WGLV (TV) Greenville, S. C. (23)	1/23/53 8/1/53	ABC H-R TV Inc.
WCRS-TV Greenwood, S. C. (21)	4/8/53	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
KHQA-TV Hannibal, Mo. (7)	2/18/53 Unknown	....
KGBS-TV Harlingen, Tex. (4)	5/21/53 Unknown	....
WSIL-TV Harrisburg, Ill. (22)	3/11/53 Nov. '53	....
WSVA-TV Harrisonburg, Va. (3)	3/11/53 Sept. 1	NBC Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53 Midsummer '53	....
American Bcstg. Station Inc., Honolulu, T.H. (4)	5/14/53 Unknown	....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	CBS .....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53	ABC .....
WNES (TV) Indianapolis, Ind. (67)	3/26/53 Oct. '53	....
WJRE (TV) Indianapolis, Ind. (26)	3/26/53	....
WJHP-TV Jacksonville, Fla. (36)	6/3/53 Fall '53	..... Perry Assoc.
KCMO-TV Kansas City, Mo. (5)	6/3/53 Fall '53	....
WKNE-TV Keene, N. H. (45)	4/22/53 Unknown	....
WCEE-TV Knoxville, Tenn. (26)	3/26/53	....
WWLA (TV) Lancaster, Pa. (21)	5/7/53 Fall '53	....
KLAS-TV Las Vegas, Nev. (8)	3/19/53 July '53	ABC, CBS Weed TV
General Bcstg. Co., Lawrence, Mass. (72)	6/10/53	....
WMRF-TV Lewiston, Pa. (38)	4/2/53 Unknown	....
KTVE (TV) Longview, Tex. (32)	2/5/53 8/1/53	..... Forjoe
KFYO-TV Lubbock, Tex. (5)	5/7/53 Fall '53	..... Taylor
KTRE-TV Lufkin, Tex. (9)	3/11/53 1954	..... Taylor
WETV (TV) Macon, Ga. (47)	2/12/53 8/1/53	ABC, NBC Headley-Reed
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53 9/27/53	CBS, DuM Katz
WMRI-TV Marion, Ind. (29)	3/11/53 Unknown	....
WMEV-TV Marion, Va. (50)	4/2/53 Unknown	..... Donald Cooke
KRIO-TV McAllen, Tex. (20)	2/18/53 September	....
KBES-TV Medford, Ore. (5)	3/4/53 Unknown	CBS .....
WTOK-TV Meridian, Miss. (11)	6/3/53 9/27/53	..... Headley-Reed
Miami TV Co., Miami, Okla. (58)	4/22/53 Unknown	....
WOKY-TV Milwaukee, Wis. (19)	6/3/53 9/1/53	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	....
WTCN-TV Minneapolis, Minn. (11) (ST-WMIN-TV)	4/16/53 9/15/53	....
KGVO-TV Missoula, Mont. (13)	3/11/53 Spring 1954	..... Gill-Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 [CP stayed]	....
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53 Fall 1953	....
KFXD-TV Nampa, Idaho (6)	3/11/53 July '53	..... Hollingbery
WDHN (TV) New Brunswick, N. J. (47)	4/2/53 Unknown	....
WJMR-TV New Orleans, La. (61)	2/18/53 Sept. '53	..... Bolling
CKG Co., New Orleans, La. (26)	4/2/53 Fall 1953	..... Gill-Perna
Community TV Corp., New Orleans, La. (32)	4/2/53 Unknown	....
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WMGT (TV) North Adams, Mass. (74)	2/18/53 10/15/53	..... Walker
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Sept. '53	....
KTVQ (TV) Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
WJDM (TV) Panama City, Fla. (7)	3/11/53 Sept. '53	..... Hollingbery
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WEAR-TV Pensacola, Fla. (3)	6/3/53 9/1/53	..... Hollingbery
WTVH-TV Peoria, Ill. (19)	12/18/52 9/1/53	..... Petry
KOOL-TV Phoenix, Ariz. (10) (ST-KOY-TV)	5/27/53 10/1/53	....
KOY-TV Phoenix, Ariz. (10) (ST-KOOL-TV)	5/27/53 10/1/53	....
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53 August	..... Headley-Reed
Metro. Pittsburgh, Pa. Educ. TV (13)*	5/14/53 Unknown	....
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS .....
KWIK-TV Pocatello, Idaho (10)	3/26/53 Spring 1954	..... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Everett-McKinney-N.Y. Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	....
WNAO-TV Raleigh, N. C. (28)	10/16/52 7/1/53	ABC, CBS, DuM Avery-Knodel
Blue Grass TV Co., Richmond, Ky. (60)	4/29/53 Unknown	....
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	....

KOLN-TV 12

CHANNEL

LINCOLN, NEBRASKA

Capital City's First with HIGHEST TOWER *and* GREATEST POWER

26,900 Watts Visual
13,400 Watts Aural

REAP Your SHARE of the Cornbelt DOLLAR!

More Than 430,000 Buyers in the Prosperous Southeast Nebraska Market.

NOW more than 57,478 *sets* {Radio-TV Manufacture Report} in the KOLN-TV Area

See WEED TV

in Dayton only

WLW-D

"plusses" your TV advertising with C. S. D.*

***Client Service Department**

Southwest Daytimer

$45,000.00

A 1000 watt daytimer in rich manufacturing and resort area. Profitable facility. Modern and new in all respects. Excellent financing for the right party.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

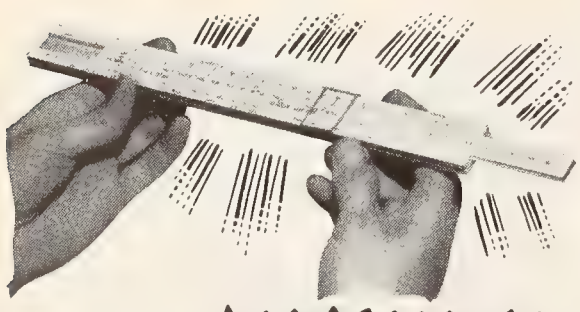
WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672



A MEREDITH STATION
ROOM 280 — INSURANCE BUILDING
REPRESENTED BY JOHN BLAIR & CO.



NOW! VHF-UHF
SIGNAL RANGE CALCULATIONS
in 30 seconds!

Already in use by 1500 TV Station Managers, Engineers and Advertising Executives.

This new signal range and calculator quickly shows Grade "A", Grade "B", and Principal City Coverage for all VHF-UHF TV Channels. Accuracy within 10% of FCC Charts.

Copyrighted and designed exclusively for Pioneer Electronic Supply Co. by J. B. Epperson, Chief Engineer for Scripps-Howard's Television Stations and Associate Member of Federal Communications Consulting Engineers.

Attractive Leatherette case and instructions included. Only $5.45 NET
Please order on your letterhead.

PIONEER Electronic Supply Co.
2115 Prospect Ave., Cleveland 15, Ohio

FOR THE RECORD

Location & Channel	Date Granted & Target for Start	Network Representative
WRNY-TV Rochester, N. Y. (27)	4/2/53	.....
	Unknown	.....
Star Bcstg. Co., Rochester, N. Y. (15)	6/10/53	.....
	.....	.....
Greater Rockford, Ill. TV Inc. (13)	5/14/53	.....
	Unknown	.....
KPIC (TV) Salem, Ore. (24)	1/29/53	.....
	Sept. '53	.....
KUTV (TV) Salt Lake City, Utah (2)	3/26/53	ABC
	Fall '53	Hollingbery
KALA (TV) San Antonio, Tex. (35)	3/26/53	.....
	.....	.....
WJON-TV St. Cloud, Minn. (7)	1/23/53	.....
	Late Oct. '53	Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52	CBS, DuM
	8/1/53	Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53	.....
	Late 1953	.....
KETC (TV) St. Louis, Mo. (9)*	5/7/53	.....
	Unknown	.....
WCOW-TV St. Paul, Minn. (17)	3/11/53	.....
	11/15/53	
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	4/16/53	.....
	9/15/53	.....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53	.....
	[CP stayed]	.....
WBOC-TV Salisbury, Md. (16)	3/11/53	.....
	10/1/53	.....
KFSD-TV San Diego, Calif. (10)	3/19/53	.....
	Unknown	.....
KBAY-TV San Francisco (20)	3/11/53	.....
	Unknown	.....
KSAN-TV San Francisco (32)	4/29/53	.....
	Unknown	McGillvra
Van Curler Bcstg. Corp., Schenectady, N. Y (35)	6/11/53	.....
	.....	.....
WARM-TV Scranton, Pa. (16)	2/26/53	.....
	Early Fall '53	Hollingbery
KOMO-TV Seattle (4)	6/10/53	.....
	.....	.....
KDRO-TV Sedalia, Mo. (6)	2/26/53	.....
	Early '54	.....
Sherman TV Co., Sherman, Tex. (46)	3/4/53	.....
	Late Summer, '53	.....
WICS (TV) Springfield, Ill. (46)	2/26/53	.....
	Unknown	.....
Stamford-Norwalk (Conn.) TV Corp. (27)	5/27/53	.....
	Unknown	.....
KCMC-TV Texarkana, Tex. (6)	2/5/53	ABC
	July 1953	Taylor
WIBW-TV Topeka, Kan. (13)	6/3/53	.....
	Late fall '53	.....
KCOK-TV Tulare, Calif. (27)	4/2/53	DuM
	Sept. '53	Forjoe
KCEB (TV) Tulsa, Okla. (23)	2/26/53	.....
	Unknown	.....
KLIX-TV Twin Falls, Ida. (11)	3/19/53	.....
	Unknown	.....
WGOV-TV Valdosta, Ga. (37)	2/26/53	.....
	Nov. '53	Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	.....
	.....	.....
WINT (TV) Waterloo, Iowa (15)	4/16/53	.....
	10/1/53	.....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53	.....
	October	.....
WTRF-TV Wheeling, W. Va. (7)	4/22/53	.....
	10/1/53	.....
KEDD (TV) Wichita, Kan. (16)	2/18/53	ABC
	8/1/53	Petry
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52	ABC-DuM
	8/1/53	Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53	NBC, DuM
	July-August	.....
KIMA-TV Yakima, Wash. (29)	12/4/52	.....
	7/1/53	Weed TV
WNOW-TV York, Pa. (49)	7/11/52	DuM
	Mid-Summer '53	Hollingbery
KAGR-TV Yuba City, Calif. (52)	3/11/53	.....
	Unknown	.....
KIVA-TV Yuma, Ariz.	3/25/53	.....
	Unknown	.....

Key Excerpts of NARTB Bulletin on Baseball

See story in Government section

To appreciate the full significance of the new and far-reaching problem raised by this proposed legislation, remove the two words "professional baseball" from the title of S 1396 and insert in their place any one of many other types of radio and television program matter regularly broadcast in response to the public interest. The danger is obvious.

The Congress of the United States is being asked . . . to make a specific exemption for professional baseball from the anti-trust laws on the basis of an alleged—although as yet unsubstantiated—charge that radio and television broadcasting is the principal cause of its economic trouble. . . .

This bill restricting the broadcasting of professional baseball is doubly dangerous because, to use a term familiar to the sports world, it is a "sleeper." On the surface, and in the language of its supporters it appears to be nothing more than a commendable effort to shore up the shaky economics of the minor league baseball clubs of the country. But when you strip it of its lengthy definitions and legislative decoys, it is revealed as one of the most serious attacks ever to be made on a necessary right of radio and television.

It would seem evident from most of the testimony given at the hearing that a major strategy of the proponents of this bill is to make it appear that a "vote for" S 1396 is a "vote for" baseball. On the other hand, anyone who has shown a disposition to oppose the bill has been pictured as being "against" baseball, the great American sports pastime.

On anti-trust aspect:

The supporters of S 1396 say over and over again that they do not think joint agreements between baseball clubs to restrict radio and television broadcasts are in violation of the anti-trust laws. Yet at the same time, this bill has been prepared and its advocates now ardently press for its adoption by Congress. The one clear purpose of this bill is to specifically exempt certain baseball club agreements pertaining to broadcasting from anti-trust sanctions—a radical and unnecessary departure from established anti-trust principles which would deny broadcasters and the public the right to contest the legality of these restrictive agreements.

During the Senate hearings, those who were in favor of this bill took frequent occasion to blast the Dept. of Justice for its part in raising the anti-trust question about the celebrated Major League "Rule 1(d)," which authorized restrictive broadcast rules by baseball clubs acting in concert. And yet, even as the witnesses and the chairman of the subcommittee berated the Dept. of Justice, in the very next breath baseball officials stated that they did not relish a court test of Rule 1(d). Such a move would have determined the true legal status of this device which permitted the baseball clubs acting together to restrict radio and television broadcasts of games in specified

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Sure Fire Merchandising that is—as WPTR offers its JET- FIRE plan—36 SUPER MARKETS in Albany—Schenectady —Troy and Upstate New York.

P.S. Last year their Retail Sales were 25 Million Dollars.

WPTR 50,000 WATTS
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Represented by Weed and Co.

territories for which the broadcasters had secured equitable contracts from the clubs in play. Confronted with the steady pressure from the Dept. of Justice, the baseball clubs rescinded Rule 1(d) as a formal rule of the baseball agreements, thus declining to test its anti-trust status in the courts.

The public suffers most when restrictive agreements such as Rule 1(d) are in effect. The fact that S 1396 legalizes depriving the public of what it might otherwise be permitted to enjoy through radio and television coverage is another vital issue in this bill which has been glossed over by its supporters. . . .

On property rights:

The NARTB recognizes the property right of a professional baseball club in the actual performance of its exhibition, and in opposing this bill, does not challenge the individual club's privilege to sell or to withhold its actual performance rights. What we oppose is the setting aside of the protection of the anti-trust laws and the legalizing of the combination, or more realistically the collusive principle which is the purpose of S 1396. We oppose this move which gives legal authority to procedures which would deprive the public of its right to enjoy through radio and television those events which by the unrestricted interaction of competition have won high priority in the scale of public interest.

FCC Proposes Sec. 1.342 Change

HERE is text of FCC order revising its proposal with respect to requirements on filing of network affiliation, ownership, bulk time sales, management contract and other reports [B•T, June 15]. Original proposal was issued in February [B•T, Feb. 23]. Deadline on comments is July 13. Revised text follows:

APPENDIX

Section 1.342 of the Commission's Rules and Regulations is proposed to be amended by deleting the present text and substituting the following:

§ 1.342. **Filing of contracts, broadcast licensees and permittees.** Each licensee or permittee of a standard, FM, television, or international broadcast station shall file with the Commission within 30 days of execution thereof copies of the following contracts, instruments and documents, together with amendments, supplements and cancellations. The term "contract" as used herein includes any contract, express or implied, oral or written. The substance of oral contracts shall be reported in writing:

(a) Contracts relating to network service. This provision does not require the filing of transcription agreements or contracts for the supplying of film for television stations which do not specify option time, contracts granting the right to broadcast music such as ASCAP, BMI or SESAC agreements, contracts with news associations, or similar agreements. Transcriptions agreements or contracts for the supplying of film for television stations which do specify option time must be filed.

(b) Contracts, instruments or documents relating to the present or future ownership or control of the licensee or permittee, or of the licensee's or permittee's stock, rights or interests therein, or relating to changes in such ownership or control. All contracts, instruments and documents exempted from the requirements of Section 1.343 of the rules are similarly exempted here. The term "stock" includes any interest in legal or beneficial, right or privilege in connection with stock. The terms "officers" and "directors" include the comparable officials of unincorporated associations. This provision is limited to the following:

(1) Articles of partnership, association and incorporation and changes in such instruments.

(2) Bylaws and any instruments affecting changes in such bylaws.

(3) Any agreement, document or instrument affecting, directly or indirectly, the ownership or voting rights of the licensee's or permittee's stock, (common or preferred, voting or non-voting stock) such as (i) agreements for transfer of stock, (ii) instruments for the issuance of new stock, (iii) or agreements for the acquisition of licensee's or permittee's stock by the issing licensee or permittee corporation. Options to purchase stock, pledges, trusts agreements, and other executory agreements are required to be filed.

(4) Proxies with respect to the licensee's or permittee's stock running for a period in excess of one year; and all proxies, whether or not running for a period of one year, given without full and detailed instructions binding the recipient to act in a specified manner. With respect to the latter proxies given without full and detailed instructions, a statement showing the number of such proxies, by whom given and received, and the percentage of outstanding stock represented by each proxy shall be submitted by the licensee or permittee within 30 days after the stockholders' meeting in which the stock covered by such proxies has been voted.

(5) Mortgage or loan agreements containing provisions restricting the licensee's or permittee's freedom of operation, such as those specifying or limiting the amount of dividends payable, the purchase of new equipment, the maintenance of current assets, etc.

(6) Any agreement reflecting a change in the officers, directors, or stockholders of a corporation other than the licensee or permittee having an interest, direct or indirect, in the licensee or permittee as specified by Section 1.343 of the rules.

(c) Contracts relating to the sale of broadcast time to "time brokers" for resale.

(d) Contracts relating to functional music operations such as "storecasting," "transitcasting," "background music," and similar services. This provision does not require the filing of contracts granting functional music licensees or permittees the right to broadcast copyright music.

(e) Time sales contracts with the same sponsor for 4 or more hours per day, unless the length of the events broadcast pursuant to the contract is not under control of the station, such as athletic contests, musical programs and special events.

(f) Contracts relating to the utilization in a management capacity of any person **other than** an officer, director, or regular employee of the licensee or permittee station, and management contracts with any persons, whether or not officers, directors, or regular employees which provide for **both** a percentage of profits and a sharing in losses. With the above exceptions, this provision does not require the filing of agreements with persons regularly employed as general or station managers or salesmen, contracts with program managers or program personnel, contracts with chief engineers or other engineering personnel, contracts with consulting radio engineers, attorneys, or accountants, contracts with performers, contracts with station representatives, contracts with labor unions, or any similar agreements. It does require the filing of management consultant agreements with independent contractors.

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

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the KMBC KFRM Team

CBS RADIO FOR THE HEART OF AMERICA

ACTIONS OF THE FCC

June 10 through June 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Stations Authorizations as of May 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,430	569	101
CPs on air	15	32	†88
Total on air	2,445	601	†179
CPs not on air	130	20	266
Total authorized	2,575	611	455
Applications in hearing	90	1	108
New station requests	244	9	611
Facilities change requests	183	32	23
Total applications pending	913	95	730
Licenses deleted in May	0	11	0
CPs deleted in May	2	0	1

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

AM and FM Summary through June 17

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,445	2,431	153	240	91
FM	598	567	52	9	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	124	233	357[1]
Educational	4	13	17

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	144	35	179
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	792	337	627	502	1,129[2]
Educational	48		25	23	48
Total	840	337	652	525	1,177[3]

[1] Five CPs (2 vhf, 3 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 374 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Lawrence, Mass.—General Bcstg. Co. granted new TV station on uhf Ch. 72 (818-824 mc); ERP 22.9 kw visual and 12.3 kw aural; antenna height above average terrain 640 ft., above ground 433 ft.; estimated construction cost $255,235, first year operating cost $200,000, revenue $200,000. Post office address 11 Pemberton Sq., Boston. Studio location to be determined. Transmitter location Wood Hill, 2.3 mi. SW of Lawrence city limits. Geographic coordinates 42° 39' 16" N. Lat., 71° 13' 15" W. Long. Transmitter RCA, antenna Workshop Assoc. Legal counsel Cohn & Marks, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include: President **A. Alfred Franks** (50%), retail clothier; **Rudolph** and **Justin Wyner** (25% each), textile manufacturers. Granted June 10.

Albany, N. Y.—Patroon Bcstg. Co. (WPTR) granted new TV station on uhf Ch. 23 (524-530 mc); ERP 257 kw visual and 135 kw aural; antenna height above average terrain 1,010 ft., above ground 248 ft.; estimated construction cost $445,000, first year operating cost $296,718, revenue $250,000. Post office address Hotel Ten Eyck, Albany. Studio location 87 State St. Transmitter location E. Berne Rd. Geographc coordinates 42° 38' 11" N. Lat., 74° 00' 11" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include: President **J. Myer Schine,** Vice President **W. R. David** (2.5%), Secretary **Howard Antevil,** Treasurer **John A. May, Harold E. Boldgett** (30%), **Bertha Ryan Asch** (10%) and **M. L. Prescott** (2.5%). Schine Chain Theatres Inc., exhibitor, owns 55%. Grant made possible by withdrawal of competitor WTRY Troy [B•T, June 15]. Granted June 11.

Rochester, N. Y.—Star Bcstg. Co. (WGVA Geneva, N. Y.) granted new TV station on uhf Ch. 15 (476-482 mc); ERP 288 kw visual and 151 kw aural; antenna height above average terrain 430 ft., above ground 325 ft.; estimated construction cost $427,214, first year operating cost $200,000, revenue, $210,000. Post office address 87 Seneca St., Geneva, N. Y. Studio location to be determined. Transmitter location Pinnacle Hill, Brighton, N. Y. Geographic coordinates 43° 08' 07" N. Lat., 77° 35' 02" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include: President **Maurice R. Forman** (71.59%), owner Beam Adv.; Vice President **Thomas L. Brown** (11.84%); Secretary **R. Carleton Greene** (4.73%); Treasurer **Samuel E. Daley; Edward Menden** (11.84%). Star Bcstg. purchases competing applicant, WARC Inc. (WARC), for $110,000 subject to FCC approval [B•T, June 15]. Granted June 11.

Schenectady, N. Y.—Van Curler Bcstg. Corp. granted new TV station on uhf Ch. 35 (596-602 mc); ERP 245 kw visual and 126 kw aural; antenna height above average terrain 1,520 ft., above ground 543 ft.; estimated construction cost $400,000, first year operating cost $300,000, revenue $225,000. Post office address Proctor's Theatre Bldg., 432 State St. Studio location 432 State St. Transmitter location off Camp Pinnacle Rd., 2.2 mi. W of New Salem. Geographic coordinates 42° 37' 39" N. Lat., 74° 00' W. Long. Transmitter and antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer George P. Adair, Washington. Principals include: President **Simon H. Fabian** (25%), president Fabian Theatres Inc.; Vice President **Eleanor Fabian Rosen** (25%); Treasurer **Samuel Rosen** (25%), vice president Royal Diamond Watch Co., and Secretary **Edward L. Fabian (25%),** assistant secretary Fabian Theatres. Half-interest in grantee goes to Col. Harry C. Wilder and associates, owners of WTRY Troy, which dismissed uhf Ch. 23 application. Group buys physical assets of WXKW Albany for $300,000, whose permittee, Champlain Valley Bcstg. Corp., drops bid for uhf Ch. 35 at Schenectady. WXKW will be deleted [B•T, June 15]. Granted June 11.

Seattle, Wash.—Fisher's Blend Stations Inc. (KOMO) granted new TV station on vhf Ch. 4 (66-72 mc); ERP 100 kw visual and 50.1 kw aural; antenna height above average terrain 810 ft., above ground 880 ft.; estimated construction cost $1,115,460, first year operating cost $1,001,979, revenue $1,110,400. Post office address 100 4th Ave. N. Studio and transmitter location 100 4th Ave. N. Geographic coordinates 47° 37' 09" N. Lat., 122° 20' 51" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer A. D. Ring & Co., Washington. Fisher Flouring Mills Co. is sole owner. Principals include **O. W. Fisher,** president; **D. R. Fisher** and **W. W. Warren,** vice presidents, and **O. D. Fisher,** director. Grant was made possible by dismissal of competitive application of Mt. Rainier Radio & TV Bcstg. Corp. (KJR), whose chief owner, Theodore R. Gamble, receives option for one-third interest in new firm to be formed to operate new TV station. KOMO will remain under present ownership and separate operation. KJR would be sold by the Gamble interests [B•T, June 15]. Granted June 11.

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Applications

Evanston, Ill.—Northwestern TV Bcstg. Corp. requests uhf Ch. 32 (578-584 mc); ERP 24.25 kw visual and 13.06 kw aural; antenna height above average terrain 167 ft., above ground 233 ft. Estimated construction cost $165,300, first year operating cost $200,000, revenue $200,000. Post office address 2201 Oakton St. Studio and transmitter location 2201 Oakton St. Geographic coordinates 42° 01′ 40″ N. Lat., 87° 42′ 18″ W. Long. Transmitter and antenna GE. Legal counsel Arthur H. Schroeder, Washington. Consulting engineer John Creutz, Washington. Principals include President and Treasurer **Angus D. Pfaff** (50%) and Vice President and Secretary **Howard S. Martin** (50%). Mr. Pfaff is vice president and one-third owner of Evanston Bcstg. Co., licensee of WNMP Evanston. Filed June 12.

Boston, Mass.—Massachusetts Bay Telecasters request vhf Ch. 5 (76-82 mc); ERP 100 kw visual and 50 kw aural; antenna height above average terrain 800 ft., and above ground 340 ft. Estimated construction cost $630,216, first year operating cost $700,000, revenue $1,100,000. Post office address 212 Essex St. Studio location to be determined. Transmitter location at Canton Ave., Great Blue Hill, Milton. Geographic coordinates 42° 12′ 47″ N. Lat., 76° 06′ 51″ W. Long. Transmitter and antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include general partners **James F. Fitzgerald** (45%), **Roger L. Putnam** (45%) and **William L. Putnam** (10%). Roger Putnam is president of WWLP (TV), uhf Ch. 61 grantee at Springfield, Mass., and William Putnam is treasurer of WWLP (TV). Filed June 16.

Cincinnati, Ohio—Gordon Bcstg. Co. requests uhf Ch. 74 (830-836 mc); ERP 165 kw visual and 83.0 kw aural; antenna height above average terrain 610 ft., above ground 538 ft.; estimated construction cost $235,335, first year operating cost $240,000, revenue $265,000. Post office address % A. Bertram Roth, Room 1010, 140 Nassau St., N. Y. C. Studio and transmitter location 8th St. and Matson Pl. Geographic coordinates 39° 06′ 17″ N. Lat., 84° 33′ 21″ W. Long. Transmitter and antenna RCA. Legal counsel A. Bertram Roth, New York City. Consulting engineer Frank H. McIntosh, Washington. Principals: President **Sherwood R. Gordon** (70%), assistant to president of Wilbur Sales Corp., New York graphic arts firm: Secretary-Treasurer **Edna W. Gordon** (30%). Mr. and Mrs. Gordon are principals in the TV Corp of Greater Miami, applicant for uhf Ch. 33 at Miami, Fla. Gordon Bcstg. has purchased WSAI Cincinnati (see Ownership Changes). Filed June 10.

Tulsa, Okla.—TulsVision Inc. requests vhf Ch. 2 (54-60 mc); ERP 100 kw visual and 60 kw aural; antenna height above average terrain 1,264 ft., above ground 1,101 ft. Estimated construction cost $605,000, first year operating cost $800,000, revenue $800,000. Post office address 550 E. 11 St. Studio location to be determined. Transmitter location at Black Dog Twp., 3 miles S. of Sand Springs. Geographic coordinates 36° 11′ 24″ N. Lat., 96° 07′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Haley, Doty & Schellenberg, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include President **John C. Mullins** (50%); Secretary and Treasurer **R. M. Hays** and Chairman of the Board **John E. Mabee** (50%). Mr. Mullins is president and general manager of KPHO-AM-TV Phoenix. Filed June 16.

Houston, Tex.—Houston TV Co. requests vhf Ch. 13 (210-216 mc); ERP 316 kw visual and 229 kw aural; antenna height above average terrain 1,043 ft., and above ground 1,079 ft. Estimated construction cost $1,243,928.14, first year operating cost $850,000, revenue $950,000. Post office address 3005 Louisiana, Houston. Studio location to be determined. Transmitter location at intersection of Alpine Rd. & Airline Drive 12.5 miles N. of the center of Houston. Geographic coordinates 29° 55′ 59″ N. Lat., 95° 24′ 14″ W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Lloyd J. Gregory**; Vice President **Edwin H. Dyer**; Secretary-Treasurer **Gail Whitcomb.** Ownership is distributed among 15 stockholders each holding an equal share. Mr. Gregory in 1946-1951 was vice president and general manager of *Houston Post* (KPRC-TV) and holds a 50% interest in Gregory-Giezendanner Adv. Filed June 12.

Existing TV Stations . . .

Actions by FCC

KCSJ-TV Pueblo, Colo.—Star Bcstg. Co. granted STA to operate commercially on vhf Ch. 5 from June 10-Oct. 20. Granted June 9; reported June 16.

WROM-TV Rome, Ga.—WROM-TV Inc. granted modification of CP to change ERP from 2.9 kw visual and 1.45 kw aural to 30.9 kw visual and 15.5 kw aural; antenna height above average terrain 720 ft. Granted June 9; reported June 16.

WFAM-TV Lafayette, Ind.—WFAM Inc. granted STA to operate commercially on uhf Ch. 59 from June 8-Aug. 23. Granted June 8; reported June 16.

WCOC-TV Meridian, Miss.—Mississippi Bcstg. Co. granted modification of CP to change ERP from 210 kw visual and 110 kw aural to 251 kw visual and 132 kw aural; antenna height above average terrain 560 ft. Granted June 12; reported June 16.

WHIO-TV Dayton, Ohio—Miami Valley Bcstg. Corp. granted modification of CP to change antenna height above average terrain to 1,145 ft. Granted June 12, reported June 16.

KBES-TV Medford, Ore. — Southern Oregon Bcstg. Co. granted modification of CP to change ERP from 19 kw visual and 9.8 kw aural to 29.2 kw visual and 15.9 kw aural; change antenna height above average terrain from 460 ft. to 429 ft. Granted June 12; reported June 16.

WFIL-TV Philadelphia—Triangle Publications Inc. granted CP to increase ERP from 27 kw visual and 13.5 kw aural to 100 kw visual and 50.1 kw aural; change designation of studio location (not a move); antenna height above average terrain 650 ft. Granted June 10; reported June 16.

WPTZ (TV) Philadelphia—Westinghouse Radio Stations Inc. granted change of ERP from 16 kw visual and 8 kw aural to 100 kw visual and 50.1 kw aural; add power amplifiers, correct geographic coordinates (not a move) and install emergency antenna pending change-over to improved operation. Antenna height above average terrain 750 ft. Granted June 12; reported June 16.

WGBI-TV Scranton, Pa.—Scranton Bcstrs. Inc. granted modification of CP to change ERP from 290 kw visual and 150 kw aural to 178 kw visual and 93.3 kw aural; make slight change in transmitter location (description same but geographic coordinates change); antenna height above average terrain 1,170 ft. Granted June 11; reported June 16.

KMO-TV Tacoma, Wash.—KMO Inc. granted modification of CP to change ERP from 120 kw visual and 71 kw aural to 95.5 kw visual and 57.5 kw aural. Granted June 11; reported June 16.

WKOW-TV Madison, Wis.—Monona Bcstg. Co. granted STA to operate commercially on uhf Ch. 27 from June 21-Dec. 21. Granted June 9; reported June 16.

Call Letters Assigned

KOY-TV Phoenix, Ariz.—KOY Bcstg Co., vhf Ch. 10. Share time with KOOL-TV.

KOOL-TV Phoenix, Ariz.—Maricopa Bcstrs. Inc., vhf Ch. 10. Share time with KOY-TV.

KBAY-TV San Francisco, Calif.—Lawrence A. Harvey, uhf Ch. 20.

WCTB (TV) Bridgeport, Conn.—Connecticut State Board of Education, educational uhf Ch. 71. Changed from WCBE.

WEDH (TV) Hartford, Conn. — Connecticut State Board of Education, educational uhf Ch. 24. Changed from WCHF.

WCTN (TV) Norwich, Conn.—Connecticut State Board of Education, educational uhf Ch. 63. Changed from WCNE.

WJHP-TV Jacksonville, Fla.—The Jacksonville Journal Co., uhf Ch. 36.

WEAR-TV Pensacola, Fla.—Gulfport Bcstg. Co., vhf Ch. 3.

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WTRC-TV Elkhart, Ind.—Truth Pub. Co., uhf Ch. 52.

KDIO (TV) Davenport, Iowa—Mel Foster-Harold Hoersch, uhf Ch. 36.

KTLV (TV) Des Moines, Iowa—Rib Mountain Radio Inc., uhf Ch. 17.

WIBW-TV Topeka, Kan.—Topeka Bcstg. Assoc. Inc., vhf Ch. 13.

WCOW-TV St. Paul, Minn.—WCOW Telecasting Co., uhf Ch. 17.

KCMO-TV Kansas City, Mo.—KCMO Bcstg. Co., vhf Ch. 5.

WACA-TV, Camden, S. C.—Camden Bcstg. Co., uhf Ch. 14.

KGBS-TV Harlington, Tex.—The Magic Triangle Televisors Inc., vhf Ch. 4.

KALA (TV) San Antonio, Tex.—Alamo TV Co., uhf Ch. 35.

WOKY-TV Milwaukee, Wis.—Bartell Bcstrs. Inc., uhf Ch. 19.

New AM Stations . . .

Actions by FCC

Alexandria, La.—Dixie Bcstg. Service granted new AM station on 1410 kc with 1 kw daytime. Grantee includes one-third owners Cyril W. Reddoch, Klien Evans and Ralph L. Hooks. Mr. Reddoch is 50% owner of KDLA DeRidder and KREH Oakdale, La. Mr. Evans owns 50% of KREH. Mr. Hooks is KDLA commercial manager. Post office address % Cyril Reddoch, Box 46, DeRider, La. Granted June 10.

Existing AM Stations . . .

Actions by FCC

KIMA Yakima, Wash. — Cascade Bcstg. Co. granted power increase on 1460 kc from 500 w night, 1 kw day to 5 kw fulltime, directional night. Granted June 10.

Reduce Operation

WSUI Iowa City, Iowa—State U. of Iowa granted authority to reduce hours of operation from unlimited to minimum of 6½ hours daily from Aug. 13-Sept. 26 during regular vacation period. Granted June 8.

Remain Silent

KBPS Portland, Ore. — Benson Polytechnic School granted authority to remain silent during summer vacation June 5-Sept. 21. Granted June 9.

Call Letters Assigned

WMRE Monroe, Ga.—Walton Bcstg. Co., 1490 kc, 250 w unlimited.

WJOT Lake City, S. C.—Lake Bcstg. Corp., 1260 kc, 1 kw daytime.

Existing FM Stations . . .

Actions by FCC

WBUZ (FM) Oakland, Md.—Chesapeake Bcstg. Co. granted modification of CP to change ERP from 6.3 kw to 18 kw and antenna height above average terrain to 160 ft. Granted June 8; reported June 16.

Call Letters Assigned

WGVE (FM) Gary, Ind.—School City of Gary, noncommercial educational, 88.1 mc, 10 w.

FM Station Deleted

WJPG-FM Green Bay, Wis.—Green Bay Newspaper Co. granted request to cancel license and delete FM station on Class B Ch. 266 (101.1 mc). Deleted June 9; reported June 16.

Ownership Changes . . .

Decisions

WAPI, WAFM (FM) and WAFM-TV Birmingham, Ala.—The Television Corp. granted transfer of control from Ed Norton (75%) and Thad Holt (25%) to The Birmingham News Co. for $2.4 million. Transfer may not be consummated until transferee has divested itself of all interest in WSGN-AM-FM-TV there, sold to Jemison Bcstg. Co. for $300,000 subject to FCC consent (see Ownership Changes, Applications). Comrs. Paul A. Walker and Frieda B. Hennock dissented. Granted June 10.

KDRS Paragould, Ark.—Daily Press Inc. granted assignment of license to Progressive Bcstg. Co., partnership of T. M. Self and G. T. Rand. Latter pair gave up their half interest in Daily Press Inc. and cancel debt of $6,000 due to them. Daily Press also will pay $8,500 mortgage. Granted June 10.

WTVP (TV) Decatur, Ill.—Decatur Prairie TV Co. granted modification of CP to change name to Prairie TV Co. No change in ownership. Granted June 12; reported June 16.

WLAW-AM-FM Boston-Lawrence, Mass.—Hildreth & Rogers Co. granted transfer of control from Irving E. Rogers, individually and as trustee for Irving E. Rogers Jr., Alexander H. Rogers II and Allen B. Rogers, to General Teleradio Inc. for $475,000. Assignment of license from Hildreth & Rogers Co. to General Teleradio also approved. Transfer and assignment may not be consummated until General Teleradio gives up interest in WNAC Boston and WLAW-FM. Latter will be deleted. Granted June 10.

WNAC Boston—General Teleradio Inc. granted assignment of license to Vic Diehm Assoc. Inc. for $120,000. General Teleradio, which acquires WLAW in another action (see above), retains WNAC-FM and WNAC-TV. Diehm group will rename WNAC with new call of WVDA and General Teleradio will rename WLAW with call of WNAC [B•T, June 15]. Vic Diehm Assoc. is owned 24.75% each by Mr. Diehm, Hilda Deisroth, E. H. Whitney and George M. Chiswell. Kathryn Kahler owns 1%. Diehm group also owns WAZL-AM-FM-TV Hazelton, Pa.; WIDE Biddeford, Me., and WHOL Altoona, Pa. General Teleradio is majority owner of MBS, owner Yankee and Don Lee Networks and WOR-AM-FM-TV New York. Granted June 10.

(New TV, uhf Ch. 16) Providence, R. I.—New England TV Co. of Rhode Island granted modification of CP to change corporate name to Ch. 16 of Rhode Island Inc. No change in ownership. Granted June 11; reported June 16.

Applications

WSGN-TV Birmingham, Ala. — Birmingham News Co. requests assignment of CP to Jemison Bcstg. Co. Latter has bought WSGN-AM-FM from assignor for $300,000 and CP for new TV station on uhf Ch. 42 also will be transferred. Birmingham News Co. disposes of WSGN properties because of its purchase of WAPI, WAFM (FM) and WAFM-TV Birmingham for $2.4 million from Ed Norton and Thad Holt [B•T, June 15]. Jemison Bcstg. Co. is headed by John S. Jemison Jr., investment banker. Filed June 15.

WSAI-AM-FM Cincinnati, Ohio — Buckeye Bcstg. Corp. requests assignment of license to Gordon Bcstg. Co. for $203,000. Buckeye is subsidiary of Storer Bcstg. Co., which sells because of purchase of WBRC-AM-FM-TV Birmingham for $2.4 million. Principals in Gordon Bcstg. Co. are President Sherwood R. Gordon (70%) and his wife, Edna W. Gordon (30%). Firm is applicant for uhf Ch. 74 at Cincinnati. Mr. Gordon is assistant to president of Wilbur Sales Corp., New York graphic arts firm. Mr. and Mrs. Gordon are principals in TV Corp. of Greater Miami, applicant for uhf Ch. 33 at Miami, Fla. Filed June 5.

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Help Wanted

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Salesman for North Carolina daytimer. If experienced or if interested in radio sales salary plus commission will give good income for hard worker. Family man preferred. Car essential. Box 883W, B•T.

Sales manager for prospective TV station or 5000 watt New England radio station. Top salesman without previous executive experience will be preferred. Want man whose first thought is foot and head work and is looking for future. Box 951W, B•T.

Need good salesman northeast indie with good DJ's draw against 20%. Right man has future here. Box 971W, B•T.

Sales manager, $400 month guarantee, plus commission. Forward experience, resume, photo, references. Manager, KDKD, Clinton, Missouri.

Announcers

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B•T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B•T.

Station managers: Is there a morning man on your competition you want to get out of your hair? If so, write all about him to Box 833W, B•T and or salesman.

New 10,000 watt independent daytime opening about September 1st in southeast, needs personality hillbilly disc jockey, also good staff man able to handle news, special events. Salary depends on what manager thinks of your audition tape and background. Box 945W, B•T.

Good announcer with first ticket for fine job with well established station in small Iowa community. Pleasant working conditions, insurance, $80 to start. Send qualifications, picture with first letter. Box 965W, B•T.

Livewire DJ who can sell own show; accent on sales; salary plus commission. 250,000 market, 1000 watt indie, N. Y. state. Box 970W, B•T.

Expanding independent needs experienced announcers with ideas. Prefer community-minded family men with varied talents. TV affiliate under construction. Salary open. Send complete data and disc or tape first letter. Box 979W, B•T.

Announcer, experienced. Small town daytimer. KBUD, Athens, Texas.

Immediate opening for good announcer to do radio and television work. Audition, references, picture, salary. KCSJ, Pueblo, Colorado.

Shenandoah Valley AM-FM-TV needs men with first tickets interested in announcing, production, etc. Contact Braun. WSVA, Harrisonburg, Virginia.

Announcer-engineer at KWCO, Chickasha, Oklahoma.

Progressive independent has opening for staff announcer. Contact William Fogg, KXJK, Forrest City, Arkansas.

Experienced staff announcer needed immediately by station with television CP. Midwesterner preferred. Send full details, photo, audition disc to Calo Mahlock, WKJG, Fort Wayne, Indiana.

Experienced, stable announcer. Ability to sell on the air essential. Prefer married man with family. Leading station in southern Illinois. Send tape or disc to Manager, WMIX, Mount Vernon, Ill.

Immediate opening top grade announcers, salary open, references required from past employers. Send tape and photo first letter Manager, WMJM, Cordele, Georgia.

Help Wanted—(Cont'd)

Progressive independent in Ohio has immediate opening for a good announcer with first class license. Starting salary $325 a month for forty-five hour week. Contact Gene Mills, WONW, Defiance, Ohio.

Experienced announcer. Must be versatile. $70 up. Interview necessary. WVSC, Somerset, Pa.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Chief engineer with medium station experience. Daytime station, major northern Ohio market. Please write including background, experience, references and salary requirement. Box 909W, B•T.

Regional midwest network wants chief engineer who is an expert radio man. Box 948W, B•T.

AM control room operator. Start at $70 for 5 day, 40 hour week. Transfer to well established midwest VHF TV operation when opening occurs. State background. Prefer first phone. Box 980W, B•T.

Cool colorful Colorado needs 1st ticket combo man, permanent, 1 kw, top pay. Box 983W, B•T.

Opening for transmitter or control operator. No announcing. First class license. Call or wire W. H. Torrey, Chief Engineer, KGNC, Amarillo, Texas.

Combination chief engineer-announcer. Contact Manager, KIBL, Beeville, Texas.

Chief engineer-announcer. Base $300. Extras. Furnished apartment available. Sports area. Permanent position. Phone or air mail photo, disc KPRK, Livingston, Montana. Act now.

Two combination men. One should be able to install new equipment and remain to operate it. New station. KWRF, Warren, Arkansas.

Engineer—WIKB, Iron River, Michigan. Going remote after September. This is the U.P. Vacationland. Transmitter shift only. $57.50, forty hour week. Car required.

Opportunity for engineer with first class ticket at UHF TV and 5000 watt AM station. No experience in TV necessary. Permanent job, 40 hour week, excellent pension plan and free life insurance benefits. Write Personnel Director, WSBT-TV, South Bend, Indiana.

Transmitter engineers, car necessary, permanent. Television construction permit. Write WTRC, Elkhart, Indiana.

Immediately — engineers for AM-TV operation. Union scale. Contact Wallace Wurz, WTVH, Peoria, Illinois.

First phone engineer. $60 for 40 hours. Time and half overtime. Send photo, background, WWYO, Pineville, West Virginia.

Production-Programming, Others

Woman's director. Good pay for a young nice appearing, woman's director who can sell to local accounts, carry her own show and handle public relations for Oregon station in Willamette Valley. Box 906W, B•T.

Reporter under thirty to enter radio and television news. Requirements: political and court reporting background and good feature style. Apply Director, KWKH News, Radio Station KWKH, Shreveport, Louisiana.

Copywriter for 250 Mutual affiliate in friendly city near seashore. Airmail full data, salary requirements. WHIT, New Bern, North Carolina.

Immediately—Girl to handle copywriting and traffic. WRAC, Arcade Bldg., Racine, Wisconsin.

Help Wanted—(Cont'd)

Television

Salesmen

Experienced, record proven television salesmen for WMIN-TV, Minneapolis and St. Paul. This well known AM station plans to start telecasting soon on VHF Channel 11. Tremendous opportunity for topflight producers in nation's 12th largest retail market with television set circulation almost 400,000. Outline experience, performance record, age, domestic status first letter. Reply to WMIN, 611 Frontenac Place, St. Paul W4, Minnesota.

Technical

Chief engineer for prospective TV station. Ability to supervise installation and do maintenance required. Previous TV experience preferred but not required. Prefer 30-40 age bracket unless active, older man wishes to retire to moderate size New England city. State all details and salary requirement. All replies strictly confidential. Identity of advertiser will be disclosed to all applicants and letters returned. Box 950W, B•T.

Television technicians and operators needed immediately in upcoming television station located southeastern United States. Applications requested giving background, references and minimum salary. Only those holding a first class radiotelephone license need apply. Salary established at base with regular increases. Box 977W, B•T.

Situations Wanted

Managerial

General manager—thoroughly experienced. Successful. Top references. Prefers small or medium market. South or southwest. Box 957W, B•T.

Manager-salesman. Employed Washington, D. C., wishes small town operation. College graduate. Family man, age 32. Best references. Box 976W, B•T.

Salesmen

Experienced salesman and promotion. Employed. Looking for something permanent. References. Can show results. Young, family man, civic-minded. Small medium market only. Would make good assistant manager. Prefer Florida. Give full details, please. Box 974W, B•T.

Announcers

Good, deep voice. Radio announcing school and 20 months' experience. Desire announcing position near Minneapolis. Box 748W, B•T.

Announcer, married, veteran, experienced DJ, news, sports, currently employed. 5 kw, steady, reliable, sober. Box 896W, B•T.

Announcer presently employed seeking better opportunity. Over 30 thousand preferred. Box 915W, B•T.

Experienced announcer, newscasting, disc jockey, staff. Presently employed. Available immediately. Box 926W, B•T.

Announcer. Solid experience at kilowatt independent. News, personality, show, board. College graduate, wide musical background, sober, congenial. Tape, resume, best references. Box 932W, B•T.

Versatile announcer, know control board, TV programming, can write copy. Box 940W, B•T.

Accentuate news! Resourceful reporting, authoritative voice. Big station. $100 minimum. Box 942W, B•T.

Announcer with 3 years experience seeks position as PD or morning man. $70 minimum. Box 944W, B•T.

Sportsman, DJ. Ten years in radio. Presently employed by regional independent. Married, veteran, BA Degree. Rhythm and blues a specialty. Box 953W, B•T.

Staff. Versatile. Single. Korean veteran, 23. Will travel. Data, photo on request. Box 954W, B•T.

Staff announcer. Play-by-play sports. Will travel. Disc available. Box 955W, B•T.

Situations Wanted—(Cont'd.)

Versatile, all-round staff man. Sports specialty. Strong on commercials. Available after July 15. Box 956W, B•T.

Announcer, moderate experience, versatile, production background on 50 kw. College graduate, veteran, married. Available July 6th. Box 959W, B•T.

Hillbilly DJ—now employed on 5000 watter seeks advancement. Does not drink, can give references. Box 961W, B•T.

Announcer, some experience, news, DJ, control board. Tape available. Box 967W, B•T.

Announcer, draft exempt, thoroughly trained in radio, television. Can operate board. Stage, TV experience. Tape available. Box 968W, B•T.

Experienced announcer to maintain your present standards. Minimum $100. Box 972W, B•T.

Experienced announcer, engineer, manager. Managed own station 5 years. 10 years radio. First phone, all phases announcing. Built own station from red to black. Available immediately. Box 978W, B•T.

Announcer and/or engineer. For summer. Experienced commercial, educational radio. First class radiotelephone. MA English; now teaching. Prefer east, midwest. TV okay. George Hirshfield, 22 Thelma Street, Roslyn Heights, N. Y.

Combo. 1st ticket, announcer-DJ, 27, married. Dick Ivan, 1516 Rosalia, Los Angeles.

Experienced announcer, versatile, all-round staff man, good mature voice. Marty Ladd, 26-11 Crescent Street, Astoria, L. I. 2, N. Y.

Looking for a good experienced morning man? Contact Bob Peters, 8 Upland Road, Brookline, Mass.

Announcer or engineer. First phone. Experienced. Draft free. Available soon. Tape upon request. Dale Rama, New Iberia, La. Wire, write or call 2-3591.

Announcer-operator, now employed, desires relocation. Auditions on request. Leonard Sharpe, 812 E. 13th Street, Hopkinsville, Kentucky. Phone 916.

Unique, hillbilly show with "salesappeal." Versatile announcer, four years experience radio; one television. Single, 27, college degree. Desire permanent position, large hillbilly market. Finest references. Salary plus talent. Write Clarke Williams, Jacksonville Beach, Florida.

Technical

Engineer—experienced, console, transmitter, recordings. 1st class license. Box 882W, B•T.

First phone, limited broadcast experience, technically trained, no announcing, single. Box 949W, B•T.

Technician, with TV studio experience, training, desires permanent summer position with progressive organization. Box 966W, B•T.

Second phone (renewal) some radio operating experience, single, 27, vet. Summer relief job as studio and remote engineer. Conn., N. Y., N. J. or Pennsylvania states. Box 973W, B•T.

Young man with first class license wishes to break in as radio operator. Some experience in signal corps. Please advise if lodgings available near station and salary offers. Ben Louie, 103 Park Street, New York 13, N. Y.

Production-Programming, Others

News director, specializing in thorough "on-the-scene" local news reporting. $500 start. Box 947W, B•T.

News-special events director. 11 years experience, presently employed. Top midwest personality. Family man. Seek permanency. Age 31. Box 952W, B•T.

Radio-TV ideas man, executive, writer-producer, director, engineer. Ten years at NY network station. MA in Humanities. Seeks challenging position, west coast or overseas. Box 960W, B•T.

Guarantee highest possible results from programming; originality, not imitation. Experienced writing, producing, directing, announcing. Box 962W, B•T.

Nearly quarter century of writing selling copy. Ample production experience. Specialist in ideas. Box 963W, B•T.

Situations Wanted—(Cont'd.)

Program director-deejay. 31 years old, 8 years radio. Presently PD southern CBS affiliate plus successful hillbilly deejay routine. Experienced all phases announcing - deejay - administrative. Good references. Available July. Box 964W, B•T.

Just separated from Navy, not subject to recall. Ten years experience theatre, radio, directing, producing, acting—sure bet for TV if I can just get started. 30, married, two children. Can afford to start nominal salary until I can prove my ideas, energy and experience will be of asset to you. D.W.C., 1837 Humphrey Road, Birmingham, Michigan.

Television

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 793W, B•T.

Commercial or local sales manager. Experienced all phases TV-AM operations. Excellent record. Presently employed similar capacity. Box 931W, B•T.

Production-Programming, Others

Experienced television production worker available August 1st. Ten years radio background. Excellent training, business, character references. Consider radio job with TV future. Box 946W, B•T.

News editor-writer—TV and radio experience with CBS and NBC totaling 10 years. Want tieup, new TV station. Box 958W, B•T.

For Sale

Stations

West coast. Ideal town to live in. 250 watt indie. Exclusive. Only $16,500 down., Box 941W, B•T.

Equipment, etc.

10 kw RCA FM transmitter complete including tubes—also monitor, two crystals, transmission line and fittings. Box 781W, B•T.

Building TV? 28-20 foot sections Andrew No. 453 transmission line 6⅛" 51.5 ohms. New in storage—never used. Big saving possible. Make offer. Box 934W, B•T.

Five 290 foot guy towers, new, at a real discount. Buy one or all. Towers stored in Fort Worth, Texas. Write KGBS, Harlingen, Texas.

5 kw AM transmitter RCA type BTA-5F and seven 229 ft. self-supp. Blaw-Knox towers, insulated, marked for erection. Write John M. Sherman, WCCO-TV, Minneapolis, Minn.

New Gray Telop 1 only used few hours. Only $2,200. WCOV-TV, Montgomery, Ala.

UHF applicants—500 mc radar set (ASB-3) for site measurements. WECT-TV, Corning, N. Y.

Model BK 401 broadcast portable Brush tape recorder with zipper weather-proof case all in good condition. Speed 3¾ and 7½. Input 50-200-500 or hi impedance, output 600 ohms. First $120 takes it. WJJL, Niagara Falls, New York.

Component parts or complete, 5 kw composite Doherty transmitter. Priced for quick sale. Prompt reply to request for parts. Chief Engineer, WKNE, Keene, New Hampshire.

120 foot section of H-30 Truscon self-supporting tower; Collins 37-M-6 FM antenna; RCA BTF-3B FM transmitter. Will sell separately or as a package. WSPR-FM, Springfield, Massachusetts.

Transmitter 1000 watts, standard broadcast uses 833'. As modulators and final power amplifier, console 5 channel dual power supply, 14 thousand feet # 10 copper wire. All or part of above immediately available. Write John D. Caylor, Box 670, Knoxville, Tennessee.

54 sheets expanded copper mesh ground screen, 24 ft. by 8 ft. W. Whiteman, P. O. Box 3604, Belmont Station, Long Beach, Calif. Phone: 9-4751.

Wanted to Buy

Equipment, etc.

Recently calibrated General Radio 916-A RF bridge; also FS meter. Cash waits. Box 969W, B•T.

Used control console with control panel or control panel only—to rework for communications station. Box 982W, B•T.

Wanted to Buy—(Cont'd.)

RCA 70-C vertical lateral turntable. Also RCA BA-2C booster amplifier. KFRO, Longview, Texas.

Used equipment, 10 kw transmitter including tower, master control and turntables. Will pay cash. Write P.O. Box 43, Guatemala City, Central America.

Want FM transmitter to radiate 750-1000 watts at 88.1. Need antenna and monitors. City Schools, New Albany, Indiana.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many successful graduates Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, Calif.

Help Wanted

Immediate Opportunities

IN BOTH RADIO AND VHF TV

One of the most progressive properties in the North Central states with a well-established radio station now has a VHF TV station in operation. Both are network affiliated. There are excellent job opportunities in the radio and TV stations. We need a topnotch sales manager for radio with proven background. Good financial arrangement. We need experienced radio people for AM and TV traffic; we need announcers for special events and straight announcing, who can work in both radio and TV. A film photographer with studio film experience will find a well-paying job. Write in complete detail, first letter, to Evans Nord, KELO (AM and TV), Sioux Falls, South Dakota.

Managerial

Executive Director-Producer

of proven ability

able to produce high quality filmed programs at low budget and capable of succeeding to management of packaging organization. Our people know of this ad, so answer in strict confidence, giving complete details, include recent photo.

Box 943W, B•T

Salesmen

Network affiliated station in one of the south's largest markets has immediate opening for an experienced salesman who wants to make good money. If you are not capable of making $10,000 or more with this opportunity, don't apply. Send full details, past experience, etc., first letter to Box 981W, B•T.

Announcers

EXPERIENCED DJ

Disc jockey, thoroughly experienced, to handle long established show with strong negro appeal. New York City station. Excellent opportunity for right man. Replies held in strictest confidence. Box 975W, B•T.

(Continued on next page)

Help Wanted—(Cont'd)

Television

Managerial

TV-OWNERSHIP-MANAGEMENT opportunity! Pacific Northwest new market will make an excellent deal for the manager who feels he can cut costs to the bone, build a new TV outlet in an area that will not have big city competition. The deal is management plus a percentage of stock with a manager of sales and administrative ability who feels he can bet $10,000.00 on his ability to deliver a good property to himself and other stockholders. Send complete resume, photo, and be prepared to come for a personal interview, Box 907W, B•T.

Salesmen

IMMEDIATE TV FILM SALESMEN

South, southwest, west coast. Leading firm established 1948 selling features, westerns, shorts, filmed TV programs seeks men experienced in this or related lines. Drawing versus commission. Prefer men located in territory. Full details and photograph in first letter. Atlas Television Corporation, 15 West 44th Street, New York 36, N. Y.

Miscellaneous

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DO YOU WANT A BETTER JOB IN RADIO OR TV?

Then list with us. We have numerous positions open in all parts of the nation. List today by writing SOUTHERN RADIO PRODUCTIONS, Personnel Division, 617 Peters Bldg., Atlanta, Georgia.

Opinions and Orders . . .

Actions by FCC

Central City, Ky. — Central City-Greenville Bcstg. Co. By order, FCC denied petition to replace expired CP for new AM station (WCNL) on 1380 kc with 500 w daytime which was granted Nov. 21, 1951, and was deleted for lack of prosecution June 10, 1953. Action is without prejudice to filing of new application for same facilities. Petitioner indicated permit was allowed to expire because of local emergency involving labor and union dispute there. Order June 10.

Philadelphia, Pa.—New TV, uhf Ch. 23. FCC issued memorandum opinion and order to deny petition of Daily News Television Co. (WIBG) requesting that Commission refuse to accept the competitive application for Ch. 23 tendered by Lou Poller. Petition denied June 10.

Hearing Cases . . .

Initial Decisions

Sacramento, Calif.—New TV, uhf Ch. 46. FCC Examiner Thomas H. Donohue issued initial decision looking toward grant of joint petition filed by John Poole Bcstg. Co. and Jack O. Gross for simultaneous dismissal of the Gross application and to grant the application of Poole for new TV station on Ch. 46 with ERP 207 kw visual and 107.7 kw aural and antenna height above average terrain 514.2 ft. Initial decision June 12.

Savannah, Ga.—Savannah Bctg. Co. (WTOC). FCC Examiner Benito Gaguine issued initial decision looking toward grant of application for new TV station on vhf Ch. 11 with ERP 258 kw visual and 129 kw aural and antenna height above average terrain 478 ft. Action made possible by withdrawal of competitive application of Martin & Minard. Initial decision June 11.

Atlantic City, N. J.—New AM, 1490 kc. FCC Examiner Hugh B. Hutchison issued initial decision looking toward grant of application of Press-Union Pub. Co. for new AM station on 1490 kc with 250 w unlimited time and denial of competitive applications of Atlantic City Bcstg. Co. and Garden State Bcstg. Co., seeking same facilities, and of Max M. Leon Inc. seeking to change facilities of WDAS Philadelphia from 1400 kc with 250 w unlimited time to 1480 kc 1 kw unlimited time. Initial decision June 12.

Portsmouth, Ohio — Woodruff Inc. (Edward Lamb). FCC Examiner H. Gifford Irion issued initial decision looking toward grant of application for new TV station on uhf Ch. 30 with ERP 110 kw visual and 55 kw aural and antenna height above average terrain 436 ft. Action made possible by withdrawal of competitive application of Brush-Moore Newspapers Inc. (WPAY). Initial decision June 8.

Harrisburg, Pa.—New TV, uhf Ch. 27. FCC Examiner William G. Butts issued initial decision looking toward grant of the application of Rossmoyne Corp. (WCMB Lemoyne) for new TV station on uhf Ch. 27 with ERP 98.9 kw visual and 49.5 kw aural and antenna height above average terrain 784 ft., and denial of competitive application of Kendrick Bcstg. Co. (WHGB). Initial decision June 15.

Lebanon, Pa.—Lebanon TV Corp. (WLBR). FCC Examiner Benito Gaguine issued initial decision looking toward grant of application for new TV station on uhf Ch. 15 with ERP 92.8 kw visual and 50 kw aural and antenna height above average terrain 246 ft. Action made possible by dismissal of competitive application of Steitz Newspapers Inc., which acquires option for one-third interest in Lebanon TV. Initial decision June 12.

Actions by FCC

KBIG Avalon, Calif.—John Poole Bcstg. Co. Upon petitions of KMPC Los Angeles and KCBS San Francisco, FCC adopted memorandum opinion and order designating for hearing July 20 in Washington application of KBIG for license to cover CP for new AM station on 740 kc with 10 kw daytime, directional. KMPC and KCBS made parties. In other respects, denied petitions of KMPC and KCBS. Order June 10.

Madera, Calif.—Madera Bcstg. Co. (Docket 10419). Motions Comr. Robert T. Bartley granted petition for dismissal without prejudice of application for new AM station on 1230 kc with 100 w unlimited. Dismissed June 9.

Peoria, Ill.—New TV, vhf Ch. 8. FCC designated for hearing in Washington on July 10 competitive applications of WMBD Inc. (WMBD), WIRL TV Co. (WIRL) and Brookwell Enterprises.

Evansville, Ind.—Premier TV Inc. FCC announced order making effective immediately initial decision granting application for new TV station on uhf Ch. 62 with ERP 90.2 kw visual and 48.64 kw aural and antenna height above average terrain 550 ft. Order June 11.

Changes in Rules on Filing of Reports (Docket 10409)—FCC adopted further proposed rule making (originally instituted Feb. 19) which looks toward revision of Sec. 1.342 of rules to clarify present provisions specifying documents, instruments and contracts relating to ownership, management, operation and control of stations which broadcast licensees and permittees are required to file with FCC. Comments are due July 13. Text of proposed revision is published elsewhere in FOR THE RECORD. Order June 10.

TV Spurious Emission (Docket 10353)—FCC finalized proposal of Nov. 26, 1952, amending Sec. 3.687(i)(1) of its rules to specify, temporarily, 60 db as minimum for spurious emission by TV broadcast stations for all frequencies at least 3 mc removed from the edge of the channel. Stations are advised to give consideration to the installation of equipment with greater attenuation than that now required. Amendment becomes effective July 1. Stations authorized prior to this date have one year in which to comply, unless actual interference is caused. Final order June 11.

Lebanon, Pa.—New TV, uhf Ch. 15. Motions Comr. Robert T. Bartley granted petition of Steitz Newspapers Inc. for dismissal of its application for Ch. 15 and ordered that competitive application of Lebanon TV Corp. (WLBR) be retained in hearing status. Steitz acquires one-third interest in Lebanon TV. Examiner subsequently issued initial decision to grant application of Lebanon TV [B•T, June 15]. Petition granted June 10; reported June 17.

Trenton, N. J.—New TV, uhf Ch. 41. Motions Comr. Robert T. Bartley granted petition of Morrisville Bcstg. Co. (WBUD) to dismiss its application for Ch. 41 and ordered competitive application of Peoples Bcstg. Corp. (WTTM) retained in hearing status. Petition granted June 16.

New Petitions . . .

May 29

TV Allocations—Akron Public Schools advised FCC it would file progress report to request extension of reservation of uhf Ch. 55 there. Lynn C. Smeby asked for allocation of vhf Ch. 5 to Lake Placid, N. Y.

Proposed Agreement Between U. S. and Canada on Assignment of Class II AM Stations (Docket 10453)—Opposition filed by WVCH Chester, Pa. Supplemental comments filed by Clear Channel Bcstg. Service. George P. Adair, consulting engineer and co-author of original FCC broadcast standards, requests engineering conference on this and other AM engineering matters.

KBBA Benton, Ark.—Benton Bcstg. Service (BP-8311). WMPS Memphis petitions FCC to withhold program test authorization for KBBA and to designate application for hearing, alleging interference. WMPS protested original grant to KBBA. KBBA filed opposition June 3. WMPS filed supplemental petition June 11, answered by KBBA on June 17.

KTKN Ketchikan, Alaska—CP to increase power daytime from 1 kw to 5 kw on 930 kc (Docket 10449). KTKN petitions for reconsideration of order designating hearing and asks grant without hearing.

Beaumont, Tex.—Jefferson Amusement Co., applicant for new TV, vhf Ch. 4 (BPCT-1440). Port Arthur College and Smith Radio Co., competitors in hearing status for Ch. 4 at Beaumont-Port Arthur ask for extension of time to June 8 to reply to Jefferson's plea for rehearing of order dismissing application.

Portland, Ore.—New TV, vhf Ch. 8. Westinghouse Radio Stations Inc. (KEX) (Docket 9138); Portland TV Inc. (Docket 10245); North Pacific TV Inc. (Docket 10319); North Pacific TV Inc. (Docket 10319); Cascade TV Co. (Docket 10324). Cascade requests that further hearing scheduled June 10 be postponed to June 22 to await Commission ruling on its petition to amend application.

Muskegon, Mich.—Protest of TV grant on uhf Ch. 35 (Docket 10442). Music Bcstg. Co. (WGRD Grand Rapids) opposes petition of Versluis Radio &TV Inc., Ch. 35 grantee, asking that its application for modification of CP be included in hearing. Versluis filed answer to opposition on June 3.

June 1

TV Allocation—Robert R. Thomas Jr. of Oak Hill, W. Va. (WOAY) petitions FCC to set aside its order of May 29 rescinding allocation of vhf Ch. 4 to Fayetteville, W. Va.; expunge charges of circumvention of one-year rule against Mr. Thomas, his legal counsel and consulting engineer, and assign Ch. 4 to Fayetteville under the one-year rule *nunc pro tunc* or in alternative under general rules. Petitioner asserts his written presentation to FCC stated he proposed to build main studio at Oak Hill with auxiliary studio at Fayetteville, hence his proposal was in good faith and legal. Opposition filed June 8 by WHIS Bluefield, W. Va.

TV Allocation—Charlotte, N. C., Committee for Educational TV files support Governor's commission studying educational TV at state level in its request for renewal of state's educational reservations. Committee also renews application for uhf Ch. 42 at Charlotte. Chairman of committee is Larry Walker, WBT; vice chairman, Earl J. Gluck, WSOC.

Chattanooga, Tenn.—New TV, vhf Ch. 12. Southern TV Inc. (Docket 10471); Tri-State Telecasting Corp. (Docket 10472), and WDEF Bcstg. Co. (WDEF). Southern opposes petition of Tri-State for leave to amend its application.

Portland, Ore.—New TV, vhf Ch. 6. Pioneer Bcstrs. Inc. (KGW) (Docket 9136) and Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 10316). Mt. Hood asks leave to amend its application to show, among other things, agreement of option entered into with Pioneer to effect merger of TV bids. Both parties filed joint proposed findings in case on June 3.

KOB Albuquerque, N.M.—Extension of SSA on 770 kc (Docket 10336). Chief of FCC Broadcast Bureau finds insufficient grounds in petition of WABC New York to warrant reopening of record.

June 2

Waterloo, Iowa—New TV, uhf Ch. 16. L. E. Kelly (BPCT-1679). Kelly petitions for conditional grant and alleging that competitive application of Charles H. Gurney was not filed in good faith but to delay action on Kelly bid. Gurney replies June 12. contending attack is irresponsible. Black Hawk Bcstg. Co. (KWWL), vhf Ch. 7 applicant, also files reply on June 12, asserting it is valid applicant.

Savannah, Ga.—New TV, vhf Ch. 11. Savannah Bcstg. Co. (WTOC) (Docket 10519) and Martin & Minard (Docket 10520). WTOC asks that its application be retained in hearing status and initial grant be issued upon withdrawal of Martin & Minard bid.

WMTV (TV) Madison, Wis.—WMT-TV Cedar Rapids, Iowa, supplements earlier petition requesting that call WMTV be deleted because of confusion of identification. WMT-TV files affidavits to support claim of confusion and injury.

Denver, Colo.—New TV, vhf Ch. 4. KMYR

Bcstg. Co. (KMYR) (Docket 9043) and Metropolitan TV Co. (KOA) (Docket 10238). Chief of FCC Broadcast Bureau answers reply to Metropolitan and NBC to chief's proposed findings in case.

TV Allocation—Lawrence A. Harvey asks allocation of uhf Ch. 58 to Los Angeles. Sparton Bcstg. Co. requests addition of vhf Ch. 10 at Parma, Mich. Eastern Oklahoma TV Corp. asks allocation of vhf Ch. 12 to Ada, Okla., and substitution of uhf Ch. 26 to Ch. 12 at Elk City, Okla.

June 3

Shreveport, La.—New TV, vhf Ch. 12, Southland TV Co. (KCIJ) (Docket 10522), Radio Station KRMD (KRMD) (Docket 10523) and Shreveport TV Co. (Docket 10524). Shreveport TV Co. petitions to enlarge issues to compare extent and population characteristics of area proposed to be served. Radio Station KRMD filed opposition on June 5. Southland filed opposition June 11. On June 12 Radio Station KRMD petitioned for leave to amend its application.

TV Allocations—Owensboro on The Air Inc. (WVJS), Owensboro, Ky., petitions for allocation of vhf Ch. 9 to Hatfield, Ind., 10.75 mi. from Owensboro. West Virginia's Research Center Inc. opposes FCC proposal to allocate vhf Ch. 5 to Glenville, W. Va., as requested by Polan Industries in Docket 10470, and submits counterproposal for allocation of Ch. 5 to Weston, W. Va., where educational reservation of channel is asked.

June 4

TV Allocations—Daily Telegraph Printing Co. (WHIS), Bluefield, W. Va., requests amendment of allocation Zone I line so as to include entire state within Zone I and for substitution of vhf Ch. 4 for Ch. 6 at Beckley, W. Va., with allocation of Ch. 6 to Bluefield.

Worcester, Mass.—New TV, uhf Ch. 20. WTAG Inc. (WTAG) (Docket 10496) and Wilson Enterprises Inc. (WAAB) (Docket 10497). WTAG Inc. petitions for enlargement of issues to determine financial qualifications of Wilson. Supplement filed June 12. Opposition filed June 15 by Wilson.

Allentown, Pa.—New TV, uhf Ch. 39. B. Bryan Musselman et al (WSAN) (Docket 10493) and Queen City TV Co. (Docket 10494). Queen City petitions for enlargement of issues of comparison of engineering proposals. Chief of FCC Broadcast Bureau indicated no objection on June 9, but on June 16, Musselman group petitioned to dismiss its application.

Evansville, Ind.—New TV, uhf Ch. 62. Chief of FCC Broadcast Bureau indicated he would not file exceptions to initial decision to grant application of Premier TV Inc. (Docket 10466).

June 5

TV Allocations — Logansport Bcstg. Corp. (WSAL), Logansport, Ind., petitions for following channel amendments: Addition of vhf Ch. 10 at Logansport and vhf Ch. 7 at Sullivan, Ind.; substitution of Ch. 10 for Ch. 7 at Evansville, Ind.; substitution of uhf Chs. 69 and 79 for vhf Ch. 10 at Terre Haute, Ind. Opposition filed June 15 by John R. Figg and WTHI Terre Haute Ch. 10 contestants; WVJS Owensboro, Ky., which seeks allocation of Ch. 9 to Hatfield, Ind.; June 16 by Evansville TV Inc., contestant for Ch. 7 at Evansville.

Mobile, Ala.—New TV, vhf Ch. 5. WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458). WKRG-TV Inc. files further opposition to motion of Mobile TV Corp. to amend hearing order and enlarge issues. Mobile TV Corp. petitions for amendment of its bid to show reduced antenna height. Chief of FCC Broadcast Bureau asked to withdraw his petition for issue on whether antenna of Mobile TV Corp. would be an air hazard. Mobile TV Corp. files reply to further opposition on June 9 and on June 11 WKRG-TV Inc. files answer thereto.

Ville Platte, La.—New AM, 1050 kc. WNOE New Orleans protests grant of new station on 1050 kc with 250 w daytime to Ville Platte Bcstg. Co. and requests hearing on interference claim.

KOAT Albuquerque, N. M.—Alvarado Bcstg. Co., licensee KOAT, opposes protest of KOA Denver to application (BP-8782) to change KOAT from 250 w on 1240 kc to 500 w-night, 1 kw-day on 860 kc, directional night.

Columbus, Miss.—New AM, 1540 kc. KXEL Waterloo, Iowa, protests grant of new station on 1540 kc with 10 kw daytime to J. W. Furr, charging interference.

Columbia, S. C.—New TV, vhf Ch. 10. WIS-TV, grantee for Ch. 10, answers protest of Spartan Radiocasting Corp. against new-station grant on Ch. 10. Spartan asks rehearing. WIS-TV contends Spartan has no standing, claims argument is contradictory.

Savannah, Ga.—New TV, vhf Ch. 3. WSAV Inc. (WSAV) (Docket 10517) and WJIV-TV Inc. (WJIV) (Docket 10518). WSAV Inc. petitions for leave to amend its application to correct stockholders and officers. WJIV-TV Inc. on June 11 petitioned for deletion of issue on its financial qualifications.

Chattanooga, Tenn.—New TV, vhf Ch. 12. Southern TV Inc. (Docket 10471), Tri-State Telecasting Corp. (Docket 10472) and WDEF Bcstg. Co. (WDEF) (Docket 10473). Tri-State submits memorandum in reply to oppositions to its petition for clarification of issues or enlargement of issues. Oppositions were filed by Chief of FCC Broadcast Bureau and WDEF Bcstg. Co. WDEF Bcstg. Co. answers Tri-State on petition filed June 10.

June 8

TV Allocations—Inter-City Adv. Co., uhf Ch. 36 grantee at Charlotte, N. C., asks deletion of Ch. 36 from Harlan, Ky., and substitution of one of several other uhf channels. Cites spacing between transmitter and Harlan. Appalachian Bcstg. Corp. (WCYB Bristol, Va.) submits renewed request that vhf Ch. 5 not be allocated to Glenville, W. Va., as requested by Polan Industries, but that Ch. 5 be allocated to Weston, W. Va., and uhf Ch. 32 at Weston be assigned to Glenville. Polon Industries asks extension to June 19 to file reply to Appalachian.

Elyria-Lorain, Ohio—New TV, uhf Ch. 31. Lorain Journal Co., Lorain (Docket 10525), and Elyria-Lorain Bcstg. Co. (WEOL), Elyria (Docket 10526). Both applicants request postponement of hearing, scheduled June 26, to Sept. 15.

Beaumont, Tex.—New TV, vhf Ch. 4. Port Arthur College (KPAC Port Arthur) and Smith Radio Co. oppose petition of Jefferson Amusement Co. seeking reconsideration of FCC ruling which dismissed Jefferson's bid for Ch. 4 at Beaumont. Port Arthur College and Smith Radio Co., competitors at Port Arthur for Ch. 4, are in comparative hearing. Jefferson filed reply to oppositions on June 16, claims right to hearing.

Pontiac, Mich.—New AM, 1460 kc. WKMH Inc. petitions for rehearing on FCC order of May 11 which removed from hearing and granted new station application of James Gerity Jr. for 1460 kc, 500 w unlimited, at Pontiac. WKMF alleges interference. Chief Pontiac Bcstg. Co., competitive applicant at Pontiac, petitions on June 8 also for rehearing.

June 9

Lebanon, Pa.—New TV, uhf Ch. 15. Lebanon TV Corp. (WLBR) (Docket 10459) and Steitz Newspapers Inc. (Docket 10460). Steitz Newspapers petitions for dismissal of its application, acquires option for one-third interest in Lebanon TV Corp.

KIFN Phoenix, Ariz.—KOA Denver petitions to designate for hearing application of KIFN for modification of permit for 1 kw daytime on 860 kc to specify night operation with directional antenna. KOA claims interference would result at night.

KPLN Camden, Ark.—KAMD Camden petitions for review of action of Chief of FCC Broadcast Bureau granting license to D. R. James Jr. to cover construction permit for KPLN, new 1 kw daytime station on 1370 kc. KAMD charges KPLN has not met all requirements of its CP.

TV Allocations—WTVH-TV Peoria, Ill., new grantee on uhf Ch. 19, requests substitution of uhf Chs. 66, 72 or 78 for reserved Ch. 26 at Springfield, Ill., citing spacing required by rules between transmitters on Ch. 19 and Ch. 26.

June 10

Portland, Ore.—New TV, vhf Ch. 8. Westinghouse Radio Stations Inc. (KEX) (Docket 9138), Portland TV Inc. (Docket 10245), North Pacific TV Inc. (Docket 10319) and Cascade TV Co. (Docket 10324). Cascade petitions for reconsideration of FCC order of June 4 denying Cascade's petition for review of examiner's ruling which refused amendment of Cascade application.

Eugene, Ore.—New TV, vhf Ch. 13. W. Gordon Allen, permittee for KTVF (TV) Eugene on uhf Ch. 20, protests May 13 grant of vhf Ch. 13 to Eugene TV Inc., involving KIHR Hood River, Ore., and KUGN Eugene.

Spokane, Wash.—New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423). Chief of FCC Broadcast Bureau petitions to modify hearing order to investigate claim of interference to KOA534, station assigned to Spokane sheriff's office, from proposed station of TV Spokane.

San Juan, P. R.—New TV, vhf Ch. 4. Jose Ramon Quinones (WAPA) (Docket 10436) and American Colonial Bcstg. Corp. (WKVM) (Docket 10437). American Colonial asks reconsideration of June 5 memorandum opinion and order supporting examiner's conclusion good cause does not exist for amendment of petitioner's application. Reply filed June 15 by Quinones in opposition.

Jacksonville, Fla.—New AM, 1280 kc. Ray Herbert Gunckel (BP-8796) and B. F. J. Timm (BP-8859). Gunckel petitions for dismissal of Timm application, or in alternative asks conditional grant of his own bid, charging Timm application seeks to delay competition to WOBS Jacksonville.

June 11

Youngstown, Ohio—New TV, uhf Ch. 21. Polan Industries, permittee for Ch. 21, opposes petition of Valley TV Co. asking dismissal of pending Polan bids for modification of CP and for grant of its own application. Valley TV replied June 15.

KEAR San Mateo, Calif.—KFBK Sacramento, Calif., asks additional 10 days to reply to petition of KEAR for reconsideration of FCC ruling on May 14 which set aside April 1 grant to KEAR for power increase on 1550 kc from 1 kw to 10 kw. FCC set application for hearing. KFBK is making measurements to support interference claims. KEAR on June 12 opposed time extension request.

Worcester, Mass.—New TV, uhf Ch. 14. Salisbury Bcstg. Corp. requests that initial decision of June 5 to grant application be made effective immediately. Chief of FCC Broadcast Bureau indicated he would not file exceptions to initial decision.

Beaumont, Tex.—New TV, vhf Ch. 6. Enterprise Co. (KRIC) (Docket 10286), Beaumont Bcstg. Corp. (KFDM) (Docket 10287) and KTRM Inc. (KTRM) (Docket 10288). Chief of FCC Broadcast Bureau asks that record be reopened to present manufacturer's new data on antenna gain.

June 12

WDZ Decatur, Ill.—Petitions for reconsideration of May 13 decision which denied application for change from 1 kw daytime on 1050 kc to 1 kw unlimited on 610 kc (Docket 9548).

Akron, Ohio—New TV, uhf Ch. 61. Matta Enterprises (Docket 10468) and Allen T. Simmons (WADC) (Docket 10469). Matta petitions for dismissal of its application.

June 15

TV Allocations—Triad TV Assn., composed of residents of Jackson - Battle Creek - Lansing, Mich., area, petition for allocation of vhf Ch. 10 to Onondaga, Mich. Request conflicts with petition of Sparton Bcstg. Co. for allocation of Ch. 10 to Parma, Mich., less than 15 miles from Jackson.

Savannah, Ga.—New TV, vhf Ch. 11. Savannah Bcstg. Co. (WTOC) petitions that initial decision of June 11 to grant application be made final immediately. Chief of FCC Broadcast Bureau June 16 indicated he has no exceptions to initial decision.

Evansville, Ind.—New TV, vhf Ch. 7. South Central Bcstg. Corp. (WIKY) (Docket 10461), Evansville TV Inc. (Docket 10462), On the Air Inc. (WGBF) (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464). Chief of FCC Broadcast Bureau asks extension to June 22 in which to appeal examiner's order setting course of comparative hearing. On the Air Inc. opposes petition of June 9 by South Central for leave to amend its application.

Sacramento, Calif.—New TV, uhf Ch. 46. John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Poole, supported by Gross, petitions for immediate final action on initial decision of June 12 which would grant application of Poole and approve dismissal of Gross application.

Television station financing is available for reasonably good markets. May we suggest written inquiries giving full details as to requirements, market analysis and other pertinent data.

R. C. CRISLER & Co.

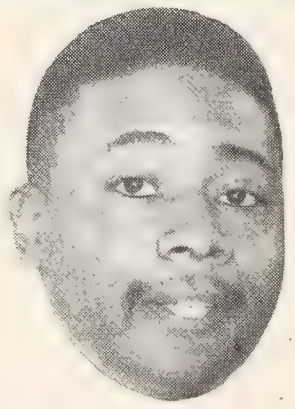
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HOOPER RADIO AUDIENCE INDEX
City: Memphis, Tenn. Months: Mar.-Apr. '53

Time	WDIA	B	C	D	E	F	G	H
T.R.T.P.	24.6	23.8	18.0	12.2	11.5	8.5	7.3	3.3

(Note: WDIA's share Saturdays: 24.8; Sundays 39.6)

MEMPHIS WDIA TENN.
John E. Pearson Co., Representative
Dora-Clayton Agency, Southeast

KWTO Springfield, Mo.—Applicant to increase night power from 1 kw to 5 kw; presently operating on 560 kc with 5 kw day, 1 kw night, directional night (Docket 8380). Proposed findings submitted by KWTO, KLZ Denver and Chief of FCC Broadcast Bureau. Chief would grant application conditionally. WIND Chicago submitted statement in lieu of proposed findings, asking conditions to afford it protection.

Wichita, Kan.—New TV, vhf Ch. 10. Mid-Continent TV Inc. (Docket 10262) and KAKE Bcstg. Co. (KAKE) (Docket 10263). Proposed findings submitted by both applicants.

Flint, Mich.—New TV, vhf Ch. 12. WJR, Goodwill Stations Inc. (WJR Detroit) (Docket 10268), Trebit Corp. (WFDF) (Docket 10269) and W. S. Butterfield Theatres Inc. (Docket 10270). Exceptions filed by Chief of FCC Broadcast Bureau, WJR and Butterfield to initial decision recommending grant to Trebit.

June 16

Commerce and Paris, Tex.—AM, 1450 kc. Memorial Bcstg. Co., seeking new station at Commerce on 1450 kc with 250 w unlimited (Docket 8356); KPLT Paris, seeking change from 1490 kc to 1450 kc (Docket 8596). KDNT Denton, Tex., newly licensed on 1440 kc with 500 w-night, 1 kw-day, directional night, petitions to intervene in 1450 kc hearing, alleging adjacent channel interference.

Protest of vhf Ch. 8 Share-Time Grants to KMBY-TV Monterey, Calif., and KSBW-TV Salinas, Calif.—KICU (TV) Salinas (uhf Ch. 28), protestant, petitions FCC in protest of oral argument scheduled June 22 in lieu of regular hearing. Formal hearing before an examiner is asked.

John Henry Babcock, San Diego, Calif.—Request for authority to transmit radio programs from his San Diego studio to Mexican stations (BFP-237). Wrather-Alvarez Bcstg. Inc. (KFMB-AM-TV San Diego) petitions FCC to set Babcock application for hearing.

Allentown, Pa.—New TV, uhf Ch. 67. Penn-Allen Bcstg. Co. (WFMZ-FM) (Docket 9045) and Allentown TV Corp. (WHOL) (Docket 10495). Allentown TV Co. petitions to amend its application.

KSEO Durant, Okla.—Petitions for reconsideration of FCC order of May 21 which designated for further hearing and set aside earlier decision to grant new AM station at Dallas, Tex., to Texas Star Bcstg. Co. on 740 kc with 10 kw day, 5 kw night, directional day and night (KACE) and to deny bid of KTRH Houston to change daytime directional array on 740 kc, operating with 50 kw fulltime [B•T, June 1]. KSEO, protestant in long pending case which was taken to court and was remanded to FCC, petitions FCC for de novo hearing on Texas Star and KTRH applications.

June 17

TV Allocations—WAIM Anderson, S. C., petitions for allocation of uhf Ch. 40 at Anderson and substitution of Ch. 22 for Ch. 40 at Elizabethton, Tenn. WAIM presently is in contest at Anderson for uhf Ch. 58, sole facility there, with application of Anderson TV Co.

Trinity Bcstg. Corp., licensee of KLIF Dallas, KLBS Houston and KELP El Paso, Tex.—Complaint against unauthorized broadcasting of baseball games filed by New York Yankees and Brooklyn Dodgers.

Routine Roundup . . .

June 12 Applications

APPLICATIONS RETURNED

Renewal of License

KTHT Houston, Tex., Roy Hofheinz. Returned application for renewal of license (BR-1201).

Remote Control

KVMA Magnolia, Ark., Magnolia Bcstg. Co.—Returned application for remote control operation.

June 15 Applications

ACCEPTED FOR FILING

Modification of CP

KECC Pittsburg, Calif., KECC Inc.—Mod. CP (BP-8599), as reinstated, which authorized changes in N maximum expected operating values, for extension of completion date (BMP-6232).

WHWD Hollywood, Fla., Circle Bcstg. Corp.—Mod. CP (BP-7750), as mod., which authorized new AM, for extension of completion date (BMP-6231).

WRAK-TV Williamsport, Pa., WRAK Inc.—Mod. CP (BPCT-521) which authorized new commercial TV, for extension of completion date from 7/12/53 (BNPCT-1167).

June 16 Decisions

BY BROADCAST BUREAU

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WLCR Torrington, Conn. (BRC-85); KOVO Provo, Utah (BRC-84), when using non-DA systems; WCVS Springfield, Ill. (BRC-83); WGAC Augusta, Ga., when using non-DA system (BRC-86); WRON Ronceverte, W. Va. (BRC-87).

Granted License

WMRN Marion, Ohio, The Marion Bcstg. Co.—Granted license covering installation of new vertical ant. and mount FM ant. on AM tower (BL-5003).

KWOC Poplar Bluff, Mo., Poplar Bluff Bcstg. Co.—Granted license covering change in facilities, installation of DA for D and N, change in trans. location and installation of new trans.; 930 kc, 500 w 1 kw-LS, Unl., DA-2 (BL-4969); engineering condition.

WATS Sayre, Pa., Thompson K. Cassel—Granted license covering change in frequency; 960 kc, 1 kw, D; condition (BL-5007).

WHEB Portsmouth, N. H., WHEB Inc.—Granted license covering installation of new trans. (BL-5006).

WMOU-FM Berlin, N. H., White Mountain Bcstg. Co. Inc.—Granted license for FM; Ch. 279 (103.7 Mcs); 10 kw; antenna 160 ft. (BLH-893).

KJRG Newton, Kans., George Basil Anderson—Granted license for AM; 950 kc, 500 w D (BL-5014).

WLFH Little Falls, N. Y., Rock City Broadcasters—Granted license covering increase in power and change in type of trans.; 1230 kc, 250 w Unl. (BL-5010).

Modification of CP

WISE-TV Asheville, N. C., Radio Station WISE Inc.—Granted mod. CP for extension of completion date to Dec. 29, 1953 (BMPCT-1156).

WLEV-TV Bethlehem, Pa., Associated Broadcasters Inc.—Granted mod. CP for extension of completion date to Dec. 29, 1953 (BMPCT-1155).

KXLY-TV Spokane, Wash.—Granted mod. CP for extension of completion date to Nov. 15, 1953 (BMPCT-1154).

WLWC Columbus, Ohio, Crosley Bcstg. Corp.—Granted mod. CP to change type of power amplifiers, type of ant. and make other equipment changes; ant. 436 ft. (BMPCT-1128).

WATR-TV Waterbury, Conn., WATR Inc.—Granted mod. CP for extension of completion date to 12/9/53 (BMPCT-1150).

KRSC Seattle, Wash., Wash. Telecasters Inc.—Granted mod. CP to change type trans. (BMP-6227).

WFAX Falls Church, Va., Lamar A. Newcomb—Granted mod. CP for extension of completion date to 7/8/53 (BMP-6225).

Granted CP

WIAC Santurce, P. R., Radio Station WIBS Inc.—Granted CP to install new trans. at present location of main trans., to be used as auxiliary to be operated on 740 kc, 1 kw, DA D and N (DA-1); engineering conditions (BP-8865).

KVOA Tucson, Ariz., Ariz. Bcstg. Co. Inc.—Granted CP to mount TV ant. on top of present AM tower (increase in height); condition (BP-8874).

Extension of Completion Date

KDEN Denver, Colo., Empire Coil Co. Inc.—Granted extension of completion date to 12/23/53 (BMPCT-1144).

Remote Control

The following stations were granted authority to operate trans. by remote control:

WNBZ Saranac Lake, N. Y. (BRC-73); WSVS Crewe, Va. (BRC-74); KWKC Abilene, Tex. (BRC-75); KDOL Boulder, Colo. (BRC-76); WKXL Concord, N. H. (BRC-77); KROY Sacramento, Calif. (BRC-78); KLCN Blytheville, Ark. (BRC-79); KBTO Poplar Bluff, Mo. (BRC-80); WTNT Tallahassee, Fla. (BRC-81); WEEB Southern Pines, N. C. (BRC-82).

KTRY Bastrop, Ala. (BRC-72); WFIN Findlay, Ohio (BRC-71); WFIN-TV Findlay, Ohio (BRCH-27); WGST-FM Atlanta, Ga. (BRCH-28); WSVS-FM Crewe, Va. (BRCH-29); KLCN-FM Blytheville, Ark. (BRCH-30).

June 16 Applications

ACCEPTED FOR FILING

Remote Control

WATW Ashland, Wis., Upper Michigan-Wisconsin Bcstg. Co.—Application for remote control operation of trans. accepted for filing. (BRC-88).

Renewal of License

WJHO Opelika, Ala., Yetta G. Samford, C. S. Shealy and Aileen M. Martin, executrix of estate of Thomas D. Samford Jr., deceased, and Miles

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H. Ferguson d/b as Opelika-Auburn Bcstg. Co. (BR-1006); **WKBI St. Mary's, Pa.**, Kenneth E. Rennekamp and Cary H. Simpson d/b as Elk-Cameron Bcstg. Co. (BR-2497); **KEYE Perryton, Tex.**, Great Plains Bcstg. Co. (BR-2241); **WFPA Ft. Payne, Ala.**, James L. Killian (BR-2455); **KBNZ La Junta, Colo.**, Otero Bcstg. Co. (BR-928); **KIFI Idaho Falls, Ida.**, Eastern Idaho Bcstg. & TV Co. (BR-1457); **WHDF Houghton, Mich.**, Upper Mich. Bcstg. Co. (BR-750); **KSIM Sikeston, Mo.**, Sikeston Community Bcstg. Co. (BR-2062); **WSAM Saginaw, Mich.**, Saginaw Bcstg. Co. (BR-1062); **KOLN Lincoln, Neb.**, Cornhusker Radio & TV Corp. (BR-1045); **KTRC Santa Fe, N. M.**, J. Gibbs Spring and Bayne Spring (BR-1407); **WABY Albany, N. Y.**, Eastern N. Y. Bcstg. Corp. (BR-791); **WHCC Waynesville, N. C.**, WHCC Inc. (BR-1658); **KWIN Ashland, Ore.**, Rogue Valley Bcstrs. Inc. (BR-1289); **KRCT Baytown, Tex.**, Bay Bcstg. Co. (BR-1452); **KWHI Brenham, Tex.**, Tom S. Whitehead (BR-1706); **KMCO Conroe, Tex.**, Montgomery County Bcstg. Co. (BR-2612); **KGKO Dallas, Tex.**, Lakewood Bcstg. Co. (BR-2763); **KDLK Del Rio, Tex.**, James A. Clements and Richard J. Higgins d/b as Del Rio Bcstg. Co. (BR-1693); **KFJZ Ft. Worth, Tex.**, Tarrant Bcstg. Co. (BR-402); **KCLW Hamilton, Tex.**, Clyde Weatherby tr/as Hamilton Bcstg. Co. (BR-1992); **KLBS Houston, Tex.**, Trinity Bcstg. Corp. (BR-1958); **KNUZ Houston**, Veterans Bcstg. Co. (BR-1928); **KMBL Junction, Tex.**, Farrell M. Brooks and Norma Sue Brooks d/b as Kimble County Bcstg. Co. (BR-2662); **KFYO Lubbock, Tex.**, Plains Radio Bcstg. Co. (BR-704); **KJDC Midland, Tex.**, Jack Cecil (BR-2491); **KVKM Monahans, Tex.**, Monahans Bcstrs. (BR-1475); **KOSA Odessa, Tex.**, Odessa Bcstg. Co. (BR-1455); **KOLJ Quanah, Tex.**, Orville L. Jenkins (BR-2617);**KFRD Rosenburg, Tex.**, Ft. Bend Bcstg. Co. (BR-2279); **KSNY Snyder, Tex.**, Snyder Bcstg. Co. (BR-2384); **KTAE Taylor, Tex.**, KTAE Inc. (BR-1937); **KTBB Tyler, Tex.** (BR-1644); **KFDR Grand Coulee, Wash.**, Columbia River Bcstg. Inc. (BR-2509); **WKWK Wheeling, W. Va.**, Community Bcstg. Inc. (BR-1117); **WBTH Williamson, W. Va.**, Williamson Bcstg. Corp. (BR-1002); **WBIZ Eau Claire, Wis.**, WBIZ Inc. (BR-1805); **WDUZ Green Bay, Wis.**, Green Bay Bcstg. Co. (BR-1717).

APPLICATIONS RETURNED

Educational TV

Delta-Sierra Educational TV Corp., Stockton, Calif.—Application returned with letter 6/10/53 (Incomplete). Ch. 42.

Renewal of License

WGYV Greenville, Ala., Greenville Bcstg. Corp.—Application for renewal of AM license returned. (BR-2079).

June 17 Decisions

BY COMMISSION EN BANC

Advised of Hearing

KIRV Denver, Colo., Mountain States Tele. Co.—Is being advised that application (BMPCT-984) for extension of completion date of CP (BPCT-1063), which authorized new TV to operate on Ch. 20, indicates necessity of hearing.

Renewal of License

KSID Sidney, Neb., Sidney Bcstg. Co.—Granted renewal of license on regular basis (BR-2718).

KOEN Oceanside, Calif., Oceanside-Carlsbad Union High School District—Granted renewal of license on regular basis (BRED-51).

WSPE Springfield, N. Y., Board of Education of Central School District No. 1, etc.—Granted renewal of license on regular basis (BRED-89).

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Bay Radio Inc., San Mateo, Calif.—Referred to full Commission petition for extension of time to file opposition to petition for reconsideration (Docket 10521; BP-8514).

B. Bryan Musselman, et al, Allentown, Pa.—Granted petition to accept late notice of appearance in re proceeding in Dockets 10493-94, for TV Ch. 39.

WGAL Inc., Lancaster, Pa.—Granted request for withdrawal of its petition for review of Examiner's ruling in Docket 10366 re TV application (BPCT-910), and dismissed above petition for review.

KABI Ketchikan, Alaska, Aurora Bcstrs. Inc.—Granted petition for extension of time to July 1, 1953, within which to file opposition to petition for reconsideration filed by KTKN Ketchikan in re Docket 10449; BP-8463.

By Hearing Examiner Herbert Sharfman

By memorandum opinion and order ordered that statements made in proceeding involving applications of South Central Broadcasting Corp., Evansville Television Inc., On The Air Inc., and WFBM Inc., applicants for TV Ch. 7 in Evansville, Ind. (Doc. 10461 et al), shall control subsequent course of hearing and that date for taking of testimony shall be fixed at conference on July 20, 1953, it being understood that such date for taking testimony will not be more than two weeks from July 20. (Action taken 6/10/53.)

By Examiner Thomas H. Donahue

Sacramento Telecasters Inc., Sacramento, Calif.—Granted petition for leave to amend its TV application (Docket 10298; BPCT-976) to show death of stock subscriber and distribution of deceased's stock among existing subscribers.

Maria Helen Alvarez, Sacramento, Calif.; Cal Tel Co., Sacramento, Calif.—Upon request, continued hearing from June 15 to June 25, 1953, in re TV Ch. 40 (Docket 10340-41).

By Hearing Examiner Basil P. Cooper

Tampa Television Co., Tampa, Fla.—Received into record in re Docket 10330 et al, document marked Tampa Exhibit 45A, which is recomputation of gain of ant. system and trans. power output proposed by Tampa Television Inc.

By Hearing Examiner H. Gifford Irion

The Mobile TV. Corp., Mobile, Ala.—Granted petition for leave to amend its TV application (Docket 10458; BPCT-990), to reduce height of proposed ant. structure, etc.

By Hearing Examiner J. D. Bond

Tri-State Telecasting Corp., Chattanooga, Tenn.—By memorandum opinion and order, granted in part petition requesting leave to amend, filed May 22, 1953, and amendments in five different respects were accepted in re their TV application for Ch. 12 (Docket 10472; BPCT-983); denied foregoing petition for leave to amend in all other respects, and rejected amendment submitted with petition in all respects other than those indicated above.

By Hearing Examiner Benito Gaguine

WSAV Inc., Savannah, Ga.—Granted petition for leave to amend its TV application (Docket 10517; BPCT-703), to make certain corrections concerning stockholdings and officers.

By Hearing Examiner Hugh B. Hutchison

Peoples Bcstg. Corp., Trenton, N. J.—Granted petition for leave to amend its TV application (Docket 10516) financial qualifications, etc.

By Hearing Examiner Fanney N. Litvin

Southland Tele. Co., Shreveport, La.—Granted petition for leave to amend its TV application (Docket 10522) for minor engineering corrections, etc.

June 17 Applications

ACCEPTED FOR FILING

Renewal of License

WBIP Booneville, Miss.—Booneville Bcstg. Co. (BR-2513); **KTMC McAlester, Okla.**—McAlester Bcstg. Co. (BR-1246); **WCOS Columbia, S. C.**—Radio Columbia (BR-1024); **KEBE Jacksonville, Tex.**—Billy Averitte Laurie (BR-1497); **WCAW Charleston, W. Va.**—Capitol Bcstg. Co. (BR-1544); **WSAU Wasau, Wis.**—WSAU Inc. (BR-915).

License for CP

WAPF-FM, Souis Alford, Philip D. Brady, Albert Mack Smith d/b as The Southwestern Bcstg. Co. of Miss.—License to cover CP (BPH-1754) as mod., which authorized new FM (BLH-901).

WQAN-FM Scranton, Pa., The Scranton Times, Elizabeth R. Lynett and Edward J. Lynett—License to cover CP (BPH-1803) which authorized changes in licensed station (BLH-899).

WEMP-FM Milwaukee, Wis., Milwaukee Bcstg. Co.—License to cover CP (BPH-1829) which authorized changes in licensed station (BLH-900).

Remote Control

KOZY Rapid City, S. D., Black Hills Bcstg. Co. of Rapid City—301-A application for remote control operation (BRCH-32).

WQAN-FM Scranton, Pa., The Scranton Times, Elizabeth R. Lynett and Edward J. Lynett—301-A application for remote control operation (BRCH-31).

License Renewal

WTDS Toledo, Ohio, Board of Education, City School District—Renewal of license. (BRED-19).

WUOA Tuscaloosa, Ala., Board of Trustees of U. of Ala.—Renewal of license (BRED-40).

Modification of CP

WWLP (TV) Agawam, Mass., Springfield TV Bcstg. Corp.—Mod. CP (BPCT-955) as mod. which authorized new comm. TV, for extension of completion date from 6/24/53 to 8/30/53 (BMPCT-1176).

KANG-TV Waco, Tex., Clyde Weatherby tr/as Central Tex. TV Co.—Mod. CP (BPCT-1072) which authorized new commercial TV, for extension of completion date from 7/12/53 to 1/15/54 (BMPCT-1175).

APPLICATIONS RETURNED

Stock Transfer

KSJO San Jose, Calif., Santa Clara Bcstg. Co.—Returned application for acquisition of 2,471 shares of stock by Patrick H. Peabody.

Renewal of License

Following renewal applications were returned:

WJQS Jackson, Miss.—Miss. Bcstg. Co. (BR-1891); **WMBC Macon, Miss.**—Miss. Bcstg. Co. (BR-1491); **KLVT Levelland, Tex.**—Herald Bcstg. Co. (BR-2311); **KVOW Littlefield, Tex.**—Southwestern Bcstrs. (BR-1704).



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Showdown on Strikes

THE FCC moved with dispatch last Thursday against an alleged "strike applicant." It dismissed the application of Arkansas Television Co. for vhf Ch. 7 in Pine Bluff, and granted the earlier application of Central-South Sales Co.

A fortnight ago, the FCC wrote a "McFarland Letter" to Arkansas TV Co., asking for an explanation of its application for Ch. 7. It had information that the application was designed to block service, this based on an investigation made on the ground by members of the FCC staff. The FCC received no reply within the 10-day period stipulated for a response. So it took the summary action.

This establishes precedent. It is courageous. It is a warning to those who have filed applications with no serious intent of following through. The FCC suspects there are at least two dozen such cases.

The immediate result should be salutary. Even more drastic action may be ahead. That would be by way of referring extreme cases to the Dept. of Justice for possible prosecution.

This is the kind of action responsible broadcasters, eager to get under way, have been awaiting. We congratulate Chairman Hyde and the FCC majority (Comr. Hennock not participating).

Low & Inside

BASEBALL may be the American game, but American principles of fair play and free enterprise are being ignored by advocates of the special baseball bill that has been reported favorably by the Senate Interstate and Foreign Commerce Committee.

The bill would exempt baseball from antitrust laws and enable big leagues to restore rule 1(d), a onetime league regulation that was rescinded when the leagues decided not to test its legality in court. That rule prevented a team from authorizing radio and/or television broadcast of its games over stations in the territory of another club without the consent of the other club. It is obvious how rule 1(d) restricted teams and broadcasters from freely making broadcast agreements.

The unfortunate implications of an adoption of the new bill were clearly described last week in a special bulletin which the NARTB sent to its members. As the NARTB pointed out: "The public suffers most when restrictive agreements such as rule 1(d) are in effect." If passed, the bill "would establish a dangerous precedent; it would put the Congressional stamp of approval for the first time on restrictive agreements denying to radio and television broadcasters the right to negotiate for broadcast rights for program material in the open market."

However sympathetic Congressional baseball fans may be to the economic problems of organized baseball, they should not let their sympathies overcome their good sense. To date it has not been shown that radio and television have been significant factors in baseball's financial crisis or that the proposed legislation guarantees relief from that crisis.

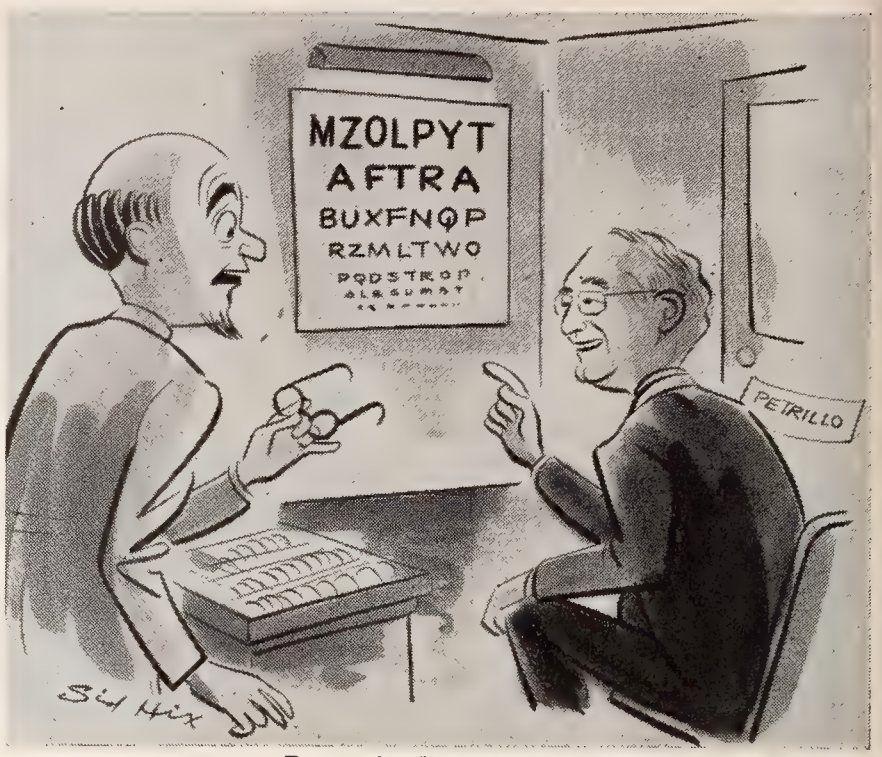
And even if it could be proved, as it cannot, that the bill is a sure way to improve baseball's balance sheets, there would still be reason to oppose it on the grounds of principle alone. Why the American game should be exempt from laws that apply to other American enterprises is a question no logician could explain.

McCarthy's Newest Machination

IT SEEMS Sen. Joe McCarthy can't keep his nose out of the broadcasting business. He now authors a bill to force all 3,000 stations (AM, FM, TV) to keep recordings of all broadcasts.

This is sheer nonsense. Even during wartime, the Government requirement was merely that foreign language scripts be preserved and that some talk programs be recorded for spot checks. This was done, without serious incident, on a self-regulating basis.

How would one record a full-days TV schedule? What about small stations that would be thrown into deeper red ink in taping a 12-16 hour schedule? This smacks of censorship; even thought control.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"I can see everything, Doc, except that second line."

Life Is Like That

THE NEW *Life* magazine study of accumulative audiences of magazines, a weekly supplement, radio and television is worth remembering if only for an introductory note accompanying its announcement by the man who supervised the job.

Edward Miller, *Life* research director, wrote: "Any study which attempts to make comparable measurements of printed media with broadcast media is faced with an impossible task." By that definition, the study which *Life* is now circulating could not have been done. But it was done and, as Mr. Miller said, it is impossible.

Life compares the accumulative audience of complete magazine issues and of a handful of radio and television shows. Despite *Life*'s elaborate explanation of this trick, its validity must remain in question. As Harper Carraine, CBS Radio research director said a fortnight ago [B•T, June 15], the device is "no simple comparison of apples and oranges; this is comparing houses with rooms—magazine houses with radio and TV rooms."

We suspect that in this instance they are glass houses. Gentlemen of broadcasting, the rock pile is this way. Start throwing.

Last Week's Obituaries

LAST WEEK'S obituaries recorded the passing of two notable personages—Lewis Allen Weiss and Dr. Douglas S. Freeman. Each in his own sphere held an important status in radio.

The attainments of Lew Weiss as head of Don Lee and as board chairman of Mutual are amply recorded in radio annals. He was a rugged free enterpriser, who would not capitulate to expediency, whether in government or in business. He looked to the day he could return to the art he helped pioneer, but he knew the malady with which he was afflicted. He didn't wait.

Dr. Freeman's status in radio is not so indelibly recorded. He was revered as an editor and biographer. For 34 years he edited the Richmond *News Leader,* which owns WRNL. For 28 years—until the day he died—he had been a radio reporter and commentator. In 1949, when Dr. Freeman relinquished his editorship, he elected to continue as a commentator. He could have written an occasional column or editorial.

Why did he choose radio? Morgan Beatty, NBC commentator, knew. Dr. Freeman told him that he would be "proud to be a radio reporter in the atomic age." The first man in the front line in modern warfare, the great editor said, is the "radio reporter." This, he said, is "the gravest responsibility in journalism today"—being at the microphone to tell the people at first hand; to prevent hysteria; to thwart enemy propaganda.

Each man—Weiss and Freeman—was gifted. One pioneered in radio as an art and profession. The other grew into it, in his zeal to serve on the journalistic front lines.

Neither had the opportunity to complete his work.

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JUNE 29, 1953

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BROADCASTING TELECASTING

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22ND year

THE NEWSWEEKLY OF RADIO AND TV

What's outside WITHtown?



WITHtown is what we call the area covered by W-I-T-H. It's Baltimore City and the heavily populated parts of the surrounding counties.

Outside WITHtown is some of the most beautiful farm land in America. But mighty few people. Mighty few prospective customers.

Inside WITHtown are 375,000 radio homes. No other station in Baltimore—*regardless of power or network affiliation*—can offer you substantially more than that, because network affiliates overlap each other in coverage.

At W-I-T-H's low rates, you get more listeners-per-dollar than from any other station in town.

We'd like you to hear the whole story about W-I-T-H and its dominant position in the rich market of Baltimore. Just ask your Forjoe man.

IN BALTIMORE W-I-T-H

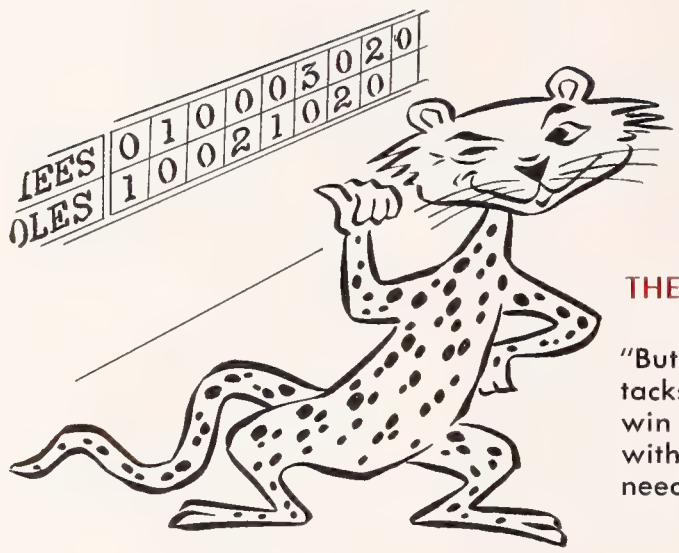
TOM TINSLEY, PRESIDENT—REPRESENTED BY FORJOE & COMPANY

Fables of the leopard and the hippo — II

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THE HIPPO: "We've got men on all the bases . . .
So I'll have to belt a homer now!"



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"But getting down to brass tacks, a well-hit single can win this and many a game with just the run you need."

THE MORAL:

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Find out how Spot TV can solve your brass tacks selling problems. Through these sixteen outstanding stations.

WSB-TV	**Atlanta**
WBAL-TV	**Baltimore**
WFAA-TV	**Dallas**
KPRC-TV	**Houston**
KECA-TV	**Los Angeles**
KSTP-TV	**M'p'l's-St. Paul**
WSM-TV	**Nashville**
WABC-TV	**New York**
WTAR-TV	**Norfolk**
KMTV	**Omaha**
WENS	**Pittsburgh**
WOAI-TV	**San Antonio**
KFMB-TV	**San Diego**
KGO-TV	**San Francisco**
KOTV	**Tulsa**
KEDD	**Wichita**

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

There's a *Master* Key to Detroit's 1¼ Million Home Radios . . . and ¾ Million Car Radios

Just as easily and frequently as Detroiters turn their radio dials to WWJ, you can turn your products into profits in the great Detroit market.

Compare rates and ratings and you'll see that WWJ costs you less than the average cost-per-thousand listeners for radio time in Detroit!

WWJ AM-FM Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES
Associate
Television Station WWJ-TV

Surveys show that Detroit's ¾-million car radios are turned on soon as the motors are started up. And in Detroit more people depend on the auto for spot-to-spot transportation than in any other major metropolitan area.

THE WORLD'S FIRST RADIO STATION • *Owned and Operated by* **THE DETROIT NEWS** • *National Representatives:* **THE GEO. P. HOLLINGBERY COMPANY**

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL·TV

NBC • CBS • ABC • DuMont

Lancaster, Pa.

In its fifth year... serving people selling products

An enviable record of public service, an enthusiastic, buying audience—that's the WGAL-TV story as another anniversary rolls around. In the years to come WGAL-TV will continue to give its advertisers profit for their sales message . . . continue to serve its ever-growing loyal viewing audience with the best in stimulating local-interest and public service programs, top shows from four networks. The **Channel 8** large, rich Pennsylvania market area—including Harrisburg, York, Reading, Lebanon, Lancaster—offers advertisers a great profit potential. Increase your sales, profitably, economically—buy WGAL-TV, **Channel 8.**

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

WGAL

AM TV FM

Steinman Station

Clair McCollough, President

closed circuit®

FCC SWEEPSTAKES: Appointment of new commissioner to succeed Paul A. Walker expected any time. Still in forefront is Charles Garland, KOOL Phoenix. New name: Ford Bond, free-lance network announcer and radio-TV advisor to N. Y. Gov. Dewey. Definitely in running: Robert Dean, KOTA Rapid City, S. D.; Julius Cahn, 30-year-old counsel of Senate Foreign Relations Committee; Walter Johnson, former FCC staff attorney, now commonwealth attorney, Heathsville, Va.; Glenn D. Gillett, consulting engineer, also under Virginia's GOP banner; J. Paull Marshall, Maryland-D. C. attorney, and Edward J. Heffron, former NARTB public relations director.

★ ★ ★

ELEVENTH HOUR telegraphic protest against vhf Ch. 9 time-sharing grant in Kansas City to KMBC and WHB (see story page 61) got short shrift at FCC last Wednesday. Stanley Durwood, Kansas City motion picture theatre operator and licensee of KEDD (TV), uhf Ch. 16, Wichita, telegraphed that he intended filing for Ch. 9. FCC did not construe telegram as formal application. Moreover, it was said all concerned had been on notice since April 14, 1952 (when freeze was lifted) on Kansas City allocations.

★ ★ ★

UP IN ARMS over NARTB board's action opposing his baseball bill (S 1376), Sen. Edwin C. Johnson (D-Colo.) may explode any day on Senate floor. He's particularly incensed over purported network support of NARTB resolution and reportedly threatens "monopoly" investigation. Senator, who's president of Western League, has called network representatives on carpet and has prepared bombastic speech. Comment heard on Capitol Hill: "NARTB's honeymoon is over."

★ ★ ★

VIRTUALLY unanimous approval of one year extension of contract amendment, under which CBS Radio guarantees no reduction in radio rates for one year from Aug. 24, reported last Friday. William A. Schudt, CBS Radio station relations vice president, said count was 96%, with prospect that all 170 "rate stations" will approve. Minimum of 85% of domestic rate card is necessary.

★ ★ ★

WELL OILED campaign of FCC Chmn. Rosel H. Hyde to eliminate red tape may bring broadcasters windfall in abolition of annual financial form for both radio and television stations. Budget Bureau, which must approve all forms, understood to be backing Hyde proposal on ground that it works tremendous hardship, not only on stations but also on over-taxed FCC staff.

★ ★ ★

GENE AUTRY, famed showman and station owner (KMPC Los Angeles, KOOL Phoenix, KOPO Tucson and KNOG Nogales), found himself riding two political horses during last fortnight. He visited President Eisenhower on Wednesday and had long personal chat with him. Following Saturday he was honor guest at Texas State Society meeting in Washington and went all-out for Texas Senate Minority Leader Lyndon B. Johnson as Democratic nominee for President. Some folks, it's reported, took good natured ribbing from White House habitues.

★ ★ ★

FCC LAST week hardly scraped surface of its agenda, even though it did get through mass of material having to do with theatre television, common carrier operations and initial miscellaneous revisions of its final TV allocations report. Still pending are numerous policy matters, including new TV processing procedure, daytime skywave and personnel appointments.

★ ★ ★

RATIFICATION of North American Regional Broadcast Agreement by Senate is now race against adjournment. Although latest postponement was unintentional, new hearing date is July 8-10. Outlook is dimming in light of possible adjournment end of July or first week in August, and crush of "must" legislation. Clear channels are opposing ratification; State Dept., FCC and some non-clears are in support, with networks represented as being not opposed.

★ ★ ★

BIG BLOCK type accented RCA advertisement for color TV engineers in *Washington Post* last week. Ad did not appear outside Capital.

★ ★ ★

FUR CONTINUES to fly on move to name John H. Gayer, son-in-law of Sen. Dwight Griswold (R-Neb.) to International Frequency Registration Board, established to implement Atlantic City Telecommunications Convention of 1947. A. L. McIntosh, chief, FCC Frequency Allocation and Treaty Division, had been recommended for this international post by State Dept., FCC and other agencies identified with international communications. He sold home and booked passage July 8 for Geneva. Appointment to be made by State Dept. expected soon.

★ ★ ★

PROPOSAL that recently formed Television Information Committee of NARTB, set up to resist anti-radio-TV programming crusades, appoint full-time public relations counsel has been deferred. Committee itself plans to function during next quarter through NARTB headquarters without outside assistance. If circumstances indicate later that outside counsel is desired, it's believed some of top names in radio-TV public relations will be considered.

★ ★ ★

CONTEST for leadership in production of high power uhf transmitters may get underway full-tilt in first half of 1954. RCA shooting for production early next year of 10-12 kw transmitters with 250 kw ERP potential, but it hasn't set target date. Meanwhile, General Electric, using Klystron, has been only top manufacturer which has invaded highly complex field of high power uhf.

IN THIS ISSUE

LEAD STORY

Will color television be a reality by early 1954? RCA-NBC puts it squarely up to FCC in a lengthy (697-page) petition asking for the way to be paved toward approval of the RCA-NTSC compatible TV system for commercial telecasting. *Pages 31 to 39.*

ADVERTISERS & AGENCIES

Popularity of radio news programs is reflected in buys by seven firms. *Page 40.*

FILM

Crosby Enterprises official says federal defense demands and competition may force early release of its video tape system. *Page 44.*

FACTS & FIGURES

NRDGA study finds that in 1952 radio and TV got only three cents of the department store's dollar, while newspapers got 61 cents. *Page 54.*

Networks report radio sets increased nearly five million in 1952. *Page 56.*

GOVERNMENT

Kansas City competitors for Ch. 9 get share-time grant. KMBC-TV and WHB-TV will maintain separate studios, but will share a common transmitter site, to put that city's second vhf outlet on the air, they say, within 60 days. Other TV grants made at New Haven, Conn., Marshall, Tex., and Beckley, W. Va. *Page 61.*

STATIONS

Storer Broadcasting Co. follows its purchase of KABC San Antonio for $700,000 by sale of WMMN Fairmont, W. Va., at a reported $340,000, to Peoples Broadcasting Corp. *Page 70.*

Since the thaw, 80 TV stations have gone on the air. Total U. S.-Hawaii operating stations now number 188. *Page 72.*

NETWORKS

NBC Spot Sales launches drive to expand its list of station representations. *Page 75.*

FEATURES

How the Bank of America uses California radio to sell its services and spread its name. *Page 93.*

Television news can pay off, and any station can support a local newsreel. *Page 94.*

Using teletype circuits for baseball recreation. *Page 98.*

This TV station provides its own sports events and the sponsor loves it. *Page 100.*

UPCOMING

June 28-30: National Appliance & Radio-TV Dealers Assn. Meeting, Conrad Hilton Hotel, Chicago.

June 30-July 1: BAB and BMI Sales and Program Conference, Utah Hotel, Salt Lake City, and Ansley Hotel, Atlanta.

July 1-2: BAB-BMI Conference, U. of Denver, Denver, and Wade Hampton Hotel, Columbia, S. C.

July 6-7: BAB-BMI Conference, Northern Hotel, Billings, Mont.

July 8-10: Hearing on NARBA, Capitol, Washington.

(For other Upcomings, see page 112)



some spots are better

Some people have to be blasted out of bed. But millions of Americans are up long after midnight, listening to Post-Midnight Radio.

Post-Midnight Radio reaches a wide-awake audience, at a time when competition for attention is at a minimum. It will bring your sales message to myriads of new listeners, who cannot be reached at any other time.

For the best spot, at the right time, at the right place



than others

From midnight to dawn, the five Radio stations represented by NBC Spot Sales DELIVER 13 MILLION LISTENER IMPRESSIONS PER MONTH, AT THE LOW COST OF 35 CENTS PER THOUSAND.*

For eye-opening, hour-by-hour accounts of Post-Midnight Radio in New York, Cleveland, Chicago, Washington and San Francisco, call your NBC Spot Radio Salesman now.

*Source: Special Nielsen Audience Study, Midnight to 6:00 AM

representing
RADIO STATIONS:

WMAQ	*Chicago*
WTAM	*Cleveland*
KNBC	*San Francisco*
WRC	*Washington*
WNBC	*New York*

representing
TELEVISION STATIONS:

KPTV	*Portland, Ore.*
WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
WNBW	*Washington*

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*



Things have changed in ARKANSAS, too!

Arkansas has come a long way since the old "mule-and-plow" days—the majority of farms are now far more mechanized . . . electrified . . . prosperous. Result: *Arkansas Farm Income is 132.3% greater than it was ten years ago—a 16.0% greater increase than for the Nation as a whole.**

There have been other changes in Arkansas, too. Almost *all* the State can now be covered with *one* radio station, KTHS in Little Rock—now CBS and the only Class 1-B Clear Channel station in the State. KTHS offers *primary* daytime coverage** of more than a million people. *Secondary,* interference-free daytime coverage*** adds 2,369,675 people and includes practically all of Arkansas!

Write direct or ask The Branham Company for all the facts on the *big, new KTHS!*

**U. S. Dept. of Agriculture figures.*
***Half millivolt.*
****One-tenth millivolt.*

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

NBC Radio Affiliates To Organize July 27

ORGANIZATION meeting of new NBC radio affiliates committee to be held July 27 at Drake Hotel, Chicago, with NBC President Frank E. White invited to sit with station delegates. Invitations to attend being sent out over weekend to all regular NBC affiliates by Robert D. Swezey, WDSU New Orleans, chairman of informal study committee that has been planning project.

New committee to parallel NBC-TV Affiliates Committee formed in 1951. It will operate as committee-of-the-whole, with special committees named for specific projects, judging by present plans. Group will explore problems facing NBC radio affiliates. Suggestion had been made that affiliates invite Brig. Gen. David Sarnoff, NBC board chairman, to meeting but study committee felt group should get into operation and develop program before asking him to meet with stations.

Mr. Swezey told B•T he thought idea developed by NBC TV Affiliates Committee was soundest step forward in station relations in many years. He said Chicago session "is not in any sense a protest meeting."

Ziv Considering Transferring Headquarters

FREDERIC W. ZIV Co., considering transfer of headquarters to New York and Hollywood, expected to reach final decision within two months. If decision is affirmative, most of Cincinnati operations of Ziv Co., Ziv TV programs, and World Broadcasting System probably would relocate in N. Y., which already is headquarters for TV Sales, World, public relations and some radio production, while present Hollywood production and sales operations, plus new research department, would be located at new site company is seeking in California's San Fernando Valley [B•T, May 11].

Distribution department probably would remain at Cincinnati. Space in new building at 48th St. and Fifth Ave. being considered for N. Y. headquarters if move is made.

Additional possibility in event of change: Frederic W. Ziv, president of Ziv Co. and World and board chairman of Ziv TV, might move from Cincinnati to N. Y., and John Sinn, president of Ziv TV and executive vice president of World and Ziv Co., might transfer from N. Y. to Hollywood.

EARLY START TREND

FOLLOWING trend of advertisers to start early in summer to build audience for fall season, Campbell Soup Co. will start its new program *Campbell TV Soundstage* (NBC-TV, Fri., 9:30-10 p.m.) on July 10. Agency: Ward-Wheelock Co., Philadelphia.

F. D. R. Jr. Wants Equal Time To Answer Commercial

EQUAL time or facilities asked CBS-TV by Rep. Franklin D. Roosevelt Jr. (D-N. Y.), B•T learned. Rep. Roosevelt took exception to commercials broadcast on Sunday show *You Are There* by sponsoring electric companies. Congressman in letter to Frank Stanton, CBS president, charged commercials lent support to drive in Congress to "turn over Niagara Falls to the private utilities for the development of its hydroelectric potential." Rep. Roosevelt wants to counter what he called "political propaganda" in companies' institutional advertising. He also complained to Justice Dept. and Internal Revenue Bureau, with copy of letter to Stanton sent to FCC. CBS was noncommittal as of Friday with no decision reached.

JOHNSON WANTS BASEBALL SUSTAINING

SEN. EDWIN C. JOHNSON (D-Colo.) late last week unveiled legislative stinger understood to be leveled at strong broadcaster (particularly NARTB) opposition to his baseball bill (see early story, page 62).

Sen. Johnson amended his bill, which would permit baseball to restore radio-TV restrictive Rule 1 (d), so as to give this effect:

Any radio or TV station in U. S. could broadcast, rebroadcast or recreate any baseball game anywhere and at any time providing the program was *sustaining*.

Sustaining was defined by Sen. Johnson as "any program which is neither paid for directly or indirectly, to the licensee by any sponsor nor interrupted by any spot announcement."

His amendment also defined "spot announcement" as "any announcement made for remuneration and any other announcement except (1) a station identification announcement of the call letters, location, identification of the licensee, and network affiliation of such station, (2) an announcement devoted exclusively to a noncommercial and nonprofit cause or activity, or (3) a promotional announcement of a sustaining program."

It was understood that Sen. Johnson introduced his amendment with this philosophy in mind: If broadcasters say Rule 1 (d) will hurt radio-TV coverage and therefore public interest, here is chance for broadcasters to carry any games they wish in public interest. Rub is that broadcasters could not get paid for any baseball coverage that would violate Rule 1 (d).

Rule 1 (d) when it was effective prohibited radio-TV broadcasts of games within 50-mile territory around home team's ball park.

Language of amendment also would prohibit stations from carrying network programs whereby they conflicted with Rule 1 (d) unless carried sustaining.

First reaction among industry observers was that Johnson amendment was of "peculiar nature" and possibly points to baseball as being more commercial operation than "sport."

It was understood that Sen. Johnson is incensed over NARTB opposition to bill. Senator is president Western League baseball circuit.

• BUSINESS BRIEFLY

PACKARD IN 186 MARKETS • Packard cars planning spot radio campaign in 186 markets, effective July 13. Schedule will run for two weeks, off two weeks, and on again for another two weeks, totaling 20 spots for each station. Spots will promote new 1953 car. Maxon Inc., N. Y., is placing.

BLOCK TO NAME • Block Drug, Jersey City, expected to name Kastor, Farrell, Chesley & Clifford, N. Y., to handle its Minipoo shampoo and Alkaid, formerly serviced by Joseph Katz Agency, and its Poslam, previously Dowd, Redfield & Johnstone account.

15 MINUTES FOR AIR FORCE • Air Force dickering for 15-minute TV network show featuring service band. Details, including network, not yet worked out. Show would be Washington-produced but emanating from New York live or by kinescope. Air Force also switching its *Guide Right* program on DuMont TV from Thursday 8 p.m. N. Y. time to Friday 8:30 p.m. N. Y. time and picking up additional stations in Cincinnati, Cleveland, Philadelphia and Bridgeport, effective on or about July 10.

100-MARKET RADIO DRIVE • Philip Morris cigarettes, through Biow Co., N. Y., placing radio spot campaign in 100 scattered non-TV markets, effective July 6 for 13 weeks.

STOCKING SPOTS • Burlington Mills (Cameo stockings) expected to place radio-TV spot campaign in 50 markets starting in fall, probably around Sept. 14, for 13 weeks. Donahue & Coe, N. Y., is agency.

ABC Sells American New Danny Thomas Show

IN ITS BIGGEST sale since merger with United Paramount Theatres last March, ABC has signed American Tobacco Co. to sponsor its new Danny Thomas TV show on alternate-week basis, starting in October, and also has company's commitment to sponsor another half-hour ABC-TV program in fall. Announcement being made today (Monday) by Robert E. Kintner, ABC president, who led network negotiations on sale, and Paul M. Hahn, American Tobacco Co. president.

Time and talent costs on Thomas show estimated unofficially to be about $75,000 per program. Exact time of series uncertain, but officials said earlier in week, before sale was disclosed, that Thomas program probably would go into a weekday 9-9:30 or 9:30-10 p.m. spot. Negotiations for other ABC-TV show still in progress with time and program undecided. Agencies for American Tobacco: BBDO New York (Lucky Strike cigarettes), and Sullivan, Stauffer, Colwell & Bayles, N. Y. (Pall Mall cigarettes).

BAB Joins AFA

AFFILIATION of BAB with Adv. Federation of America announced Friday by Elon G. Borton, AFA president, and William B. Ryan, BAB president. AFA, which now has 16 national advertising associations as members, named Mr. Ryan to represent BAB on its board of directors.


SPeeDy
personal
MEMO
from
"SPeeDy"
WSPD AM/TV
136 HURON ST.
TOLEDO 4, OHIO
July, 1953, marks the Fifth Anniversary of WSPD-TV.
WSPD-TV is happy to salute you, the Sponsors and Advertising Agencies, who pioneered with Television by foreseeing the limitless possibilities offered by this new baby of the radio industry.
To you who became members of the WSPD-TV family of sponsors in 1948, when we could offer only 1800 TV set circulation, and to you who have joined our family in the intervening five years and now enjoy a Billion Dollar Toledo Market, we humbly say,
"THANK YOU."
Speedy
TV
WSPD
AM-TV
TOLEDO, OHIO
Represented Nationally by KATZ
Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

KDYL-AM-FM-TV Sale Gets Green Light; Other Actions

TIME Inc.'s $2.1 million purchase of KDYL-AM-FM-TV Salt Lake City from Sidney S. Fox and associates was approved by FCC Friday [B•T, May 25, 18, April 6] and closing of sale will be Tuesday (tomorrow), according to G. Bennett Larson, who becomes president-general manager and 20% owner under Time Inc. ownership.

TLF Bcstg. Corp., 80% owned by Time Inc. and remainder owned by Mr. Larson, former vice president-general manager of WPIX (TV) New York, assumes operation Wednesday. No changes in personnel or representation (Blair) is contemplated at this time, he said.

Other broadcast actions by FCC:

WSGN-AM-FM-TV Birmingham, Ala., granted assignment for $375,000 from Birmingham News Co. to Jemison Bcstg. Co., latter headed by investment banker John S. Jemison Jr. Birmingham News Co.'s $2.4 million purchase of WAPI radio-TV outlets there was approved earlier by FCC [B•T, June 15].

KULA Honolulu granted transfer of control from Interstate Bcstg. Corp. (KLO Ogden, Utah) and others for $300,000 to American Bcstg. Stations Inc. (WMT Cedar Rapids) and KJBS Bcstrs. (KJBS San Francisco).

KCNA-AM-TV Tucson, Ariz., granted acquisition of positive control by Erskine Caldwell, author and 31.9% owner, through purchase of 43.77% for $39,148 from William H. Johnson, William A. Small and Clare Ellinwood.

KCIL Houma, La., was granted assignment from Charles Wilbur Lamar Jr. to KCIL Inc., controlled by Denver T. Brannen, one-third owner WACL Waycross, Ga. Consideration $40,000, plus $300 monthly land-building lease with option to buy for $25,000.

WGBI-TV Scranton, Pa., application for assignment of Ch. 22 permit from Scranton Bcstrs. Inc. to MCL TV Corp. was set for hearing on date to be set later. MCL is part owned by WQAN there. Comrs. Paul A. Walker, George E. Sterling and Robert T. Bartley dissented.

WNDR-AM-FM Syracuse, N. Y., license renewal application was set for hearing on date to be determined and application for transfer of control was put in pending file. Issues include whether station has been transferred without consent, involves agreement dated Oct. 22, 1948.

FCC dismissed petition by WNOE New Orleans against new station grant to Ville Platte Bcstg. Co. for 250 w day on 1050 kc at Ville Platte, La.

KIND Independence, Kan., granted new Class A FM station on Ch. 228 with ERP 330 w.

TV actions included:

WTOC Savannah, Ga.—FCC made final initial decision to grant new TV station on vhf Ch. 11 with ERP 258 kw visual. Martin & Minard, competitive applicant, withdrew.

Lebanon TV Corp. (WLBR), Lebanon, Pa.—FCC made final initial decision to grant uhf Ch. 15 with ERP 92.8 kw visual. Steitz Newspapers Inc. gave up competitive bid, acquired option for one-third interest.

John Poole Bcstg. Co., Sacramento, Calif—FCC made final initial decision to grant uhf Ch. 46 with ERP 207 kw visual and to dismiss competitive application of Jack O. Gross. Mr. Poole owns KBIG Avalon, Calif., and is permittee of uhf Ch. 22 KPIK (TV) Los Angeles.

By memorandum opinion and order, FCC postponed effective date of May 13 grant of vhf Ch. 13 at Eugene, Ore., to Eugene TV Inc. pending final determination upon protest by W. Gordon Allen, permittee uhf Ch. 20 KTVF (TV) there. Comr. Robert T. Bartley dissented.

Hattiesburg TV Co., vhf Ch. 9 applicant at Hattiesburg, Miss., was advised hearing is required because of joint ownership by principals in WFOR and WHSY there. FCC expressed concern for continued competitive operation of two AM stations. Application was put in clear by withdrawal last week by Mississippi Electronics Inc. Latter includes part owners of Piedmont Radio Co., uhf Ch. 17 applicant at Spartanburg, S. C., in competition with Sterling TV Co. [B•T, June 25].

Legal inquiry of community television systems is set forth in FCC letter to J. E. Belknap & Assoc., Poplar Bluff, Mo., asking additional information on proposed use of microwave relay stations at Osceola, Ark., and Kennett, Mo., to transport TV programs to local distributors. FCC posed question whether such operation would be common carrier, how rates would be handled and nature of property rights in program material on part of originating TV stations and community distributors.

Three new TV applications tendered Friday:

Toledo, Ohio—Maumee Valley Bcstg. Co., vhf Ch. 11, ERP 316 kw visual. Principals include Hulbert Taft Jr. and David G. Taft, associated in Taft-family-owned WKRC-AM-FM-TV Cincinnati and WTVN (TV) Columbus. Five others pend for Ch. 11.

Grand Rapids, Mich.—Peninsula Bcstg. Co., uhf Ch. 23, ERP 216 kw visual. Principals include drive-in movie exhibitor John D. Loeks and associates. Ch. 23 hearing has been ordered by FCC between WGRD and W. S. Butterfield Theatres Inc.

Brockton, Mass—Trans-American TV Enterprises, uhf Ch. 62, ERP 193.3 kw visual. Principals include Morton M. Goldfine and Harry E. Franks, part owners WESX Salem, Mass.

Legal right of Notre Dame U. under state corporation laws to seek commercial TV station through subsidiary firm, Michiana Telecasting Co., challenged by WHOT South Bend, Ind., in petition Friday to enlarge issues in uhf Ch. 46 hearing ordered by FCC.

WKHM Jackson, Mich., petitions for allocation of vhf Ch. 10 to nearby Parma, Mich. WHPE High Point, N. C., asks amendment of Zone 1 to include West Virginia and for substitution of vhf Ch. 4 for Ch. 6 at Beckley, substitution of Ch. 3 for Ch. 6 at Wilmington, N. C., and assignment of Ch. 6 to High Point.

KFMB-AM-TV Petry Named In Branham Co. Damage Suit

SUIT for $400,000 damages, listed as potential return on contract to act as national representative for KFMB-AM-TV San Diego, filed in Los Angeles Superior Court by Branham Co. Defendants named are Wrather-Alvarez Broadcasting Inc., licensee of stations; J. D. Wrather Jr.; Helen Alvarez; Edward Petry & Co., and Edward Petry.

Branham Co. charges breach of contract and inducing of breach, contending its agreement to represent KFMB-AM-TV was to run to August 1955. Pact said to have been made with Kennedy Broadcasting Co., which sold stations to Wrather-Alvarez Broadcasting Inc. several months ago. Charge made that Edward Petry & Co. induced new owners to cancel representation effective July 1 though pact had two years to run.

TV Target Dates

JULY 15 is on air date set by KEDD (TV) Wichita, Kan., uhf Ch. 16, with commercial programming scheduled before Aug. 1, Ben Baylor, general manager, said Friday. Station will be affiliated with both NBC-TV and ABC-TV. He added building is nearly completed and tower going up rapidly.

Bill Ware, KSTM-TV St. Louis president, sadly reported building strike has stopped construction of station; he hopes early settlement will still allow uhf Ch. 36 station to go on air in September.

KMTV (TV) Omaha, pre-freeze vhf Ch. 3 station, reported hundreds of letters and calls after power boost to 100 kw, maximum allowed (other starting dates, page 72).

PEOPLE

JOHN DONALDSON, 39, timebuyer at Ruthrauff & Ryan, N. Y., died suddenly in N. Y. Friday morning. Mr. Donaldson had been with ABC and the Harry B. Cohen Adv. Agency, N. Y.

MARTIN B. MONROE and **ARTHUR DAWSON,** WOR N. Y., account executives, were honored Friday for bringing in $1 million in net billings apiece since joining station.

WILLIAM ORCHARD, 65, copy editor of BBDO, died Thursday at his home in N. Y. He joined Geo. Batten Co. in 1919 and remained when it merged with Barton, Durstine & Osborn in 1928. He taught advertising for 27 years at Columbia U., Pace Institute and Washington Irving High School. Surviving are his wife, Mrs. Mildred Peck Orchard, and two sons, William Jr. and Joseph T. Orchard.

PAUL TIEMER, New England manager of Paul H. Raymer Co. and previously sales manager of N. Y. office of firm, appointed to staff of Bertha Bannon, Boston, radio and television representatives.

LEAVITT J. POPE, assistant to general manager of WPIX (TV) N. Y., named operation manager of station in addition to his present duties.

BILL LAUTEN, manager of business publicity, NBC press department, has resigned effective July 2. Future plans not announced.

CARL L. SHIPLEY, Washington radio-TV attorney, named special assistant by U. S. Attorney General Herbert Brownell Jr. Mr. Shipley will continue private practice.

Florida Broadcasters Protest Johnson Bill

VIGOROUS protest against Johnson Bill (S-1376) to exempt baseball from antitrust laws in radio-TV contracts made by Florida Assn. of Broadcasters at Friday meeting. FAB approved proposed NARBA treaty and reaffirmed long-standing opposition to radio power over 50 kw.

L. Herschel Graves, WTAL Tallahassee, elected president. John B. Browning, WSPB Sarasota, was elected first vice president; Tom Gilchrist, WTMC Ocala, second vice president; A. B. Letson, WCNH Quincy, secretary-treasurer. Directors elected were H. Denison Parker, WTAN Clearwater; Robert L. Bowles, WFTL Ft. Lauderdale; Owen F. Uridge, WQAM Miami; Charles E. Davis, WWPG Palm Beach, and George W. Thorpe, WVCG Coral Gables.

Music Licensing Group Meets

ALL-INDUSTRY Local TV Music License Committee, at first meeting in N. Y. Thursday, made plans for opening negotiations with ASCAP for blanket and per program licenses. Group will collect information to advance negotiations and suit brought by 56 stations seeking per program rates. No date has been set for first meeting with ASCAP.

Eight New Y & R VP's

EIGHT EXECUTIVES of Young & Rubicam, N. Y., have been promoted to vice presidents, president Sigurd S. Larmon announced Friday. They are Edward L. Bond, Aldis P. Butler, Robert W. Clayton, Wilson H. Kierstead, G. M. Miller, Gernard Pagenstecher, P. C. Richardson and Luis G. Weil.

WORZ Names Taylor

WORZ ORLANDO Fla., names O. L. Taylor Co. as its representative, effective July 1.



✓ ONE STUDIO ✓ TWO STUDIOS
✓ THREE STUDIOS

STUDIO	INPUTS
Studio Camera Channel or Portable Camera Chain	
Special Effects	
Monoscopes	
Film Camera Channel	
Network Operation	
Remote Operation	
EXTRAS	
Studio or Film Camera	

Check

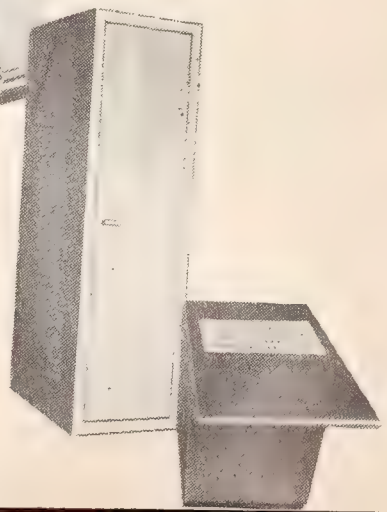
● Fill out this list according to *your* studio's requirements. Then—either show it to your area's General Electric representative or send it directly to *General Electric Co., Section 263-29, Electronics Park, Syracuse, New York.*

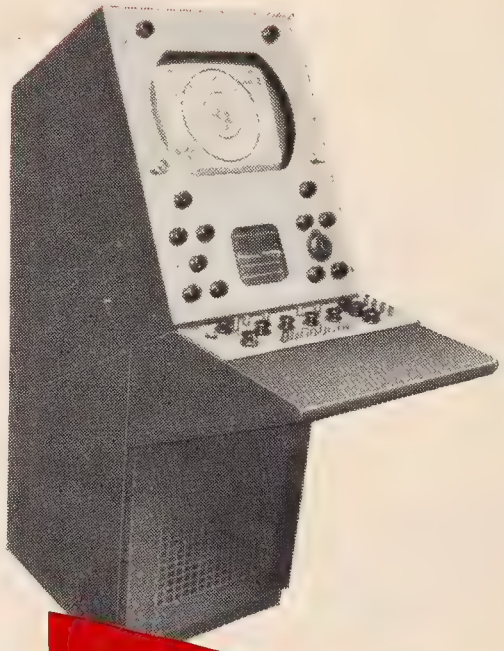
MEDIUM OR LARGE STUDIO OPERATION



TC40A
Control Panel

TC41A: Newest and finest G-E Relay Switching System offers outstanding versatility in control of programs and commercials. Provision to switch, fade or dissolve up to twelve non-composites plus facilities for switching three composite inputs! Block-built for easy, economical expansion.





TC30A: Switches, fades and dissolves manually or electronically. Local, remote or network switching with three-position selector switch. Two sets of projector controls for remote operation. Use for rehearsals without disturbing on-air signal with bypass switch. Five-position monitor selector switch.

SINGLE STUDIO OPERATION

the unit that fits your needs best!

General Electric offers you switching systems to meet any and all studio requirements!

ONE studio? Two studios? Three studios? General Electric's switching systems answer all *your* requirements. G.E. offers such a wide variety of TV switching combinations that you can quickly pinpoint the unit that best fits your needs, today! And if you plan to enlarge your operation in a few years, G.E. also provides that extra margin for expanding facilities when necessary. Any General Electric switching system you buy will not only give you the most for your money, but will also assure you minimum maintenance worries, plus operation ease that's always greatly appreciated. For further, complete information, please write today to: *General Electric Company, Section 263-29, Electronics Park, Syracuse, New York.*

LARGE STUDIO OPERATION



TC31A: Automatically, and with perfect smoothness, inputs can be lapped, dissolved or faded at *two* different rates. Manual faders permit superposition of any of the non-composite channels. Clamping and sync-mixing save cost of a Stabilizing Amplifier. Instantly by-pass any input to output during rehearsals.



ONE MAN STUDIO OPERATION

TC39A: New broadcasters! Need a one-man TV equipment operation? G.E. has designed a special minimum investment package just for your purposes. Integral part is new switching panel. Panel provides facilities you need, all the quality necessary for outstanding performance, with just a single operator!

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

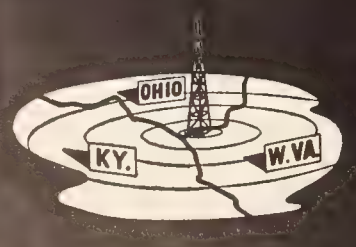
You'll
GET THIS
TYPE OF
MERCHANDISING
AND
PROMOTION
ON
RADIO STATION
WSAZ

1. Courtesy Announcements
2. Newspaper Advertising
3. Monthly Mailings to Grocers and Druggists
4. Special Mailings
5. Car Cards
6. Trade Calls
7. Point of Sale Displays

•

National Representatives:
THE KATZ AGENCY
OR
C. TOM GARTEN
Station Manager

5000 WATTS DAY
1000 WATTS NIGHT
930 KC



RADIO STATION
WSAZ

index

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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1ST

In this 5-Station Market,

WSYR is FIRST

Any way you look at it

PULSE OF SYRACUSE
April, 1953

72 15-Min. Periods, 6 a.m. to Midnight
WSYR FIRST . . . in 50 periods
WSYR SECOND in 22 periods
72
(that's all there is)

NIELSEN 1952

WSYR FIRST
by 47% to 212%

SAMS 1952

WSYR FIRST
by 29.8% to 239%

WSYR ACUSE
570 KC

NBC Affiliate • Write, Wire, Phone or Ask Headley-Reed

WSYR-AM-FM-TV — *the Only Complete Broadcast Institution in Central New York*

IN THE LEAD . . . AND THEN SOME!



KNXT heads the field
in Los Angeles television!
Out front with…

Biggest ratings, daytime
and night…
35% bigger during the day!

Greatest share-of-audience…
9.2% greater all week long!

The most top programs
…network and local,
day and night!

And you are even farther ahead!
KNXT *delivers its greater*
audiences at an average cost
of less than a dollar
per thousand viewers.

If you're looking for the *most*
customers at the *least* cost in the 10-billion dollar

Source: ARB, May 1953.



Los Angeles TV market, the hunt ends at **KNXT** Channel 2

CBS Television's key station in Hollywood

Represented by CBS Television Spot Sales

IN THE
Upper Midwest...

YOU MUST HAVE

• The Best Facilities

• The Most Experience

• The Best Programs

to be

Number One.

In

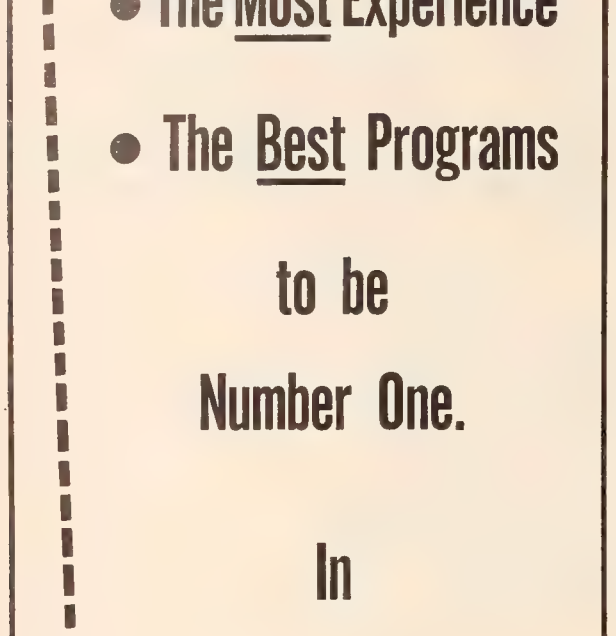
Minneapolis-

St. Paul,

Television

IS

KSTP-TV



IN REVIEW

WILLYS THEATRE

CBS-TV, alternate Thursdays, 8:30-9 p.m.
Sponsor: Willys Motors Inc.
Agency: Ewell & Thurber, N.Y.
Executive Producer: William Dozier.
Director: Bob Stevens.
Writer: Ben Hecht.
Cast (June 25): Ann Rutherford, Barry Nelson, Gary Merrill, Janis Carter, Olga Baklanova.

UNLESS things pick up later in the series, Ben Hecht's excursion into television will enhance his bank account far more than his reputation, even if, as is to be doubted, he is working at minimum scale.

The first offering on the new *Willys Theatre*, an every-other-week presentation of Hecht scripts, opened with a narration in praise of New York, and no cliches were spared in describing the city as big, small, heartless, kind, crowded, lonely, not to mention hot and cold. The story that followed the introduction maintained the same standards of originality.

A Cedar Rapids girl who had once unsuccessfully attempted an acting career in New York returns to the big city for a vacation with her Cedar Rapids husband, who raises cows. Trouble is that although she had never had a part, she had told the folks back home she was the toast of Broadway. Naturally her husband believes she is a crony of the illustrious and expects to be introduced to all the famous of the New York stage.

Needless to say, her fraud is at last exposed, but Cedar Rapids love triumphs over New York glitter. "I lied," she says miserably. "No, darling," says the cowherd, "you were only daydreaming." Is this the author who helped to write "The Front Page"?

* * *

BLIND DATE

DuMont Television Network, Tues., 8:00-8:30 p.m. EDT.
Sponsors: Toni Co. and Hazel Bishop Lipstick.
Producer: Mike Dutton for Bernie Shubert.
Director: Larry Schwab Jr.
Announcer: Terry O'Sullivan.
M. C.: Jan Murray.
Orchestration: Ray Bloch.
Agency for Toni: Weiss & Geller.
Agency for Hazel Bishop: Raymond Spector Agency.

WAY up on the list of contrived "spontaneous" telecasting is a recent addition to the DuMont Television Network's Tuesday evening schedule called *Blind Date*, a program idea nearly as old as the practice it purports to explore. On the basis of the June 23 show, it's a format that is not growing old gracefully. If the program were to attract a sizable audience, it would be because of interest in the intrigue accompanying plots of the boy-meets-girl variety. But what happened last Tuesday night gave rise to a suspicion that these boys and girls had met before—probably at a run-through preceding the telecast. The show was disturbingly rehearsed.

In each go-round two young men, competing for a date with a pretty young girl, are introduced by Jan Murray, the show's m.c. Each is given a chance to talk with his prospective date explaining his reasons for wanting to escort her round the town for an evening. Since the young lady wears a blind fold, her date choice is based solely on one boy's ability to out-talk the other.

The television audience can get into the act too. If you have a friend interested in dating a well-known personality, Mr. Murray is the man to contact. You will be instructed to lure your unsuspecting companion to the studio where the celebrity will be on hand. Your friend will have her desired blind date if she chooses correctly between the celebrity, who on June 23 turned out to be violinist Florian Zabach, and a stand-in participant of a sort, comedian Henny Youngman.

Blind Date offers no surprise, no suspense, no new twist. The format, rather than being limited to the amusement that might accompany date arrangements sight-unseen, serves as a comic vehicle for Jan Murray. Mr. Murray isn't very funny to begin with. Subordinating format to his comic antics does more to harm the show than to help it.

Several sets are used on the show. They are used well by the director. The camera smoothly moves the viewer from one setting to another for different portions of the telecast, giving some visual interest to the program. Toni, which co-sponsors *Blind Date* with Hazel Bishop lipstick, is aiming its home permanent sales message at the junior-high-school age group and at the woman whose gray hair need no longer be a permanent problem thanks to a new Toni product. Before-and-after shots stress the necessity of getting a "Toni" immediately if not sooner. As usual, a pretty girl convinces you that Hazel Bishop lipstick "can't smear off!" The latter company persists in using printed caption on its TV commercials in the tradition of foreign films or silent pictures—a practice that seems redundant since the lady doing the talking speaks English, or something very like it.

* * *

BOOKS

BEGINNING TELEVISION PRODUCTION, by Melvin R. White. Burgess Publishing Co., 426 S. Sixth St., Minneapolis 15, Minn. 111 pp. $2.50.

STUDENTS who are concerned with the high cost of textbooks should greet with enthusiasm this television production book. Not only is the book relatively inexpensive for a text containing the information and pictures that this one does, but also it covers virtually all facets of television production. Mr. White discusses the problems of black and white television, personnel needed for TV production and equipment and lighting requirements. Some of the most valuable portions of the book, however, are those which take up TV properties and sets, costuming, makeup for TV and the vitally important, but sometimes overlooked (in textbooks), acting and directing requirements of television. Mr. White is an authority on theatre and TV, being supervisor of Walt Whitman Hall and the George Gershwin Theatre, at Brooklyn College.

* * *

THE RADIOTRON DESIGNER'S HANDBOOK, fourth edition, edited by F. Langford-Smith and 33 author-engineers, distributed in the U. S. by RCA Victor Div. Tube Dept., Harrison, N. J. 1,500 pp. $7.

WRITTEN for the design engineer, student and experimenter, this book has been 12 years in preparation since the third edition in 1940 and is more than four times as large as the latter. It contains 1,000 illustrations, cross index of 7,000 entries and 2,500 references.

Covering design of radio and audio circuits and equipment, its 38 chapters are under seven major headings including radio tubes; general theory and components; audio frequencies; radio frequencies; rectification, regulation, filtering and hum; complete receivers, and sundry data including tables and graphs.

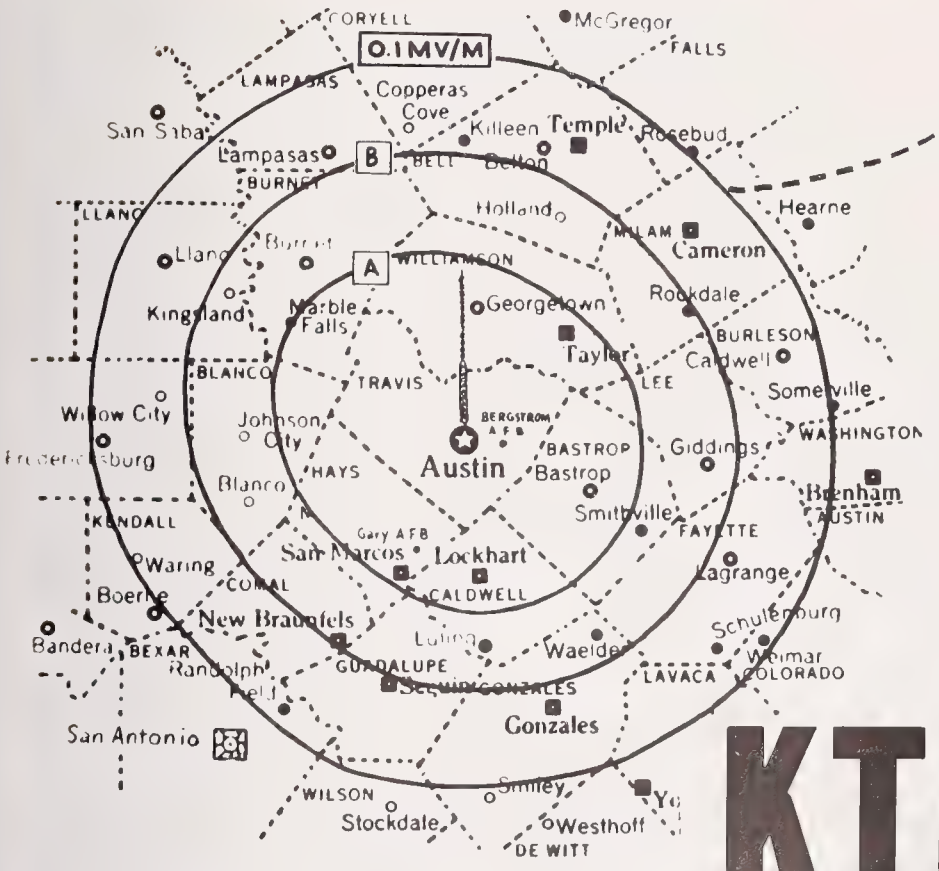
IN AND AROUND AUSTIN THERE'S A MARKET OF

535,028

TEXANS

that can be reached by Austin's first and only TV station–KTBC-TV.





FOR YOUR FACT BOOK:

- 100,000 Watts-Channel 7
- Antenna 740 Feet Above Average Terrain
- 535,028 population, 0.1 mv/m coverage
- $506,960,000.00 1952 Retail Sales, 0.1 mv/m coverage
- 336,447 population, "A and B" Contour Coverage
- $327,783,000.00 1952 Retail Sales, "A and B" Coverage
- Capitol of Texas
- 5th City in the State
- 68th City in the Nation
- CBS NBC ABC DUMONT NETWORKS

KTBC-TV

CHANNEL 7 • AUSTIN, TEXAS

Represented nationally by The O. L. Taylor Company

Population and retail sales data from Sales Management, adjusted to contour map calculated by A. Earl Cullum, consulting engineer, Dallas; Sales Management figures are copyrighted and may not be reproduced without permission.



KTBC-TV

Multiplies Power by FIVE!

KTBC-TV is now radiating 100 kw ERP with an RCA 10-kw VHF Transmitter (Type TT-10AH)—and a new RCA High-Gain, 50-kw rated Antenna (see illustration).

Says J. C. Kellam, General Manager of KTBC-TV: "The RCA 12-section Antenna is performing in splendid fashion. As a matter of fact, its performance exceeds the promise made by your Sales Representative."

Reports Ben Hearn, Chief Engineer of KTBC-TV: "KTBC engineers liked the ease of broadbanding and the simplicity of 'tune-up' while the station was broadcasting test patterns. The high-level modulated transmitter provides full power output of peak visual and aural power."



This picture was taken during erection of an RCA TF-12AH, 12-section 50-kw Superturnstile at KTBC-TV. Interim transmitter power was 2 kw when KTBC-TV went on the air. Now it's 10 kw.

KTBC-TV can still increase power many times without a single change in its antenna system. Here's TV antenna planning—that insures the station for the future!

Make certain YOU get the same top operating performance that has been achieved by KTBC-TV. Specify the finest television equipment you can buy—RCA! There's an RCA antenna-and-transmitter combination to meet your specific coverage and power needs. And remember, RCA antenna-transmitter combinations have been "proved-in" by TV stations "on-the-air."

If your requirements are best met with a low-power transmitter and a high-gain antenna, *RCA has the combination.* However, if your needs are better met with a higher-power transmitter and a lower-gain antenna, *RCA has that combination, too.*

Ask your RCA Broadcast Sales Representative to sit down and help you plan the most practical and economical equipment set up for your station. He has an intimate knowledge of station planning—knows TV equipment from A to Z. He can tell you exactly what you'll need to get "on-the-air". . . with the power you want. Call him today. Or write RCA Engineering Products Department, Camden, New Jersey.

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT

CAMDEN, N.J.

FIRST IN RADIO!



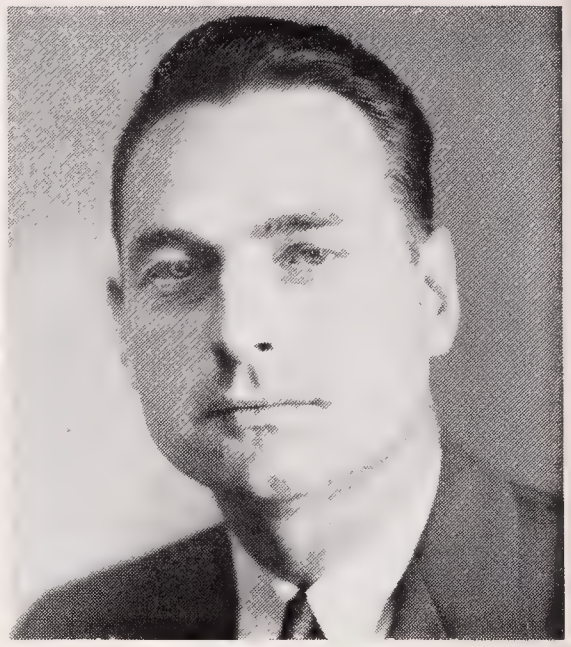
NOW FIRST IN TV!



in Wichita Falls ☆Texas!

CBS AND DuMONT TELEVISION NETWORKS

Wichita Falls Television, Inc.



George Arkedis

on all accounts

IN THE SUMMER of 1949, when a midwest network TV sales department was on the planning boards of top CBS Television Network officials in Manhattan, a native New Yorker was persuaded to become a Chicagoan.

The results proved beneficial both for CBS Television and for George Arkedis, who put the network's midwest TV sales office on record with a fistful of sales.

It was probably inevitable that H. Leslie Atlass, vice president in charge of CBS Central Div., should install Mr. Arkedis as sales manager of WBBM-TV when this outlet came into being last spring with CBS' purchase of the old WBKB (TV).

And, once again, Mr. Arkedis moved in where other salesmen might have feared to tread—as a one-man sales force at the outset.

The transplanted New Yorker has rolled up an impressive record for the CBS o&o TV outlet.

Local TV selling is a little different from network selling, he admits. "You're closer to a sale and closer to a man's dollar," is the way he puts it.

Mr. Arkedis was born in New York on Sept. 26, 1913. He was graduated from Fordham U. with a bachelor of arts degree. His first job was with Kimball, Hubbard and Powell. He joined Morgan Richner & Co. in 1938.

Two years later, young Arkedis joined Pedlar & Ryan as assistant account executive on Procter & Gamble's Chipso. In 1941 he moved to Joseph Hershey McGillvra, radio station representative, a tenure that was interrupted by service in the Navy. He was mustered out as lieutenant commander in May 1946 and rejoined McGillvra.

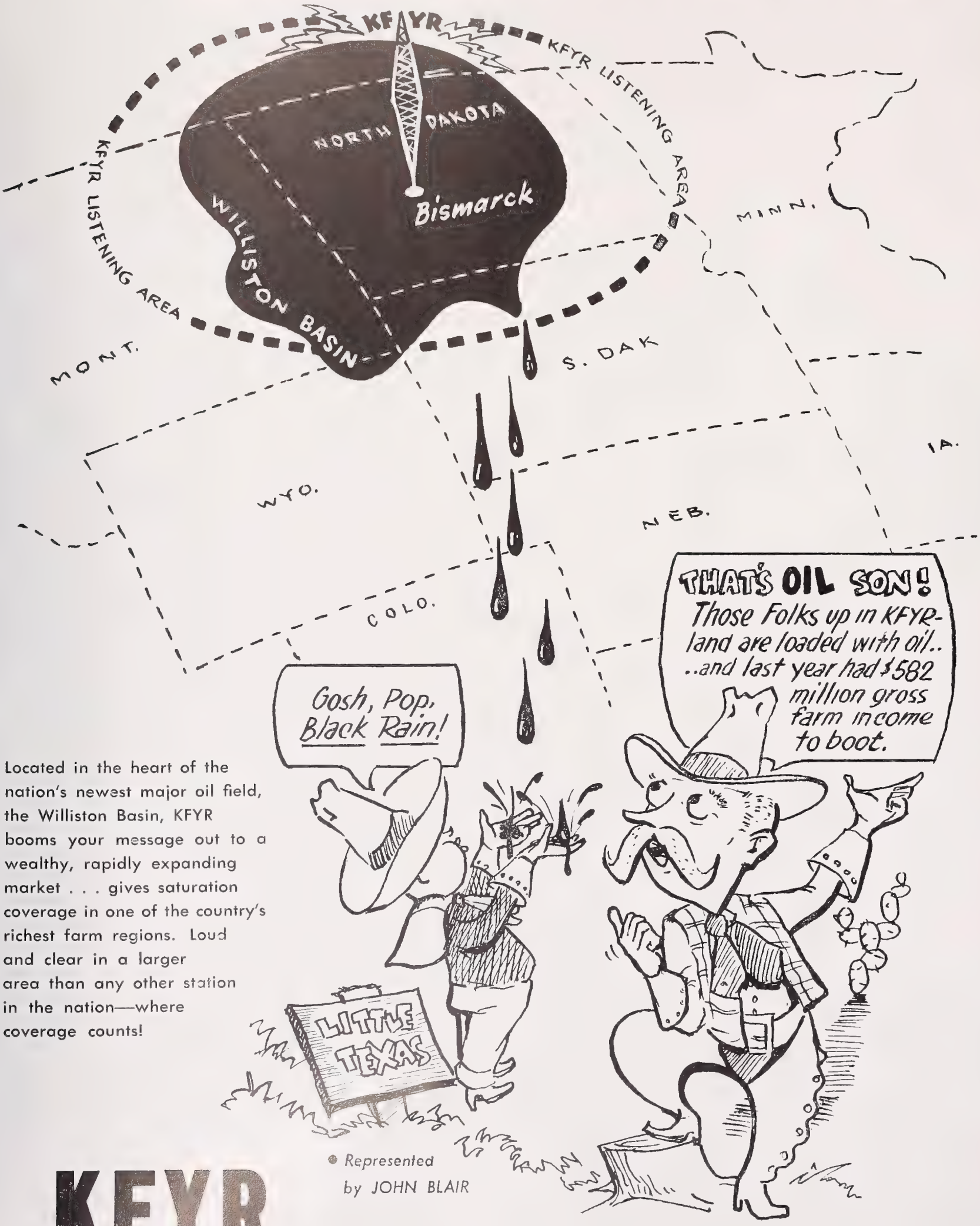
In the summer of 1946, Mr. Arkedis joined WCBS New York, working for Arthur Hull Hayes and staying about two years. Then he shifted to CBS-TV Network sales in New York for a year and a half. Next came Chicago.

As manager of CBS TV network sales, he helped build many of the Garry Moore accounts and also induced Ekco Products and Jules Montenier to sign network TV pacts. Other business: SOS, Brown Shoes, Pillsbury, General Mills, Quaker Oats, Frigidaire, Household Finance.

As sales manager for WBBM-TV, he has sold General Foods, Shell Oil, Standard Oil, Mennen's, Ward Bread and American Family. Ford Motor also took its first dip into local TV on WBBM-TV.

Mr. Arkedis married the former Sally Payne in 1946. They have two children, George Jr., 5, and Janie, 3. His hobby is golf.

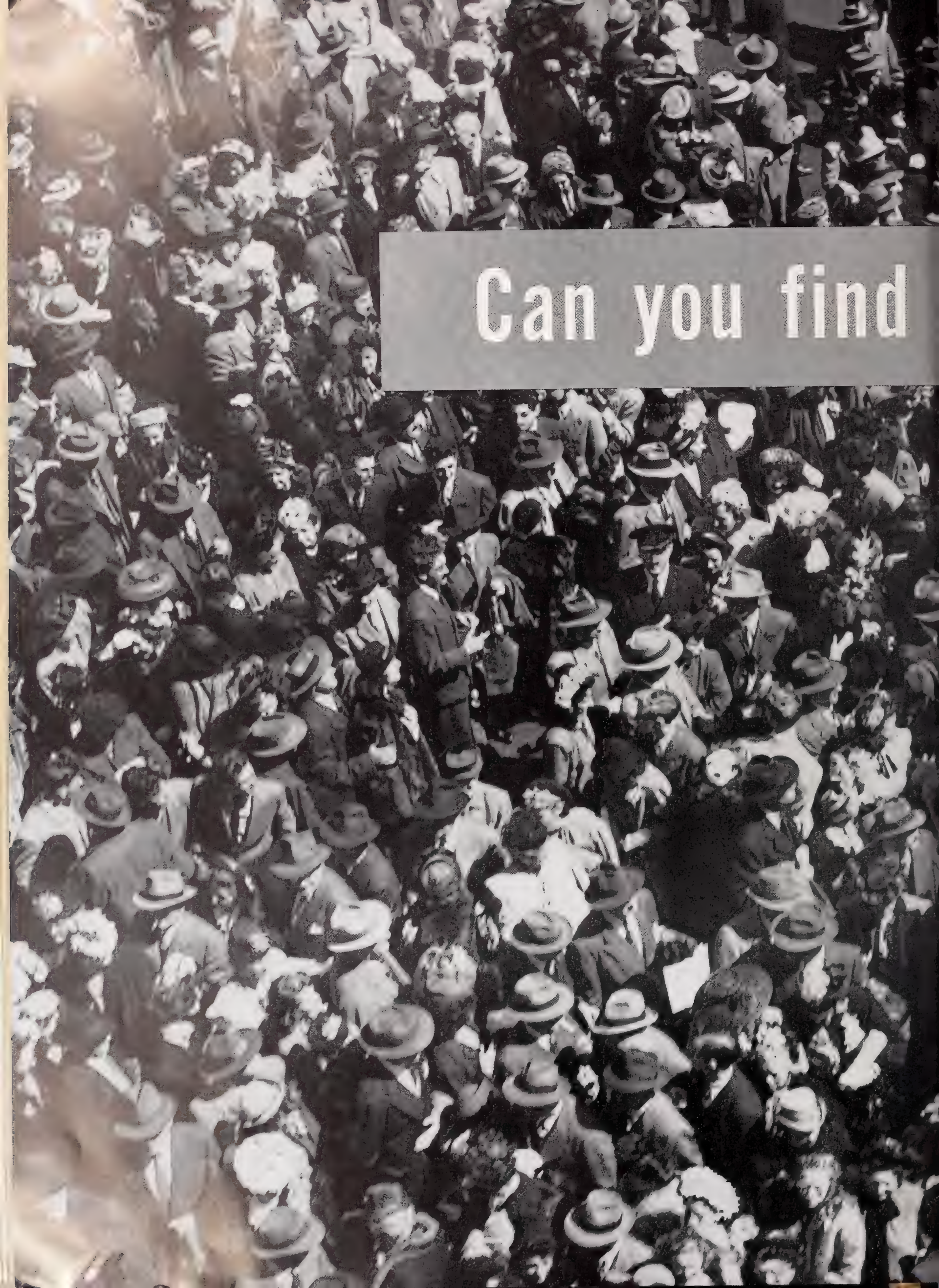
KFYR of the DAKOTAS



Located in the heart of the nation's newest major oil field, the Williston Basin, KFYR booms your message out to a wealthy, rapidly expanding market . . . gives saturation coverage in one of the country's richest farm regions. Loud and clear in a larger area than any other station in the nation—where coverage counts!

• Represented by JOHN BLAIR

KFYR BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS



Can you find

yourself in this crowd?

Are you ever unwittingly caught in a crowd . . . finding yourself aimlessly buffeted about amid scores of others?

Yet, that's just the way your identity can be lost among a maze of call letters and personalities. For productive results, we sincerely believe that each station must receive plenty of individual, concentrated attention.

No station is ever "lost in a crowd" with us because we render "Personalized Representation". This means that serious thought is given to your individual needs . . . special plans made to cope with them. It means, too, that all your prospects receive intensive sales coverage . . . not now and then . . . but consistently, steadily, efficiently.

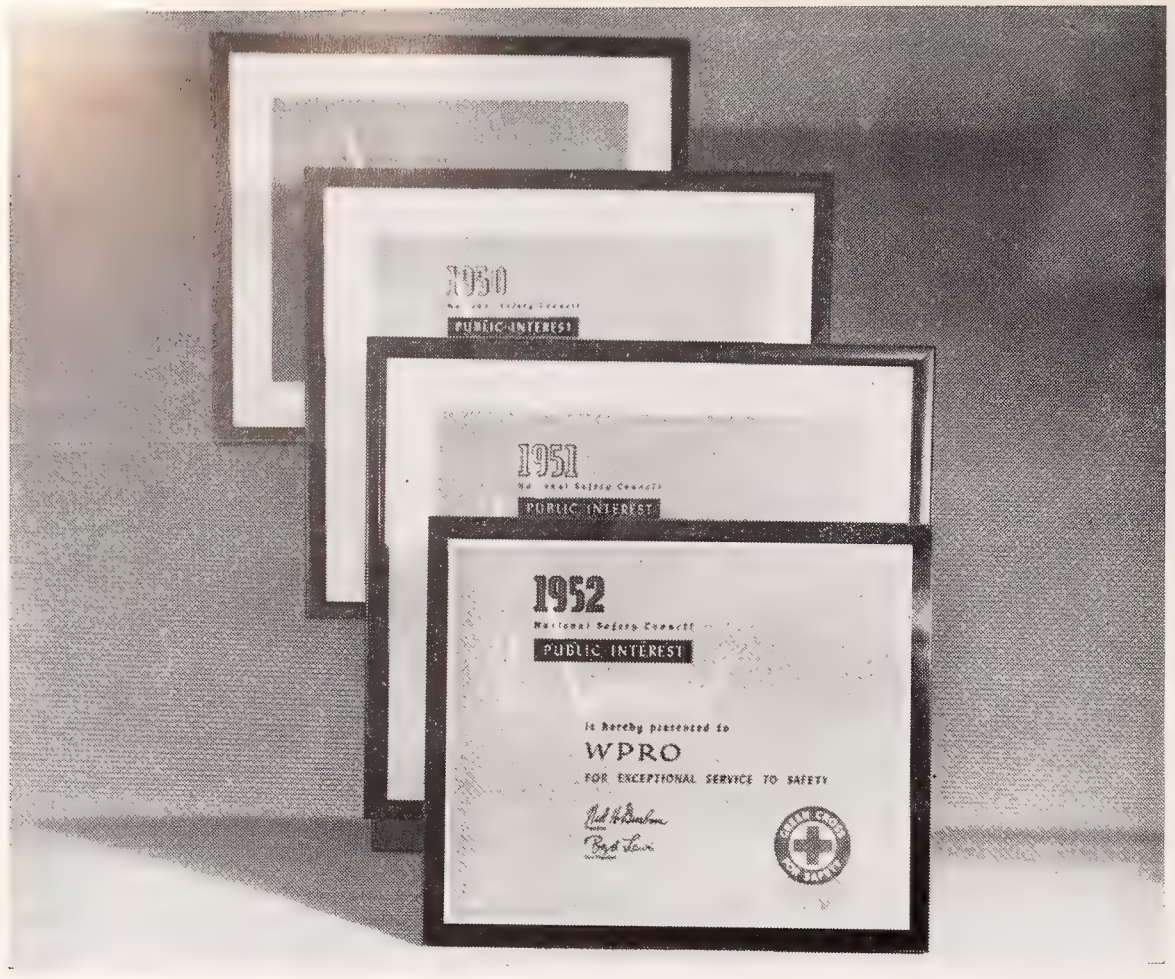
Are you lost in a crowd? Let us show you how very successful "Personalized Representation" has been for our stations and can be for you.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • BOSTON • ATLANTA • SAN FRANCISCO • HOLLYWOOD



Four consecutive years!

For the fourth consecutive year, the National Safety Council has honored WPRO with a Public Interest Award . . . "for exceptional service to safety." During a recent broadcast on which he presented the 1952 Award to WPRO, H. Benton Garvin, Director of Safety of the Automobile Club of Rhode Island, said, "This is an event we look forward to each year—in fact, we *expect* it since WPRO has for many years carried out an outstanding campaign in the interest of public safety." But, more important than the award is the knowledge that WPRO has helped save lives and prevent accidents. To best accomplish that objective, WPRO presents its safety and other public interest programming with *showmanship*. That's <u>one</u> of the reasons why—*more New Englanders listen to WPRO than <u>any</u> other Rhode Island station!*

Another BIG Reason

WPRO AM & FM

CHERRY & WEBB BROADCASTING CO.

5000 Watts on 630 Kc in PROVIDENCE

IN PUBLIC SERVICE

Radio-TV Support Cancer Drive

BROADCAST support of the 1953 educational and fund raising campaign of American Cancer Society was well ahead of that of previous years, according to a preliminary analysis of ACS references on network radio and TV programs released by Walter King, director of radio and television for the health organization.

There were 360 radio network references this spring, compared to 346 in the spring of 1952, and 370 TV network references, up from 208 last year, Mr. King reported, a reference being anything from a "Fight Cancer" announcement to a complete program built around the campaign theme. These figures are incomplete even for network programs and do not include the many ACS plugs broadcast by individual stations, he pointed out, noting that cancer messages were integrated during the campaign month in the script serivces of World Langworth, and AP.

* * *

Manchester Trio Helps

CONTRIBUTIONS for tornado victims of the Worcester, Mass., area were raised during a pooled broadcast June 20 by three Manchester, N. H., radio stations. WFEA WMUR and WKBR there joined forces to present the show. WTAG Worcester lent an assist when the Manchester broadcasters went to the disaster areas to record features for the show. Julie Blanke. WFEA home service director; Tom Power, WMUR news director, and Norm Bailey, WKBR program director, handled the show. That day was Worcester Relief Day in Manchester, and WFEA's George Christie arranged a baseball game between American Legion posts to benefit the relief fund.

* * *

WNBW Benefits CPs in D. C.

PLEDGES totalling $117,379 to benefit United Cerebral Palsy organizations of the Washington, D. C., area were brought in June 20-21 by WNBW (TV)'s 14½ hour *Celebrity Parade*, according to Carleton D. Smith, vice president and general manager, NBC in Washington. Seventy-five per cent of the money collected will go to the local organizations with 25% donated to the national unit. An array of talent, including such stars as Jane Pickens, Ted Mack, Warren Hull, June Valli, Gabby Hayes, Bob and Ray, and a number of local personalities, appeared.

* * *

Raises $1,000 for Baseball

WMJM Cordele, Ga., raised $1,000 during a 7½-hour marathon to assist the Cordele Athletics, members of the Georgia-Florida Baseball League. The marathon included interviews with club officials, city officials, fans and players. WMJM broadcasts all the Cordele club's road games.

* * *

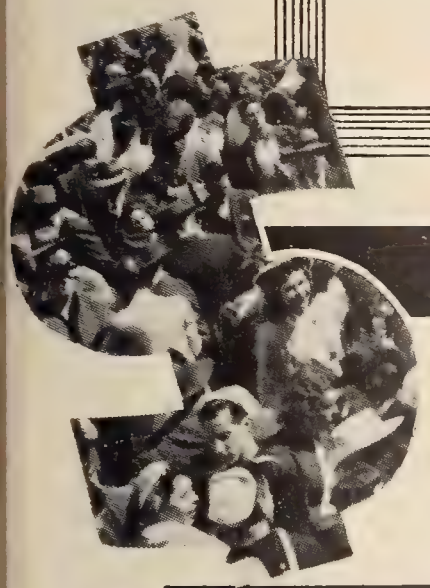
KXYZ Aid in Disaster

WHEN 45,000 pounds of fireworks explosives accidentally exploded in Houston, killing four and injuring others, KXYZ that city had newsmen on the spot within minutes, with its shortwave mobile unit, to make remote broadcasts on coverage and public announcements to maintain order. KXYZ canceled all commercial schedules for three and a half hours to give continuous coverage. The station says it has received many messages of gratitude and commendation for this public service.

NIELSEN PROVES WBOK REACHES MORE HOMES PER $ THAN ANY OTHER NEW ORLEANS STATION!

Homes Per Dollar Based on Rates and Nielsen Circulation.

WBOK	17,012
Station A	621
Station B	5,081
Station C	7,050
Station D	10,435
Station E	12,482
Station F	16,658
Network A	9,330
Network B	12,181
Network C	11,512
Network D	16,776



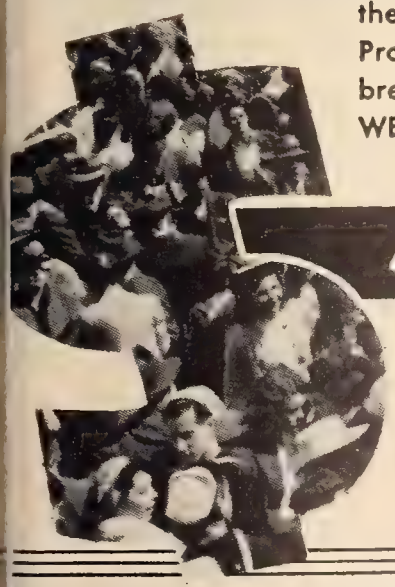
more LISTENERS per dollar!

Nielsen shows that WBOK penetrates 34 counties with a potential of 1,645,200 of which 537,400 are negroes. This vast market in the Gulf area is available to you at the lowest cost of any station in New Orleans.



more RESULTS per dollar!

Tested by the largest food accounts in America. Retested by the largest drug accounts. Proven successes in beverage, bread, milk and appliances . . . WBOK is the lowest cost purchase per dollar of sales and carries more national and regional advertising than all 6 other independent stations combined.



more COVERAGE per dollar!

Along the Gulf Coast WBOK dominates the market that has the money to spend . . . the mass market . . . with annual family income from $5500 a year. You can reach this rich, active and easy to sell market quicker, more often and more effectively for less cost on WBOK.

Write, Wire or Phone

AND THE OK GROUP CAN DO IT TOO!

Nobody . . . but nobody can reach more people or sell more goods in the gold coast of the Gulf Area than the Ok Group stations, WBOK, New Orleans, WXOK, Baton Rouge and KAOK Lake Charles at a lower cost per thousand.

WBOK DIAL 800
NEW ORLEANS

Forjoe and Co. National Reps. New York, Chicago, Los Angeles, San Francisco and Atlanta

Stanley W. Ray Jr. Vice President and General Manager 505 Baronne Street • New Orleans, La.

On October 1, 1953 . . .

The NBC Radio affiliate in the

nation's 9th largest metropolitan market

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION

550 on the dial . . .

joins the distinguished list of

leading Radio Stations

represented by

NBC

SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*

On October 1, 1953 . . .

the ONLY Television Station in the

nation's 9th largest metropolitan market

KSD TV

THE ST. LOUIS POST-DISPATCH TELEVISION STATION

. . . 100,000 watts on Channel 5

joins the select list of

top market Television Stations

represented by

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Washington Cleveland San Francisco
Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*

End of

Search

for

Researchers:

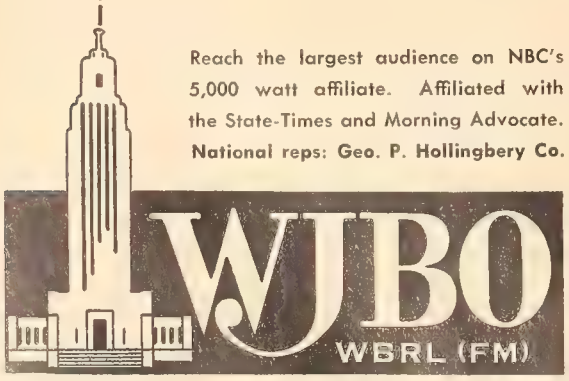
WJBO's

Greater

Baton Rouge

Market

. . . $955,107,000 in effective buying income in 1952 for WJBO's coverage area. (Source: Sales Management's Survey of Buying Power.)



Reach the largest audience on NBC's 5,000 watt affiliate. Affiliated with the State-Times and Morning Advocate. National reps: Geo. P. Hollingbery Co.

WJBO

WBRL (FM)

. . . that's what you like about the South

Appreciative Author

EDITOR:

May I add a post script to B•T's excellent article on the Kraft Television Theatre [B•T, June 15] and it from a writer's viewpoint.

The cooperation, the respect, and the consideration a writer receives from the entire J. Walter Thompson Co. warms the creative cockles of any scripter's heart. Too often the professional television writer has to contend with those individuals who think a rating is some sort of life force, and that dramatic art is an appendage to the commercial.

Mr. Ed Rice and company may not be unique in their treatment of a writer as a normal one-headed homo sapiens, but there are definitely them that do—and them that don't. A vote of thanks to the above gentlemen and those others who recognize television as being as much an art form as it is a display counter.

Rod Serling
Cincinnati

Disinterested

EDITOR:

On page 56 of your June 15 issue is an item regarding the protest of Gordon Allen to the TV grant to Eugene Television Inc. The statement as reported in your story is incorrect. Neither Mr. C. H. Fisher nor C. O. Fisher has ever held any sort of interest in KORE, and do not at present nor plan in the future to hold any interest in KORE. KORE and KUGN are under completely separate ownerships and are 100% competitive radio stations. . .

Lee Bishop, President
KORE Eugene, Ore.

ABC's In College

EDITOR:

Thank you very much for the copy of "The ABC of Radio and Television."

Congratulations to the writer and to your company for making such an excellent booklet available.

Henry Leff, Director Radio-TV
City College of San Francisco

Footnote

EDITOR:

. . . What with a typo ("CBS" instead of "CBC" at the bottom of page 56 [B•T, June 8]) and no mention of what TV recordings were used by NBC and ABC or by what magic they were available at the time they were, the story [of the coronation coverage] isn't very complete. . .

The first of three Royal Air Force Canberras laid on by CBC left London at 12:36 GMT and arrived in Goose Bay at 17:45 GMT, making the flight of 2,425 miles in five hours and nine minutes. . .

CBC television recordings were to be flown to Montreal by the Royal Canadian Air Force using a CF-100 all-weather jet fighter. The CF-100 took off about three minutes after the Canberra landed—leaving Goose Bay at 2:06 p.m. EDT and making the 790-mile flight to Montreal in one hour and 25 minutes. . . The television recordings were flown from the airport to the Radio Canada building by helicopter, and the CBC-TV network began its coronation coverage at 4:14 p.m. EDT. These were the pictures seen in the United States on ABC and NBC, the latter network having joined CBC before 4 p.m. . .

The material that arrived on the first Canberra was not "official BBC films." The pictures seen were television recordings of BBC coverage, made in London on CBC equipment by a crew of CBC technicians. . .

R. S. Bryden
Assistant to Director
Press and Information Services
Canadian Broadcasting Corp.
Toronto

Dig That Crazy Jock

EDITOR:

As the real cool disc jockeys say—"crazy, man, crazy." I refer to the picture and mention of the signing up of Roger Clark on WNOR's *All Night Show* on page 94 of B•T, June 15.

Gee whiz, it isn't every day I get a sponsor to buy 6 hours a night 7 nights a week. And look what happened—the sponsor gets his photo published, the WNOR acct. exec., the sponsor's sales manager—but they clipped my smiling face. . . .

Roger Clark
WNOR Norfolk, Va.

[EDITOR'S NOTE: Plainly, B•T's picture editor is a square.]

Free Rides

EDITOR:

. . . Today Braniff Airways sent our news room a press release calling attention to their 25th anniversary; in today's local newspaper they *bought* a half page ad calling attention to their birthday. No radio time was purchased.

Band leaders come to town. They want radio interviews; but do the promoters buy radio time? Hell no.

Record companies want you to spin their records. Many stations must pay for the records. Then the fool spinning the records gives free plugs by saying here is a "Decca," "RCA," "Capital" or what have you. . . .

To me all this is ridiculous. . . .

David M. Segal, Gen. Mgr.
KUDL Kansas City, Mo.

Target Missed

EDITOR:

When your good magazine makes an error, it's unusual. When you make an error twice on the same page, it's unique. When both of the errors concern us, it's downright unfair.

For the record, WDAK-TV will go on the air Oct. 1. We will be affiliated with NBC and represented by Headley-Reed. . .

Allen M. Woodall, President
WDAK-AM-TV Columbus, Ga.

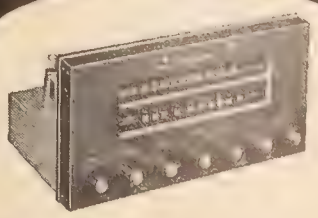
[EDITOR'S NOTE: Mr. Woodall refers to the omission of target date, network and representative affiliation for the station in B•T's June 15 list of TV station commencement target dates.]

Working Audience

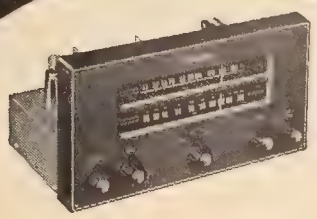
EDITOR:

The carrier-current Radio Voice of Lackland is making a study of listening habits in offices and factories in an effort to determine the effect listening while you work has upon efficiency, absenteeism and office morale. We would be interested in hearing from other stations on results of any surveys on this topic, together with information on what type of programming seems to be the most effective.

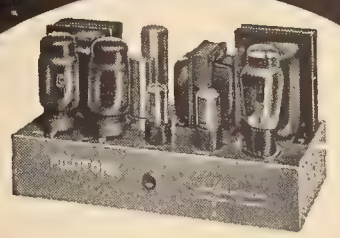
A/3c James W. Rassbach
Radio Voice of Lackland
Base Personnel Services
Lackland Air Force Base
San Antonio, Tex.



PILOTUNER AF-824
$119.50



PILOTUNER AF-723
$79.95



PILOTONE AMPLIFIER AA-901
$99.50



PILOTONE AMPLIFIER AA-902
$46.95



PRE-AMPLIFIER PA-912
$49.95

How Come?

PILOT

runs an ad for Hi-Fidelity Pilotuners and Amplifiers without listing features!

Yes, — listing of features on hi-fi equipment **IS** important. But — it would take a good four pages of fine type to list all the outstanding features of these superb **PILOT** instruments.

So may we suggest, — send in the coupon below for our beautifully illustrated, completely descriptive color folder. Read it in comfort, at your leisure. Compare **PILOTUNERS** and **AMPLIFIERS,** feature for feature, with any others on the market. See **PILOT's** superiority for yourself. You'll be glad you did!

Write in today

PILOT RADIO CORP.
Dept. S-1, 37-06 36th St., Long Island City, N. Y.

Please send me your free folder describing **PILOTUNERS** and Amplifiers.

NAME.....

ADDRESS.....

CITY.....STATE.....

FAMOUS PILOT "FIRST!"



1927... First home short-wave receiver

FAMOUS PILOT "FIRST!"



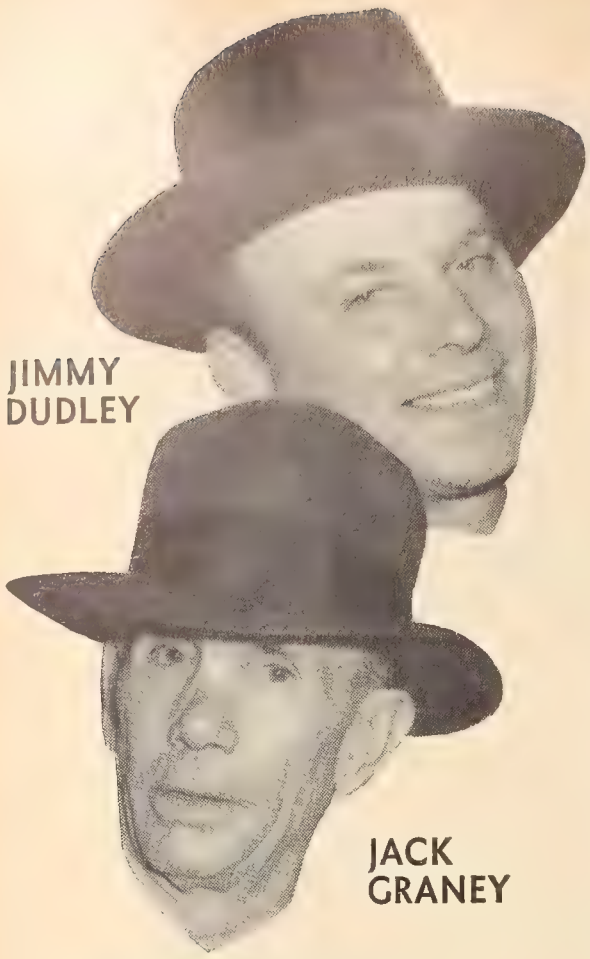
1937... First truly portable battery receiver

FAMOUS PILOT "FIRST!"



1928... First Government licensed TV station, WRNY

PILOT RADIO CORP., "The Standard of Excellence," LONG ISLAND CITY, N. Y.



Two great sportscasters who bring the Cleveland Indians, at home and away, to WBBW's vast audience.

GET THE PLUS AUDIENCE

WITH THIS GREAT COMBINATION

WBBW's highly rated local music, news and sports programs—

PLUS

the added attraction of the exclusive broadcasts by Jimmy Dudley and Jack Graney of all the Cleveland Indians ball games both at home and away.

MODESTLY—WE DELIVER MORE THAN CAN BE EXPECTED

SERVING OHIO'S THIRD LARGEST MARKET

WBBW

ABC IN YOUNGSTOWN

REPRESENTED BY FORJOE

THE MAHONING VALLEY BROADCASTING CO.

our respects

to STERLING QUINLAN



IT IS conceivable that his book treating sociological conditions might have been published and he might have become somewhat of a John Steinbeck, thus depriving television of his industriousness.

As it turned out, Sterling (Red) Quinlan has no regrets. ABC apparently agrees. The network has appointed him general manager of WENR Chicago, its owned-and-operated radio outlet, and of WBKB (TV) Chicago.

In this dual capacity, Mr. Quinlan will have his work cut out for him. But if imagination and hard work are prime requisites for the job—not to mention varied background and experience—he comes to these posts (officially July 1) well fitted.

ABC has indicated that it wishes to enhance its Chicago facilities as a radio and television program production center. To Mr. Quinlan will fall a share of the responsibilities—mostly on the operating level—formerly held by John H. Norton Jr., who resigned as vice president in charge of the ABC Central Div.

Until recently, Mr. Quinlan had been WBKB program director, an appointment given him last May after the ABC-United Paramount Theatres Inc. merger. He came up through the ranks of the old Balaban & Katz WBKB when it operated on Ch. 4. (WBKB now operates on Ch. 7).

Joins Newsapers at 13

"Red" Quinlan's experiences in life were many. Soon after the death of his father he worked on community newspapers, *Calumet Index* and the *South End Reporter,* when he was only 13.

At the age of 14, Mr. Quinlan convinced Ralph Atlass, then head of the old WJKS Gary, Ind. (now president-general manager of the successor WIND Chicago), he was the man to handle an amateur talent show.

Messrs. Quinlan and Atlass parted company in 1935 when Mr. Quinlan got a migratory itch. With two other colleagues, the carrot-topped youth traveled westward on a series of trips during which he slept in freight cars and jotted down notes.

Even then he was a man with a purpose: Compiling information for a story on the devastating dust storms and the subsequent migration of families in the mid-'30s. Along about that time, John Steinbeck was working on his famous novel, *The Grapes of Wrath.*

In his travels Mr. Quinlan visited Los Angeles, San Francisco and other West Coast cities. The youth then met radio people of that time, including Carlton Morse, the script-writer, and Sid Strotz, then NBC Chicago executive. Mr. Quinlan tried—but failed—to induce Mr. Morse to introduce a new character into his *One Man's Family,* based on young Quinlan's sociological observations.

Mr. Quinlan then returned East to New York where if young Quinlan had taken the advice of his agent and condensed his work (from a prodigious three part book to one) and made other changes, his career as an author might have been launched.

The Quinlan writing efforts, however, were not for naught. The material later formed the basis for an NBC Red Network documentary series, titled *The Open Road,* and subtitled "The Adventures of a Modern Tom Sawyer." Young Quinlan wrote the scripts and played the leading role.

Later, in January 1936, Mr. Quinlan joined WTAM Cleveland as a staff announcer and continuity chief. The next three years he shuttled between Chicago and Hollywood, writing for such shows as *Curtain Time,* the *Rudy Vallee Show, First Nighter* and *Silver Screen Theatre.*

In November 1940, "Red" Quinlan began five years in the Navy as chief petty officer.

It was perhaps inevitable that Mr. Quinlan should decide to make his home in Chicago from 1947 on through the years. Although a native of Maquoketa, Iowa, where he was born on October 23, 1916, he moved to Chicago's South Side at the age of seven. He attended Fenger High School (as well as other schools—Western Reserve U. in 1936-37, New York U. in 1945, and Roosevelt College).

Sterling Quinlan got his early TV grounding at the nation's pioneer TV outlet—B&K's WBKB (TV)—in April 1947 at the time Capt. William C. Eddy began pioneering this station and leaving his own mark on Chicago TV.

Mr. Quinlan worked on remote crews and other odd jobs around the WBKB studio, moving to the engineering department and becoming assistant director, and then to the stage crew. In 1950 he was named publicity chief and finally director and program director in 1951.

When WENR-TV got the old WBKB call letters in the ABC-UPT merger and CBS bought B&K's WBKB, Mr. Quinlan moved to ABC along with the nucleus of other B&K stalwarts. He became program director of WBKB for the second time last May 11.

Mr. Quinlan is vice president of the Chicago Television Council and was vice chairman of Chicago Unlimited. He has served as vice president of Sterling Television, a B&K subsidiary set up in 1947 to merchandise and distribute the multiscope television projector.

"Red" Quinlan married the former Elizabeth Longton. They have a child, David, 7.

Young Quinlan—he'll be 37 next October—is a handball and table tennis enthusiast. He lives on Chicago's South Side.

I'm 21 and feeling fine

—just got married to

T.V. Channelnine



This month CKLW is celebrating its twenty-first birthday and a fitting memorial to this one score and one milestone is the announcement that in the early months of 1954 you will enjoy CKLW-TV with *Channel Nine*.

The successes we've enjoyed over this short span of years are many. As a youngster we were powered by a 5,000 watt transmitter which was expanded in step with our continual progress to its present 50,000 watt strength.

The intervening years since 1932 have been a succession of successes—a challenge to serve equally the local listening regions of two nations in war, in peace, in good times and bad as "The Good Neighbor Station."

Our many awards for outstanding public service and character of broadcasting are testimony to how well we've met our challenge.

All of this—and there's much, much more—but today is one of our proudest. The announcement that soon we will be broadening our service to these great regions with the twentieth century wonder, television.

The knot is tied. Work is now in progress to bring you channel nine in the shortest possible time. We're proud of the "marriage" and pledge that our family of broadcasting and televising will be consistent with the fine quality and meritorious service of the past that have made possible this great new step forward.

CKLW

GUARDIAN BLDG. • **DETROIT**

Adam J. Young, Jr., Inc.
National Representative

•

J. E. Campeau
President

Mutual Broadcasting System



Another Reason Why WPTF is North Carolina's Number One Salesman

DREAM BOAT.....JIMMY CAPPS!

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

90 per cent of the night time college-high school audience in the WPTF market listen to a program called "Our Best To You." It's an atmosphere show as romantic as the fabled Carolina moon. Pilot for this record dream boat is Jimmy Capps. If your product is used by the under 35 year group, take a sales ride with Jimmy Capps. And don't be surprised if us oldsters buy, too. He is a proven purchase juvenator on the team which makes WPTF the Number One Salesman in North Carolina, the South's Number One State.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

June 29, 1953 Vol. 44, No. 26

COLOR TV IN YEAR? RCA PUTS IT UP TO FCC

RCA-NBC's plans for color TV are outlined in last Thursday's RCA-NBC petition for rule-making proceedings looking towards approval of compatible color standards. Brig. Gen. Sarnoff, board chairman, emphasizes that RCA-NBC is ready to act quickly to get commercial color under way.

COLOR television, most spectacular of all advertising media, will become a new commercial art early in 1954 if FCC accepts the new RCA-NTSC (National Television System Committee) standards by autumn.

The color question was again dropped firmly and in elaborate detail, into the Commission's lap last week when RCA-NBC filed a petition asking rule-making proceedings leading to approval of compatible color standards for the RCA dot-sequential color TV system on a commercial basis.

As submitted, the RCA-NBC 697-page petition embraces the standards developed by NTSC, which has spent two years pouring industry brains into standardization of the compatible technique developed and demonstrated by the RCA-NBC staff. No existing TV sets will be rendered blind to the color transmissions, RCA-NBC emphasized.

Next to come (probably July 22) will be a petition by NTSC itself in which FCC will be asked to approve the color standards, according to Dr. W. R. G. Baker, General Electric Co., NTSC chairman (see NTSC story page 36).

What then?

The answer depends on FCC, and on the steps to be taken by electronic manufacturers. There's no surface sign now, but some elements in the manufacturing industry would much prefer to hold up color and focus on black-and-white sets as TV finally enters the full-scale expansion following FCC's unthawing of this medium. They would like, too, to solve all their uhf set problems before starting to design sets under the new color standards.

It's too soon to predict whether any individual manufacturer will try to throw legal hooks into the RCA-NBC color TV.

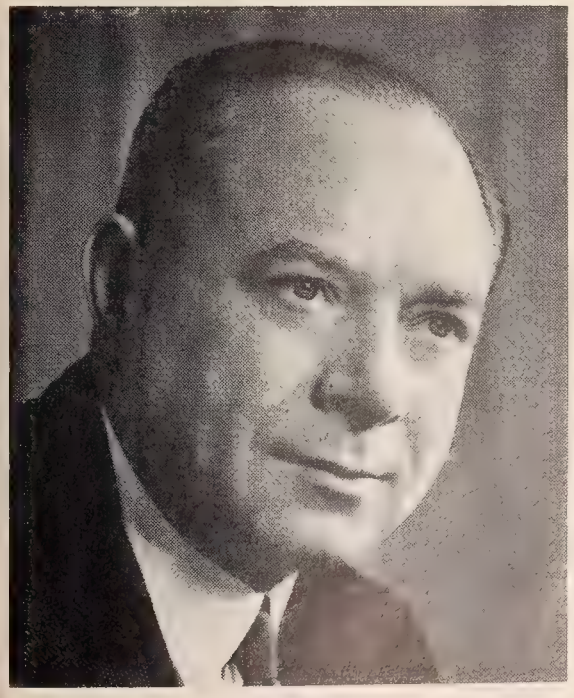
FCC Isn't Talking

FCC isn't talking at this time. At best, assuming everybody were happy about the RCA-NTSC petitions, FCC could slash red tape furiously and solve the whole thing in a month.

That would amaze even the most violent color advocates. More realistic is the optimistic hope of a decision in three or four months, with another month or more before final effective date of commercial color TV using compatible standards, according to those familiar with Commission procedures and attitudes [B•T, June 22].

Complications, however, could ensue. CBS still is sire of the lone color TV system bearing FCC's official sanction. Other color systems could suddenly appear, though RCA-NBC point out they know of no such prospect. The CBS field sequential system has been haunted by the need of converting existing receivers if they are to receive CBS color pictures in black-and-white, a dilemma the RCA-NBC-NTSC system has avoided via its technique.

If RCA-NBC are guilty of alleged attempts to stall off color TV, there's no indication to that effect in the enthusiastic petition filed Thursday. This four-pound book was delivered formally to the FCC in petition form, and to appropriate legislators and committees on Capitol Hill. Its contents, along with a statement by Brig. Gen. David Sarnoff, RCA-NBC board chairman, emphasize readiness to act quickly in an effort to get commercial color under way by this time next year.



Gen. Sarnoff



Mr. Jolliffe

Make Patents Available

RCA-NBC promise to make all patents and the knowledge gained by many years of costly ($25 million by the end of 1953) research available to the entire electronics and broadcasting field. Gen Sarnoff said RCA-NBC stand ready to invest an additional $15 million during color TV's introductory year to establish the service on a solid foundation (see Gen. Sarnoff's statement page 34).

RCA-NBC promise to expedite production of color receivers and tri-color tubes, along with broadcast station equipment. First sets are expected to sell for $800-$1,000 but costs will come down rapidly under mass production and competitive influences.

Forty-one NBC affiliates have already agreed to start telecasting network-originated color programs promptly, the petition says (also see WHAM-TV story page 39).

Gen. Sarnoff hopes the 210 set makers and

Color TV at a Glance

RCA-NBC filed petition Thursday at FCC.

They asked FCC to adopt compatible standards permitting commercial color TV.

The standards are the same as those approved by National Television System Committee.

RCA-NBC having spent $25 million (through 1953) in development, are prepared to spend another $15 million in color TV's first year to establish the service.

Entire radio-TV industry invited to join in developing new medium.

NTSC to complete paper work on industrywide project July 21, probably filing immediate FCC petition for approval of its standards (same as RCA's).

RCA-NBC contend present sequential color is "sterile."

If FCC approves NTSC-RCA standards by autumn, viewers in some areas should get color TV service no later than mid-1954, possibly earlier.

70 tube makers, as well as 190 TV stations now on the air, "will participate in the effort to take the color television 'baby' out of the cradle and teach it to walk."

The new standards permit development of individual receiver systems and leave room for future perfection of the color art.

Gen. Sarnoff said color TV will be "revolutionary in its effect upon communications." He reminded that color "greatly enhances the beauty and attractiveness of objects and scenes." It gives more information, increasing powers of memory and identification, he said, "a powerful aid to advertising."

Pilot Work in Spring

Pilot production of color sets can start next spring, according to Dr. C. B. Jolliffe, RCA vice president and technical director, if FCC approves the standards by the end of this summer. Broadcast transmitting equipment, he promised, will be produced on a custom basis to enable broadcasters "to proceed with color television early in 1954." (See text of Dr. Jolliffe's statement page 36).

There's one point in FCC's 1951 color criteria that worries RCA-NBC—the proposal that petitioners put a color signal on the air in Washington. RCA-NBC want to originate programs in New York because, they contend, there's no suitable studio in Washington; networking a New York program to Washington and then putting it on the air involves facilities over which petitioners have no control; NBC-Washington is busy remodeling its WNBW (TV) plant; NBC has New York studios fully equipped; WNBT (TV) New York is ready to transmit color; WPIX (TV) New York is equipping its facilities for the system; RCA-NBC have a test laboratory on Long Island.

RCA-NBC offer to make laboratory, studios and all equipment and facilities freely available to the Commission and its staff for tests.

Dr. Jolliffe recalled the first 12-inch black-and-white receivers cost $560 in 1939, or $1,050 in terms of 1953 dollars. He said TV stations need not equip studios if they wish to carry network color programs. He said that petition prices covering cost of equipment are preliminary estimates and substantial price cuts will be made when designs are finalized and production increases (see story page 33 on cost of station equipment).

Cost of equipping stations, under these preliminary estimates, ranges from $24,500 to transmit network-originated programs to a total of $187,850 for complete facilities that include slide camera gear, film pickup equipment and color camera for live local pickups.

Dr. Jolliffe feels the prices are not "so high as unduly to restrict the class of persons who can afford to operate a television station."

RCA has set up a pilot plant at Lancaster, Pa., to produce tri-color picture tubes, he said, with production capable of reaching 2,000 a month within a few months. With increasing demand, operations can be greatly expanded. He explained factory space for RCA color sets is available and test equipment has been determined. No unusual manufacturing problems are involved, he said.

"While a substantially increased number of component parts are required for a color television receiver as compared with a black-and-white receiver," he continued, "and circuits require a greater degree of testing and adjustment, manufacturing techniques will be basically the same as for black-and-white television receivers."

He said the technical specifications allow for future improvements at both transmitter and receiver without need for a change in standards and without making receivers obsolete.

NBC outlined its color programming plans and policies in the Thursday petition. Assuming FCC approval of the signal specifications, the network first proposes an "introductory year" of experience and training for all engineering and programming groups.

This would be done by producing present black-and-white television shows in color premieres.

NBC would accomplish actual transition to a color broadcasting schedule within the black-and-white schedule, gaining experience in such matters as time rates, telephone line charges, production charges, staging services, color film television policies and program control—all in an effort to insure continuing excellence of the black-and-white service during color shows inasmuch as all existing TV sets could get a monochrome picture under the compatible system.

A rough schedule of colorcasts has been prepared for two New York studios. Colonial Theatre, that city, has been set up for broadcast of color premieres of programs now on the NBC-TV schedule. Radio City's 3H Studio has been set aside for continued technical experiments.

Prefers Premiere Policy

NBC proposes to meet with present TV sponsors and parties to begin planning of each colorcast. All the processes and personnel involved will be given experience during the introductory year. NBC prefers the premiere policy to an FCC requirement that it operate a minimum number of hours in color.

"If any such minimum hour policy were adopted," according to NBC, "not only would we restrict color experience by increasing the number of hours on the air to a fixed standard, and reducing the quality and variety of the entertainment offered, but we would be transmitting series which would serve neither the trade in showing a range of color experiment in all show types, in all production techniques, in all time periods; nor would it offer the public any inducement to become attracted to color.

"Today our great stars are working in black-and-white. Our best creative staffs are now working to do the best shows they can devise, using a large plant with many facilities which have been developed over a number of years of experimenting in black-and-white. These shows, or some of them, in color, or variations on these shows, as color programming techniques are learned—these are the shows the American public will want to see in color."

NBC promises it will attempt to handle "substantial commercial color programming itself on a regular basis" during the introductory year. This hinges on delivery and installation of color equipment already ordered and on complexity of the problems that develop.

The network has 20 color cameras and chains, with remote gear, on order. This is enough to broadcast from five additional studios, making "the great sound stage in Brooklyn that we purchased from Warner Brothers into a huge color studio, to equip or build new color studios in Hollywood, to equip theatres and studios in New York, depending on what we learn about color programming technology."

NBC posed this promise for the future: "The real possiblities of the great art of color production have yet to be learned. We do not believe that we should wait until we have mass audiences to watch us experiment in programming techniques in color. Under our plans, by the time the manufacturers have tooled up for mass distribution of color receivers, and a large audience watches our programming work, we will have learned the program technology just as our engineers have learned the proper use of their new tools. Meanwhile, be-

Compatible Color at Bat . . . . . AN EDITORIAL

RCA-NBC has broken the compatible color barrier.

It has petitioned the FCC for approval of new standards, and is putting $15 million on the line to back up its claim of feasible, compatible, commercial color, in keeping with the specifications of the National Television System Committee.

Thus, just two years after the great debate over compatible versus incompatible color ended—by Supreme Court mandate—the color issue again emerges. Two years ago CBS was the victor. But the exigencies of a defense economy, plus the unwillingessness of the manufacturing industry to get behind an imcompatible system while the black-and-white market was far from exhausted, blocked its flowering.

RCA-NBC makes a formidable presentation in its 697-page petition. It assures the public that not a single black-and-white receiver will become obsolete—they will still receive the colorcasts in black-and-white.

But things won't happen overnight.

Implicit in the FCC regulations is the requirement for rule-making procedure. First the FCC must examine the petition to ascertain whether it meets all of its criteria (RCA says it does). Then it must allow time for other parties in interest to come forward. What will CBS' position be? And that of DuMont? There appears little doubt that the NTSC will go along, since RCA worked diligently with the committee in the formulation of the compatible system.

Unlike the acrimonious situation of a few years ago, when CBS pressed for and won FCC approval, the manufacturing industry appears to be ready for the introduction of color. Color, at best, will be a gradual process, assuming FCC finds the NTSC standards acceptable.

There can be no doubt that the advertisers will want perfected color. Its potency can't be exaggerated. If black-and-white shook up the whole advertising art, color is destined to force reappraisal of the values of all visual advertising. Radio should feel little or no new effect—its appeal is to the ear only.

For the telecaster, color presents a vexatious problem. The pioneers, who have had the opportunity to write down their original investments, will be in a position to convert to color in tempo with the networks (it will be available to all). The newcomer will have little in the way of additional investment, we are told, if he is to transmit network-produced color only. The big costs come in conversion for local transmission, with the sential installations not only of equipment but of studios adapted for colorcasting.

All eyes today are on the FCC. How fast will it move? What repercussions will there be from other manufacturers and networks? And, assuming FCC approval, quizzical eyes will be focused upon NBC's promised "introductory year" during which there will be two commercial colorcasts per week, totaling an hour of transmission time.

tween us, the art of entertainment and the presentation of reality, in color, will have progressed far, before many have seen our work except those in the trade."

The Colonial Theatre schedule calls for color premieres on a rotational basis of all NBC-TV black-and-white programs so each will be seen in color at least once. Each "will still be great in black-and-white, but we hope superb in color," according to NBC.

The schedule includes NBC opera in English, Toscanini, *Great Conversations* and other programs. NBC added: "We believe that no one should decide ahead of color experience what shows are good for color."

Programs Highly Publicized

Each program will be highly publicized and audience reaction studied (see public reaction survey of color TV page 35). NBC will closely watch the views of "those few hundred first color set owners, station men, advertisers, public officials, critics and talent." It's expecting surprises—"the advantages that color may offer a panel show, or a simple modern drama, or a news pickup."

The two-a-week Colonial Theatre colorcasts will include advertising in color. Some programs such as *Howdy Doody* or *Kate Smith* may be repeated and advertisers rotated so all get an equal chance at colorcasting.

Remote gear will permit color pickups on *Today* and *Kate Smith*, NBC hopes, so local events and exhibits and celebrations can be covered in color. Fashion shows, New Orleans' Mardi Gras, Tournament of Roses are among special events shows the network would colorcast.

NBC figures color will become "a conversation piece of the country" during the introductory year. A wide range of experimenting, it feels, will stimulate imagination and experiment as well as suggest new techniques.

NBC Statement

Envisioning the value of color to advertisers and the need of revenues for TV stations and networks, NBC said:

If compatible color standards are approved, we would proceed into our introductory year, the manufacturers would begin tooling up to make color sets, and we would start finalizing policies in our color commercial schedule planning.

The extra value that color can offer advertisers will be quickly recognized and the new value that color will offer to many industries not now using television, or using it in minor ways, will also be quickly recognized. This will provide revenue to change the American television industry to a color industry, but with the compatible features of the RCA color system, the present service will not decline in strength. This is because the increased revenue will enable the broadcasters to improve the overall service, to give more and fuller coverage, to find new and more stimulating programming innovations, etc. Every one of these innovations will be seen on all present monochrome sets. And each set owner has had an infinitely better program service as years have passed since his original investment.

The policies of NBC have stemmed from a belief that primarily television is a communications invention, that it takes people from their homes to places, rather than brings pictures into their homes. We have, therefore, tried to take people to those places where the finest in the various categories of entertainment could be found, and let them attend those entertainments. Similarly, when the conventions, or the inauguration, or the sporting event, or the symphony, or the celebrations were taking place, we have tried to use television as the instrument that lets the viewer attend the event.

Today, we must view color as we viewed

What Would Color Conversion Cost The Individual Station?

TELEVISION stations can adapt their transmitting equipment to carry network-originated color programs at a cost of around $25,000 in the early days of the art, according to requirements listed in RCA's color TV petition filed at the FCC Thursday.

Adding three more types of service—slide camera and related gear, film pickup equipment and live pickup apparatus—the total cost of color TV gear was estimated at $187,850.

All these prices are based on present equipment designs and very limited production, it was explained, with substantial price reductions "when commercial product designs are finalized and the production of color equipment is placed on a standardized basis."

The RCA-NBC petition explained that 41 NBC-TV affiliates already have signed a color TV supplement to their affiliation contracts, agreeing to equip their stations to carry NBC color programs and receiving first refusal rights to color programs in their areas.

Cost 'Not So High'

Dr. C. B. Jolliffe, RCA vice president and technical director, said (see text of statement page 36) the cost of station apparatus "is not so high as unduly to restrict the class of persons who can afford to operate a television station." He added that the amount and total cost of equipment will depend on the kind and extent of local color program material the broadcast station elects to provide.

Dr. Jolliffe told B•T the detailed lists of equipment are "minimum amounts" and each station will want to determine its own special needs. It may have some of the items already, he said, adding that a network-only color station might want to include extra equipment listed in other types of service—a color bar generator, for example.

The RCA petition, in an appendix, lists in detail the kind and cost of equipment required for various types of color broadcast service. These services are described as follows:

Stage 1. Network Operation Only. In the early days of commercial color television broadcasting, it is likely that most color programs will be originated in the studios of the major networks. The only steps that the owner of an existing television station must take to provide color service are the adjustment of his transmitter to radiate a color signal, and the provision of equipment to monitor the signal received from the network.

Stage 2. Provision for Slides. Still pictures in color may be produced at a local broadcast station by the addition of a color slide camera and the auxiliary equipment needed to produce a color signal in accordance with the proposed NTSC signal specifications.

Stage 3. Film Pickup. More intense local programming may be provided by the addition of color film scanning equipment. The auxiliary equipment needed to process the signals is the same as that already provided in Stage 2.

Stage 4. Live Pickup. Eventually, most broadcast stations will want to originate live programs in color from their own studios or from points of interest in their own communities. To do this, they will require live color cameras and more complete switching and distribution facilities to provide the programming flexibility provided in present-day black and white studios. The amount of this equipment will vary widely from station to station depending on individual requirements.

The equipment for Stage 1 (network only) service follows:

2 color stabilizing amplifiers, tricolor monitor, low-frequency phase equalizer, high-frequency phase equalizer, transmitter conversion kit, demodulator kit. Estimated total price, $11,500. Miscellaneous standard power supplies, racks and hardware, $3,000. The following recommended test equipment (depending on individual station requirements): Convergence dot generator, color monitor analyzer, linearity checker, color signal analyzer, burst-controlled oscillator, television oscilloscope, square wave generator, $10,000. Deliveries of Stage 1 items expected to start in first quarter of 1954. Total estimated cost of Stage 1 equipment, $24,500.

Equipment for Stage 2 (slides) follows:

Color slide camera, color frequency standard, burst flag generator, modification kit for RCA sync generator, colorplexer, tricolor monitor, master monitor with auxiliary unit, additional test equipment (color bar generator), $29,750. Standard stock items, including synchronizing generator, $13,500. Deliveries of Stage 2 items expected to start in first quarter of 1954. Total for stage 2, $43,250.

Equipment for Stage 3 (color film gear):

16mm film chain, colorplexer, tricolor monitor, master monitor with auxiliary unit, $43,000. Standard stock items, including power supplies, distribution amplifiers, jack panels, racks and associated hardware, $7,600. Deliveries of Stage 3 items to start in second quarter of 1954. Total for Stage 3, $50,600.

Equipment for Stage 4 (live pickup in color) follows:

3-tube camera, view finder and hood, set of camera control equipment (circuits for control of image orthicons and processing of video signals), master monitor with auxiliary equipment, colorplexer, tricolor monitor, $56,500. Standard stock items, including set of standard TV lenses for camera, studio pedestal or tripod mounting for camera, miscellaneous camera accessories (cables, intercom-headsets, circuit breakers, meters, etc.), miscellaneous power supplies and distribution equipment; console housing and racks, with hardware, $13,000. Deliveries expected to start in first quarter of 1954. Total for Stage 4, $69,500.

RCA described the four stages as "a logical pattern of growth for the majority of broadcast stations" but recognized some will want to start in a big way. It will accept orders for larger quantities of custom-made equipment and will help in planning switching and distribution systems. Amount of test equipment depends on the individual physical layout, with some test equipment possibly duplicated if studio and transmitter are separated.

Color Affiliates

The list of NBC-TV affiliates signing the color TV supplement to their affiliation contracts follows:

WBRE-TV Wilkes Barre; WSYR-TV Syracuse; WJAC-TV Johnstown; WLWT (TV) Cincinnati; WLWD (TV) Dayton; KSTP-TV Minneapolis-St. Paul; WJAR-TV Providence; KPTV (TV) Portland, Ore.; WBAL-TV Baltimore; WOAI-TV San Antonio; WTTV (TV) Bloomington; KCBD-TV Lubbock; WDSU-TV New Orleans; KPRC-TV Houston; WLWC (TV) Columbus; WKY-TV Oklahoma City; WSAZ-TV Huntington; WJIM-TV Lansing; WBAP-TV Fort Worth; WNHC-TV New Haven; WKTV (TV) Utica; WTMJ-TV Milwaukee; WWJ-TV Detroit; WCOV-TV Montgomery; WFMJ-TV Youngstown; KTYL-TV Mesa-Phoenix; KGNC-TV Amarillo; KEDD-TV Wichita; WBEN-TV Buffalo; KFEL-TV Denver; WFAA-TV Dallas; KTSM-TV El Paso; WOOD-TV Grand Rapids; WEEU-TV Reading; WSB-TV Atlanta; KSD-TV St. Louis; KOTV (TV) Tulsa; WDAF-TV Kansas City; WALA-TV Mobile; KTBC-TV Austin; WBTV (TV) Charlotte.

Johnson Delighted

LONG-TIME exhorter on behalf of quick action to bring color TV service to the nation, Sen. Edwin C. Johnson (D-Colo.), voiced delight at filing of the RCA-NBC petition calling for FCC approval of compatible standards. He is a member and former chairman of the Interstate & Foreign Commerce Committee.

Sen. Johnson told B•T: "I am glad that color has reached this essential stage in its development. I look for steady progress from now on until the people are blessed with color television. I stand by my original prediction that color service will be available in certain areas by July 1, 1954, and will spread quickly.

"RCA and NTSC have done a marvelous job in producting a compatible system and deserve great credit. I hope the day of dog-in-manger tactics within the industry will be relegated to the dim and distant past." (See Sen. Tobey's color comments, page 36).

the ever larger screen. It makes better what we have. It must be pressed to insure that its particular values do not obscure the true overall service pattern of television, which is to present the whole range of information and entertainment services to the public.

As we take up this new financial burden, it is important to realize that under the RCA compatible color system, the average station will have only minimum expense, in light of its black and white investment, to modify its facilities to broadcast color programs it receives over the network.

The substantial capital costs will be in studio equipment for networks now and stations in due time. It is right that the preliminary expenditures and experience be undertaken by the network, so that station commitments can be made after more experience is gained.

With this in mind, during the introductory year NBC will set up procedures to give technical and program people from our affiliated stations and our owned and operated stations experience in color broadcasting and color problems.

The appendices and exhibits in the RCA-NBC petition cover some 670 pages. First exhibit includes technical signal specifications proposed by RCA-NBC and identical with those of NTSC. A complete report is presented on a June 2-5 audience reaction study conducted at Center Theatre, New York (see story page xx). The survey showed a decided public preference for color TV.

A detailed history of principles and development of color TV systems covers 250 pages.

The history and development of tri-color kinescopes and associated components is treated at length, leading up to the pilot production project and plans for mass production of tubes.

Receivers are given thorough treatment, from development of early models to plans for production and development work on larger color picture models. Early receivers will have a 14-inch picture, equivalent of the image on a normal 16-inch picture tube.

The subject of interference susceptibility is summarized this way:

Co-channel Interference—Color and monochrome are substantially equally susceptible.

Lower Adjacent Channel Interference—Color and monochrome are substantially equally suspectible. Lower adjacent sound signal is predominant cause of interference. Receiver attenuation in lower adjacent channel is a determining factor.

Upper Adjacent Channel Interference—Color is somewhat more susceptible than monochrome (6-8 db) in the present tests. Transmitter attenuation in the adjacent channel is the determining factor provided that receiver attenuation for the adjacent picture carrier is sufficient. However, the ratio desired carrier to interfering carrier of –16 db for tolerable interference is well above the ratio of 0 db set by the FCC.

Random Noise—Color is only slightly more susceptible to random noise—only about 1 db.

Sine Wave Interference—Color is more susceptible to sine wave interference but only in the vicinity of the color subcarrier.

Multipath—Color is only slightly more susceptible—only about 1-2 db.

Impulse Noise—Color and monochrome are substantially equally susceptible.

A well-illustrated section describes fully the terminal equipment needed for the RCA color system.

An appendix lists broadcast station equipment requirements.

NBC's operating experience with the RCA color system is reviewed, including Washington field tests three years ago and subsequent New York tests. Following October, 1951 tests, equipment was modified to conform to proposed NTSC color field test specifications released Nov. 21, 1951. After "relatively simple circuit changes in the encoder unit and synchronizing generator counters," field tests were begun using NTSC specifications.

Looking toward uhf, NBC transmitted 160 hours of color programs and technical tests over its former uhf experimental transmitter at Bridgeport, Conn. These tests led to this prediction:

"It is our belief that color broadcasts on uhf can be accomplished as successfully as on vhf and should present no particular problems."

Problems of networking color TV are dealt with. Having transmitted over the 4 mc bandwidth microwave relay circuits of AT&T, RCA set about squeezing its color information into the 2.7 bandwidth provided by coaxial cables. Pictures were difficult to distinguish from those carried by the wider microwave facility, it is explained, after the process had been developed.

RCA is convinced distance is not a serious problem in transmitting compatible color television signals from one city to another over AT&T microwave and coaxial cable facilities.

The RCA-NBC petition asks FCC "to institute rule-making proceedings for the purpose of adopting new technical signal specifications as standards for commercial color television broadcasting."

Original black-and-white FCC standards adopted in 1941 "have made possible the miraculous growth and development" of present TV service, it is pointed out, and the Commission "should now take a similar stand in respect of adoption of standards for color television" to encourage rapid growth of the service.

Signing the petition are John T. Cahill, Robert L. Werner, Ray B. Houston and Eugene E. Beyer Jr., attorneys.

The petition exhibits and appendixes represent work by many persons in the RCA-NBC organization, it is stated.

Among those in RCA Laboratories Division mentioned in the petition are E. W. Engstrom, G. H. Brown, A. V. Bedford, W. F. Davidson Jr., D. W. Epstein, G. L. Fredendall, E. W. Herold, R. D. Kell, D. G. C. Luck, W. C. Morrison, J. G. Reddeck and A. C. Schroeder.

RCA Victor Division mentions include D. F. Schmit, W. E. Bahls, G. L. Beers, R. V. Beshgetoor, H. M. Fackert, A. C. Grimm, R. W. Hagmann, L. R. Kirkwood, C. A. Meyer, A. B. Mills, H. C. Moodey, A. M. Morrell, M. J. Obert, G. N. Phelps, T. A. Saulnier, D. A. Tannenbaum, A. J. Torre, M. A. Trainer, Y. W. Uyeda, J. W. Wentworth and J. F. Wilhelm.

Those mentioned on behalf of NBC include S. L. Weaver Jr., O. B. Hanson, R. E. Shelby, A. L. Hammerschmidt, E. D. Goodale, E. P. Bertero, R. R. Davis, J. R. De Baun, H. Gronberg, H. M. Gurin, A. V. Hallack, R. A. Monfort and A. A. Walsh.

Gen. Sarnoff's Statement on RCA-NBC Color TV Plans

OUR POSITION as a pioneer imposes upon us the responsibility to do our best to bring about the early introduction and orderly development of compatible color television in the interests of the viewing public, our sponsors, and the independent stations affiliated with our network. RCA and NBC are prepared to invest as much as $15 million during color television's introductory year to establish this new service on a solid foundation. This would be in addition to the $25 million RCA will have spent by the end of 1953 in pioneering research and development of compatible color television.

RCA and NBC risked $50 million in developing and introducing black-and-white television before getting a cent in return. We are now spending $40 million in creating this new industry of color television. This is an expenditure that must precede the achievement of mass production in manufacturing and substantial broadcasting of color programs.

The next task is to translate the achievements of our scientists and engineers into color programs on the air and color sets in the nation's homes. This calls for a broad-scale effort by the entire radio-television industry.

There are approximately 210 set manufacturers and 70 tube manufacturers in the radio-television industry, and aproximately 190 television stations now on the air. It is my great hope that all of them will participate in the effort to take the color television "baby" out of the cradle and teach it to walk.

RCA is following the same policy in introducing color as it did in black-and-white television, making its inventions available to the entire industry. In addition, we will manufacture and sell component parts, including the tri-color tube, to competing manufacturers and will make and sell broadcasting equipment to any station, regardless of whether or not it is affiliated with NBC.

The radio-television industry can avail itself of the scientific inventions and technical "know-how" that are the fruits of RCA's color television investment, without incurring any of the major capital risks. This means that it is economically practical for other members of this highly competitive industry to get into the color television field quickly.

I am confident that those members of the industry who help to advance color television in its early stages will be proud of the part they play in the development of this new service. Once black-and-white television was off to a good start some of those who feared and opposed it the most soon became television's most enthusiastic supporters. We can expect the same thing to happen in the case of color television.

Like the tracks of a railroad, these standards provide color television with a gauge for a high-quality right-of-way. Like railroad cars, color television receivers can be changed and improved in the future, and still operate on the same standards or tracks.

Color television is a major step forward in the science and art of seeing by radio. It will be revolutionary in its effect upon communications. Color greatly enhances the beauty and attractiveness of objects and scenes. It gives more information and increases our powers of memory and identification. It is a powerful aid to advertising. It is a new dimension that will increase the public's enjoyment of news events, entertainment and education.

Petition of Radio Corporation of America and National Broadcasting Company, Inc.

1. Radio Corporation of America and National Broadcasting Company, Inc. (hereinafter referred to as "Petitioners") petition the Commission to institute rule-making proceedings for the purpose of adopting new technical signal specifications as standards for commercial color television broadcasting. A copy of the technical signal specifications proposed for adoption as color standards is attached as Exhibit 1.

2. Petitioners have developed the RCA color television system which operates on the color standards proposed in this Petition. These standards have been approved by the NTSC. The RCA color television system is a compatible color system and programs broadcast using the RCA system can be received in natural color on color receivers and in high definition black and white on the more than 24,000,000 black and white receivers already in the hands of the American public without changing these black and white receivers or adding to them in any way.

3. The RCA color television system satisfies all of the criteria for a color television system specified by the Commission in its Public Notice 65008 of June 11, 1951. Technical and field test data supporting this conclusion are contained in the attached statement of Dr. C. B. Jolliffe, Vice President and Technical Director of Radio Corporation of American, and in the Exhibits and Appendixes attached to and made a part of this Petition.

4. The color standards proposed in this Petition are technical signal specifications approved February 2, 1953, by outstanding engineers and scientists of the radio and television industry, including members of Petitioners' staffs, through the National Television System Committee (NTSC). Petitioners know of no responsible engineer or scientist in the radio and television field who proposes adoption of any other color standards.

5. The high standards adopted by the Commission in 1941 for black and white television broadcasting have made possible the miraculous growth and development of the present black and white television service to the American public. Petitioners submit that the Commission should now take a similar stand in respect of adoption of standards for color television and adopt new standards for color television broadcasting which will encourage rapid growth and development of color television as a service to the American public.

6. Petitioners have already expended almost twenty-one and a half million dollars in research and development work on and field testing of the RCA color television system and the proposed color standards. On the basis of this research and development work and field testing. Petitioners believe adoption of the proposed color standards by the Commission would serve the public interest by affording the public the advantage of color television now and not interfering with or diminishing the present monochrome service to the more than 24,000,000 black and white television set owners.

7. If the Commission approves the proposed color television standards:

Petitioner Radio Corporation of America will expedite production of color receivers, tricolor tubes and broadcasting and studio equipment for sale to the public, to television manufacturers and to broadcasters. As was the case with the introduction of black and white television apparatus, mass production and experience in the television industry will result in improved apparatus and lower prices. The sooner compatible color standards are approved and the actual start of production can be made the sooner the factors of mass production and experience will assert themselves throughout the industry.

Petitioner National Broadcasting Company, Inc., will commence broadcasting compatible color television programs which it will offer to commercial sponsors and its affiliated stations throughout the United States. Forty-one NBC affiliated television stations have already amended their network affiliation agreements to provide that they will, on approval of the proposed standards, make the relatively minor modifications to their transmitting apparatus to enable them promptly to commence broadcasting networked color television programs.

8. Petitioners believe that the present field sequential color television standards based upon an incompatible color television system are sterile and that their continuance is not in the public interest.

First, the more than 24,000,000 black and white television receivers now in the hands of the American public, representing an investment by the public of billions of dollars, would be "blind" to incompatible color broadcasts.

Second, the present incompatible color system is unsatisfactory from a technical, engineering and commercial standpoint. This is demonstrated by the fact that in the face of undoubted public demand for color television, Petitioners know of no television broadcaster who is broadcasting or plans to broadcast any incompatible color television programs and of no television receiver manufacturer who is now manufacturing or plans to manufacture receivers designed to receive incompatible color television broadcasts.

9. The Commission's Public Notice 65008 of June 11, 1951 would require Petitioners to put a color signal on the air in Washington, D. C., for the purpose of demonstrating Petitioners' color television system. Petitioners request that the Commission waive this requirement for the following reasons:

(a) There is no studio in Washington equipped to demonstrate the RCA color television system. Moving the equipment in Petitioners' New York color television studios to Washington, and installing this equipment in Petitioners' Washington facilities, would delay Commission consideration of this Petition, would delay Petitioners' preparation for commercial color broadcasting and would require Petitioners to make substantial expenditures.

(b) Networking a color signal originating in Petitioners' New York color television studios to Washington, and there putting it on the air, would result in a signal which could be affected by the quality of intercity network facilities, a condition over which Petitioners have no control. Networking a color signal to Washington would also require Petitioners to make substantial expenditures for radio relay or coaxial cable, which it would be necessary for Petitioners to lease from the Telephone Company, for every transmission from New York to Washington. These expenditures, and the existing commercial schedules of Petitioners' Washington station, would make it costly and impractical to broadcast a regular series of experimental color television programs in Washington.

(c) Petitioner National Broadcasting Company, Inc., under authorization granted by the Commission, is now remodeling its Washington monochrome transmitting facilities by raising the height of its antenna and installing additional equipment to give improved service to the Washington area. During this construction period it would not be practical to adjust and use the Washington transmitter to broadcast color television test programs nor would test programs broadcast under such conditions furnish accurate data on the performance of the RCA color television system or the proposed color standards.

10. Petitioners believe that only in New York are full facilities available for Commission study of all aspects of the RCA color television system and the proposed color standards:

(a) Petitioner, National Broadcasting Company, Inc., maintains studios in New York fully equipped with apparatus to demonstrate and test the RCA color television system. Petitioner knows of no other studios which are fully equipped to demonstrate and test the

VIEWERS ENJOY COLOR, ORC FINDS

Survey of 671 non-industry persons who viewed RCA color programs during NBC tours in New York shows 85% think color TV is "much more enjoyable" than black-and-white. They liked quality, too.

COLOR television is more enjoyable than regular black-and-white, according to the virtually unanimous opinion of those interviewed in a survey conducted by Opinion Research Corp. last June 2-5. The survey was designed to obtain public reaction to RCA color programs shown in the lounge of Center Theatre, New York.

The audience was composed of members of the public from NBC tour groups. Viewers filled out their own questionnaires after receiving instructions. The same program was presented three times a day for the four days. For 10 of the 12 tests, programs were transmitted from the theatre studio over a telephone circuit to the RCA Bldg. and then to a miniature transmitter in the theatre building, with this output fed by cable to color receivers.

For the remaining two tests the programs were transmitted on microwave relay and coaxial cable to a point near Washington and back to the miniature transmitter.

The 671 non-industry persons reported these findings in answer to a question on which is more enjoyable, color or black-and-white—much more enjoyable 85%; somewhat more enjoyable 13%.

Asked about over-all quality of the pictures, 50% said excellent, 37% very good, 11% good, 2% only fair.

As to clearness of detail, 46% said excellent, 39% very good, 12% good, 2% only fair. Other findings:

Trueness-to-life of colors — Excellent 39%; very good 38%; good 18%; only fair 3%.

Variety of colors—Limited variety 13%; wide variety 69%; in between 15%.

Vividness of colors—Too vivid 25%; about right 73%; too weak 2%.

Over-all brightness of screen — Much too bright 2%; a little too bright 17%; just about right 76%; a little too dim 4%.

Quality of pictures in action scenes—Excellent 34%; very good 44%; good 18%; only fair 3%.

About one-fourth (24%) of non-industry audience, asked if they found anything wrong, said there were some defects in the pictures but a major part of the group indicated the defects they noted interfered only a little with their enjoyment of the pictures.

Answering a question calling for other comments brought this result—Favorable comments 41%; unfavorable 10%; both favorable and unfavorable 4%. Among those who commented favorably, 25% thought color TV "wonderful."

Detailed tables showing the results of the survey do not show many marked differences in the attitudes of subgroups. These broad generalizations, with the warning they should be interpreted with caution in view of fact that differences are small in many cases and subgroups themselves are small, were made:

AGE—Persons over 40 were slightly more favorable than were those between 20 and 39. Those under 20 tended to be in an intermediate position.

TEST CONDITIONS—As a rule, persons who saw the microwave relay showing tended to vote less favorably than did those who viewed the coaxial cable showing. The main exception here is that the reverse is true on the comparison of the enjoyableness of color television with that of black and white. By and large, closed-circuit viewers were more favorable than those who saw either of the two network showings. As is the case with most subgroup differences, however, differences in the attitudes of closed-circuit and network viewers are largely in the degree of favorable opinion expressed.

RCA color television system or the proposed color standards.

(b) The transmitting facilities of Station WNBT Channel 4, New York, owned and operated by Petitioner National Broadcasting Company, Inc., with antenna located on the Empire State Building, New York, are equipped to broadcast RCA color television signals using the proposed color standards.

(c) The transmitting facilities of Station WPIX, Channel 11, New York, owned and operated by WPIX, Inc., and affiliated with the New York Daily News, with antenna located on the Empire State Building, New York, are now being equipped to broadcast RCA color television signals. Thus, New York City will be the only city in which comparative tests of the RCA color television system and the proposed color standards can be made off the air on more than one television channel.

(d) Petitioners maintain a laboratory for color television test purposes in Astoria, Long Island, 2.8 miles from Petitioners' New York Channel 4 antenna. Petitioners also maintain a polyethylene cable connection between their New York color television studio facilities and their Astoria laboratory which is used to make test signals available to color receivers in the laboratory when Petitioners' New York transmitter is pre-empted by commercial commitments and at other times. If at any time the Commission, or members of the Commission staff, should desire tests to be made over typical coaxial cable or radio relay transmission facilities, Petitioners would arrange to make available Telephone Company looped circuits from New York to Washington, or other cities, so that observers at Petitioners' Astoria laboratory would be able to test the RCA color television system and the proposed color standards both at the transmitting end and at the receiving end of the looped circuits.

(e) Petitioners offer to make their laboratory, studios, transmitter, test equipment and other facilities, freely available to the Commission and to members of the Commission staff for testing the RCA color television system and the proposed color standards.

11. In compliance with the Commission's Public Notice 65008, Petitioners will deliver representative receiver apparatus to the Commission's laboratory at Laurel, Maryland.

WHEREFORE, Petitioners request that the within Petition be granted and that the Commission adopt the technical signal specifications for compatible color television contained in Exhibit 1 as standards for commercial color television broadcasting.

Respectfully submitted,

John T. Cahill
Robert L. Werner
Ray B. Houston
Eugene E. Beyer, Jr.

Attorneys for Petitioners

NTSC PLANS JULY ADOPTION PETITION

With paper work completed on standards, probably by July 21, petition can be filed next day.

PETITION calling on FCC to adopt its compatible color standards will be filed by National Television System Committee immediately after standards are finalized, probably July 21, according to Dr. W. R. G. Baker, General Electric Co., chairman of NTSC.

At conclusion of an NTSC meeting Wednesday, Dr. Baker said the committee hopes to have its formal standards ready at that time. With paper work completed, the committee could file a petition the next day, he said. RCA-NBC and NTSC color TV standards are identical.

NTSC is understood to be planning a formal petition to the FCC, making it one of the originators of the case. At one time it had been thought within NTSC that its action should consist of comments on the RCA-NBC petition. Other manufacturers besides RCA are considering filing petitions with FCC in which adoption of the NTSC standards would be advocated.

TOBEY PREDICTS COLOR TV SOON

Senate Commerce Committee chairman says RCA demonstration was "fine". He praises RCA's Sarnoff. Senator's assistant is even more encouraged.

SEN. CHARLES W. TOBEY (R-N. H.) last Tuesday predicted "color will come [before the public] in six to eight months."

Sen. Tobey told B•T that he was "impressed" with the RCA demonstration of the National Television System Committee standards. The color television show was held Monday for members of the Senate Interstate & Foreign Commerce Committee and their wives at the Sheraton Park Hotel in Washington.

Lauds Sarnoff

It was presumed the Senator alluded to the practicability of color transmission "in six to eight months" rather than manufacture of color receivers on a production-line schedule.

The Senator said the show (and the color) was "fine." After the demonstration, it was reported Sen. Tobey, chairman of the committee, gave an impromptu talk in which he highly commended Brig. Gen. David Sarnoff, RCA board chairman. The Senator credited Gen. Sarnoff for his hard work and genius in the industry and the role he has played in stimulating color TV research.

The show began at 1:30 p.m. and continued some 40 minutes. Among scenes were cabaret singers, magician employing brightly colored cloths in his tricks, and trained parakeets. The program was microwaved to Washington from New York. It emanated from the Colonial Theatre.

Sen. Tobey was the only member of the 15-man committee to attend. However, Senators' wives and administrative assistants were present. Also at the show were Robert D. L'Heureux, chief counsel, Edward Jarrett, clerk, and Nicholas Zapple, professional staff member (communications), all of the Senate committee.

L'Heureux Boosts Color

Mr. L'Heureux said color "is now more perfect than the black-and-white with which TV began." Color TV, he said, should "come out now" and "all the broadcast industry should unite on color."

Mr. L'Heureux said the color shown was "very good . . . as good as it was in Princeton which is only 45 miles away from New York." Previously the system was shown to the House Interstate & Foreign Commerce Committee, the FCC and newsmen at Princeton [B•T, May 25, April 20].

Color is ripe for commercial showing even if no "single improvement" is made, Mr. L'Heureux said. But, he noted, there "will be improvements, lowering the cost of broadcasting and the cost of color TV sets."

Another observer said the demonstration "came through with flying colors."

Senators' slim attendance at the showing was not because of any lack of interest, it was explained. A vote on the controls bill in the Senate tied up the legislators, preventing their attendance, it was said.

Statement by Dr. C. B. Jolliffe,

Vice President,
Technical Director of RCA

RCA AND NBC have built, operated and tested the RCA color television system which uses the signal specifications contained in Exhibit 1.[1] This system satisfies the criteria established by the Commission for a color television system.[2]

The signal specifications used in the RCA color television system are identical with the signal specifications approved for publication by the National Television System Committee on February 2, 1953.

The RCA color television system is a compatible system (Exhibits 4, 7, 10). Compatibility is of extreme importance. As the Commission stated in 1950:

The Commission is of the opinion that if a satisfactory compatible system were available, it would certainly be desirable to adopt such a system. Compatibility would facilitate for the broadcaster the transition from black and white broadcasting to color broadcasting and would reduce to a minimum the obsolescence problem of present receivers.[3]

The RCA color television system, which operates on the signal specifications proposed as standards, is a satisfactory compatible system and is available.

The signal specifications contained in Exhibit 1 have been extensively field tested by RCA and NBC and they are suitable for adoption as standards by the Commission.

RCA and NBC have the know-how to broadcast color programs, to build equipment for color broadcasting and to build sets that will receive these color programs. In addition, RCA and NBC have a nucleus of trained personnel ready to do the job.

If the Commission approves the proposed color television standards, NBC will commence broadcasting compatible color television programs and will offer these programs to commercial sponsors and NBC affiliated stations throughout the United States.

RCA is already manufacturing prototype compatible color television receivers, tricolor tubes and studio equipment. If the Commission authorizes standards for commercial color television broadcasting on the basis of the signal specifications contained in Exhibit 1, RCA will manufacture and sell this apparatus to the public, to broadcasters and to other manufacturers.

The RCA color television system meets all of the criteria established by the Commission for a satisfactory color television system.

Criterion 1

The Commission's first criterion for a satisfactory color television system is:[4] It must be capable of operating within a 6-megacycle channel allocation structure.

The signal specifications contained in Exhibit 1 are identical with those used for standard monochrome television except that a color subcarrier has been added. Measurements of interference between adjacent channels establish that the RCA color television system operates within the Commission's six-megacycle channel allocation structure (Exhibit 8).

There have been many hours of on-the-air color television transmissions, using the signal specifications contained in Exhibit 1, while standard monochrome television stations were broadcasting on adjacent channels. No reports of interference on adjacent channels have

[1] Exhibits referred to are those attached to and made a part of the Petition.

[2] FCC Public Notice 65008, June 11, 1951.

[3] First Report of Commission (Color Television Issues), par. 123, adopted September 1, 1950, FCC 50-1064.

[4] The criteria are quoted from FCC Public Notice 65008, June 11, 1951.

been received and no interference has been observed by trained observers (Exhibit 4).

Criterion 2

The Commission's second criterion for a satisfactory color television system is: It must be capable of producing a color picture which has a high quality of color fidelity, has adequate apparent definition, has good picture texture, and is not marred by such defects as misregistration, line crawl, jitter or unduly prominent dot or other structure.

It has been established by public reaction tests, theoretical analyses and engineering observations that the RCA color television system produces a color picture which has a high quality of color fidelity (Exhibits 2, 4, 7).

Color fidelity in a color television system is not necessarily a purely scientific or engineering matter. The objective is to produce in the mind of the viewer a pleasing and satisfying sensation of color. Public reaction tests conducted by RCA and NBC under the direction of the Opinion Research Corporation show that the RCA color television system achieves this objective (Exhibit 2).

Engineering observations have resulted in favorable conclusions as to the color fidelity of the pictures produced by the RCA color television system (Exhibit 7). The choice of receiver primaries is determined essentially by purely colorimetric considerations such as spectral response and efficiency of the phosphors used in the color reproducer.[5] In the present apparatus the gamut of colors that it is possible to produce with the RCA receiver primaries compares very favorably with that possible with the best processes of color reproduction and is much superior to most commercial processes (Exhibit 4).

Suitably chosen camera spectral characteristics are good approximations to those theoretically required, and analysis shows that good color reproduction may be obtained with the camera spectral characteristics presently used in the RCA color television system (Exhibit 4).

It has been established by public reaction tests, engineering observations and theoretical analyses that the RCA color television system produces color pictures which have adequate apparent definition and good picture texture and are not marred by such defects as misregistration, line crawl, jitter or unduly prominent dot or other structure (Exhibits 2, 4, 7).

Public reaction to the clearness of detail and the overall quality of RCA color television pictures was overwhelmingly favorable (Exhibit 2).

Picture definition is directly related to the resolution provided by the system. The resolution capabilities of the RCA color television system are theoretically the same as those of the standard monochrome system. All of the fine detail information is conveyed by the luminance channel which has the same bandwidth as monochrome television (Exhibit 4). Accordingly, any differences in horizontal and vertical resolution which may now exist in the RCA color television system, as compared to the standard monochrome system, are due to current apparatus limitations (Exhibit 7). However, as the public reaction tests demonstrated, the color pictures produced at the present time by the RCA color television system have adequate apparent definition (Exhibit 2).

There are a number of factors that enter into the broad classification of picture texture. In the RCA color television system there are the same number of lines in the picture as in standard monochrome television and the line structure is the same. Since this line structure has been satisfactory in the present commercial monochrome television service, there is no reason to believe that it will not be satisfactory for color television. The diameter of an individual dot in the RCA 16-inch envelope tricolor kinescope is about 70 per cent of the thickness of a scanning line (Exhibit 7). Since lines are not usually visible at normal viewing distances, the individual red, green and blue phosphor dots are even less visible.

There is no objectionable dot pattern in RCA color pictures resulting from color.

Such minor misregistration as may, from time to time, be perceptible in present RCA color television apparatus does not interfere with enjoyment of the color pictures and is not a system limitation (Exhibits 2, 7).

Neither line crawl nor dot crawl in RCA color television pictures was seen by technical observers (Exhibit 7).

Technical observers, as well as the public, were favorable impressed with the overall quality of the RCA color television pictures (Exhibits 2, 7).

RCA has made extensive field test transmissions of color television during regular program hours to test compatibility and to get opinions as to the quality of black and white pictures reproduced from color transmissions. An overwhelming majority of those who sent in comments reported good picture quality. Many stated that the black and white pictures produced on standard receivers were better than pictures produced from standard black and white transmissions (Exhibits 4, 7, 10). Observers at tests and demonstrations held by RCA and NBC have made similar comments.

Criterion 3

The Commission's third criterion for a satisfactory color television system is as follows: The color picture must be sufficiently bright so as to permit an adequate contrast range and so as to be capable of being viewed under normal home conditions without objectionable flicker.

It has been established by public reaction tests, engineering observations and analyses that the RCA color television pictures are sufficiently bright so as to permit an adequate contrast range and to be capable of being viewed under normal home conditions without objectionable flicker (Exhibits 2, 7).

Flicker may be present in any cyclic process which depends upon the rapid presentation of a sequence of pictures for conveying the impression of continuity. The question is not whether flicker is present but rather whether, at the repetition rates and picture brightness levels employed, the flicker is noticeable or objectionable with the particular viewing device used.

As a practical matter, the RCA color television system is free of noticeable flicker. The field and frame rates and interlacing, which determine flicker, are the same in the RCA color television system as in standard monochrome television. As a result, flicker is no more of a problem in the RCA color system than it is in the standard monochrome system. Despite considerable increase in kinescope brightness over the past years, commercial monochrome television is, as a practical matter, free of noticeable flicker. The same is true of the RCA color television system. Engineering tests in this connection included observations on an RCA color television receiver operating at a highlight brightness of approximately 40 foot lamberts. None of the technical observers noticed any objectionable flicker (Exhibit 7).

Measurements and technical observations establish that RCA color television pictures are sufficiently bright so as to permit an adequite contrast range. The contrast range in RCA color television pictures has been found adequate (Exhibits 2, 7).

Criterion 4

The Commission's fourth criterion for a satisfactory color television system is as follows: It must be capable of operating through receiver apparatus that is simple to operate in the home, does not have critical registration or color controls, and is cheap enough in price to be available to the great mass of the American purchasing public.

In testing the RCA color television system, color signals have been transmitted for thousands of hours (Exhibit 10). As part of all of these tests, the transmissions were viewed on RCA color television receivers (Exhibit 6). This extensive testing has shown the high standards of performance of RCA color receivers.

The RCA color television system is capable of operating through receiver apparatus that is simple to operate in the home and does not have critical registration or color controls. The viewer controls on RCA color television receivers (Model No. 3A) are precisely the same as on standard monochrome receivers with the addition of one color control knob—chroma (Exhibit 6). The usual viewer controls on monochrome receivers as compared with this color receiver are tabulated below.

Viewer Controls	*Monochrome Receiver*	*Color Receiver*	*Viewer Operations*
Station Selector	Yes	Yes	Same
Fine Tuning	Yes	Yes	Same
On-Off	Yes	Yes	Same
Sound	Yes	Yes	Same
Tone	Yes	Yes	Same
Contrast	Yes	Yes	Same
Brightness	Yes	Yes	Same
Horizontal Sync	Yes	Yes	Same
Vertical Sync	Yes	Yes	Same
Color	No	Yes	New

Thus, the only additional viewer control on this color receiver is the chroma control. This control is not critical and is simple to operate. The knob for this control turns from left to right. At the extreme left position color is taken out of the picture. As the knob is turned to the right, the color first appears and, when the knob is turned all the way to the right, the colors are most fully saturated. Viewers differ as to the degree of color saturation they desire and it is a simple matter to adjust this knob to the desired degree of color saturation. Accordingly, this control raises no problems for home viewers. Other viewer controls on RCA color receivers are the same as those on standard monochrome receivers. As in black and white receivers, service controls are built into the chassis of this color receiver.

RCA has had extensive experience in designing and manufacturing millions of monochrome receivers now in use in the home. A major consideration in design of these receivers has been the ease with which the average home viewer may operate the sets. The fact that there are now more than twenty-four million standard black and white receivers giving service in American homes shows that the viewer controls on television receivers are simple to operate in the home. No more rigorous testing of controls is possible than that which has already been undergone by these millions of receivers.

Development work is now nearing completion on another pre-production model color television receiver identified as Model No. 4 and described in Exhibit 6. This model approximates the design of the receiver which would be put into production if the Commission approves the proposed color standards. In Model No. 4, conforming with recent trends in design of black and white receivers, several customer and service controls have been relocated under the control cover and for experimental work all of these have been equipped with knurled shafts. In a production model the service controls would be screw-driver adjustments and thus would not normally be used by the viewer. The color hue control will probably be included in the production model under the control cover as a viewer control. Experience has shown this may be desirable. The color hue control permits a viewer to make minor adjustments in the hue of the picture to satisfy his own personal liking. Thus, in this receiver the viewer has control over both chroma and hue of the color. These controls are not critical and are simple to operate. They require only occasional adjustment. Model No. 4 has been changed from Model 3A in other respects as well in order to improve performance, to facilitate manufacturing and to reduce costs.

The RCA color television system is capable of operating through receiving apparatus that is cheap enough in price to be available to the great mass of the American purchasing public. It is estimated that the introductory price of the first RCA color television receivers, using the 16-inch envelope tricolor tube (which has the same picture size as a 14-inch black and white tube), will be between $800 and $1000.

Since the quantity of color receivers produced initially will be small, it is of interest to compare the price of the first black and white receivers produced at the beginning of monochrome television in 1939. In making this comparison, it is necessary to take into account the change in price levels based on the Bureau of Labor Statistics Price Index.[6]

In 1939 a 12-inch kinescope black and white console with sound radio had a list price of $598. Allowing for the elimination of the sound radio, the adjusted price would be approximately $560. Adjusting for the change in the value of the dollar, this list price in

[5] Research work continues on the development of new and better phosphors. As they are perfected, they can be incorporated into tricolor kinescopes without alteration of the proposed standards.

[6] The 1939 average for the Bureau of Labor Statistics Consumers' Price Index (Old Series) was 99.4. On March 15, 1953 the same index stood at 188.8.

terms of 1953 dollars would be approximately $[illegible].

Another comparison can be made with the first console black and white television receiver using a 16-inch kinescope introduced by RCA on January 1, 1949. The average price of three models was $575 (or $635 if adjusted to 1953 dollar levels in accordance with the Bureau of Labor Statistics Price Index). The 1953 price of a comparable 17-inch kinescope console receiver is $270, less than one-half of the 1949 price.

A major item in the price of a color television receiver is the tricolor kinescope (Exhibit 5). It is estimated that, for the relatively small quantities in which the tricolor tube will be produced initially, the tube will sell to receiver manufacturers for a price of between $175 and $200. The design characteristcs of a larger tricolor kinescope have not been finally determined; consequently, a price for such a tube cannot be definitely estimated at this time.

The cost of any kinescope is a complex function of cost of material, labor, automatic machinery, engineering development and other factors. The number of tubes produced has a major effect on the price of any type of vacuum tube.

The price and size history of black and white kinescopes will be followed in color kinescopes. Prices will be reduced and sizes and quality increased as quantity production is attained by manufacturers of kinescopes.

An illustration of the effect of quantity production on the price of kinescopes is shown by the manufacturers' price history of the 16-inch (later increased to 17-inch) kinescope.[7] The first 16-inch round kinescopes were introduced in the middle of 1948. RCA made approximately 250,000 tubes of this type in 1949. At the end of 1949, a new type of 16-inch tube, which was shorter, was introduced. The price then was approximately two-thirds of the original price. In 1950, RCA produced about 1,250,000 tubes of this type. During that year the price was reduced to approximately one-half of the original price.

By the end of 1951, the 17-inch rectangular tube almost supplanted the 16-inch round type in new receivers. During 1951 nearly 900,000 17-inch rectangular tubes were produced by RCA.

The price of the newer 17-inch rectangular tube at the end of 1951 was approximately one-third the original price of the 16-inch round tube.

RCA has built millions of monochrome receivers and millions of tubes of different designs. On the basis of this extensive experience in manufacturing techniques and the design and use of automatic production machinery, RCA believes that its price estimates with respect to tricolor kinescopes and color television receivers are realistic and that reductions in such prices will follow the pattern of comparable monochrome television equipment.

If standards for commercial broadcasting of compatible color television are adopted by the Commission thus enabling compatible color receivers to be manufactured on a mass production basis, experience and competition will inevitably result in bringing about substantial reductions in the price of color receivers (Exhibits 5, 6).

As to the future trend of color receiver prices, Dr. Elmer W. Engstrom, Vice President in Charge of the RCA Laboratories Division of RCA, stated, in answer to a question as to the difference between the cost of a black and white and a color receiver, in testimony on March 24, 1953, before the Committee on Interstate and Foreign Commerce of the House of Representatives:

I indicated during the [FCC color] hearings that I thought that when we got into mass operations on color television that we could expect that a color set would cost approximately 50 per cent more than a black and white set and that that would reduce, be reduced, as we go along and might some day get as close as not more than 25 per cent; but I cannot see any possibility of them being the same, because one must do more in order to have color.[8]

I agree with Dr. Engstrom's estimate.

Criterion 5

The Commission's fifth criterion for a satisfactory color television system is as follows:

It must be capable of operating through apparatus at the station that is technically within the competence of the type of trained personnel hired by a station owner who does not have an extensive research or engineering staff at his disposal and the costs of purchase, operation, and maintenance of such equipment must not be so high as unduly to restrict the class of persons who can afford to operate a television station.

Extensive experience in testing and transmitting color television has established that the RCA color television system is capable of operating through apparatus at the station that is technically within the competence of the type of trained personnel hired by a station owner who does not have an extensive research or engineering staff at his disposal (Exhibit 10).

The operation of color television studio equipment is more complicated than the operation of black and white television equipment because the signal to be transmitted carries more information. Extensive testing of the RCA color television system has been carried on in the NBC studios by technical personnel recruited from monochrome operations and excellent pictures have been produced (Exhibits 2, 10). Additional training of technical personnel to acquaint them with the special problems of color television operation will be necessary, but the situation is like that which existed during the rapid growth of monochrome television when technical personnel, previously trained for sound broadcasting, successfully adapted themselves to the operation of television equipment.

The cost of purchasing station apparatus for the RCA color television system is not so high as unduly to restrict the class of persons who can afford to operate a television station.

A television station does not need to equip color studios in order to broadcast network color programs. The station can take color programs from the network by making relatively minor expenditures for equipment and standard stock items, plus in most cases certain additional sums for test equipment[9] (Exhibit 9). The station operator may expand his operations by adding a color slide camera, color film equipment and color cameras if he desires to provide programs from local sources. The amount and total cost of such equipment will depend on the kind and extent of local color program material the broadcast station owner elects to provide. Prices based on probable steps that may be taken by a typical station owner in equipping his station for color are given in Exhibit 9.

The present prices are preliminary estimates based on existing conditions, present equipment designs and limited production. Provided other conditions remain the same, it is anticipated that substantial price reductions will be made when commercial product designs are finalized and the production of color equipment increases.

The extensive testing of the RCA color television system by NBC shows that the cost of operating and maintaining station equipment for the RCA color television system is not so high as unduly to restrict the class of persons who can afford to operate a television station.

At the transmitter no additional personnel is required for color operation or maintenance. Also, the transmission of slides and motion pictures requires no additional technical personnel.

The operation of television studio equipment for originating live programs, whether monochrome or color, depends to a great extent upon the nature and amount of the program material being telecast. NBC's extensive color broadcasting experience has shown that, if a station owner wishes to originate live color television shows, the normal technical crew for color television studio operations contains the same number of technical persons as are assigned to a monochrome operation, except perhaps for the video control position (Exhibit 10). In monochrome television the video control technician usually handles two or three television cameras. However, in the present state of development activities in color television, NBC has found it expedient to assign a video control technician to each color television camera, due primarily to the added complications of this function. It is expected that future developments will bring about a modification of this practice (Exhibit 10). This additional operating cost will not unduly restrict the class of persons who can afford to operate a television station.

Maintenance of color television equipment used for a studio plant is more complicated than for a comparable monochrome studio plant due to the fact that color television requires additional components. The complications in any electronic equipment are usually a function of the amount of information being transmitted and considerably more information is transmitted in a color television system than in a monochrome system.

The additional maintenance costs associated with broadcasting live programs using the RCA color television system will not unduly restrict the class of persons who can afford to operate a television station (Exhibit 10). If it is the practice of the station owner to take his local color program origination from slides and motion pictures and his live color shows from a network, there should be no substantial additional operating or maintenance costs due to color except for the added cost of color film as compared with black and white film.

Criterion 6

The Commission's sixth criterion for a satisfactory color television system is as follows:

It must not be unduly susceptible to interference as compared with the present monochrome system.

Extensive tests were conducted by RCA which determined that the RCA color television system is not unduly susceptible to interference as compared to the present monochrome system (Exhibit 8).

With regard to co-channel interference, color and monochrome are substantially equally susceptible. Concerning lower adjacent channel interference, color and monochrome are substantially similar. In the case of upper adjacent channel interference, color is somewhat more susceptible than monochrome. However, the ratio of desired carrier to interfering carrier for tolerable interference is well above the ratio set by the Commission's allocation structure. With regard to random noise, color is only slightly more susceptible than monochrome. Color is more susceptible than monochrome to sine wave interference but only in the vicinity of the color subcarrier. In so far as multipath is concerned, color is only slightly more susceptible than monochrome, and with respect to impulse noise, color and monochrome are substantially equally susceptible (Exhibit 8).

Criterion 7

The Commission's seventh criterion for a satisfactory color television system is as follows: It must be capable of transmitting color programs over intercity relay facilities presently in existence or which may be developed in the foreseeable future.

A series of test transmissions of the RCA color television system over present networking facilities has established that the system is capable of transmitting color programs over intercity relay facilities now in existence or which may be developed in the foreseeable future (Exhibit 11).

The American Telephone and Telegraph Company provides two types of intercity television facilities; the microwave relay and the coaxial cable. The microwave circuits have a bandwidth of somewhat more than 4 megacycles and are capable of transmitting good quality color television pictures produced by the RCA color television system (Exhibits 2, 11). Since it may be anticipated that coaxial cables having a bandwidth of only 2.7 megacycles may continue to serve certain areas for some time, it was necessary to devise equipment for networking the RCA system in color over such cables. This equipment has been developed and extensively and successfully tested (Exhibit 11). Public reaction to RCA color pictures networked by microwave relay facilities and by coaxial cable has been very favorable (Exhibit 2).

The RCA Color Television System Satisfies the Commission's Criteria

The foregoing review with respect to the Commission's criteria for a color television

[7] In this discussion of kinescope prices, no account is taken of changes in the Bureau of Labor Statistics Price Index or the introduction of a 10 per cent Federal excise tax in 1950.

[8] Transcript of the Hearings on Color Television before the Committee on Interstate and Foreign Commerce of the House of Representatives, March 24, 1953, p. 81.

[9] The amount of equipment necessary will vary in individual stations depending on amount and type of test equipment already on hand and other factors.

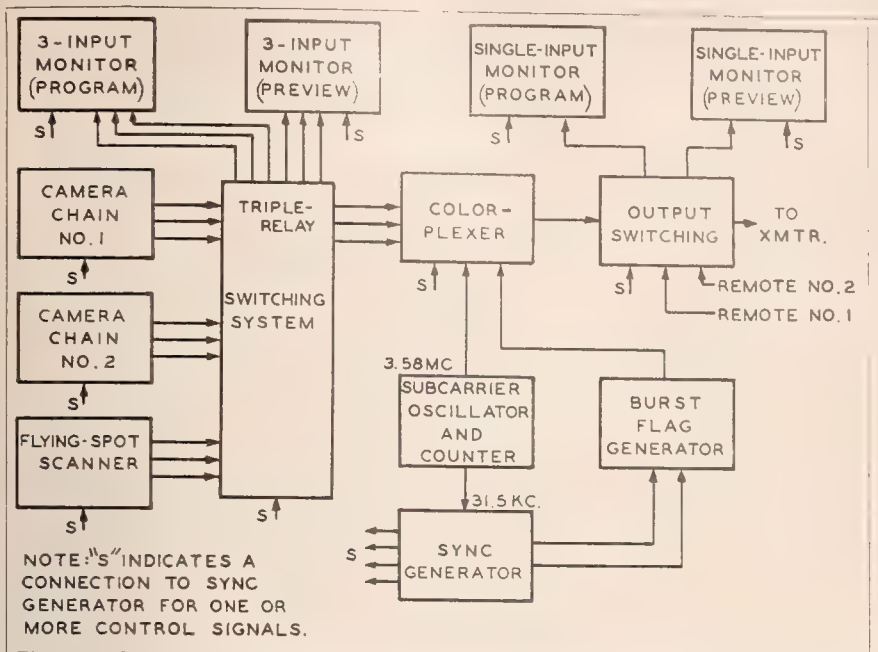


Fig. 1 — Block diagram showing a possible arrangement of color television studio equipment when switching is done before multiplexing.

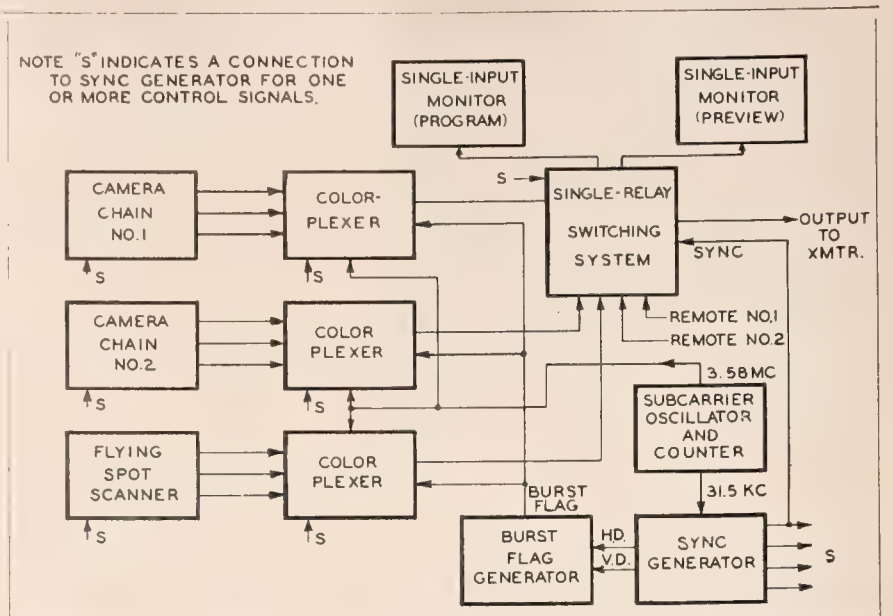


Fig. 2 — Block diagram showing an arrangement of color television studio equipment when switching is done after multiplexing.

system shows that the RCA color television system operating on the basis of the signal specifications contained in Exhibit 1 fully satisfies in all respects the criteria set by the Commission. Further, the RCA color television system has been extensively field tested (Exhibits 2, 4, 7, 8, 10, 11).

Signal Specifications Proposed as Standards

The color television signal specifications which RCA and NBC are petitioning the Commission to adopt as standards for commercial color television broadcasting are identical with those previously approved by the National Television System Committee (Exhibit 1).

RCA and NBC engineers and scientists have worked with the NTSC in developing the recommended technical signal specifications and in field testing these specifications. RCA and NBC have furnished many color television transmissions and the use of their facilities for NTSC field tests (Exhibit 10). RCA and NBC have cooperated with the NTSC and furnished information obtained in their research and field testing to the NTSC.

Future Developments

RCA and NBC believe that in an industry as dynamic as the television industry, any set of signal specifications adopted as standards for color television should be so constituted that future improvements in equipment may be incorporated within their framework. The proposed technical signal specifications make provision for future improvements. By setting sufficiently high standards and not limiting the standards to the capabilities of existing equipment, the fruits of research and invention in the coming years can result in better equipment at both transmitter and receiver giving better performance and better pictures without requiring a change in standards or obsoleting receivers in the hands of the public.

For example, RCA has under development, and has already demonstrated, tricolor kinescopes having greatly increased brightness. As such tubes are developed to the point of commercial practicability, they can be incorporated in the RCA color television system without necessitating any change in the proposed standards.

RCA has also developed and demonstrated a single tricolor camera tube. This camera tube is being further tested and when it reaches the commercial stage, it likewise can be incorporated in the RCA color television system with no change in the proposed standards.

Work is also in progress on developing larger picture tubes and improved projection methods. Both larger picture tubes and a projection receiver have been demonstrated and they can later be incorporated in the RCA color television system without any change in the proposed standards.

Color Telecasting Plans

Upon adoption by the Commission of the signal specifications contained in Exhibit 1 as standards for commercial color television broadcasting, NBC would put into effect the plans and policies contained in Exhibit 3. NBC would commence broadcasting compatible color television programs and would offer such programs to commercial sponsors and NBC affiliated stations throughout the United States.

NBC has already equipped two studios for color television (Exhibit 10). Demonstrations have shown that these existing studios permit the production of color television programs comparable to monochrome productions (Exhibits 2, 10).

NBC has ordered additional color television studio equipment. When such equipment is delivered and if the proposed standards have been authorized for color television broadcasting on a commercial basis, NBC will expand its studio operations and increase color programming.

RCA's Manufacturing Plans

RCA has established a pilot plant for the production of RCA tricolor kinescopes within its tube plant at Lancaster, Pennsylvania (Exhibit 5). Within a few months, this pilot operation can attain a production rate of 2,000 tubes per month.

In response to demand for more tricolor kinescopes than can be produced in the pilot production unit, operations can be expanded into existing black and white kinescope production facilities with suitable modification of such facilities and the addition of the specialized items needed for tricolor kinescope production (Exhibit 5).

If the signal specifications contained in Exhibit 1 are approved by the Commission as standards for commercial color television broadcasting, RCA will take steps immediately to institute production of color television receivers similar in basic respects to the latest model receiver described in Exhibit 6. The final production model will make provision for both uhf and vhf reception.

Factory space for producing RCA color television receivers is available and necessary test equipment has been determined. Manufacturing personnel have examined the engineering samples of model RCA color television receivers and are agreed that no unusual manufacturing problems are involved. While a substantially increased number of component parts are required for a color television receiver as compared with a black and white receiver, and circuits require a greater degree of testing and adjustment, manufacturing techniques will be basically the same as for black and white television receivers.

If the Commission approves the proposed standards by the end of the Summer of 1953, engineering schedules call for engineering sign-off on a production model in the Fall of 1953. It is estimated that, on this schedule, pilot production of color receivers can start during the Spring of 1954 (Exhibit 6).

If the Commission approves the proposed standards by the end of the Summer of 1953, RCA would plan for the production of substantial quantities of color television receivers during 1954.

RCA plans to produce and offer for sale the RCA color television equipment needed by broadcast stations if the Commission adopts the proposed color standards. In order to facilitate the introduction of commercial color television broadcasting, RCA's initial plans are to produce appropriate broadcast equipment on a custom basis. This will enable broadcasters to proceed with color television early in 1954. Meanwhile, RCA will continue its development and design activities leading towards a regular commercial production program (Exhibit 9).

It is expected that color television will conform to the general pattern of all revolutionary new products or developments in the electronics field. Developments that result in better service take place continuously as commercial equipment is designed, built and used by the broadcasters and the public. New methods of doing things are devised and incorporated in new equipment as it is produced. Rapid progress in improving manufacturing techniques after production is commenced, mounting production volume, and subsequent engineering development, will all combine to reduce cost and improve the product.

The natural forces of American enterprise and competition result in better service at less cost in any product. Color television will not be an exception. The sooner the actual start of production can be made, the sooner the factors of mass production and experience will assert themselves, resulting in better color television equipment at lower prices.

WHAM-AM-TV Stay NBC; Color TV Contract Signed

CONFIDENCE was tendered NBC Thursday by WHAM-AM-TV Rochester, N. Y., the Stromberg-Carlson Co. o & o stations.

WHAM-TV announced signing of a color TV supplement affiliation with the network. At the same time, William Fay, the stations' vice president and general manager, confirmed that both the AM and TV outlets are continuing their NBC affiliation.

Mr. Fay lauded NBC's compatible color system and said once standards are FCC-approved the station will "lead in bringing color programs to the people of the Rochester area."

On the stations' affiliation, he said: "Because of rumors in the trade concerning a possible change in our stations' network affiliation, we want to set the record straight by announcing publicly that we are remaining with NBC."

He said WHAM-AM has been affiliated with NBC for 26 years and the TV station has been a basic affiliate since 1949. The affiliation, he said, has been regarded "as one of our most valued assets." NBC programs with WHAM-AM-TV's own "have given us a position of leadership in Rochester," he added.

NBC's vice president in charge of station relations, Harry Bannister, lauding the decision, noted the Rochester outlets are broadcasting pioneers. He said: "Pioneers have a habit of sticking together in blazing new trails of progress and NBC's association with both stations has been mutually productive."

NEWSCASTS BUYS OF SEVEN FIRMS REFLECT POPULARITY OF RADIO NEWS

Confidence in radio generally, and in radio news particularly, is reflected as more advertisers sign for radio newscasts. Many buy a quarter hour or more daily on 50 to 100 or more stations.

THE CONTINUING popularity of radio news programs—with both the advertiser and the public—was brought into dramatic focus last week by the actions of three such diverse sponsors as Chevrolet, the CIO and Armstrong Rubber Co., each of whom has settled on that type of show to promote its message.

Four other national advertisers who continue to assert confidence in the radio newscast are Mennen, Esso, Shell and Murine. Currently the CIO is negotiating with ABC for a five-a-week quarter-hour news show in the 6:15 p.m. time and with NBC for the 10:30 p.m. period on a more than 100-station hookup. It was understood that ABC probably would get the account. The CIO is presenting the program as a public service feature and the placement is being handled by Reggie Scheubel, of Wyatt & Scheubel, New York, radio and TV consultants for the Henry Kaufman Agency in Washington.

Chevrolet and Chevrolet Dealers have contracted for what was said to be the largest concentrated block of radio time ever purchased by a single advertiser, a total of 24 five-minute newscasts each weekend, beginning Saturday and continuing Saturday and Sunday thereafter over 364 ABC stations.

These 24 special weekend telecasts—12 in behalf of the dealers and an equal number for the manufacturer—will be handled by various members of the ABC news staff.

Total ABC News

For ABC this means that an overall total of 16 hours and 35 minutes of radio news reporting and commentary will be heard on that network each week.

The Chevrolet transaction was handled through Campbell-Ewald, Detroit.

Armstrong Rubber Co. has taken over for 13 summer weeks the list of regional quarter-hour news programs previously sponsored by Peter Paul Candy for Mounds. The contract runs from June to August in about 80 radio markets. In September Peter Paul resumes the newscasts and uses more than 100 markets for national coverage. Most programs are placed in top early-morning segments to appeal to an adult audience.

Maxon Inc., New York, is the agency.

Meanwhile, Mennen's men's products, Morristown, N. J., one of the veteran news sponsors, is continuing to cover more than 100 markets with five, ten and fifteen-minute newscasts, a schedule originally placed, incidentally, by Miss Scheubel, who is negotiating this week's bid by the CIO for entry into the radio news field. Kenyon & Eckhardt, New York, now handles the account.

Esso Standard Oil Co. has been sponsoring news programs since 1935. At that time it started out with a 14-market lineup.

Today the advertiser places its *Esso Reporter* on 55 radio stations with 52-week contracts. The pattern followed in most markets is to use the five-minute news show from three to four times a day hitting at breakfast, lunch and dinner listenership. Marschalk & Pratt, New York, is the agency.

Shell Oil Co., New York, another veteran in news sponsorship for more than a decade, currently is in 50 markets with five, ten and 15-minute programs. Contracts for 52 weeks are placed through J. Walter Thompson Co., New York.

Murine Co., through Foote, Cone & Belding, Chicago, also uses newscasts on a spot basis to promote its products.

The Murine Co., Chicago, also sponsors news programs. It picks up the tab for seven out of 13 weeks of the Gabriel Heatter show on the full Mutual network, 7:30-45 p.m. EDT, and for six of the 13 weekly *John Vandevanter and the News* programs on the same network, Sundays, 1-1:15 p.m. The Heatter-Murine sponsorship is rotated on different days each week.

Both contracts are for 13 weeks and were placed through BBDO.



NEWEST partners in Gray & Rogers, Philadelphia advertising and public relations agency, are department heads David B. Arnold (l), media director, and Thelma Beresin, public relations director. They are congratulated on their new jobs by Jerry Gray, senior partner.

Phillip's Creditors Share in Sale of Assets

WASHINGTON radio and TV stations are among creditors who will share percentages of amounts derived from sale of assets of Phillip's Television & Appliances Inc., large appliance chain in that city which closed its doors June 20.

David Hornstein, attorney for Phillip's, said details on the disposal of nearly a half-million dollars in merchandise, plus cash and accounts receivable by the firm, which now is in custodial receivership, will not be known until a meeting of creditors tomorrow (Tuesday). Attorneys explained that the firm went heavily into debt this year from stiff competition, low down payments, defaulting of payments by customers and unwillingness of finance companies to handle appliance transactions.

Mr. Hornstein said radio and TV station creditors are represented among about a dozen items owed to various media by Phillip's.

Timebuyers Strike Oil

RADIO and television timebuyers received their first dividends on gift shares of oil well stock last fortnight: Checks amounting to $2.13 each. The shareholders were originally given the oil certificates as a Christmas gift by North Dakota Broadcasting Co. (stations KSJB Jamestown, KCJB and KCJB-TV Minot).

To mark the occasion, John W. Boler, president of the stations, also invited the shareholders to attend a cocktail meeting to hear his "State of the Oil" message at the Gotham Hotel in New York. The invitation urged recipients to "polish up the Cadillacs, all you oil tycoons, and attend the big meeting."

Stations are represented by Weed-TV Inc.

Enfield Suit Filed in L. A. Would Set Aside Judgment

SUIT to set aside a judgment entered in Federal Court seven years ago in an unsuccessful $100,000 copyright infringement case, was filed in Los Angeles June 15 by Charles T. Lester, administrator for the estate of the late Harold Hugh Enfield, movie-radio actor, known professionally as Craig Reynolds.

Named as defendants are NBC, Philip Morris & Co., The Biow Co. and Underwriters at Lloyds, London.

Equity action, filed through attorney Jesse A. Levinson, charges that Mr. Enfield, who died in 1949, did not receive "a fair, just and equitable trial" in 1946 because of alleged "pressure and undue influence" exerted on the late Federal Judge J. F. T. O'Connor by motion picture executive Louis B. Mayer on behalf of Ginny Simms, then star of NBC's *Talent Theatre*. Mr. Enfield had contended that the network program was taken from his "Veteran's Canteen" show.

McCarthy Retires From R&R

CAL J. McCARTHY retires from active management of Ruthrauff & Ryan, effective July 1, after 31 years with the agency where he served as senior vice president, treasurer and director. He will continue in a consulting capacity. Mr. McCarthy will devote a good part of his time during the next six months to the launching and promotion of a new line of products of Calmac Inc., which he recently organized.

Direct Mail Use Up

AMERICAN business used $419,578,903 worth of direct mail advertising during the first four months of 1953, up 6.5% from the same period of last year, according to an estimate made by the Direct Mail Advertising Assn. For April, DMAA reports the estimated dollar volume as $105,653,499, a gain of nearly 8% over April 1952.

Wageman Identification

MURIEL WAGEMAN, head of Muriel Wageman Adv., Chicago, was incorrectly identified as timebuyer for another agency in a picture showing agency representatives being shown Catalina Island by John Poole, KBIG Avalon owner [B•T, June 8].

COSMETIC FIRMS BUY SUMMER SHOWS

Hot-weather television network campaigns are put in motion by Hazel Bishop, Revlon and Toni. Bishop switches network spots for two of its programs in a move designed to increase audiences for both.

MANUFACTURERS of beauty preparations are plunging into summer replacement time in network television, with Hazel Bishop Inc., Revlon Products Corp., and Toni Co. all carrying hot-weather campaigns.

Toni Co. has bought another half-hour audience participation show, *Place the Face,* which will by seen on NBC-TV for eight weeks starting July 2 in the Thursday, 8:30-9 p.m. period normally occupied by Borden Co.'s *Treasury Men in Action.* The Borden show returns in the fall. Leo Burnett Co., Chicago, is the agency for Toni.

Hazel Bishop continues sponsorship of *This Is Your Life* on NBC-TV (Wednesday, 10-10:30 p.m.) and additionally has added *Candid Camera* on the same network (Tuesday, 9:30-10 p.m.) for the summer. The firm also alternates with Toni Co. on sponsorship of *Blind Date* on DuMont in the Tuesday 8-8:30 period.

The Bishop firm meanwhile is launching this week a switch of its NBC-TV shows, putting *Candid Camera* into the spot now occupied by *This Is Your Life,* and vice versa. Purpose of the summertime exchange of program periods is to expose each show to the audience of the other in a move to increase the audience of both. Raymond Spector Co., New York, agency for Hazel Bishop, indicated belief that this in one of the first such exchanges in TV. In the fall, *Life* will return to its regular spot and *Camera,* if continued beyond the hot-weather period, presumably will move to a new time period.

Revlon last week started *Revlon Mirror Theatre* on NBC-TV (Tues., 8-8:30 p.m.) in one of the periods normally filled by the Milton Berle show, now in hiatus until fall. Revlon also has signed for a new dramatic show to start in the fall on CBS-TV, in the Saturday 10:30-11 p.m. period. William Weintraub, New York, is the agency for Revlon.

NEW BUSINESS

Edison Chemical Co., Chicago (Dermassage), signed to sponsor Tues. and Thurs. broadcasts of *Edward R. Murrow News* on 22 CPRN stations, 5-5:15 p.m. PDT, for 26 weeks, from June 30. Agency: Critchfield & Co., Chicago.

Reardon Co. (paints) buys three weekly spot participations on NBC-TV's *Today* Mon.-Fri., 7-9 a.m. EDT, for four weeks starting Sept 8. Agency: Krupnick & Assoc., St. Louis.

Sterling Drug Inc. renews sponsorship of *My True Story* on full ABC Radio network, Mon.-Fri., 10-10:25 a.m. EDT, effective July 6 for 52 weeks. Agency: Dancer-Fitzgerald-Sample, N. Y.

The Greyhound Lines will again be among the sponsors of *Omnibus* when it is resumed Oct. 4 over CBS, for entire 26-week season. Agency: Beaumont & Hohman Inc., Chicago.

Mennen Co. ("Quinanna" foot powder), N. Y., will sponsor *Gabriel Heatter* newscasts on 148 Mutual stations, effective June 26. Agency: Grey Adv., N. Y.

General Mills Inc., Minneapolis (Red Band flour), renews *Joe Emerson's Hymn Time* over ABC radio, Mon., Fri., 3-3:15 p.m. EDT, for 52 weeks. Agency: Knox Reeves Adv., Minneapolis.

Toni Co., Chicago, sponsoring Tues. and Thurs. segments of *Turn to a Friend* program, ABC Radio, Mon.-Fri., 11:55 a.m.-12:25 p.m., EDT, effective last Tues. Agency: Weiss & Geller, Chicago.

James Lees & Son Co. (rugs and carpets), renews sponsorship of quarter-hour segment of NBC-TV's *Kate Smith Show* for fall, effective Sept. 7. Lees sponsors 3:30-45 p.m. portion of 3-4 p.m. strip. Agency: D'Arcy Adv., N.Y.

Carter Products, N. Y., will sponsor *Anyone Can Win,* Prockter Television Enterprises package, effective July 14, Tues., 9-9:30 p.m., alternate weeks on CBS-TV. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

AGENCY APPOINTMENTS

Continental Laboratories of America Inc., L. A. (Taggs Vitamins), appoints Smith & Ganz Inc., Hollywood. Radio-TV will be used.

Skinner & Eddy Corp., Seattle (Icy Point Salmon), appoints Paris & Peart, N. Y. Radio and TV will be used.

Angelique Inc., Wilton, Conn. (Black Satin, White Satin and Gold Satin Perfumes and Toiletries), **Scrabble Enterprises** (promoters of new word game, Scrabble), and **Production & Marketing Corp.** appoint Platt, Zachary & Sutton Inc., N. Y.

Moxie Co., Needham Heights, Mass., appoints Ingalls-Miniter Co., Boston. Radio will be used.

Silverhill Corp., Riverside, N. J., appoints Adrian Bauer, Phila. **Kenneth A. Syfrit** is account executive.

Fels & Co., Fels-Naptha soap, names Town Advertising Agency, Phila.

Edward Marshall Boehm Inc. (fine porcelain) appoints Lee Ramsell & Co., Phila.

Dennis Mitchell Industries, juvenile furniture, appoints Aitkin-Kynett, Phila.

Cole of California, L.A. (swim suits and beach wear), appoints Young & Rubicam Inc., that city.

F. Pirrone & Sons, Salida, Calif. (wine), names Marshall Ford Adv., Sacramento. Radio-TV will be used.

U. S. Waterproofing Corp. appoints The Getschal Co., N. Y.

S. C. Johnson & Son names Robert Otto & Co., International Adv., N. Y., to handle Mexican account of automotive and maintenance waxes.

Allied Plastics Corp., Phila. (Daycor), appoints Gray & Rogers, that city.

Kitchen Art Foods Inc., Chicago (Py-O-My baking mixes), appoints Henri, Hurst & McDonald Inc., Chicago.

Tesco Antennas appoints Conti Adv. Agency Inc., N. Y.

"March of Freedom" Campaign, headed by **Sen. Frank Carlson** (R-Kans.), appoints Jaeger & Jessen Inc., Chicago. Radio and TV will be used.

RADIO NEWSREEL



TYPING up his own contract for *Follow the Leader* on WICC Bridgeport is William J. Leader (r), pres., Pepsi Cola Bottling of Fairfield. Stan Edwards, WICC acct. exec., observes.



CELEBRATING 45th birthday of Bob DeHaven (c), m.c. of a morning show on WCCO Minneapolis-St. Paul, are Larry Haeg (l), WCCO gen. mgr., Mr. DeHaven and Bayard Buckmaster, Our Own Hardware Co., sponsor.

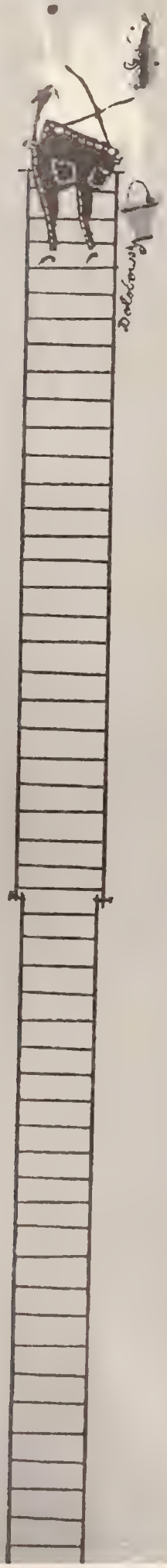


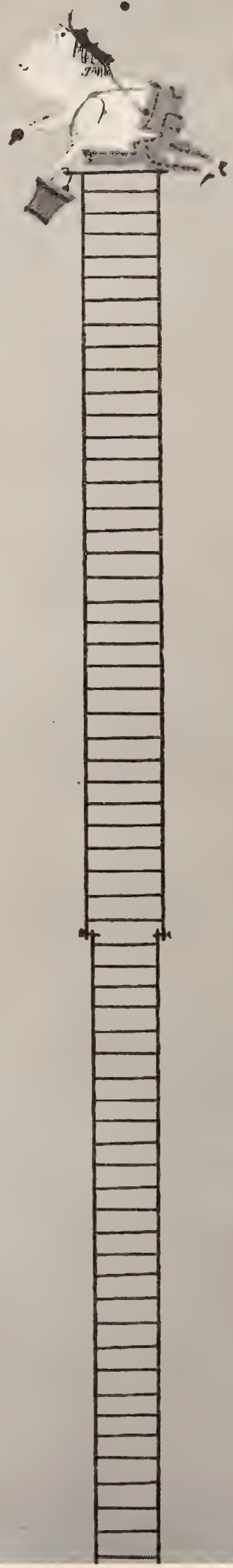
YEAR's contract for 17 news and sports programs a week on WTAM Cleveland by Texas Co. is signed by (l to r): Seated, Hamilton Shea, WTAM gen. mgr., and Donald W. Steward, adv. mgr., Texas Co.; standing, William Dix, WTAM sls. mgr., and Jerry Johnston, acct. exec., Kudner Agency, New York.

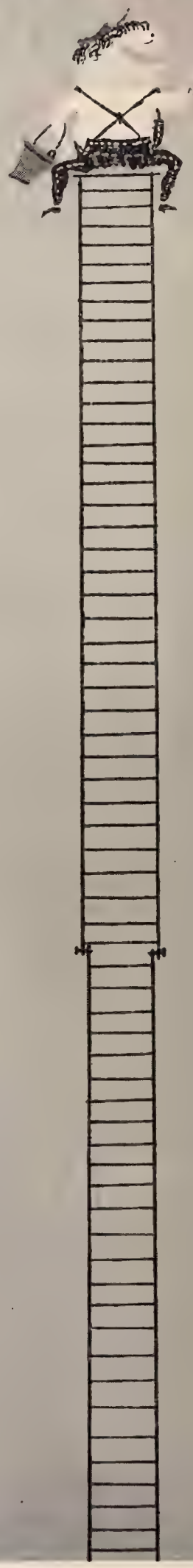
FOURTH year of advertising on Tom McCarthy's morning show on WKRC Cincinnati by Phil Stewart Electric Shop is signed by (l to r): Hubbard Hood, WKRC sls. mgr.; Phil Stewart, and Mr. McCarthy.



WHY MEDICINE?





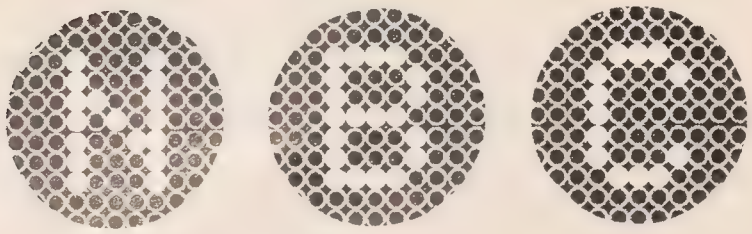


This is NBC NEWS

During the next twelve weeks, NBC will use this space to provide the facts that will enable you to examine the essentials of network superiority. In the process we will use established, fully accepted data and will clearly label our sources.

In place of exaggeration, NBC will offer fully documented facts. Instead of citing an exception to prove a point, NBC will tell the full story. In case after case you will be given complete *proof* of the real values that have earned for NBC the enviable position of **America's number 1 network.**

NBC's purpose is to set the record straight...
and keep it straight.



a service of Radio Corporation of America

DEMAND MAY PUSH TV TAPE RELEASE

By early 1954 Crosby Enterprises' VTR may be released to meet federal defense needs and competition from other firms, BCE official says.

DEMANDS by the government, plus competition from other firms researching the same field, may force release of Bing Crosby Enterprises' VTR (Video Tape Recorder) system to the television industry by early 1954.

Frank Healey, executive director of the electronic division of BCE, told the Hollywood Ad Club last Monday that various federal agencies are interested in VTR for radar, moving target and guided missile programs, and are pressing for quick development.

He said GE, Magnacord, RCA, Armour Research Labs and Ampex are working on their own video tape recording systems, but that, "Bing Crosby Enterprises has put a lot of money into this and we hope to be first."

At the meeting John T. Mullin, chief engineer of BCE electronics division and one of the pioneers on video tape, explained the VTR advantages. He cited instantaneous playback and reduced production costs of VTR.

Mr. Mullin admitted present recorders are bulky, but stated that BCE engineers hope to reduce the size soon.

Mentor Films Formed By Shipley, Associates

ESTABLISHMENT of Mentor Films, New York, as a television film production company for both commercials and programs was announced last week by Albert F. Shipley, vice president-general manager. He said Mentor has set up offices and studios at 846 Seventh Ave., New York 19.

Mr. Shipley is a sales executive, who is said to have had wide experience with leading radio, motion picture and TV firms.

Associated with Mr. Shipley are Madge Tucker, for 15 years a producer, director and writer for NBC, who will be vice president and program consultant, and Lydia Schiller, formerly scenario and production assistant to David O. Selznick and Alexander Korda, who will be film editor and director of research.

Mr. Shipley announced appointments of Edmund Stevens, chief studio supervisor of broadcast operations for NBC for four years, as production co-ordinator; M. Macy Elwell, consultant on scenic design for ABC-TV, as director of scenic design ad costuming, and Syd Landi, artist and illustrator, as art director.

Mrs. Shipley will be secertary-treasurer.

Fox, UP Newsreels Processed by GFL

GENERAL Film Laboratories, Hollywood, under a recently-completed agreement, has started processing all newsreel footage shot by Fox Movietone News and United Press Movietone Newsreel. In addition, UP has installed a teletype transmission service at GFL to supply 75 TV station clients with a running script of each clip and information on newsreels for telecast.

Arthur De Titta, Pacific Coast supervisor of FM, is in charge of the project, with Bill Stewart of UP heading the syndicate's TV bureau and Al Walker of Movietone News, film editor.

Fast Fight Films

BY USE of film recording, fight fans on the West Coast and in the mountain states were able to see the telecast of the International Golden Gloves championship bouts from Chicago June 16 on the same night the rest of the country saw the events live. Film recordings of the contests, which were sponsored by the Admiral Corp. over the DuMont TV Network, starting at 10:30 p.m., EDT, were transmitted from New York by cable for showing in California and mountain cities at 10:30 p.m., PDT, and in the state of Washington at 9:30 p.m., PDT.

ABC WEIGHS PLANS FOR FILM DIVISION

PLANS for eventual establishment of an ABC-TV film division were indicated last week by Robert M. Weitman, ABC vice president in charge of talent and programming.

Mr. Weitman told a news conference in New York that ABC's move in the direction of film sydication prompted the decision to film shows which will star Danny Thomas and Ray Bolger. He pointed out that a program featuring Barry Sullivan also is filmed.

Under questioning, he acknowledged that ABC was giving "serious consideration" to George Shupert, now United Artists vice president in charge of TV, as possible head of the projected film organization. He pointed out he was familiar with Mr. Shupert's talents and experience, citing his previous association with Paramount. He added, however, that other candidates also are being considered for the position.

Beckwith Named VP To Head G-K Sales

AARON BECKWITH, director of sales for United Television Programs, last week was named vice president of Gross-Krasne Inc., to devote full time to the direction of G-K sales activities. G-K is one-third owner of UTP.



Mr. Beckwith

In his new post Mr. Beckwith will continue to occupy his present quarters and will work closely with Ben Frye, UTP vice president in charge of sales, in connection with UTP's syndication of the G-K *Heart of the City* film series, and future series.

Officials said the move is in line with expanded production activities stemming from G-K's acquisition of California studios. Aside from supervising sales of *Heart of the City*, Mr. Beckwith will direct the company's national sales and commercial spot business. He plans to work direct with advertisers and agencies to set up deals for film packages as well as spot commercials, for which G-K is establishing a special department.

Film Sales

United Television Programs' new telephone quiz show, *Look Photoquiz*, will start July 6. The 15-minute, 5-day-a-week filmed program has been sold in 22 markets, with latest sales to **WLWA (TV)** Atlanta, **KROC (TV)** Rochester, Minn., **WCOS-TV** Columbia, S. C., and **Coca-Cola Bottling Co.** over **KSTP-TV** St. Paul-Minneapolis.

•

Harriscope Inc., formed by **Burt I. Harris** and **Irving B. Harris** (Toni home permanent developer), announces four new markets under contract: **WDAY-TV** Fargo, N. D., **WFBM-TV** Indianapolis, Ind., **KSWO-TV** Lawton, Okla., and **KFOR-TV** Lincoln, Neb.

The company also reports that production has just been completed on 13 30-minute wrestling films, the fourth series to be completed. The next series will start production within two weeks, according to Burt Harris, company president.

Mr. Harris also disclosed that *Dr. I. Q.*, a television adaptation of the radio program, will be packaged for presentation this fall.

•

Five Star Productions, Hollywood, has completed for July 1 release 12 60-second spot announcements for **Cinch Products Inc.,** Los Angeles (Cinch Cake Mix, Corn Bread Mix, Biscuit Mix). They feature **Art Baker,** announcer-personality on NBC-AM-TV's *Dinah Shore Show* and ABC-TV's *You Asked for It,* and his wife, former actress **Alice Weaver.** Agency: **Elwood J. Robinson & Co.,** Los Angeles.

Availabilities

Milton Hammer, Washington, D. C., announces a September release date for another series of *Washington Spotlight,* weekly forum discussion program featuring **Marquis Childs.** The 15-minute feature was telecast in 40 markets last year and is entering its third year of production.

Milton Hammer also announces a new TV film series, *What's Your Problem,* a 5-minute program featuring **Lorraine Logan.** Miss Logan discusses the problems of life, the family and love with an interviewee on each program. The advice is previewed by a committee of social service professionals and religious leaders, according to the film company.

Milton Hammer Productions are at 931 Washington Bldg., Washington 5.

•

Association Films, New York, is offering free to television stations a six-part, 15-minute children's film series, *Boys' Railroad Club.* The series may be obtained from company's libraries in Ridgefield, N. J.; 79 East Adams St., Chicago, and 351 Turk St., San Francisco.

•

Sack Television Enterprises, Dallas and New York, announces three recent additions to its feature film library: "Tunisian Victory," "Next of Kin" and "Coastal Command." Other feature films with war themes include "The True Glory" and "Desert Victory," which the firm also is releasing to television.

•

Alexander Film Co., Colorado Springs, Colo., is announcing release of a new package series of television film commercials especially de-

YOUR COPY IS READY!



NEW 250 Page GATES Catalog

. . . is finest, most complete ever offered to the industry!

Yes, the new big GATES 250 page catalog of radio transmitters, speech input equipment, tape recorders, antenna towers, remote apparatus and hundreds of complete items as well as materials for the radio or TV station is now off the press! It also contains a wealth of informative, handy reference material that no radio station should be without. Over two truck loads of 80 pound enamel paper have gone into what we believe is the finest and most complete catalog ever offered to the specialized industry of radio broadcasting, communications and industrial electronics.

No doubt you are on our mailing list, but we want to be sure. Will you take just a moment and fill out the coupon? Tear it off and mail to:

Richard Eickmeyer, GATES RADIO COMPANY
Box 290, Quincy, Illinois

He'll do the rest. And of course, if you are not already on the mailing list, you'll be on. No charge of course.

GATES RADIO COMPANY
Gentlemen:
Please check your mailing list to be sure I will receive the new GATES 250-page catalog.

Name_____

Company_____

Address_____

City_____ State_____

B

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.
Manufacturing Engineers Since 1922

BRANCH OFFICES
- 2700 Polk Avenue, Houston, Texas
- Warner Building, Washington, D. C.
- 51 East 42nd Street, New York City
- *International Div.*, 13 E. 40th St., New York City
- Canadian Marconi Co., Montreal, Quebec

signed for banks. Principal bank services are included in thirteen 20-second and four 60-second films, with sponsors getting exclusive, unlimited use of the package commercials in markets of their choice for a six-month period. Cost of the complete 17-film series starts at $25 per week and up, depending on the size of the TV market.

•

Harry S. Goodman Productions, New York, has released a new series of radio sports programs titled *Champs on Parade.* The series centers around interviews of sports personalities conducted by sports writer Joe Gooter.

Distribution

Harry S. Goodman Productions, New York, has been appointed exclusive distributor of *Jump Jump of Holiday House,* a series of 65 quarter-hour films for television.

Production

King Bros. Productions Inc., Hollywood independent motion picture producer, currently shooting the feature "Carnival," will start production on 50 half-hour adventure TV films in October. Series will be based on *Sage Magazine* spy stories. **George Bagnall & Assoc.,** Beverly Hills, will distribute.

•

Lion Productions, new Hollywood company, has been formed by **Desi Arnaz** and **Lucille Ball** primarily to produce theatrical motion pictures, but also will do TV filming. Desilu Productions Inc., headed by Mr. Arnaz and Miss Ball, will continue to produce CBS-TV's *I Love Lucy* and other TV film shows now under contract.

•

Gateway Production, Hollywood, headed by **Alvin Gordon,** novelist and documentary film producer, will finance and produce a new 15-minute TV film series, *Stories You Never Can Forget,* packaged by talent agent **Dick Irving Hyland.** Besides directing, **Irving Pichel,** motion picture actor-writer-director, will star in the series.

•

Leo A. Handel Productions, Hollywood, is editing for fall distribution a new 13 quarter-hour TV film series, *The Magic of the Atom,* which in story form concentrates mainly on peacetime use of atomic energy.

Random Shots

United Television Programs, to obtain children's reaction to its new science fiction series, *Rocky Jones: Space Ranger,* will screen the series during the coming summer weekends at the Evans Hotel in the Catskill Mountains. A UTP spokesman said that "reaction cards" will be distributed to the youngsters and their comments will be used as a selling tool if they "turn out to be as enthusiastic as expected."

UTP plans a similar experiment among adult guests at the hotel for its new *Enchanted Music* series and for a new 15-minute comedy series starring **Henry Morgan,** which now is in production.

•

Sportsvision Inc. and **Consolidated Television Sales** have announced plans for *Play Golf With the Champions,* a new series of 15-minute weekly television filmed programs to feature outstanding golf professionals.

Stuart Reynolds, president of Reynolds Production, Beverly Hills, Calif., has acquired TV film rights to a half-hour series, *Background to Disaster,* written by **Horace Black Jr.** Stories deal with political and emotional forces which aggravated the Civil War.

Film People

Francis D. Smith, formerly with RKO Radio Pictures and subsequently New York representative for Pitney-Bowes Inc., has joined **Tele-Pictures Inc.,** New York. Mr. Smith will assist **Joseph P. Smith,** vice president and general sales manager, and will contact stations and agencies in the eastern division.

•

Al Levine, United Television Programs salesman, joins **Consolidated Television Sales,** Chicago, as an account executive covering Illinois, Missouri, Iowa and Nebraska.

•

Charles E. Morin, commercial manager for KPOA Honolulu and previously sales manager of the Columbia Pacific Network, to **Consolidated Television Sales,** as Pacific Coast account executive.

•

Carl Ritchie, TV actor and producer, has been signed by **D & R Productions,** Astoria, Long Island, to produce and star in a new series of 15-minute filmed TV shows titled *Norbert.*

•

J. H. Lenauer, producer-director for RKO Pathe and Louise de Rochemont Productions, joins **Screen Gems Inc.,** New York, TV subsidiary of Columbia Pictures Corp., as producer-director.

•

Arthur Hoff, associate story editor with Columbia Pictures, Hollywood, joins **Jack Chertok Productions,** Hollywood, as story editor on CBS-TV's *Private Secretary* film series.

•

Joe Cheney, associate producer and story editor with Columbia Pictures, joins **Stanley Murphy Productions,** Hollywood, in same capacities. His first assignment is to develop properties for *Musical Magic,* a half-hour TV film series to star **Mimi Benzel.** In preparation is the television version of *Dixie Dugan,* based on the syndicated cartoon strip.

Edward Scofield, Hollywood publicist, also has joined Stanley Murphy Productions.

•

Matthew Rapf, M-G-M producer, signed to long term contract by **Lewislor Enterprises Inc.,** Hollywood, as producer on TV film series, *Letter to Loretta,* starting on NBC-TV in September for **Procter & Gamble Co.**

•

Edmund Beloin, producer on NBC-TV's *My Hero* film series, is en route to South America to gather material for new *Pleasure Island* film series, scheduled by the network for fall production.

•

Herman Rush, assistant to president of Official Films, New York, father of son, Eugene, born June 18 in Philadelphia.

Seek Filmed TV Outlets For Ad Council Messages

THE Advertising Council, which has long had excellent cooperation in presentation of its public service messages from sponsors of live TV programs, is now soliciting similar support from advertisers using video filmed shows, following a successful four-month test by Procter & Gamble Co. with its three filmed network TV programs.

William R. Baker Jr., chairman of the board of Benton & Bowles, chairman of the Council's Radio & TV Committee, told a news luncheon in New York that since the first of the year P&G TV film shows have carried special messages on behalf of the National Blood Program, U. S. Defense Bonds, and Religion in American Life campaigns on *Red Skelton Show, Fireside Theatre,* and *The Doctor.*

The Council supplied P&G with 20-second film spots which were edited into the program films for specific dates, Mr. Baker said, the spots chosen being appropriate for use at any time of year. If the programs are released for second showing, the spots can be left in or deleted.

Council is now offering free 20-second film spots to other TV advertisers on six continuing public service campaigns, as well as TV flip cards, balops and slides, which can be inserted in film programs if preferred. Material for each campaign is prepared by a volunteer agency, as follows: National Blood Program, Cunningham & Walsh; Savings Bonds, G. M. Baseford Co.; Ground Observer Corps, Ruthrauff & Ryan; Religion in American Life, J. Walter Thompson Co., Stop Accidents, Young & Rubicam; Better Schools, Benton & Bowles.

ACLU Attacks Codes Of Radio, TV, Films

CODES in the radio, television and motion picture industries were termed restrictions upon "freedom of expression" in a statement released Wednesday by the American Civil Liberties Union.

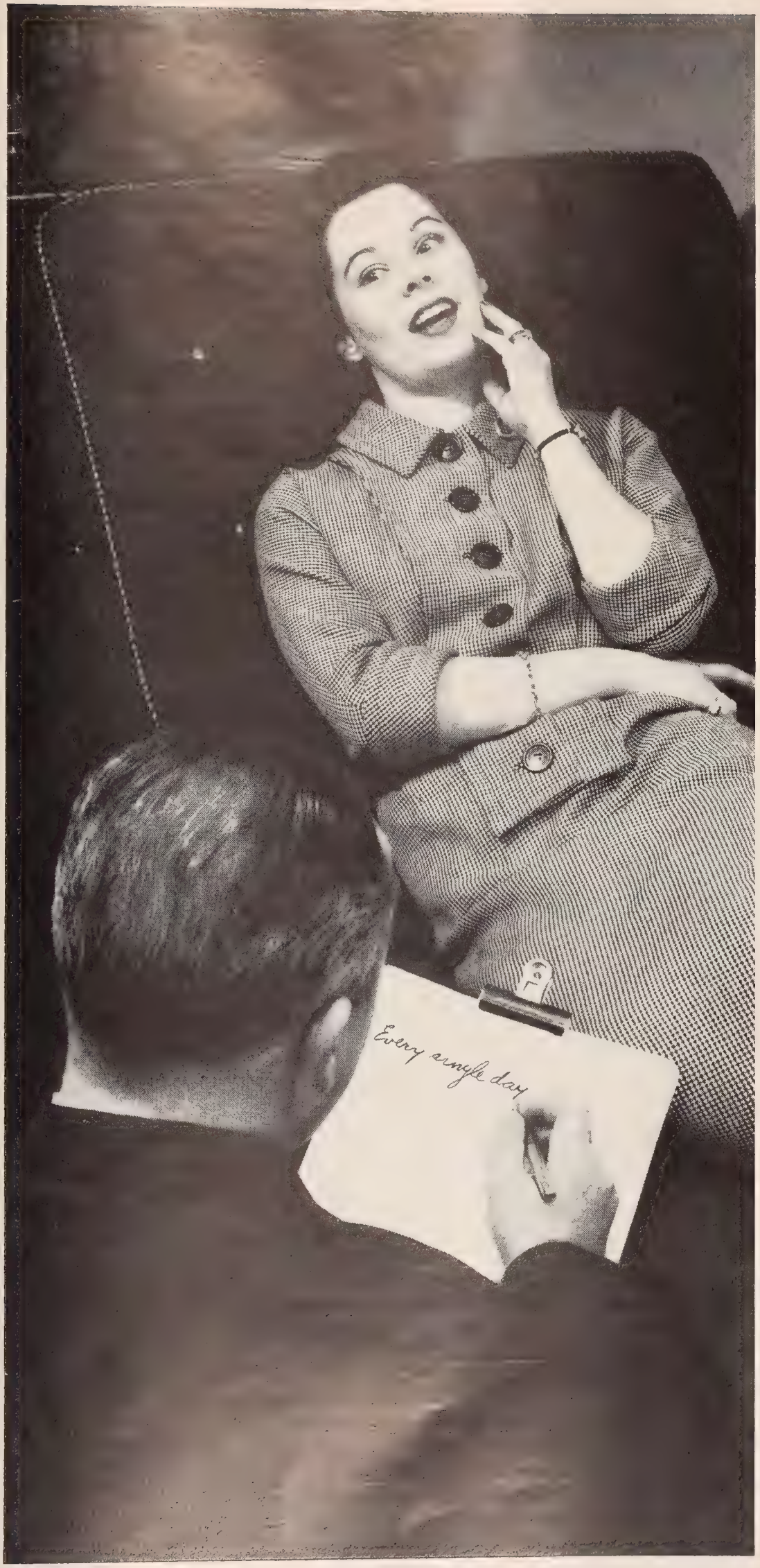
ACLU reaffirmed its opposition to codes to support the position of Otto Preminger, who, according to ACLU, refused to revise his film, "The Moon Is Blue," to meet the objections of the movie industry's Production Code Administration. ACLU added:

"In the radio and television field, a code is even more vulnerable from a civil liberties standpoint because the subscribers to a code are operating their business on a franchise obtained from the public domain."

ABC-TV Shows 'Danny Thomas'

PILOT film of the new *Danny Thomas Show,* scheduled for fall on ABC-TV, was shown to newsmen Tuesday at ABC-TV's New York studios.

Robert M. Weitman, vice president in charge of programming and talent, said the half-hour program probably will be scheduled on a weekday between 9-10 p.m. He said the network is discussing sponsorship with two advertisers. He estimated production cost of the pilot film at "less than $40,000."



PITTSBURGH WOMEN TELL ALL

about radio-listening habits; KDKA is station named most

Guide-Post Continuing Consumer Panel recently posed a question to a scientific sample of women in Allegheny County: "What stations did you listen to last week?"

In the replies, tabulated from unsigned mail questionnaires, KDKA won most mentions. This was expected. But of even greater interest to advertisers is the consistency with which KDKA led in replies from all economic groups—

Family Income	No. of respondents	Percent naming KDKA	Station B	Station C	Station D	Station E
$5000 and over	601	63%	48%	43%	23%	34%
$3500–5000	558	58	49	43	29	32
$2500–3500	335	57	50	43	29	32
Under $2500	256	57	48	39	29	22
All families surveyed	1750	59%	49%	42%	27%	31%

For **consistent** top coverage like this in the Pittsburgh area, there's no substitute for KDKA! Get up-to-the-minute availabilities from KDKA or Free & Peters.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE
RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for WBZ-TV and WPTZ; for the television stations, NBC Spot Sales

CBS, NBC BATTLE TO DRAW IN MAY NETWORK TIME SALES TOTALS

Publishers Information Bureau listings show CBS in first place in AM billings, NBC leading the television column. All radio-TV network billings gross $32,341,453 for month.

HONORS were even in May between NBC and CBS in their battle for top position in network time sales, according to Publishers Information Bureau's tabulations for May 1953. CBS was first among radio networks, with gross billings of $5,304,211 for month; NBC headed TV network list, with May gross of $8,026,635. CBS also topped radio network roster for five-month period, January through May, and NBC was similarly in first place among TV networks for first five months of 1953.

Overall, May gross time sales of four nationwide radio and four TV networks combined to total $32,341,453, a gain of 12.8% over May 1952 gross of $28,675,061. Radio network gross barely exceeded that of years before, with May 1953 plus amounting to only 0.3%. TV network gross for this May was up 24.6% from May a year ago.

For January-May period, combined radio and TV network gross time sales totaled $156,-882,805, a gain of 7.5% over the like period of 1952 gross of $145,925,478. Network radio, for five-month period, was down 1.7% in time sales this year as compared to last, but network television was up 16.1%.

Network-by-network gross time sales, as reported by PIB, follow:

NETWORK RADIO

	May 1953	May 1952	Jan.-May 1953	Jan.-May 1952
ABC	$ 2,593,923	$ 3,323,092	$13,242,116	$16,402,402
CBS	5,304,211	4,963,794	26,009,035	25,011,175
MBS	1,974,327	1,821,571	9,347,594	8,629,703
NBC	4,141,070	3,861,882	20,753,318	20,475,920
TOTAL	$14,013,531	$13,970,339	$69,352,063	$70,519,200

NETWORK TELEVISION

ABC	$ 1,813,985	$ 1,504,043	$ 8,268,952	$ 9,437,783
CBS	7,622,432	5,602,634	36,806,449	27,065,274
DuMont	864,870	775,063	4,584,218	3,740,274
NBC	8,026,635	6,822,982	37,871,123	35,162,947
TOTAL	$18,327,922	$14,704,722	$87,530,742	$75,406,278

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
January	$ 2,674,622	$ 5,156,404	$ 1,786,134	$ 4,260,555	$13,877,715
February	2,538,663	4,670,089	1,638,075	3,813,602	12,660,429
March	2,797,544	5,526,360*	1,974,699	4,342,082	14,640,685*
April	2,637,364	5,351,971*	1,974,359	4,196,009	14,159,703*
May	2,593,923	5,304,211	1,974,327	4,141,070	14,013,531
TOTAL	$13,242,116	$26,009,035	$ 9,347,594	$20,753,318	$69,352,063

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
January	$ 1,604,892	$ 7,052,395	$ 982,794	$ 7,558,448	$17,198,529
February	1,481,032	6,621,629	862,299	6,820,529	15,785,489
March	1,728,446	7,739,812	1,054,857	7,938,751	18,461,866
April	1,640,597	7,770,181	819,398	7,526,760	17,756,936
May	1,813,985	7,622,432	864,870	8,026,635	18,327,922
TOTAL	$ 8,268,952	$36,806,449	$ 4,584,218	$37,871,123	$87,530,742

* Revised 6/23/53

U. S. Shows Take 8 Places Of Canada Top 10 AM List

EIGHT of the 10 leading evening radio network programs in Canada were of American origination during May, according to the national ratings report of Elliott-Hayes Ltd., Toronto. Leading were *Edgar Bergen Show* with rating of 25.1 followed by *Amos 'n' Andy* 24.8, *Radio Theatre* 23, *Our Miss Brooks* 21.7, *Great Gildersleeve* 16.7, *Ford Theatre* (Canadian) 14.8, *Share the Wealth* (Canadian) 14.7, *The Tylers* 14.6, *Suspense* 14.3, and *Twenty Questions* 13.9.

Daytime leading five network programs were *Ma Perkins* 14.4, *Pepper Young's Family* 14.2, *Aunt Lucy* 14, *Right to Happiness* 13.9, and *Road of Life* 12.9.

Leading French-Language network evening programs were *Un Homme et Son Peche* 38.3, *Radio Carabin* 32.1, *Metropole* 24.2, *Banco Banco* 21.8 *and Tambour Battant* 20. Five leading French-language daytime network shows in May were *Jeunesse Doree* 29.4, *Rue Principale* 28.2, *Francine Louvain* 27.1, *Les Joyeux Troubadours* 26.8, and *Vies de Femmes* 25.9.

Nielsen Adds 30 Subscribers

THIRTY new subscribers—26 radio stations a TV outlet and three advertising agencies—have applied for Nielsen Coverage Service in the past 60 days, A. C. Nielsen, president of the market research firm, announced June 19.

Three agencies are Kudner Inc., New York; Ward Wheelock, Philadelphia, and Dan B. Miner Co., Los Angeles. Of the 27 stations, 22 have already ordered NCS report #2, Mr. Nielsen said.

Analysis on Negro Market

WANN Annapolis, Md., reports it has published a booklet containing an analysis of the Negro market in the Baltimore-Washington-Maryland Eastern Shore area that is of special interest to timebuyers and account men "merchandising" to the Negro market. Report is available free and can be obtained by contacting WANN, P. O. Box 749, Annapolis, Md.

NEW NRI ADDS MORE MULTI-SET HOMES

The four radio networks have approved the revised Nielsen Radio Index service which, using the new "Multiple-Receiver Metering," will measure a larger proportion of multiple-set homes, says President A. C. Nielsen.

A REVISED Nielsen Radio Index service taking into account a larger proportion of multiple radio homes will be launched shortly by A. C. Nielsen Co., the market research firm, with the blessings of the four major radio networks.

A. C. Nielsen, president, announced the plan last Monday, saying that it is an effort to measure the full dimensions of the radio audience "to reflect changing conditions of set ownership and usage." He described it as a "'first' in the history of broadcasting," and a move to evaluate "the full effect of listening on secondary receivers."

Mr. Nielsen also revealed a new engineering development, "Multiple - Receiver Metering" (MRM), which he says will permit a single Audimeter to measure activity of as many as four radio-TV receivers simultaneously. The device, which will form the core of the expanded index service, records data in code on a single strip of film.

It was understood the revised service will go into effect in July. The plan also has the backing of a substantial number of advertising agencies and advertisers, he said.

One feature of the new NRI is that it will report network radio listening four weeks each month, the same as televiewing, instead of the present two. It will include homes with two or more sets, complying with data in the recent Nielsen Coverage Service (NCS) study of U. S. multiple-set ownership.

This measurement took into account the amount of listening (not programs) on home, automobile and other type receivers.

Discussions with the major networks were held in the past two months, the upshot being negotiation of new long-term agreements for the improved service. The plan was described as a revision of service, taking note of the changing conditions in the radio industry.

Dr. H. K. Knapp, A. Shepard To Head IRMM Divisions

Dr. H. K. KNAPP, formerly of the market research division of Charles L. Rumrill & Co., Rochester, N. Y., last week was appointed psychological assistant to Dr. Ernest Dichter, president of the Institute for Research in Mass Motivations, Montrose, N. J.

Albert Shepard, assistant to the president of International Foodcraft Corp., at the same time was named administrative assistant to Dr. Dichter.

Dr. Knapp, who studied for her Ph. D. at the U. of Colorado, will administer an expanded division of projective testing and psychological experimentation dealing with consumer motivations. Mr. Shepard will develop a new division of business information, which will provide Dr. Dichter with significant trade and sales findings based on depth interviews with retailers and field observations at the point of sale.

The TIME of Your Life—

on the

New WJAS AM & FM

$ $ $

MONEY

THE ~~SUNNY~~ SIDE OF THE DIAL



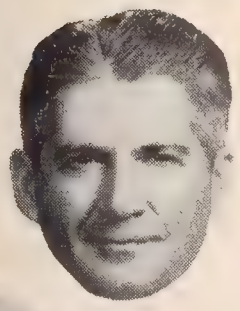
IN THE MORNING . . .

With "The Bill Brant Show". The Tri-state area's popular award-winning Radio-TV personality calls the tunes and the times . . . and sells as he goes. The friendliest voice ever with the early morning show all Pittsburgh has been waiting for. Wake up to the biggest radio buy in the Pittsburgh market.

IN THE AFTERNOON . . .



The man who will capture the afternoon market for your product. BARRY KAYE . . . the sensational young DJ who has captured thousands upon thousands of listeners across the nation. QUICK names him among the top twelve DJ's in the land. All Pittsburgh is listening to "The Barry Kaye Show".



ALL DAY . . .

The latest local and world news coverage EVERY 30 MINUTES under the direction of one of the nation's veteran radio newscasters, HERB MORRISON . . . 22 years covering the nation's top news stories, including the dramatic on-the-spot report of the Hindenburg disaster.

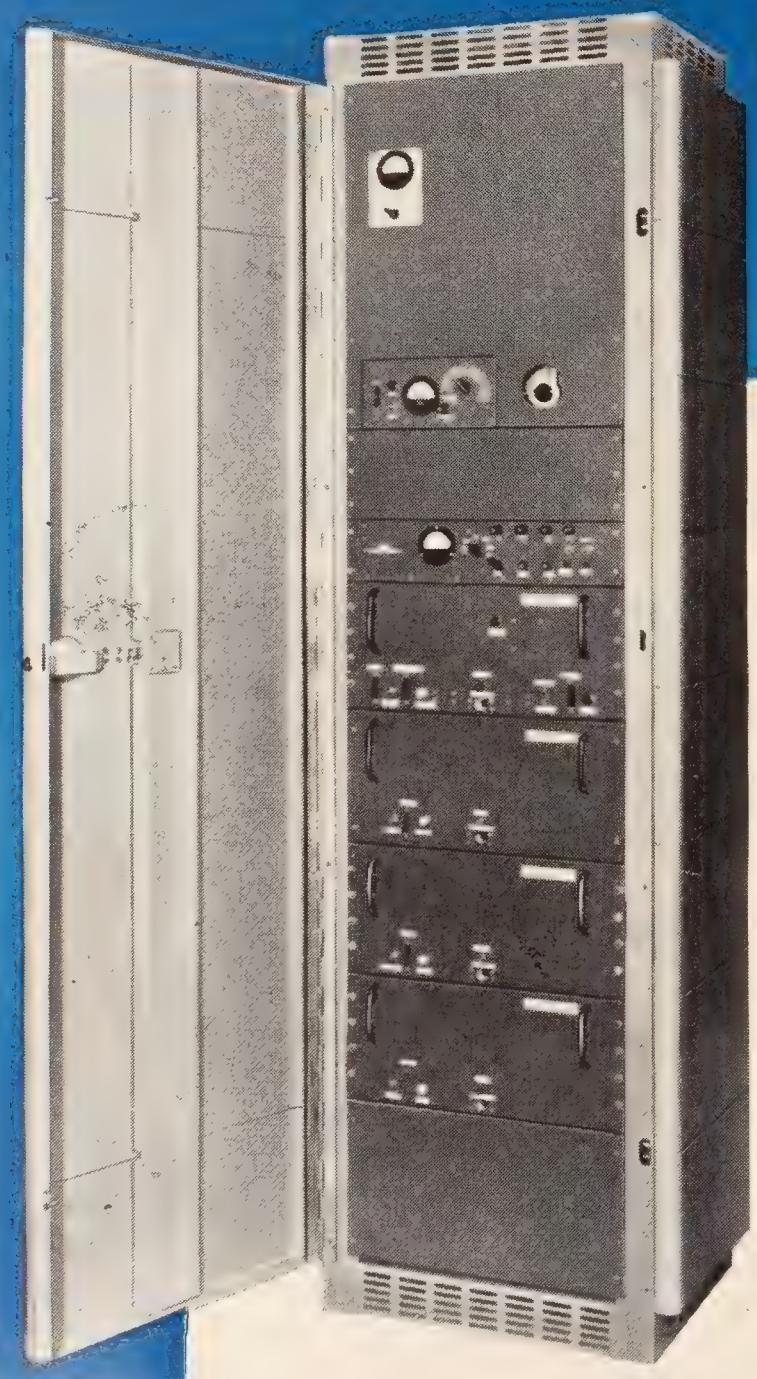
5000 Watts

Serving the GREATER PITTSBURGH Metropolitan Area . . .

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

PHILCO

PRESENTS



Philco TV Relay Transmitter Equipment.

PICTURE, SOUND, ORDER WIRE, REMOTE CONTROL—ALL ON YOUR OWN TV MICROWAVE LINK

TV Broadcasters! Now you can have your own Philco Microwave Relay to link your remote transmitter to a studio or distant pickup point. Over a single microwave path, you can transmit program picture and sound, order wire and cueing circuits—even remote control signals, if you desire. With Philco Microwave you will enjoy the same reliability and high fidelity transmission characteristics of microwave network installations. Here is better program quality at minimum cost. Investigate Philco high quality TV Microwave Relay Equipment.

CHECK THESE PHILCO FEATURES:

- Full-fidelity Five Megacycle Video Bandwidth.
- High Gain, Interference-free 6000-7000 MC Band.
- Long Distance, Multi-hop Relaying.
- "Power House" Klystron . . . Full Watt Output . . . Life Expectancy 10,000+ Hours.
- Excellent Frequency Stability.
- Built-in Metering and Test Jacks for All Major Circuits.

QUALITY

LL INFORMATION WRITE TO DEPT. BT

PHILCO CORPORATION

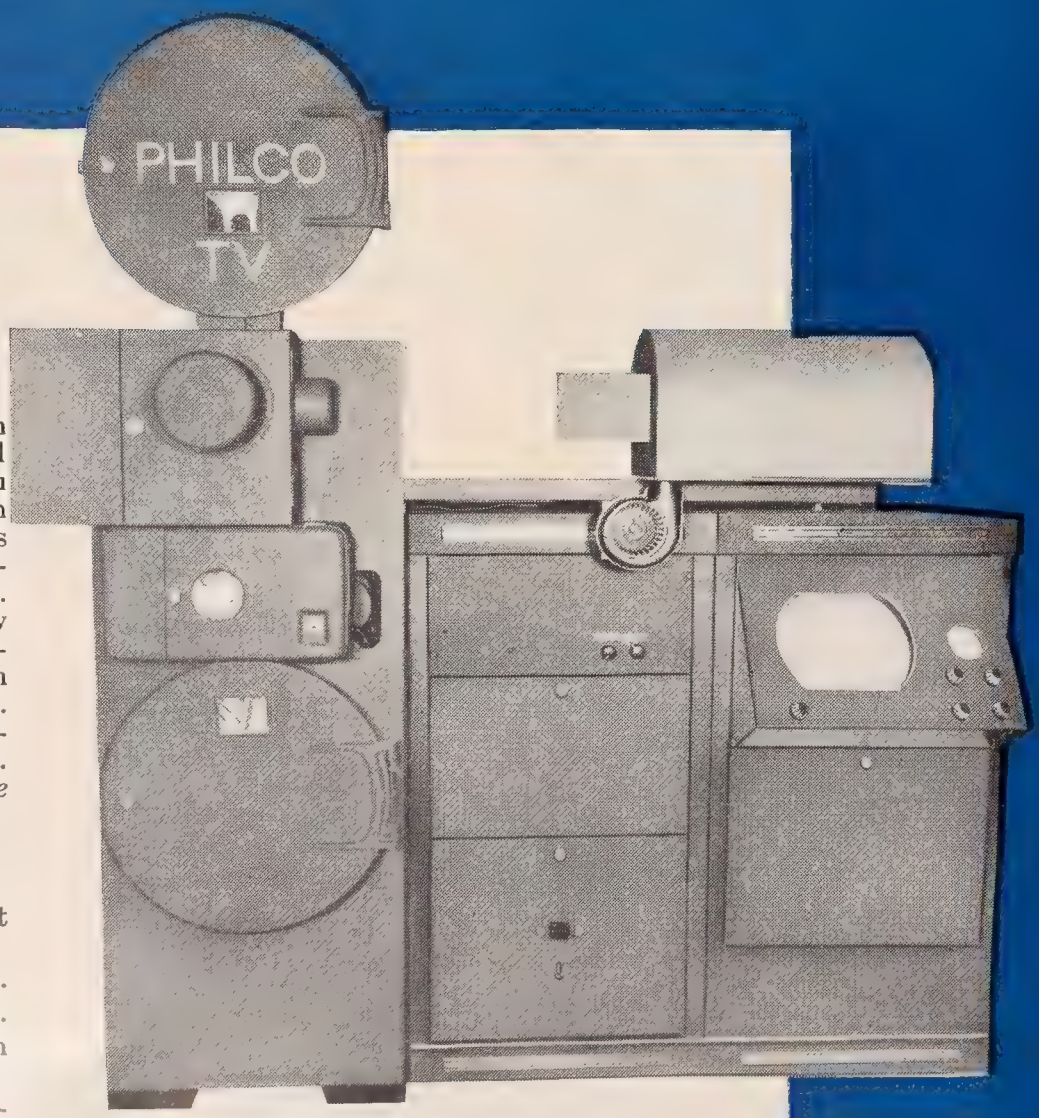
Two Sensational Developments for TV BROADCASTING

A REVOLUTIONARY NEW FILM PROGRAMMING SYSTEM

This new Philco TV Film Scanner will put realism and life into your film programs . . . It will build audience acceptance surpassing anything you have ever experienced with conventional film projection systems. Developed by Philco, this unique Film Scanner is a complete, yet inexpensive program source for both film and slides. It is quiet, compact and easy-to-operate. New design principles employing continuous film motion and flying-spot scanning techniques result in superb film reproduction and greatest reliability. Film motion is continuous and smooth . . . resulting in greater film life and utmost dependability. Moreover, this Philco Film Scanner *is adaptable to any color system or any TV standard.*

CHECK THESE PHILCO FEATURES:

- Operates at any Film Speed . . . Can Project Stationary Frames.
- Cold Illumination Source—No Film Burning.
- Smooth Film Movement . . . Reduces Film Wear.
- Distortionless Optical Compensation for Film Shrinkage.
- Automatic Film Registration and Extreme Picture Steadiness.
- Shading Adjustments Eliminated by Flying-Spot Scanner.



Philco 35 mm Film Scanner.

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.



Once upon "A" time...

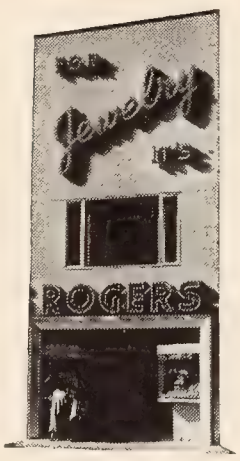


Cast of Characters:

Ernie Lee, Dayton's favorite entertainer–

and

Rogers & Company, only jeweler and only retailer *in this area to sponsor a 15-minute, 5-nites-a-week, 52-weeks-a-year show—*



there was a foxy jewelry store manager who got to be a success because he always figured all the angles. One day, he got all his angles figured and decided that the right way to sell jewelry was to buy the right TV show with the right audience (WHIO-TV's, naturally). He bought hard when he bought—harder than *any* retailer in the area had *ever* bought: 15-minutes' worth of popular Ernie Lee—5 nites a week—a firm 52-week contract—*and on Class Double "A" time!* No "testing" first. And no other media, either. Sounds like a fairy tale?

Does . . . but isn't. It looks like the jeweler (Rogers & Company), Ernie Lee and WHIO-TV are going to live happily ever after. Brand name watches, rings and silverware are going over big because Ernie Lee's big audience *is* the right audience for Rogers. Special promotions get amazing reception. Rogers' foxy manager is all smiles. Moral?

WHIO-TV offers more than best coverage—more than best audience. *Type* of audience counts, too. We've got *all* types. We fit the program to the product to the audience. George P. Hollingbery representatives tell you how.

Channel 7 • Dayton, Ohio

and

whio TV AM FM

TELESTATUS®

Weekly TV Set Summary—June 29, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WAFM-TV, WBRC-TV	161,000	.....
Mobile	WALA-TV	24,000	.....
	WKAB-TV	.....	23,000
Montgomery	WCOV-TV	.....	8,600
ARIZONA			
Phoenix	KPHO-TV, KTYL-TV	67,400	.....
Tucson	KOPO-TV	.....	.....
ARKANSAS			
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Fresno	KMJ-TV	.....	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,595,877	.....
San Diego	KFMB-TV	182,300	.....
San Francisco	KGO-TV, KPIX, KRON-TV	654,085	.....
San Luis Obispo	KVEC-TV	.....	.....
COLORADO			
Colorado Springs	KKTV	22,070	.....
Denver	KBTV, KFEL-TV	150,362	.....
Pueblo	KDZA-TV	20,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	11,031
New Britain	WKNB-TV	.....	68,674
New Haven	WNHC-TV	354,000	.....
DELAWARE			
Wilmington	WDEL-TV	139,168	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	451,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	118,000	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	21,500	.....
ILLINOIS			
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,415,695	.....
Peoria	WEEK-TV	.....	41,125
Rockford	WTVO	.....	21,452
Rock Island	WHBF-TV	203,000	.....
INDIANA			
Bloomington	WTTV	230,000	.....
Indianapolis	WFMB-TV	355,000	.....
Lafayette	WFAM-TV	.....	.....
Muncie	WLBC-TV	.....	.....
South Bend	WSBT-TV	.....	37,794
IOWA			
Ames	WOI-TV	131,964	.....
Davenport	WOC-TV	203,000	.....
Sioux City	KVTV	47,208	.....
KENTUCKY			
Louisville	WAVE-TV	273,474	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	18,000
New Orleans	WDSU-TV	192,697	.....
MAINE			
Bangor	WABI-TV	18,685	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	482,464	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,061,272	.....
Holyoke	WHYN-TV	.....	40,000
Springfield	WWLP	.....	.....
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	27,300	.....
Tijuana (San Diego, Calif.)	XETV	208,175	.....

City	Outlets on Air	Sets in Station Area vhf	uhf
MICHIGAN			
Ann Arbor	WPAG-TV	.....	8,000
Battle Creek	WBKZ-TV	.....	38,776
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	248,618	.....
Kalamazoo	WKZO-TV	299,500	.....
Lansing	WJIM-TV	180,321	.....
Saginaw	WKNX-TV	.....	30,060
MINNESOTA			
Duluth	WFTV	.....	21,235
Minneapolis	WCCO-TV	371,000	.....
St. Paul	KSTP-TV	371,000	.....
Rochester	KROC-TV	.....	.....
MISSISSIPPI			
Jackson	WJTV	.....	19,206
MISSOURI			
Kansas City	WDAF-TV	298,633	.....
	KCTY	.....	.....
St. Louis	KSD-TV	502,000	.....
Springfield	KTTS-TV	21,991	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	57,478	.....
Omaha	KMTV, WOW-TV	187,342	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	12,510
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	27,134	.....
Roswell	KSWS-TV	.....	.....
NEW YORK			
Binghamton	WNBF-TV	104,300	.....
Buffalo	WBEN-TV	353,759	.....
Elmira	WTVE	.....	6,000
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,520,000	.....
Rochester	WHAM-TV	184,000	.....
Schenectady	WRGB	271,500	.....
Syracuse	WHEN, WSYR-TV	220,041	.....
Utica	WKTV	93,000	.....
NORTH CAROLINA			
Charlotte	WBTV	330,122	.....
Greensboro	WFMY-TV	172,374	.....
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	5,926	.....
OHIO			
Cincinnati	WCPO-TV, WKRC-TV, WLWT	413,000	.....
Cleveland	WEWS, WNBK, WXEL	768,249	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	10,097
Toledo	WSPD-TV	226,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	40,000
Zanesville	WHIZ-TV	.....	6,000
OKLAHOMA			
Lawton	KSWO-TV	29,361	.....
Okla. City	WKY-TV	216,314	.....
Tulsa	KOTV	145,600	.....
OREGON			
Portland	KPTV	.....	99,814
PENNSYLVANIA			
Altoona	WFBG-TV	181,500	.....
Bethlehem	WLEV-TV	.....	.....
Erie	WICU	185,000	.....
Harrisburg	WHP-TV	.....	35,000
Johnstown	WJAC-TV	666,881	.....
Lancaster	WGAL-TV	224,961	.....
New Castle	WKST-TV	.....	35,573
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,258,062	.....
Pittsburgh	WDTV	641,000	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	84,748
Scranton	WGBI-TV	.....	45,000
Wilkes-Barre	WBRE-TV	.....	86,481
York	WSBA-TV	.....	54,676
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Columbia	WCOS-TV	.....	20,300
SOUTH DAKOTA			
Sioux Falls	KELO-TV	31,000	.....

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

272,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 Represented by

The BRANHAM Company

WTOC

can't do a job in . . .

Macon, Ga., but

IT'S

FIRST

IN

SAVANNAH

GEORGIA'S SECOND CITY!

WTOC doesn't claim any audience in Macon, Ga. Macon stations have that market cornered. But in Savannah, and Metropolitan Savannah (Chatham Co.) where no outside radio station can do a thorough coverage job, WTOC delivers more listeners than anyone else.

----- Top weekly family audience, day and night, according to 1952 Standard Audit and Measurement Services report.

----- More than twice as many quarter-hour firsts as all other Savannah radio stations combined, according to December, 1952 Pulse*

WTOC

SAVANNAH

GEORGIA'S SECOND CITY
5000 WATTS 1290 KC CBS RADIO
MEMBER OF THE GEORGIA TRIO

Represented by THE KATZ AGENCY INC.

* Report covers hours between 6 AM and 6 PM.

City	Outlets on Air	Sets in Station Area vhf	uhf
TENNESSEE			
Memphis	WMCT	209,756	.....
Nashville	WSM-TV	117,450	.....
TEXAS			
Amarillo	KFDA-TV, KGNC-TV	26,077	.....
Austin	KTBC-TV	36,936	.....
Dallas	KRLD-TV, WFAA-TV	272,000	.....
El Paso	KROD-TV, KTSM-TV	25,021	.....
Ft. Worth	WBAP-TV	252,814	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT*	256,000	.....
Lubbock	KCBD-TV, KDUB-TV	28,760	.....
San Antonio	KEYL, WOAI-TV	146,581	.....
Wichita Falls	KFDX-TV, KWFT-TV	33,000	.....
UTAH			
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	116,000	.....
VIRGINIA			
Lynchburg	WLVA-TV	66,184	.....
Norfolk	WTAR-TV	173,729	.....
Richmond	WTVR	169,617	.....
Roanoke	WROV-TV	.....	19,026
	WSLS-TV	87,000	.....
WASHINGTON			
Bellingham	KVOS-TV	24,000	.....
Seattle	KING-TV	266,900	.....
Spokane	KHQ-TV, KXLY-TV	32,549	.....
Tacoma	KTNT-TV	266,900	.....
WISCONSIN			
Green Bay	WBAY-TV	43,999	.....
Milwaukee	WTMJ-TV	437,696	.....
WEST VIRGINIA			
Huntington	WSAZ-TV	200,432	.....

Total Stations on Air 190* **Total Cities with Stations on Air 133*** **Total Sets in Use 24,292,136**

* Includes XELD-TV Matamores and XETV Tijuana, Mexico, and educational station KUHT Houston.

RADIO, TV GET THREE-CENT SHARE OF DEPARTMENT STORE AD DOLLAR

Broadcast media repeat their 1951 percentage of the publicity money, while newspapers gain four cents to corner 61 cents of each dollar.

RADIO and television got three cents of the department stores' publicity expense dollar in 1952, the same share as in 1951, according to a breakdown of the publicity expenditures of stores grossing over $1 million a year included in the 1953 edition of "Merchandising and Operating Results of Departmentized Stores," published by the Controllers' Congress of National Retail Dry Goods Assn.

In contrast to the small part of the department stores' overall expenditures for advertising and display devoted to radio and TV, newspapers in 1952 received 61 cents of the stores' publicity dollar, four cents more than in 1951. Other items in the 1952 breakdown include 14 cents for display, including payroll; nine cents for the sales promotion payroll, excluding display; four cents for direct mail; seven cents for other media and three cents for supplies and miscellaneous expenses.

Stores in the $1-2 million class are the heaviest users of radio and TV, the NRDGA figures show. This group last year allotted 6% of its publicity money to broadcast media, compared to 3% for the $2-5 million group, 4% for the $5-10 million group, 2% for the $10-20 million and $20-50 million groups and 1% for stores grossing more than $50 million a year. Specialty stores with annual sales of more than $1 million spent 2% of their publicity funds on radio and TV.

Total publicity expenditures of the stores averaged 4.26% of their gross sales in 1952. Figure was 4.05% for stores in the $1-2 million class, 4.36% for $2-5 million, 4.20% for $5-10 million, 4.42% for $10-20 million, 4.23% for $20-50 million, 3.90% for the over $50 million class and 5.43% for specialty stores with annual sales of over $1 million.

Amount of time used by the various sized stores in analyzed by NRDGA in the table below.

* * *

	DEPARTMENT STORES WITH ANNUAL SALES OF						
	$1-2 Million	$2-5 Million	$5-10 Million	$10-20 Million	$20-50 Million	Over $50 Million	Specialty Stores with Annual Sales Over $1 Million
NUMBER OF REPORTING STORES	13	39	35	40	28	10	22
Per cent of stores reporting use of radio	62	49	54	45	39	50	36
Radio hours used per week:							
Average	1:03	2:09	2:12	3:12	3:11	5:29	1:11
Median	1:23	1:30	1:30	1:63	3:00	6:00	0:50
Lowest	0:30	0:10	0:12	0:01	0:30	2:45	0:25
Highest	1:42	7:30	7:00	11:00	10:54	8:00	1:30
Per cent of stores reporting use of television	0	0	14	18	21	40	14
Television hours used per week:							
Average	*	*	0:40	0:48	1:13	0:36	3:05
Median	*	*	0:30	0:30	0:38	*	*
Lowest	*	*	0:10	0:05	0:15	0:05	0:15
Highest	*	*	1:15	1:15	2:30	1:15	8:00

*Data inadequate or unreported.

Radio, TV Networks Keep Most Sponsors for Summer

LARGE majority of both radio and television sponsors are retaining all or part of their network time during the summer months, according to the new edition of the FACT*uary* published last week by Executives Radio-TV Service, Larchmont, N. Y.

In radio, only 17 of 127 network advertisers are taking a complete summer hiatus, the study showed. A total of 25 programs are vacationing, with six sponsored replacements scheduled. Sponsored programs throughout the summer total 167.

In television the FACT*uary* reported that all but 23 of 139 sponsors will remain on the air. A total of 39 regularly scheduled shows will leave for the summer, but of this number 16 have sponsored replacements. Sponsored TV programs remaining on the air total 121, plus 16 scheduled as replacements.

A breakdown of program types shows that dramatic fare still heads the list on both network radio and television. TV dramas total 44 and radio dramas, 33.


POWER
POWER
POWER
WKRC-TV
Channel 12
Ask us about the
CDC Tri-State Network
NOW 250,000 WATTS!
SOON 316,000
Power Counts! For full coverage of the Queen City trading area "people in the know" use Cincinnati's Most Powerful Television Station. Yes, WKRC-TV is your best buy!
Top Ratings because of CBS and Local Programming.
Radio Cincinnati now owns and operates WTVN, Columbus, Ohio.
Kenneth W. Church
Vice President and National
Sales Manager Radio Cincinnati
CBS TELEVISION NETWORK—REPRESENTED BY THE KATZ AGENCY

5 MILLION MORE RADIO SETS REPORTED BY NETWORKS

Comparison of '52-'53 figures shows 105 against 110 million, with new radio homes rising by four million. Estimated totals are termed "conservative."

INCREASE in the number of radio sets in working order in the U. S. from 105,300,000 on Jan. 1, 1952, to 110 million on Jan. 1, 1953, was reported in an estimate released Thursday by a joint committee of the research departments of ABC, CBS, MBS, and NBC.

New radio households were said to account for 2 million of the virtually 5 million increase, with the total of new radio homes rising from 42,800,000 to 44,800,000 during the year.

A breakdown of the 110 million set total was reported as follows:

Total radio homes	44,800,000
Extra sets in homes	30,000,000
Total home sets	74,800,000
Sets in private autos	26,200,000
Sets in barracks, dormitories, hotels, offices, etc., and personal portables used outside the home	9,000,000
Total radio sets in working order	110,000,000

The joint network committee said the Jan. 1, 1953, radio home estimate was supplied by the A. C. Nielsen Co., with the Nielsen estimate of 44,756,000 rounded off to 44,800,000. The totals for the other categories were said to be estimates through analyses of RTMA's reports on production and set sales and checked for reasonableness by projecting forward the 1952 Nielsen Coverage Service survey data.

It was pointed out by researchers that they believe their estimate of 5 million more radio sets is conservative because network estimates for 1952 eventually proved to be lower than the figures produced in later Nielsen surveys, and the the rate of radio sets sales continued at a high level in 1952.

"Data from RTMA indicates that 11 million new radio sets were sold in 1952," the joint committee noted. "This total, which is substantially greater than the sales of new automobiles, electric refrigerators, television sets or any other home appliance, reflects a continued public interest in expanding its acceptability to the radio medium."

LISTENERSHIP HIGH IN MULTI-SET HOMES

THE MORE radio sets a family owns, the more that family listens to the radio.

That in essence, is what Pulse found out last January, when its interviewers, making their monthly rounds checking on listening in a representative sample of 6,400 homes in 12 metropolitan New York counties, determined the number of radios in working order and in actual use in each home.

Pulse's findings:

- Over two-thirds of New York families own more than one radio; 39% have three sets or more. (Breakdown: One set—32.9% of families; two sets—28.2%; three or more—38.9%).
- The more radios in a home, the more listening. Sets-in-use in three-or-more-set homes is more than double the level in single-set homes. (Breakdown: Average quarter-hour, 6 a.m. to midnight, homes with one radio—13%; homes with two radios—18.7%; homes with three or more—26.8%).
- Families with three or more radios account for more than half of all radio listening in New York. (Breakdown: Share of radio audience, 6 a.m. to midnight, homes with one radio—21.4%; homes with two radios—26.4%; homes with three or more—52.2%).

Reporting these findings at meetings of New York advertising agency executives on Thursday and newsmen on Friday, Dr. Sydney Roslow, director of Pulse, added a competitive footnote: That when Pulse data for one-set and two-set homes is compared with data of Hooper and Neilsen there is close agreement between Pulse and Neilsen figures, both much higher than those reported by Hooper. (Breakdown: Hooper January-March sets-in-use — 8.9%; Neilsen January sets-in-use—14.7%; Pulse January sets-in-use for one-radio homes—13.9%, for one-set and two-set homes—16.7%).

"It is unlikely that many homes with three or more radios are monitored by Neilsen audimeters," Dr. Roslow said.

"These findings," he concluded, "emphasize the need for a measurment technique which (A) samples a true cross-section of all radio homes and (B) measures listening on all sets in these homes."

ANPA, PIB Studies Show Relationship of Media Use

ADVERTISERS' use of network radio and TV bears little relationship to their use of newspaper space.

That truism is clearly shown by comparison of the top 100 national newspaper advertisers in 1952, released last week by ANPA's Bureau of Advertising, and comparable lists of leading radio and TV network advertisers compiled by Publishers Information Bureau [B•T, March 23].

General Motors Corp., top newspaper client, is a good example. This company spent $20,251,551 for newspaper space last year. In network TV, where it ranked eighth, GM spent $5,008,803 for time during 1952. In network radio, GM's 1952 time purchases aggregated $1,221,289; its rank was 31.

Procter & Gamble Co., number one user of time on both radio and TV networks, ranked eighth on the newspaper list, spending $7,973,507 for newspaper space, $16,235,022 for time on the TV networks.

The top 10 newspaper advertisers were:

General Motors Corp.	$20,251,551
Lever Bros. Co.	12,878,250
Colgate-Palmolive-Peet Co.	11,702,787
Colgate	12,088,261
Chrysler	11,702,787
Ford Motor Co.	10,859,548
Distillers Corp.—Seagrams Ltd.	9,157,887
General Foods Corp.	8,112,999
Procter & Gamble	7,973,507
Schenley Distillers Products Corp.	4,610,218

Three of the top 10 newspaper advertisers are producers of hard liquors, whose advertising is not accepted by the broadcast networks. Of the remaining seven companies, three soap companies (Procter & Gamble, Lever Bros., Colgate-Palmolive-Peet) and one food product company (General Foods) also are among the top 10 clients of the radio and TV networks.

The final three top newspaper advertisers are automobile manufacturers—General Motors, Chrysler, and Ford. As noted above, GM ranked eighth in the TV network client list, 31st on the radio list. Chrysler's rank among radio network advertisers was 38th, among TV network advertisers it was 23d. Ford ranked 14th in TV network list, but did not even make the top 100 radio network clients.

STRENGTHEN RADIO, BMI CLINICS TOLD

The challenge of new competition is pointed up at sessions throughout the country. Industry speakers also advise how to maintain and further enhance radio's position.

BROADCASTERS were advised by speakers at various BMI clinics throughout the country last week to meet the challenge of "new competition" by strengthening radio programming.

The thesis that radio would continue to grow and meet "the pressure around us from other media" was enunciated by Alan Torbet, general manager of KSFO San Francisco, at a meeting in that city last Monday. He told 130 radio executives that radio will prosper if management properly appraises its programming, employs imagination and stays close to the public pulse.

Murray Arnold, program director of WIP Philadelphia, addressed a BMI clinic in Portland on Wednesday on "The New Competition Is Here to Stay . . . Let's Face It." He urged stations managers to schedule "fresh, bubbling programming" and warned that "radio is going forward, with or without us."

Localized programming was described by Joe Chytil, manager of KCLA Centralia, Wash., as "radio's best offensive." In a talk before the Seattle session on Friday, he declared that stations have a "gold mine of local programs" in their own communities. He recommended appearances of many local personalities on programs, pointing out "you are not only making listeners, but also advertisers."

DICK GREGORY (l), KOAT Albuquerque, and John Outler, WSB Atlanta, huddle during BMI Clinic luncheon at Albuquerque.

* * *

As part of BMI's southern tour, David Wilburn, general manager of WXGI Richmond, Va., addressed clinics in Little Rock on Monday, Jackson, Miss., on Wednesday and Miami Beach on Friday on the value of music programming. He recommended proper selection of musical tunes to give a program "poise, individuality and distinction."

The Miami Beach session also heard a talk from Ewald Kockritz, program director of WGBS Miami, on "The Value of Teamwork and Doubling in Brass." He stressed the importance of receiving the "whole-hearted interest and enthusiasm" of each staff member and of a cooperative attitude on the part of management.

HOCHHAUSER TAKES APS, MUZAK POSTS

APPOINTMENT of Edward Hochhauser Jr., general sales manager of Associated Program Service, as general manager of APS and vice president of the Muzak Corp. was announced last week by H. E. Houghton, Muzak president.



Mr. Hochhauser

Mr. Hochhauser succeeds Maurice B. Mitchell, who has been elected president of Encyclopaedia Britannica Films Inc. [B•T, June 15].

Active in the broadcasting field since 1941 when he served as an announcer for stations in Virginia, Mr. Hochhauser has been associated with APS since January 1951. He served Transcription Sales Inc. from 1946 until 1951 as account executive, sales manager, eastern division manager and vice president.

Nesbitt Regains Radio Series

NORMAN NESBITT, freelance announcer-newscaster and originator of the five-minute transcribed radio series, *Layman's Call to Prayer,* has been awarded sole ownership of the property by Los Angeles Federal Court referee in bankruptcy David B. Head. He regained the property from the trustee in bankruptcy for Bruce Eells & Associates, which had sales and promotion rights since 1948. The property, consisting of 180 programs and masters, has been in litigation since early 1950. The series is heard on approximately 200 stations.

Savings Bonds Program

LIST of radio stations which broadcast *Guest Star,* the Treasury Dept.'s U. S. Savings Bonds Div. program, now is well over 2,900, Elihu E. Harris, director of the division's advertising and promotion branch, said last week. Produced under direction of Edmund J. Linehan, division advertising section chief, weekly programs feature the following: July 5, Modernaires; July 12, Walter Brennan; July 19, Connie Haines, and July 26, Joni James.

Adds to Damage Suit

ANOTHER $250,000 was added last fortnight in Los Angeles Superior Court in orchestra leader-songwriter Freddie Rich's $500,000 suit for damages on charges the music score he wrote for the Paramount movie "Wildcat" in 1942 turned up in the song "Buttons and Bows" in the Paramount movie "Paleface" in 1949. Mr. Rich is adding $250,000 because "Buttons and Bows" also is being used in Paramount's "Son of Paleface." Defendants in the original suit were Paramount, Decca, Famous Music, songwriters Jay Livingston and Ray Evans, RCA Victor, Columbia Records and Capitol Records.

AAW HOLDS 50TH ANNIVERSARY MEET

San Francisco convention of the Advertising Assn. of the West sees 500 members participating in sessions on radio, TV and other media. Robert Gros is elected president.

ADVERTISING Assn. of the West, meeting for its 50th anniversary convention June 21-24, drew 500 members from 11 western states and Canada to San Francisco's Fairmont Hotel for discussions of how best to sell advertised products by radio, television and other media.

Delegates were welcomed by California's Gov. Earl Warren. Principal speakers included Walter Williams, undersecretary of commerce, Bruce Barton and Fairfax M. Cone.

Of special interest was a media panel discussion on "The Psychological Impact of Television" by Lindsey Spight, vice president and Pacific manager of Blair TV Inc., San Francisco, and "The Psychological Impact of Radio" by Kevin Sweeney of Broadcast Advertising Bureau, New York.

Mr. Spight outlined the tremendous demand for television built up in non-TV areas of the West during the FCC freeze.

Mr. Spight cited the example of Denver last year where the original rate card was predicated on 30,000 sets but actual set sales by the end of the year totaled more than 100,000.

Speaking for radio, Mr. Sweeney described the medium as appealing to the laziness in all of us; the listener can allow his own imgination to paint the picture he desires.

To the question, "Can television be operated profitably in small cities?" Mr. Spight said the answer at the moment is yes and no. He said, however, that television is coming to the small cities. But in the meantime, there might be a number of financial failures; there certainly will be consolidations in both applications and operations and more economical techniques must be developed.

Announcement of awards for excellence included the following winners in the broadcasting field:

Radio advertising, commercial programs (in cities of 100,000 and over, or on networks), White King Soap Co., Los Angeles, *Frank Hemingway News,* Don Lee Broadcasting System, Raymond Morgan Co., Hollywood.

Commercial spot announcements (one minute or less, no part of program—cities of 100,000 or over), Bardahl Mfg. Corp., Seattle, KJBS San Francisco and KMPC Los Angeles, Wallace Mackay Co., Seattle; (cities of less than 100,000) William Bakery Co., Eugene, Ore., KORE Eugene; Emil Reinhardt Agency, Oakland.

Perpetual trophy donated by Vancouver Adv. and Sales Bureau, Vancouver, B. C., for best overall job in all classifications: Wallace Mackay Co., Seattle, for spot announcement for Bardahl Mfg. Corp., on KJBS KMPC and KBIG Avalon, Calif.

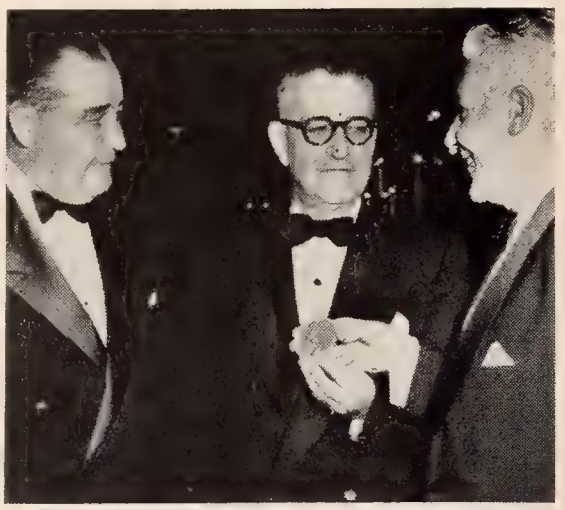
TV commercial sponsored by AAW, in cooperation with Hollywood Ad Club:

Local advertisers—film commercial one minute or less, first, Southern Arizona Bank, Tucson; agency, Cabat-Gill advertising, Tucson; producer, Ray Patin Productions, Hollywood; Honorable mention: Rheem Mfg. Co., South Gate, Calif.; agency, Tullis Co., Los Angeles; producer, TV Ads Inc., Los Angeles.

Regional advertisers—film commercial one minute or less, first, Continental Air Lines, Denver; agency, Galen F. Broyles Co., Denver; producer, Alexander Film Co., Colorado Springs. Honorable mention: Speedway Petroleum Co., Detroit; agency, W. B. Doner Co., Detroit; producer, TV Spots, Hollywood. Honorable mention: Buchan's Bakery, Seattle; agency, Wallace Mackay Agency, Seattle; producer, TV Spots, Hollywood.

National advertisers—film commercial one minute or less, first, Bardahl Mfg. Co., Seattle; agency, Wallace Mackay Co., Seattle; producer, Ray Patin Productions, Hollywood. Honorable mention: STEA Council, New York; agency, Leo Burnett, Chicago and Hollywood; producer, Five Star Productions, Hollywood.

General classification—live or kinescope or film commercial of any length, first, Standard Oil Co.



DR. W. R. G. BAKER receives the Radio Television Manufacturers Assn.'s 1953 Medal of Honor "for outstanding contributions to the nation's radio-TV-electronics industry." Presenting the medal is A. D. Plamondon Jr. (r), last year's president of RTMA. Waiting to congratulate Dr. Baker is Leslie F. Muter, president of the Muter Co. and chairman of RTMA's Annual Awards Committee. Dr. Baker is vice president and general manager of General Electric Co.'s Electronics Division and chairman of the National Television System Committee. The award was made at the end of RTMA's 29th annual convention [B•T, June 22].



AT THE speakers table for the Radio-Television Manufacturers Assn.'s industry banquet which concluded RTMA's 29th annual convention in the Palmer House, Chicago, June 15-18 [B•T, June 22], were (l to r): Max F. Balcom, Sylvania Electric Products Inc.; FCC Comr. George E. Sterling; Robert C. Sprague, chairman of the RTMA Board of Directors; Frank Stanton, CBS president, and Paul V. Galvin, president of Motorola Inc.

of California, San Francisco; agency, BBDO, San Francisco; producer, Five Star Productions, Hollywood.

Sweepstakes trophy donated by the Hollywood Ad Club for best overall entry selected from the winners of all classifications—Bardahl Mfg. Co. of Seattle. This is a perpetual trophy to be held by the winner for a year.

Robert R. Gros, manager of publicity advertising for the Pacific Gas & Electric Co., was elected president of AAW for the coming year. He will be installed at the golden anniversary banquet at Hotel St. Francis.

Among the officers elected were: Senior vice president, Clair G. Henderson, Arthur G. Rippe & Co., Denver; vice president at large, Mrs. Reata Howard Trombly, Charles F. Berg Inc., Portland, Ore.; secretary-treasurer, William O. Kyte, General Electric Co., Los Angeles.

District officers: vice president, Dist. 1, Thor Myhre, Hayward-Larkin Co., Spokane; associate vice president, Dist. 1, Marjorie Hardy, The Guide, Tacoma; associate vice president, Dist. 2, Ray J. Pierson, R. J. Pierson & Assoc., Ogden, Utah; associate vice president, Dist 3, Neva Elliott, Sever & Elliott, Portland, Ore.; vice president, Dist. 4, Richard Ryan, Radio KLOK, San Jose; associate vice president, Dist. 5, Nat Tanenbaum, Mutual Savings & Loan Assn., Pasadena; vice president, Dist. 6, W. T. Fraser, Vancouver, B. C.; associate vice president, Dist. 6, O. C. Cook, Vancouver, B. C.; associate vice president, Dist. 7, Bessye Pittman, Steinfeld's, Tucson.

Holdover officers, whose terms run another year, are:

Vice president, Dist. 1, Harry Pearson, Pearson, Morgan & Pearce, Seattle; vice president, Dist. 2, Earl Glade Jr., KDSH Boise, Idaho; vice president, Dist. 3, George Griffis, Pacific National Adv. Agency, Portland, Ore.; associate vice president, Dist. 4, Mrs. Janette Kiedaisch, Sacramento Adv., Sacramento; vice president, Dist. 5, John M. Kemp, *Hollywood Citizen News*, Hollywood; vice president, Dist. 7, George Christie, First National Bank, Phoenix.

Carl Bengston of Seattle was elected chairman of the Junior Executive Committee.

BAB MEET DECRIES TOO MUCH RESEARCH

At San Francisco, Beverly Hills, Phoenix and Albuquerque, BAB panel talks and other discussions center on such subjects as research, package deals, promotion and agency commissions.

ENSLAVEMENT of radio broadcasters to research that "is not necessarily always accurate" was condemned during a panel discussion at BAB's sales clinic in San Francisco last week.

This commentary on research was offered by Jules Dundes, director of sales and advertising, KCBS San Francisco, and was applauded by virtually all the 122 Bay Area radio executives attending the session last Tuesday.

Mr. Dundes recommended that the radio industry spend "as much time and energy on developing success stories as it has on rating research."

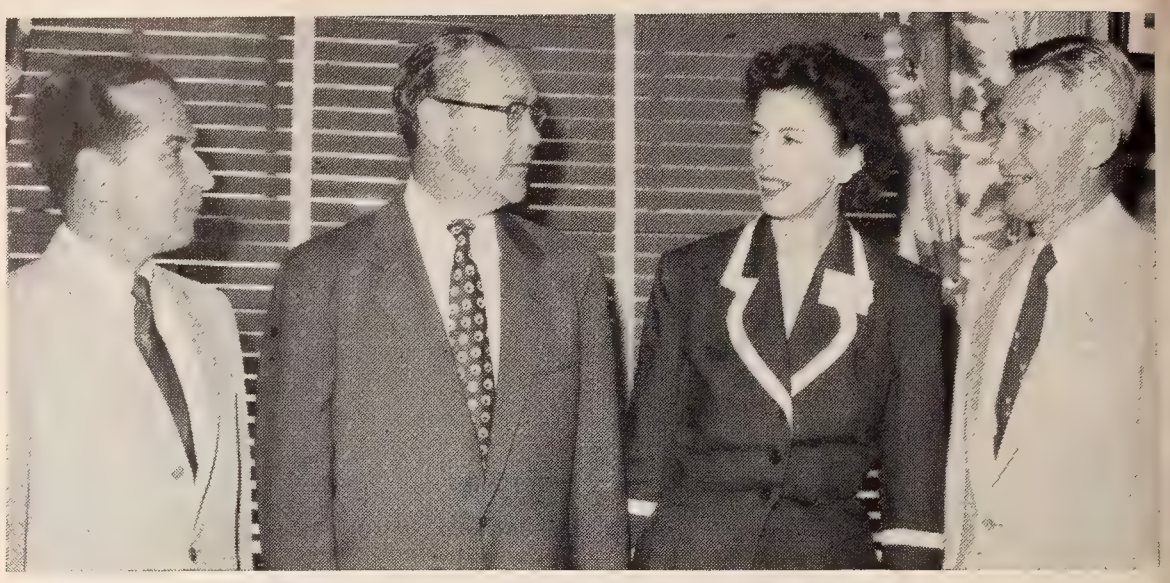
Other panel members were Gene Chenault, KYNO Fresno; David Greene, KSTN Stockton; Roger Hunt, KUBA Yuba City; Jay B. Rhodes, KIBE Palo Alto, and Alan L. Torbet, KSFO San Francisco.

At a BAB session in Beverly Hills June 20, a panel endorsed "package deals providing they don't represent cuts and are available to all advertisers." Announcement packages, which are aimed at giving advertisers saturation coverage of a station's audience, were singled out by the panel as "a progressive step in radio."

Panel members were William D. Shaw, general manager, KNX Los Angeles; Larry Buskett, sales manager, KLAC Los Angeles; Arnold Bemun, commercial manager, KITO San Bernardino; Stanley Spero, KMPC Los Angeles and William Beaton, general manager, KWKW Pasadena.

Overwhelming approval was voiced at a BAB clinic in Phoenix June 18 to a suggestion that joint promotional groups be set up in Phoenix and Tucson, as well as a special radio promotion committee by the Arizona Broadcasters Assn. It was agreed both these groups would expend efforts toward selling local regional advertisers on the effectiveness of radio as an advertising medium.

At a BAB sales clinic in Albuquerque, N. M., June 17, a panel spotlighted the question of whether advertising agencies should be paid commissions on retail-rate business. Kevin Sweeney and Jack Hardesty, respectively BAB vice president and local promotion director, promised BAB would conduct a survey of its members to determine the standard practice on payment of agency commissions when advertisers are paying retail rates.



THESE FOUR got together when the Maryland-District of Columbia Broadcasters Assn. met June 18-20 in Ocean City, Md. They are (l to r) R. C. (Jake) Embry, WITH Baltimore; FCC Comr. Robert T. Bartley and Mary Dunlavey of Harry B. Cohen Adv. Agency, who spoke at the meeting, and Charles J. Truitt, WBOC Salisbury, president of the association.

NCAB Group to Work On Farm Data Project

EXTENSIVE information project covering farm marketing and production in North Carolina will be maintained by North Carolina Assn. of Broadcasters. A committee headed by C. Alden Baker, WGAI Elizabeth City, is in charge, working with North Carolina State College.

Operating the N. C. Radio & Press Institute project, the committee is disseminating data in a book covering farm information.

Other committee members are Roland Potter, WKBC N. Wilkesboro; T. H. Patterson, WRRF Washington, and J. R. Dalrumple Jr., WEWO Laurinburg.

Cecil Hoskins, WWNC Asheville, NCAB president, presided at NCAB's June 18-19 meeting at Nags Head. The program included a review of the 41-station program, *Out of Court*, prepared as a public service by the North Carolina Bar Assn., with Martin Kellogg speaking on behalf of the association.

Other speakers were William Carlisle, of Rust Industrial Co.; Glenn Taylor, vice president of General Teleradio and MBS, and Victor C. Diehm, WAZL Hazleton, Pa.

NARTB NAMES COMMITTEEMEN

NEW NARTB committees serving until May 1954 were announced Thursday by NARTB President Harold E. Fellows. Their terms end at the annual convention to be held in Chicago May 23-26.

Three board committees and eight standing committees were named. The committee structure is to be completed within a fortnight.

New board committees follow:

BY-LAWS—E. K. Hartenbower, KCMO Kansas city, chairman; Kenneth L. Carter, WAAM Baltimore; Herbert L. Krueger, WTAG Worcester, Mass.; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.; Robert D. Swezey, WDSU-TV New Orleans.

FINANCE—Harold Essex, WSJS Winston-Salem, N. C., chairman; Campbell Arnoux, WTAR-TV Norfolk, Va.; Kenyon Brown, KWFT Wichita Falls, Tex.; William Fay, WHAM-TV Rochester, N. Y.; Lee Jacobs, KBKR Baker, Ore.; John F. Meagher, KYSM Mankato, Minn.; A. D. Willard Jr., WGAC Augusta, Ga.

MEMBERSHIP—Henry B. Clay, KWKH Shreveport, chairman; Richard M. Brown, KPOJ Portland, Ore.; John H. DeWitt Jr., WSM Nashville; F. Ernest Lackey, WHOP Hopkinsville, Tenn.; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Ward L. Quaal, WLWT (TV) Cincinnati; Jack Todd, KAKE Wichita, Kan.

The eight standing committees are:

AM—G. Richard Shafo, WIS Columbia, S. C., chairman; J. J. Bernard, KOMA Oklahoma City; Grover C. Cobb, KVGB Great Bend, Kan.; William C. Grove, KFBC Cheyenne, Wyo.; James L. Howe, WCTC New Brunswick, N. J.; Lester W. Lindow, WFDF Flint, Mich.; Paul W. Morency, WTIC Hartford, Conn.; William D. Pabst, KFRC San Francisco, Calif., F. C. Sowell, WLAC Nashville, Tenn.

FM — Ben Strouse, WWDC-FM Washington, chairman; Walter J. Brown, WDXY Spartanburg, S. C.; Carl George, WGAR-FM Cleveland; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; Richard Field Lewis, WRFL Winchester, Va.; Edward A. Wheeler, WEAW Evanston, Ill.; Robert E. Williams, WFML Washington, Ind.

STANDARDS OF PRACTICE—John F. Meagher, KYSM Mankato, Minn., chairman; Carleton D. Brown, WTVL (TV) Waterville, Me.; William B. McGrath, WHDH Boston; William D. Pabst, KFRC San Francisco; Clyde W. Rembert, KRLD Dallas; E. R. Vadeboncoeur, WSYR Syracuse; Walter E. Wagstaff, KIDO Boise, Idaho.

TV INFORMATION — Harold E. Fellows, NARTB president, chairman; Richard A. Borel, WBNS-TV Columbus; Howard Chernoff, KFMB-TV San Diego; Sidney Eiges, NBC-TV New York; Jack Harris, KPRC-TV Houston; David J. Jacobson, CBS-TV New York; Gerald Lyons, DuMont, New York; John W. Pacey, ABC-TV New York; Henry W. Slavick, WMCT Memphis; Charles Vanda, WCAU-TV Philadelphia.

SUBSCRIPTION TV STUDY—Paul Raibourn, KTLA Los Angeles, chairman; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Ward L. Quaal, WLWT (TV) Cincinnati.

TV FINANCE—Campbell Arnoux, WTAR-TV Norfolk, Va., chairman; William Fay, WHAM-TV Rochester; George B. Storer, Storer Broadcasting Co., Miami Beach, Fla.; Robert D. Swezey, WDSU-TV New Orleans.

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ANNOUNCES

THE APPOINTMENT OF THE

HENRY I. CHRISTAL COMPANY

AS ITS NATIONAL

SALES REPRESENTATIVE

EFFECTIVE JULY 1, 1953

NEW YORK

CHICAGO

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DETROIT

BOSTON

WPAR Parkersburg, W. Va.; Donald G. Graham, KOMO Seattle; Joseph McDonald, NBC, New York; A. J. Mosby, KGVO Missoula, Mont.; Lawrence H. Rogers II, WSAZ Huntington, W. Va.; James W. Woodruff Jr., WRBL Columbus, Ga.

INSURANCE—Gilmore N. Nunn, WLAP Lexington, Ky.; Harold Essex, WSJS Winston-Salem, N. C.; Roger Clipp, WFIL Philadelphia; Frank P. Fogarty, WOW Omaha; C. T. Lucy, WRVA Richmond, Va.

CBA SPEAKERS COMPARE MEDIA

TELEVISION isn't coming close to its potential in dramatics and other entertainment, therefore radio has little to fear from the increasing popularity of the new medium.

So observed Sister Mary Rosalie O'Hara, director of the Federation Radio School, Pittsburgh, at the opening session of the sixth annual Catholic Broadcasters Assn. Convention at the Hollywood (Calif.) Roosevelt Hotel, June 19 and 20.

"Right now," she charged "television is doing nothing more than imitating the movies."

William H. Sener, director of intercommunications of the Allen Hancock Foundation, Los Angeles, discussed training of competent personnel on a collegiate post-graduate level.

Brother Aloysius Blume, CBA college and university representative, said since many people are coming to use their leisure time to enhance their education, educational television is one of the best ways of giving them the opportunity.

Other speakers included Don Martin, head of the radio-television school which bears his name; Norman Nelson, managing director, Southern California Radio Broadcaster's Assn.; Bud Coleson, Don Lee Broadcasting System; Jack O'Mara, KTTV Los Angeles; Leslie Raddatz, NBC; John Mansfield of Family Theater; William J. Beaton, KWKW Pasadena; William Whitely, CBS-TV Special Events; and Mark Hass, KMPC Hollywood, and Frank La Tourette, ABC Western Div.

Father Peter J. Conroy, director of the transcribed *Rosary Hour,* was elected president of CBA for the coming year. Sister M. Rosalie, SC, was elected vice-president and Brother Blume was re-elected secretary-treasurer.

BAB Appoints John Moore To New York Sales Division

APPOINTMENT of John L. (Jack) Moore, advertising manager of Longines-Wittnauer Co. since January 1952, to the New York sales division of BAB was announced last week by William B. Ryan, BAB president.

In his BAB assignment, effective this Wednesday, Mr. Moore will be responsible for developing new radio accounts and increasing billings of advertisers currently using the medium. He will work with national advertisers and their agencies, as well as with executives of national chain stores.

Macaroni Industry Urged To Use More Advertising

EXPANSION of advertising budgets by the macaroni industry was urged at the National Macaroni Manufacturers Assn.'s convention by Thomas A. Guneo, president. The Colorado Springs, Colo., meeting of the 200-member association ended Thursday.

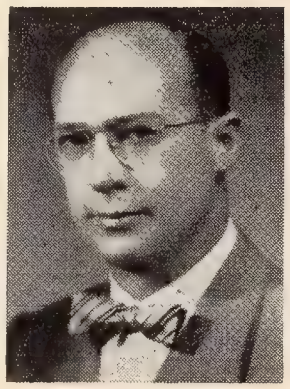
Mr. Guneo told the delegates that trade names are "one of our most precious and jealously guarded possessions," and stated that advertising is a way to keep it "vigorous and alive."

WALKER HEADS NARTB ENGINEERING

Succeeding Neal McNaughten at NARTB, A. Prose Walker, FCC eastern supervisor of Conelrad, will become manager of NARTB's Engineering Dept. July 20.

A. PROSE WALKER, one of the developers of the Conelrad radio alert system and widely known in domestic and international broadcasting circles, will become manager of the NARTB Engineering Dept., effective July 20. He has resigned as FCC's eastern supervisor of Conelrad.

Mr. Walker succeeds Neal McNaughten as head of the association's technical activities, the latter having joined RCA June 1 as administrative head of the broadcast market planning section of the Engineering Products Dept.



Mr. Walker

Like his predecessor at NARTB, Mr. Walker has had broad experience in broadcasting and television allocations matters at the FCC, including participation in the major international conferences that have resolved the worldwide frequency picture.

In his 13 years at FCC, Mr. Walker has served as general radio engineer for the Broadcast Bureau, serving AM, FM and TV, examining engineering qualifications of applicants for construction permits. For two years he has been working on the Conelrad plan, providing technical assistance to the Air Defense Command and reporting to FCC Comr. George E. Sterling.

Shortly after the war he handled TV color work for the FCC as chief of the Allocations Branch, TV Broadcast. Among conferences he has attended are Geneva high-frequency, 1948; Mexico City high-frequency, 1948-49; Paris Planning Committee, 1949; CCIR, Switzerland, 1949; Florence-Rapallo high-frequency, 1950; Conelrad, Cuba, 1952. He joined FCC in 1940 as a radio operator, rising quickly to general radio engineer with the Broadcast Bureau. He is a graduate of Denison U., and did graduate work in electrical physics at Ohio State U.

Ruth Brewer continues as secretary to the department manager.

Spot Radio Sales Aids Distributed by SRA

FACTS, opinions and ideas that radio stations and their representatives can use in selling spot radio campaigns to national and regional advertisers are contained in an eight-page booklet distributed last week by Station Representatives Assn. as the first of a series of quarterly reports which SRA has promised stations subscribing to its Crusade for Spot Radio.

With 250 stations already supporting the drive, SRA has added Reg Rollinson as director of advertising relations. Tom Flanagan, SRA managing director, has urged the enrollment of many more station subscribers.

N.Y. RULING AIDS USERS OF TALENT

Producers of radio and TV transcriptions see financial relief in a New York State interpretation that payments to talent for re-use of the recordings constitute "royalties," not remuneration.

FINANCIAL succor for producers, agencies and sponsors is indicated in a New York State ruling reported last week in which talent repayment on radio and television transcriptions was interpreted as a "form of royalties" and not as remuneration.

With this construction on the state laws governing workmen's compensation, disability insurance and unemployment insurance, it was asserted producers' payrolls would not be taxed to cover such areas.

The ruling from New York State was sought by Phil Davis Musical Enterprises, producers of radio and TV commercial transcriptions.

On behalf of Davis, Michael M. Enzer, New York certified public accountant, outlined the predicament of radio and TV film transcription forms, and said:

"There is a parallel between royalties paid to artists on the sale of phonograph records and repayment made to artists for re-use of commercial recordings. In both instances, the artists completed one specific recording; but whereas, in the first instance there was a sale of tangible property (the phonograph record sale), in the second instance there was a sale of broadcast rights in the use of a tangible commercial record. This, in substance, is similar to the sale of a phonograph record and hence all payments made as a result thereof should likewise be characterized as royalties."

The Davis firm reported last week that on May 15 the New York State unemployment insurance liability and determination section ruled as follows:

"Since the payments received for the re-use of the recordings appear to be in the form of royalties, we are holding that such payments do not constitute remuneration within the meaning of the New York State unemployment insurance law."

NARBA Hearing in Senate Postponed to July 8-10

SENATE hearing on the North American Regional Broadcast Agreement (NARBA) again was postponed last week.

Date for the Senate Foreign Relations subcommittee to hold sessions on NARBA was put back from July 1-3 to July 8-10. Sen. Charles W. Tobey (R-N. H.), subcommittee chairman, requested the postponement because of the waterfront hearings on crime he is conducting away from Washington.

The pact has been awaiting Senate ratification since February 1951 when it was submitted to Congress. Since then the treaty has been shoved aside because of foreign aid legislation and fear of controversy. NARBA binds North American allocations of standard broadcast channels among the North American countries excluding Mexico. The latter country, which was a party to the first NARBA, and its extension, refused to take part in the second agreement.

SECOND VHF OUTLET FOR KANSAS CITY AS FCC GRANTS SHARE-TIME BID

KMBC's Church predicts service within 60 days after that station and competitor WHB have share-time application for Ch. 9. approved. Also authorized are three new uhf stations.

SECOND vhf TV service for Kansas City will be available within 60 days, Arthur B. Church, president and founder of KMBC there, indicated last week following FCC's approval of the applications of KMBC and competitor WHB for new TV stations to share time on Ch. 9.

The two veteran radio rivals solved the Ch. 9 deadlock by amending their applications last Tuesday, on the eve of the Commission's regular weekly meeting on Wednesday, to propose the share-time operations. KMBC and WHB will maintain separate studios and distinctly separate operations but will share a common transmitter site at 23d St. and Topping Ave., the transmitter location originally proposed by KMBC.

Mr. Church said it is planned to construct an interim TV transmitter atop the Power & Light Bldg. which, barring unforeseen construction delays, "should be on the air well within 60 days."

Donald D. Davis, WHB president, and Mr. Church late last week signed contracts with CBS-TV which make WHB-TV and KMBC-TV primary CBS-TV affiliates. KMBC-AM is the sixth oldest affiliate of the CBS Radio network, Mr. Church related. WHB is a Mutual outlet.

Kansas City for 3½ years has been served by a single TV station, WDAF-TV, vhf Ch. 4 outlet of the *Kansas City Star* which for a month was off the air because of labor conflict, now resolved [B•T, June 22]. A fortnight ago, Empire Coil Co.'s new uhf Ch. 25 KCTY (TV) took the air for regular operation.

Earlier, FCC authorized vhf Ch. 5 at Kansas City to KCMO, made possible by the withdrawal of a competitive application by KCKN there [B•T, June 8]. KCMO-TV, however, is not expected to be ready for operation until sometime in the fall.

In other television actions last week, the Commission:

New Uhf CPs

● Issued permits for three new uhf stations in addition to the Kansas City vhf Ch. 9 authorizations.

● Proposed the first group of allocation changes in several communities since expiration on June 2 of the one-year general ban on such revisions.

● Announced an examiner's initial decision recommending grant of uhf Ch. 41 at Trenton, N. J., to WTTM there, made possible by withdrawal of the competitive application of WBUD.

● Awarded special temporary authorization to WBBM-TV Chicago to change from vhf Ch. 4 to Ch. 2, pending outcome of court appeal by Zenith Radio Corp., competitive applicant (see separate story).

● Denied request of the motion picture industry for a separate allocation of channels for networking theatre TV programs, ruling theatre TV transmission should be a common carrier operation on frequencies already allocated to common carrier service (see separate story).

● Heard oral argument on another "economic injury" TV protest case under Sec. 309(c) of the Communications Act, involving complaint of uhf Ch. 28 KICU (TV) Salinas, Calif., against share-time grants on vhf Ch. 8 to KMBY Monterey and KSBW Salinas (see separate story).

Construction permits for new commercial TV stations were granted by the Commission as follows:

New Haven, Conn. — Connecticut Radio Foundation Inc. (WELI), granted uhf Ch. 59; effective radiated power of 19.5 kw visual and 10.3 kw aural, antenna height above average terrain 560 ft. Grant was made possible by withdrawal of the competitive application of WAVZ there a fortnight ago [B•T, June 22].

Kansas City, Mo. — Midland Bcstg. Co. (KMBC), granted vhf Ch. 9 on share-time basis with WHB there; ERP 316 kw visual and 158 kw aural; antenna height above average terrain 1,080 ft. Common transmitter site will be used but separate studios will be maintained.

Kansas City, Mo.—WHB Bcstg. Co. (WHB), granted vhf Ch. 9 on share-time basis with KMBC there; ERP 316 kw visual and 158 kw aural; antenna height above average terrain 1,080 ft. Common transmitter site; separate studios.

Marshall, Texas—Marshall TV Corp. (headed by New York investment executive Albin May), granted uhf Ch. 16; ERP 18.6 kw visual and 9.33 kw aural; antenna height above average terrain 470 ft. Comr. Frieda B. Hennock voted for letter of further inquiry.

Beckley, W. Va.—Appalachian TV Corp. (headed by New York investment executive Albin May), granted uhf Ch. 21; ERP 19.5 kw visual and 9.77 kw aural; antenna height above average terrain 680 ft. Comr. Hennock voted for letter of further inquiry.

Setting July 20 as deadline for comments, the Commission adopted notices of proposed rulemaking looking toward amending its table of TV channel assignments on the basis of the following petitions for allocation changes:

By Lynne C. Smeby, Washington, D. C., consulting engineer, to add vhf Ch. 5 at Lake Placid, N. Y., and to amend the offset carrier requirements on Ch. 5 at Bangor, Me., to plus and at Boston to minus.

By WAYS-TV Charlotte, N. C., uhf Ch. 36 grantee, to delete Ch. 36 at Harlan, Ky., and substitute Ch. 73-plus. WAYS-TV wants to relocate its transmitter at the AM site of WAYS and faces co-channel spacing problem on Ch. 36.

By WTVH-TV Peoria, Ill., uhf Ch. 19 grantee, to substitute uhf Ch. 66-plus for Ch. 26, reserved for noncommercial educational use, at Springfield, Ill., to widen minimum spacing between its Ch. 19 transmitter and any proposed use of Ch. 26 at Springfield.

By Holdrege Chamber of Commerce, Holdrege, Neb., to transfer vhf Ch. 4 from North Platte to Holdrege.

By KRNR Roseburg, Ore., to transfer vhf Ch. 4 from Medford to Roseburg.

By Eastern Oklahoma TV Corp., Ada, Okla., to switch vhf Ch. 12 from Elk City to Ada, substituting uhf Ch. 26 at Elk City.

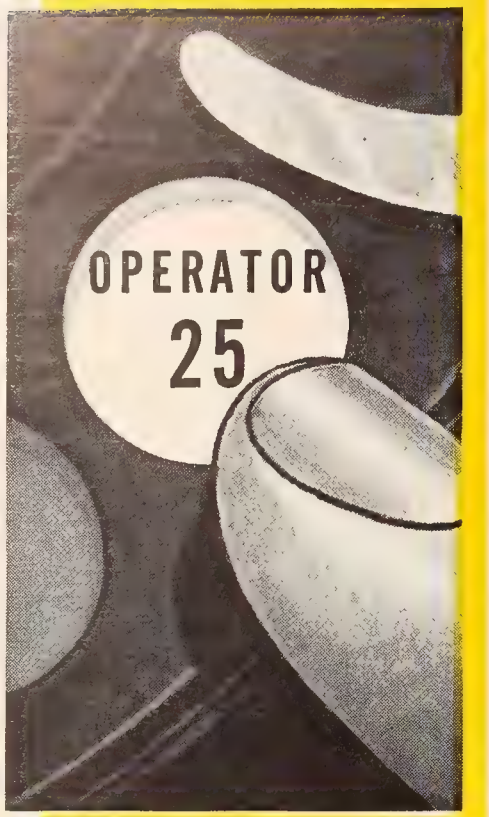
By WAIM Anderson, S. C., to transfer uhf Ch. 40 from Elizabethton, Tenn., to Anderson, substituting uhf Ch. 22-plus at Elizabethton. WAIM is in contest for sole uhf Ch. 58 there with Anderson TV Co.

By Sam Louis Ackerman, Eau Gallie, Fla., to add uhf Ch. 37-minus to Melbourne, Fla., now without a channel.

FCC denied a petition by Robert R. Thomas Jr., operator of WOAY Oak Hill, Va., asking reconsideration of a ruling on May 29 which rescinded the Commission's assignment of vhf Ch. 4 to Fayetteville, W. Va., on grounds



A MANUFACTURER REPORTS:
"Our sales more than doubled during a period in which we ran ads mentioning
OPERATOR 25".



Western Union
"Operator 25"
gives you
More Sales!

Western Union's "Operator 25" Service fills the vital link between the advertiser and the consuming public. How? A prospective customer, whose interest in a branded product or specialty is aroused by an advertisement, or radio or TV program which offers "Operator 25" service, can quickly locate the nearest dealers handling that product. He calls his own local "Western Union Operator 25," mentions the advertiser's name, and is promptly given the *names and addresses* of nearby dealers handling the product. "Operator 25" has already proved its power to get consumer *response*—build *sales*—cut selling *costs*. For details, ask your local office

WESTERN UNION

Mr. Thomas wanted to use the facility at Oak Hill rather than at the city allocated. The WOAY licensee asserted FCC was advised of his plans to build at Oak Hill with auxiliary studio at Fayettesville [B•T, June 22, 8].

Two channel contests at Corpus Christi, Tex., involving multiple applicants for vhf Chs. 6 and 10, were designated for hearing July 24 in Washington. Ch. 6 competitors include KRIS and the Baptist General Convention of Texas. Four Ch. 10 competitors are Corpus Christi TV Co., Superior TV Inc., KEYS and KSIX.

KITO-TV San Bernardino, Calif., permittee for uhf Ch. 18, was sent a letter questioning the diligence of its efforts to put the station on the air. FCC said no construction has begun and no equipment has been ordered.

KOWL Santa Monica, Calif., applicant for uhf Ch. 52, was advised its bid indicates necessity for a hearing. KOWL has filed for Corona, Calif., channel.

Howard-Yale Inc., community antenna firm at Palm Springs, Calif., was granted modification of an STA issued March 26 for an experimental TV booster station to allow not more than three months of experimental operation after completion of construction, but not beyond Dec. 26. Authority also was given to retransmit signals of other than the Los Angeles stations, including XETV (TV) Tijuana, Mex., provided permission is obtained.

In the amended KMBC application, Mr. Church explained the share-time agreement was reached by KMBC and WHB "in order to provide the great community of Kansas City and its environs additional television service without the extended delay which might result from competitive hearings. Up to this time there has been only one vhf television service in the Kansas City area. The applications of the parties will provide the people of Kansas City area with the greatest practicable television coverage that can be devised at this time."

Total cost of the joint transmitter site construction is estimated at nearly a half million dollars, to be shared equally by KMBC and WHB. Transmission operating costs also will be shared, FCC was advised.

KMBC-TV will employ studios in the present KMBC Bldg. at 11th and Central Sts., where radio studios and theatre are in use.

WHB-TV is planning to have a separate studio operation.

Together, the two Ch. 9 stations will operate a minimum of 17 hours daily, 8½ hours each. "Ribbons" or strips of program time will be alternated during the day between each of the two outlets, according to the applications.

KMBC estimated that its total Ch. 9 operation will cost $679,000 for the first year's operation, with $950,000 estimated as first year revenue.



HAPPY over completion of arrangements for KMBC-TV and WHB-TV, time-sharing TV stations on Ch. 9 in Kansas City, to become a basic CBS-TV affiliate, are (l to r): J. L. Van Volkenburg, president, CBS Television; Arthur B. Church, president, KMBC; John F. Cash, vice president and treasurer, WHB, and Frank Stanton, president, CBS Inc.

* * *

Johnson Ignores NARTB Resolution on Baseball Bill

SEN. EDWIN C. JOHNSON (D-Colo.) said last week he expects "no trouble at all" in the Senate when his bill on baseball comes up for consideration [Also see later developments, AT DEADLINE].

Asked about NARTB's resolution attacking the Johnson bill and calling upon Congress to defeat it [B•T, June 25], Sen Johnson said he was not paying any attention to it. NARTB said an analysis of the bill along with comments were sent to all Senators and to members of the House Interstate & Foreign Commerce Committee.

The Senator told B•T that the measure (S 1396), which would permit organized baseball to bring back restrictions on radio-TV coverage while being protected from anti-trust laws, has "good prospects." He said that "as soon as we [Senate] get some of the rush out of the way we will pass the bill."

Meanwhile, a third companion baseball bill was introduced in the House. Rep. C. W. Bishop (R-Ill.) is the author of HR 5858.

The bill, which is on the Senate calendar (rollcall of bills), can be called up at any time. Next calendar day in the Senate is scheduled for next week. At the first call on the baseball measure a fortnight ago, Sen. Everett Dirkson (R-Ill.) asked that it be set aside.

FCC Staff Honors Walker

STAFF party honoring veteran FCC Comr. Paul A. Walker's retirement will be held tomorrow (Tuesday) in the dining room of the U. S. Postmaster General, New Post Office Bldg., where FCC is headquartered. Fellow Commissioners and the Commission staff will pay their respects to Comr. Walker, whose term of office expires the same day. Chairman of the Commission for several months prior to the elevation of Comr. Rosel H. Hyde to the top post, Comr. Walker has been an FCC member since July 11, 1934, the day FCC superseded the former Federal Radio Commission. A Democrat, Comr. Walker is a native of Oklahoma.

FCC DENIES SPECIAL CHANNELS TO ADVOCATES OF THEATRE TV

Five-to-one vote rules that theatre television must stick to the common carrier frequencies. Comr. Hennock dissents, saying that the "public interest" issue of theatre TV should be decided first.

MOTION PICTURE theatre interests last Thursday lost their fight for their own special theatre television transmission channels.

In a five-to-one decision (Comr. John C. Doerfer did not participate), the Commission ruled that theatre TV transmission should be a common carrier operation. As such, the Commission said, it can use the frequencies already assigned for common carrier use. If there are not enough, then, it was suggested, the theatre TV operators could petition FCC for more common carrier frequencies.

In a 17-page report and order, FCC detailed the past history of the theatre TV proceeding (Docket 9552), and reported that the Commission felt there was no reason to pass upon the merits of theatre TV, "Our concern . . . being merely . . . the question of whether there should be a separate allocation of frequencies for the exclusive use of this service."

Terminate Proceeding

Because FCC found no necessity for such an allocation, "we have decided that this proceeding should now be terminated."

Only Comr. Frieda B. Hennock dissented from the majority ruling. She said the majority took "an unrealistic approach to the basic problem . . . i.e., whether or not any use of radio for theatre television is in the public interest . . ."

The report and order ends an eight-year struggle by motion picture interests for theatre TV channels.

In 1945 FCC allocated certain frequencies for experimental use of the theatre TV proponents, but following the so-called 1000-13,200 mc proceeding which began in the spring of 1947, the Commission in February 1948, allocated to other services the frequencies which had been used for the theatre TV experiments.

At that time FCC said the "requirements for theatre television are still not sufficiently clear to indicate the need for a specific allocation for its exclusive use . . ."

In June 1949 the Commission invited Paramount Television Productions Inc., 20th Century-Fox Film Corp. and the Society of Motion Picture Engineers to submit statements concerning the needs of theatre TV. Several other motion picture firms and motion picture groups also filed their comments on theatre television.

Three Problems

In setting forth the issues for the theatre TV hearings, FCC emphasized three basic problems:

(1) What is meant by "theatre television service" and how it would be operated, (2) why cannot theatre TV develop and operate on existing or proposed common carrier facilities, and (3) why should frequency allocations be made exclusively for use of a theatre TV service.

"In fact," the Commission continued, "the impression given was that the entertainment producers were being suggested as the licensees."

Last June the Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee filed a joint petition for hearing. Sessions were held in October 1952. The theatre groups completed the direct engineering and cost presentations in hearings last January.

In early February AT&T, RCA and Western Union presented their direct testimony. In essence, they said special theatre TV frequencies were not needed and that existing common carriers could provide the necessary service [B•T, Feb. 16].

On Feb. 27, the NETTC and MPAA filed another joint petition. They wanted the Commission to allow common carriers which furnished only theatre TV transmission service on common carrier frequencies.

AT&T promptly filed opposition to the request, and said NETTC-MPAA wanted preferential treatment in the use of frequencies "for a special and limited transmission service not required or in the public interest."

A few days later Theatre Network Television Inc. filed a petition which commented on AT&T's opposition. TNT said that although common carrier theatre TV service which NETTC and MPAA wanted deserved consideration, FCC also should consider alternative procedure to meet requirements for theatre TV service.

FCC found in last week's report and order that the NETTC-MPAA petition of Feb. 27 had found a possible solution to the problem [B•T, March 2]. The Commission pointed out that in January it had asked if theatre TV couldn't establish its own common carrier to use the common carrier frequencies.

The only other major question was whether theatre TV might be considered an industrial service.

FCC said it didn't believe so, since a communications transmission system which can be licensed to anyone for operation without regard to special licenses eligibility requirements, operated for hire and offering a service that anyone could subscribe to, actually is a common carrier type of service, and that the common carrier frequencies are the only logical places for the location of such services.

Public Interest

The AT&T arguments do merit consideration, FCC said, when they ask if the public interest would be served by the grant of a particular application which requests use of common carrier frequencies for theatre TV.

But whether the application should be granted or not, FCC said, can be determined after it's filed, so "we see no need to ascertain, at this time, who such applicants may be and the nature and scope of their prospective operations."

In reaching its conclusions, FCC said it expects that there will be cooperation between common carriers in resolving frequency conflicts. Accordingly, it sees no need at this time to determine when interconnection might be necessary or what type of interconnecting service should be furnished.



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26,900 Watts—Visual
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See WEED-TV CHANNEL 12

FCC Files Appeal Support Against 'Giveaway' Decision

Following a N. Y. court decision that FCC "misconstrued" the lottery law and acted as a censor in its giveaway rules, the Commission filed a formal brief supporting its stand that it formulated lottery policy for the licensees' "guidance."

FCC has filed a formal brief in support of its appeal to the U. S. Supreme Court against a 2-1 decision by the U. S. Southern District Court of New York favoring ABC, NBC and CBS networks in their move for permanent injunctions against FCC rules which term network "giveaway" shows as lotteries and therefore illegal.

FCC earlier had filed notice with the lower court of its intention to appeal the latter's decision, upon which counsel for the networks filed motions with the Supreme Court to affirm the lower court's decision in their favor without argument.

Won Injunction

The New York district court ruled that FCC's giveaway rules, adopted in August 1949 but suspended after the networks won a preliminary injunction pending a court decision, for the most part misconstrue the lottery low and represent "censorship" in violation of the First Amendment to the Constitution [B•T, Feb. 9].

In its "Reply to [the networks'] Motions to Affirm" the lower court decision, counsel for FCC stated that "the Commission undertook to formulate its interpretation of the [lottery] law for the guidance of its licensees." FCC holds that its appeals raise "a substantial point of law" and that the networks' motion for affirmance, "without argument," should be denied. The FCC brief was filed June 15.

FCC cited the lottery law applying to radio stations prohibiting "any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance. . . ."

Radio Farm Directors Plan U. S. Data Review

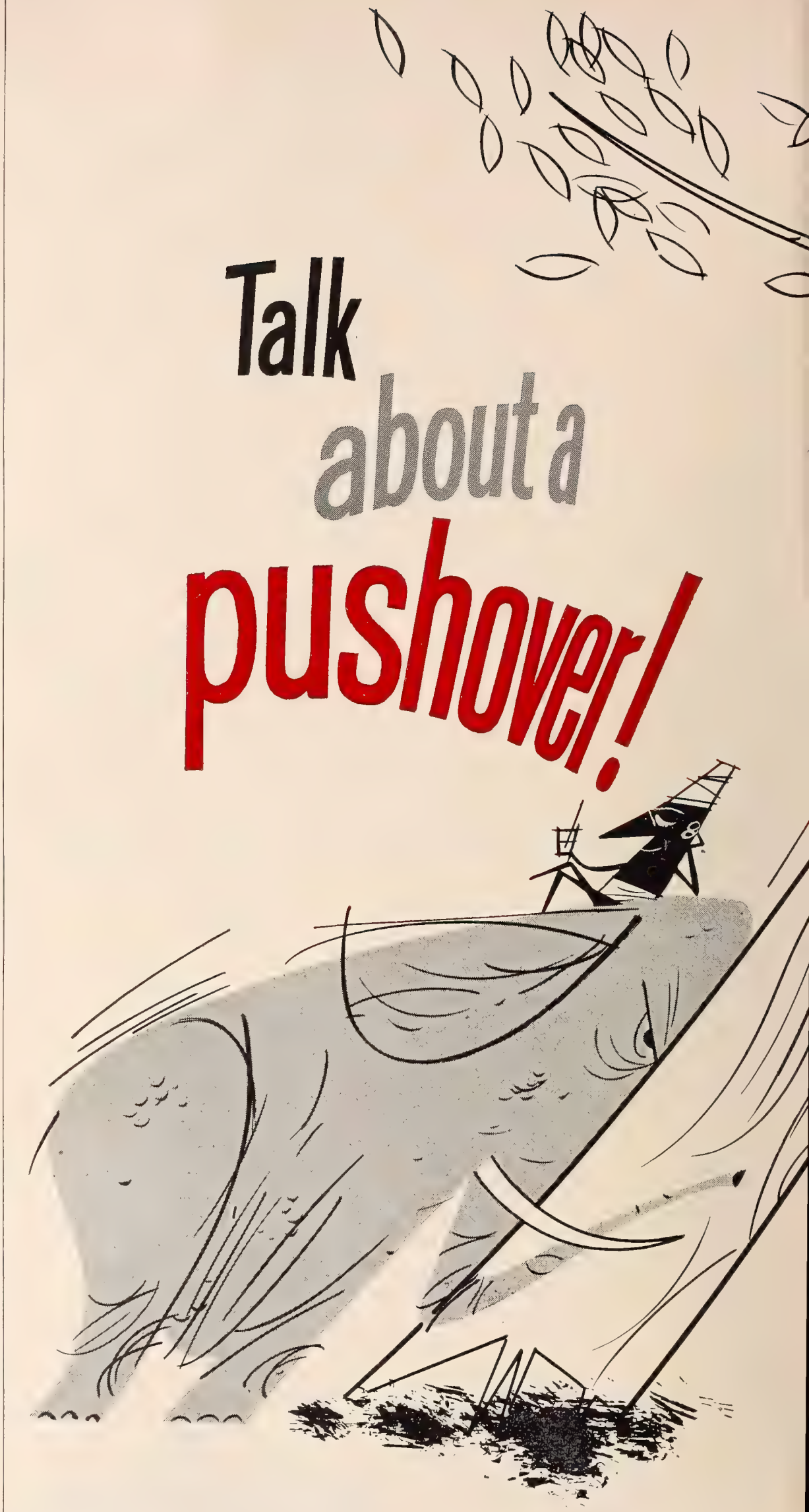
REVIEW of the information service offered by the Dept. of Agriculture is planned by a group of radio farm directors at the suggestion of Secretary of Agriculture Ezra Taft Benson.

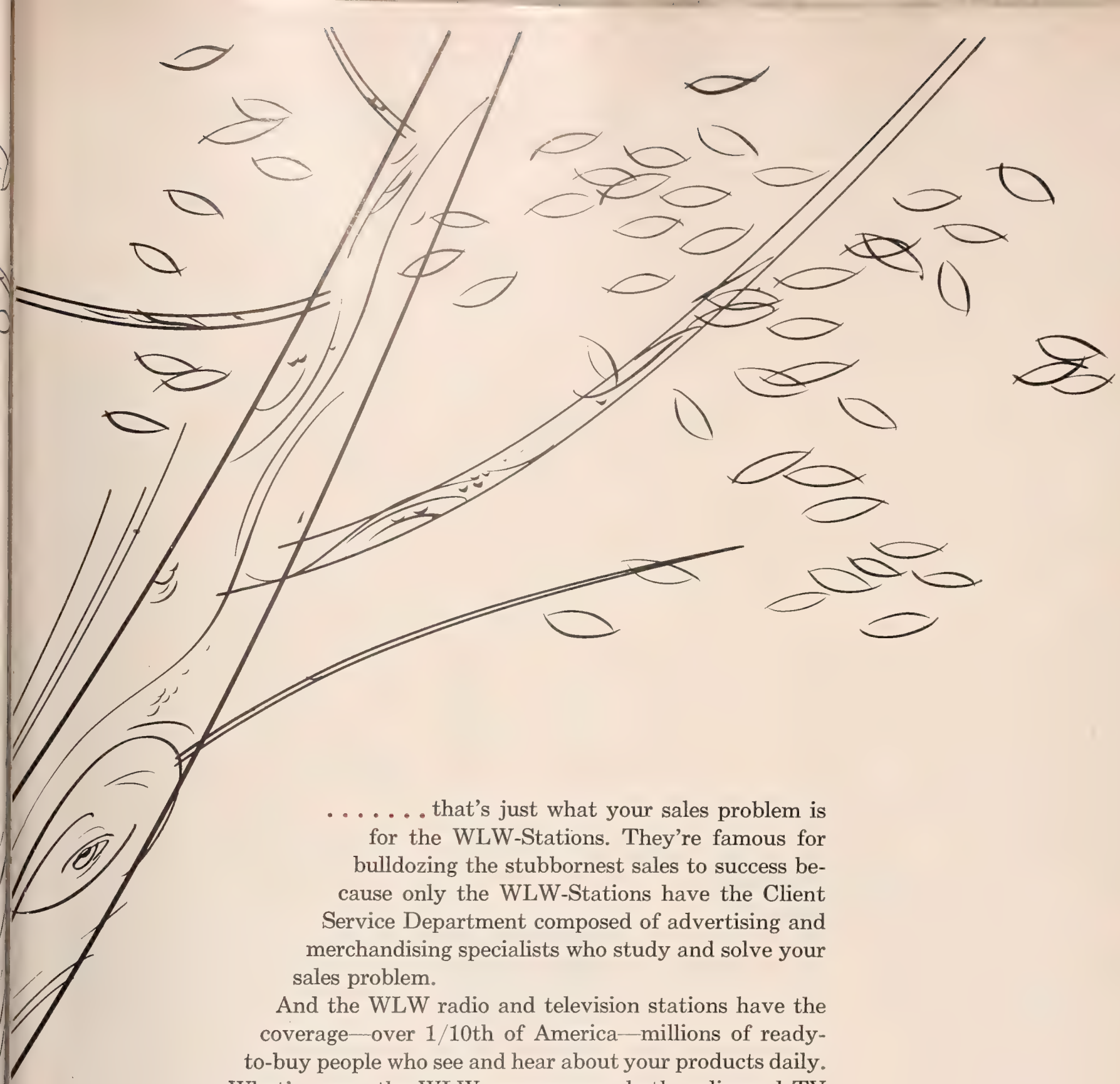
Secretary Benson called a meeting June 22 of representatives from radio stations, newspapers, farm magazines, colleges and others who use the service. Subcommittees were formed to evaluate the service from the standpoint of the various needs.

One such group includes Mal Hansen, WOW Omaha, president, National Assn. of Radio Farm Directors; Robert C. Miller, farm director, WLW Cincinnati, and Hollis Seavey, director, Clear Channel Broadcasting Service, Washington. Its report is to be submitted to William Ward, information director, Cornell U., by Aug. 15. On Sept. 17 another meeting of all the subcommittees will be held in Washington.

Senate Confirms Howard

SENATE last Monday confirmed the nomination of Katherine G. Howard of Massachusetts to be Deputy Federal Civil Defense Administrator.





. . . . . that's just what your sales problem is for the WLW-Stations. They're famous for bulldozing the stubbornest sales to success because only the WLW-Stations have the Client Service Department composed of advertising and merchandising specialists who study and solve your sales problem.

And the WLW radio and television stations have the coverage—over 1/10th of America—millions of ready-to-buy people who see and hear about your products daily.

What's more, the WLW programs on both radio and TV are packed with popular, professional talent to put over your sales message.

So why let sales stumps stand in your way. Get at your problems with WLW-Stations and watch your sales grow and your problems go.

as your ad dollar is handled, so your sales message goes over

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EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD

MORE RADIO-TV RECRUITING FUNDS ASKED

House Appropriations subcommittee testimony reveals the 1954 budget for radio-TV would be $53,005 more than 1953.

AN INCREASED Army-Air Force budgetary allowance is being asked Congress for the services' 1954 recruitment program. The additional money asked is $53,005 more than in 1953.

This was revealed in last Thursday's release of testimony delivered in hearings March 5 to June 11 held by a House Appropriations subcommittee and subsequent questioning of Pentagon officials by B•T.

The services are cutting their radio production, however, it was indicated. Television request for 1954, increasing the amount spent for TV in 1953, nevertheless still is less than the proposed expenditure for radio in 1954.

The request of the services for meeting costs of radio and TV production in the recruiting program, starting tomorrow (Tuesday), comes to $296,000 compared to $242,995 the last (1953) fiscal year. Congress, however, may cut this figure.

Pentagon officials told B•T that the cost squeeze, felt by commercial operations, is greater for the services because of budget limitations.

Highlights of testimony:

• The entire "advertising program" would be increased $250,000 overall—mostly because of increased costs.

• According to figures shown the subcommittee, Dancer-Fitzgerald-Sample, the Army-Air Force's agency, would get $192,000 for radio-TV production, a greater proportionate share of money than to the other media used.

• For network programs put on by the two services they receive $7 to $8 for every $1 they spend—nearly all of the higher return coming from free time.

• Col. Lawrence E. Schlanser of Personnel Procurement said the Pentagon gets "a lot of plugs" from disc jockeys. "From the platter shows," he said, "we actually get more distribution than the expense would seem to indicate. We use practically 2,000 radio stations a week, which is almost a coverage of the whole nation."

Production cost to the services, the colonel said, is the recording and mailing—"they [stations] put it on on their own time."

In the breakdown of advertising budget figures: In 1954, the request is $104,000 for TV production, $192,000 for radio production; in 1953, $203,154.35 was spent for radio, $39,-841.24 for TV.

In their recruitment publicity, some of the yearly fiscal 1953 cost figures developed by the Army-Air Force are: Weekly recruiting program, *Proudly We Hail* on radio, Army-Air Force cost, $129,701; commercial value, $5.1-plus million, Army-Air Force musical platter shows on radio, $15,184; commercial, $1,348,-152; TV recruiting program, *Guide Right* (DuMont) $53,123.20, commercial, $1,008,618; TV recruiting program, *Talent Patrol* (ABC) $348,-000, commercial, $1,444,961.44; live or tape programs aired on national radio networks, $6,792; commercial, $1,700,400, and one-time public-service support projects for Army-Air Force, $20,446, normal commercial cost, $840,150.

STRONG VOA CHIEF SOUGHT

AN independent information agency could attract top people in the media industry, Dr. Robert L. Johnson, International Information Administration chief, last week told the House Government Operations Committee.

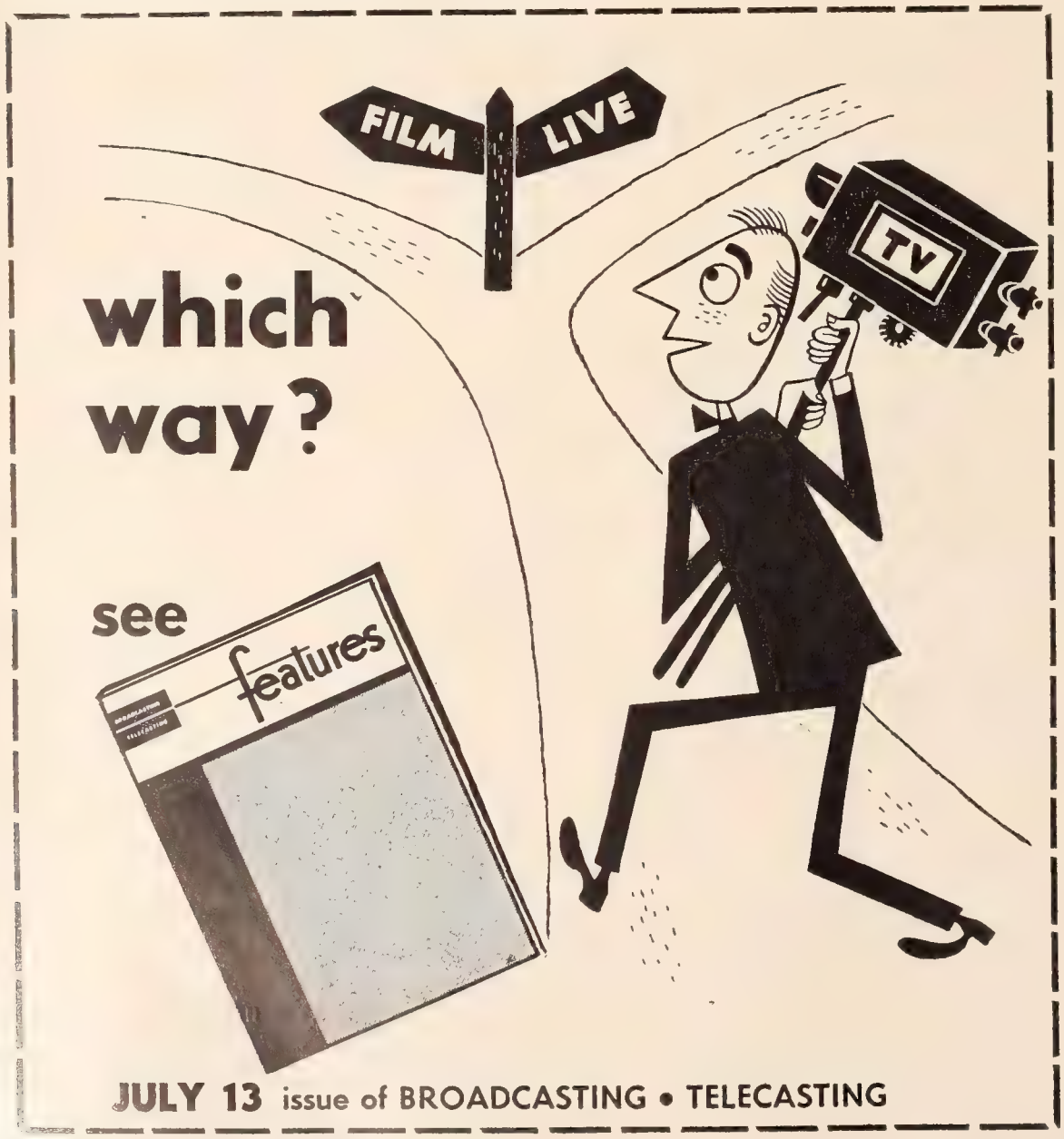
The committee is considering reorganization plans to set up a new U. S. Information Agency with autonomous administration but under policy direction of the Secretary of State [AT DEADLINE, June 8].

Dr. Johnson Wednesday revealed before the committee that he has contacted a $75,000-a-year executive of "a very prominent advertising agency" to head the Voice of America program. He said the executive, whom he did not identify, is "one of the top five or eight men in the U. S." He said some "six or seven good men from the radio field" were looking for the job.

He also disclosed that VOA operates with $20 million, that the reorganization plan "is the best means so far developed" for handling the Government's overseas information program, and that under his direction VOA broadcasts have been changed to "straight commentary and news, plus religious programs."

Dr. Johnson predicted considerable economy with the reorganization—purpose of the agency: "To get things done more quickly."

Earlier in the week, he said he would tell Congress a proposed $112.5 million budget for IIA is not enough. Although he would ask approval of the figure, Dr. Johnson asserted, "We need a minimum of $123 million or even more." The Budget Bureau set the $112.5 million limit.



Grim Denies NFL Plea To Stay Antitrust Case

REQUEST of National Football League to hold up a decision in the Government's antitrust case against the professional clubs was denied by Judge Alan K. Grim in U. S. District Court at Philadelphia. Judge Grim heeded the Government's plea that it is not essentially a football case but actually a radio and television case in which sale of broadcast rights was in interstate commerce. Ex-Sen. Francis Myers, for the league, said the basic issue in the baseball reserve-clause cases now in the Supreme Court is whether professional sports are engaged in interstate commerce. Walter Murphy, government counsel, argued the reserve-clauses cases are purely baseball cases.

In handing down the order, Judge Grim said: "The defendants have not made a clear case of hardship or inequity in being required to go forward. Moreover, there appears to be more than a fair possibility that the requested stay would work damage on someone else—radio, television, the advertising industry, and perhaps the vast radio and television audience which allegedly are being damaged by the defendants' continuing violation of the anti-trust laws.

"A prompt decision is desirable. If stayed until the cases before the Supreme Court have been decided, another football season will pass before there is a decision in the present case."

KXEL Protest Dismissed

PROTEST by KXEL Waterloo, Iowa, against the new station grant of 10 kw daytime on 1540 kc at Columbus, Miss., to J. W. Furr was dismissed by the FCC last week. The Commission ruled that KXEL is not entitled to the extent of protection from interference which it claimed in its petition [B•T, June 22].

ILL. SENATE PASSES RADIO-TV BAN BILL

WITNESSES appearing under subpoena before courts or legislative committees or investigating commissions would not be required to face radio microphones or TV cameras if they expressed prior objections—under action taken by the Illinois Senate last week.

That is the substance of a bill passed Tuesday and sent to the House for its concurrence. If approved there, it would become law with Gov. William Stratton's signature.

The measure represents a compromise between the original proposal, which would have banned outright radio-TV coverage of all such proceedings, and open access to coverage by broadcasters.

The Illinois Broadcasters Assn. fought the original bill. Both the Chicago and Illinois Bar Assns. have been in the forefront of a fight to prohibit such coverage where witnesses' rights are involved.

Oliver Keller, president of WTAX Springfield told B•T it was "not a good bill." He said WTAX-AM-FM has been carrying certain committee sessions of the House each week.

Among broadcasters appearing in opposition to the bill were William Ray, news director, NBC Chicago, and Con O'Dea, news chief, ABC Central Division.

Hofheinz Sells KSOX To KGBS for $225,000

HOUSTON's Mayor-Broadcaster Roy Hofheinz has sold KSOX Harlinger, Tex., to KGBS Harlingen for $225,000, subject to FCC consent. KGBS would be deleted.

Harbenito Broadcasting Co., KGBS licensee, has pending an application to change facilities of KGBS from 1240 kc with 250 w unlimited to 850 kc and 5 kw. Upon approval of the application for acquiring KSOX (1530 kc, 50 kw day, 10 kw night directional), Harbenito Broadcasting Co. will surrender its license for KGBS and dismiss the application for frequency change.

KGBS-TV, assigned vhf Ch. 4, will be retained by Harbenito principals and will be transferred to Harbenito Broadcasting itself. KGBS-TV grant was made possible by withdrawal of competitive application of KSOX.

Principals include President McHenry Tichenor (39.5%), 50% owner of Magic Triangle Televisors, Inc. (KGBS-TV); Vice President James Cullen Looney (39%), owner of KURV Edinburg, Tex., and Secretary-Treasurer Troy R. McDaniel (10%).

Earlier the FCC had approved the sale by Hofheinz of 75% interest in KTHT Houston to Texas Radio Corp. for $600,000 [B•T April 13].

Total of 2,000 shares of new common stock are to be issued to increase the capitalization of Harbenito Broadcasting, the application showed. Mr. Looney will purchase 1,950 shares for $175,000. Mr. McDaniel will purchase 50 additional shares for $4,500 and will acquire 140 shares from Genevieve Tichenor for $12,600.

Mr. Looney's commitment is conditioned on authorization to increase stock and upon transfer of KGBS-TV to Harbenito Broadcasting Co. He will not acquire office or stock interest until he disposes of KURV.

Flemming Confirmed

SENATE last week confirmed Arthur S. Flemming as director of the newly reorganized Office of Defense Mobilization.

WROV (TV) WOULD DROP UHF FOR VHF

Roanoke outlet cites losses in seeking change from uhf Ch. 27 to vhf Ch. 7.

BECAUSE of great financial losses in a relatively short time, WROV-TV Roanoke, Va., last week asked FCC for authority to change from uhf Ch. 27 to vhf Ch. 7.

This is believed to be the first time that an operating uhf station has requested a change to vhf for economic reasons.

WROV-TV contends that under present conditions uhf stations cannot compete with vhf facilities.

Radio Roanoke operator of WROV-TV, Inc., filed for Ch. 7 in early 1951, FCC records show. A competitive application was filed later and Radio Roanoke amended from Ch. 7 to the unsought Ch. 27. Subsequently, Polan Industries, one of the applicants which had filed for vhf Ch. 10, the third commercial channel allocated to Roanoke, amended its application to specify Ch. 7. The Commission soon thereafter issued construction permits for uhf Ch. 27 and vhf Ch. 10 Roanoke Bcstg. Corp. (WSLS).

Vhf Ch. 7 still remains in contest between the Times-World Corp. (WDBJ) and Polan Industries.

Radio Roanoke requests that the FCC accept its application and waive the requirements of Footnote 10 of Rule 1.371 of the Commission's Rules and Regulations (commonly known as "Temporary Processing Procedure") which prohibits applications by operating stations from applying for a TV channel other than that presently authorized.

Radio Roanoke contends that although it has expended great effort to obtain public acceptance of uhf Ch. 27 and has been successful in obtaining 50% circulation for uhf in the Roanoke area, it has still found operations economically unfeasible.

In setting forth its reasons for the change, Radio Roanoke points out that:

. . . although income was nearly adequate when the station went on the air to balance expenses, in a matter of a few weeks income began to drop and has since dropped consistently due to the limited and poor reception of uhf Ch. 27 in the mountainous Roanoke area compared with competitive vhf Ch. 10. Published figures show over 80,000 uhf sets in a wide area covered by Ch. 10 in Roanoke against less than 20,000 uhf sets in a limited area. The indifference of some set manufacturers, distributors, dealers, service people and the general public toward a uhf station with relatively poor pictures in a city and area served by a vhf station with excellent pictures from three national television networks along with a substantial list of national, regional and local advertisers who are attracted by the large audience sustained by the vhf station's superior coverage and pictures indicate that uhf is not acceptable nor financially feasible in a city where vhf facilities are or will become available.

Radio Roanoke has indicated that if the Commission will waive the provisions of its rules prohibiting applications by operating stations from applying for a TV channel other than that presently authorized, it will operate uhf Ch. 27 as long as its resources permit or until a construction permit is issued to any applicant for Ch. 7.

If the Commission does not waive its rules Radio Roanoke is prepared to surrender its uhf Ch. 27 facilities in order that its application for vhf Ch. 7 may be considered.

1950—173 LOCAL ADVERTISERS . . .

1951—215 LOCAL ADVERTISERS . . .

1952—239 LOCAL ADVERTISERS . . .



Local advertisers see the RESULTS of their advertising schedules . . . good or bad . . . quickly *reflected in their cash registers.* Each year for the past three years, an increasing number of local advertisers have placed schedules on WOC. With the number of these advertisers increasing 38%, 1952 over 1950, there is no better proof that WOC advertising schedules are reflecting busy cash registers. Buy your advertising at this local cash register level . . . buy WOC, and you'll find your Quint-Cities sales skyrocketing.



FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

KICU (TV) CLAIMS RIGHT TO HEARING

ORAL argument does not constitute a fair hearing under the TV protest rights of Sec. 309(c) of the Communications Act, FCC was told last Monday by counsel for KICU (TV) Salinas, Calif., the uhf Ch. 28 grantee owned by S. A. Cisler and Grant R. Wrathall. KICU (TV) appeared to press its economic protest of the vhf Ch. 8 share-time grants issued by the Commission to KMBY-TV Monterey and KSBW-TV Salinas, charging injury from "monopoly" of major network services [B•T, April 13, March 30].

Stephen Tuhy Jr., counsel for KICU (TV), attacking the nature of his client's "day in court" before FCC, contended:

Now Sec. 309(c) specifically states that the Commission be directed to set an application for hearing. It does not say 'oral argument.' We contend that an oral argument is not a hearing. It specifically provides that the protestant has the burden of proceeding with the introduction of evidence. I am at a loss to know, after 15 years of practice, how we are to proceed with the introduction of evidence without the benefit of testimony, . . . witnesses for the opposite side . . . cross examination and proceeding in a logical manner.

Mr. Tuhy related that KICU (TV) alleges injury because KMBY, through the CBS connections of part owners Bing Crosby and Kenyon Brown, and KSBW, through ownership ties with NBC-TV affiliate KRON-TV San Francisco, "will be able to monopolize the economic support for TV stations in the Salinas-Monterey area."

Clair L. Stout, counsel for KMBY, agreed that Sec. 309(c) entitles KICU (TV) to a hearing, but observed that Messrs. Cisler and Wrathall "did not set forth any issues in the protest," and since FCC set none, there are no issues on which to hold a hearing. Sec. 309(c) requires specific issues to be posed by the protestant, he said, contending the KICU (TV) allegations were too general to constitute issues.

KSBW counsel Norman E. Jorgensen reviewed the Sanders Bros. case and noted the Supreme Court considered economic injury not an element of itself to entitle a station to protest privilege, but "it would be likely that such person would have sufficient interest to bring errors of law to the attention of appellate courts." To forbid new grants on the ground of economic injury alone would be to give FCC power to grant business monopolies, he recalled. He explained:

The holding of the Sanders case, in essence, is that an existing station has standing to make inquiry with respect to Commission action, but that any attack it takes must be that the Commission action is not in the public interest and has not sufficiently protected the public interest. The Sanders case does not hold that any existing station, or permittee, can attack a Commission action because the financial interests of that existing station or permittee have not been considered by the Commission.

Frederick W. Ford, chief of the FCC Broadcast Bureau's Hearing Division, also indicated KICU (TV)'s allegations were not specific.

Comr. John C. Doerfer, during argument on alleged scrambling of network shows that would result on the share-time stations, interposed that he didn't see how public interest would be hurt since the public does not care who provides the programs on a given channel as long as it gets the programs.

Florida Ban Bill Fails

A BILL which would ban radio-TV coverage of public hearings in Florida, and which had been killed in committee, has been refused a place on the Florida House calendar, apparently closing the issue. The bill was authorized by Sen. Wallace O. Sturgis of Ocala.

Conference Moved

BECAUSE of the large turnout of industry attorneys, engineers and government representatives expected for the mock FCC television pre-hearing conference scheduled tonight (Monday), the demonstration has been transferred to the U. S. Commerce Dept. auditorium and will not be held in Hearing Room A of the Interstate Commerce Bldg. as originally planned. The mock conference, designed to show how comparative TV hearings can be expedited, has been arranged by the Federal Communications Bar Assn. and FCC [B•T, June 22, May 18]. The demonstration will begin at 7:30 p.m.

Ill. Senate Approves Modified Educ. TV Bill

THE U. of Illinois at Champaign-Urbana last week was preparing to move ahead with plans for an educational television station on vhf Ch. 12 after two new developments in its favor.

The state Senate voted to reverse an earlier proposal that would have denied the university and other schools authority to build and operate such stations or at least deprive them of state funds. The bill was returned to the House, which earlier had approved the ban.

At the same time, U. of Illinois trustees reported a $100,000 Ford Foundation grant for educational TV. The grant, plus final legislative action, was hailed as paving the way for TV plans on at least a skeleton basis.

The Senate amended the proposal to curb the use of tax funds for TV, limiting annual expenditures to $424,000 for the next two years. The Senate voted to allow the university to use grants and gifts, such as donated by the Ford Foundation.

The proposal to prohibit educational TV had been supported by the Illinois Broadcasters Assn. and other groups [B•T, June 15].

WWBZ Calls 'Misleading' 'Bookmakers' Delight' Charge

FRED WOOD, manager of WWBZ Vineland, N. J., last week declared "misleading" the term "bookmakers' delight" used by Chief of FCC Broadcast Bureau in describing the horse race programming of WWBZ.

Broadcast Bureau Chief had used this phrasing in a petition to the Commission to deny pleading of WWBZ which asks reconsideration and grant without hearing on its pending license renewal application [B•T, June 22].

That petition said in part: "It is difficult to comprehend what legitimate community needs are being served by the extensive, year-round and detailed racing coverage provided by station WWBZ."

Mr. Wood said that he does not believe that they are operating illegally and added: "I could name several other stations in this area which are giving more racing information. . . . This area has horse breeders, owners and patrons of the sport and the stations are performing a public service in supplying information these people want."

KFDM-KWTO DUEL RENEWED

KFDM Beaumont, Tex., either should have its license revoked or should participate in a hearing to defend a request that its license should not be renewed. That is the essence of two petitions filed last Thursday at FCC by KWTO Springfield, Mo.

KWTO bases its requests upon what it alleges are violations by KFDM of FCC rules and orders.

In 1946, KWTO claims, KFDM, WHBQ and KWTO all had pending before FCC applications for operation on 560 kc at night. KFDM and KWTO sought an increase of nighttime power to 5 kw and WHBQ wanted to change its frequency to 560 kc with 5 kw daytime, 1 kw nighttime. FCC set all three applications for hearing.

The Commission "inadvertently" removed the KFDM application from the hearing docket, KWTO asserts, and granted its request for 5 kw night in 1947.

Upon petitions filed by KWTO and WHBQ, however, FCC later amended the KFDM grant by adding a condition to the grant that KFDM would accept whatever interference resulted from the granting of KWTO and WHBQ applications. KWTO claims KFDM accepted the condition and has reaffirmed its acceptance of the condition ten times since then on subsequent license renewals and modifications.

On the other hand, KWTO says, KFDM consistently has fought against all efforts of KWTO to increase its nighttime power to 5 kw. This action, KWTO believes, is an effort to render meaningless the clause in KFDM's license which states KFDM will accept the interference resulting from grant of the KWTO application. This violates the terms of KFDM's original grant and all the later license renewals and modifications, according to KWTO.

KWTO said that KFDM never did object to the conditions imposed in the original grant and subsequent licenses so that KFDM accepted the condition, and has continued to accept it for almost six years, but in action KFDM does not accept the conditions because of its consistent efforts to defeat KWTO's application for the nighttime power increase.

In one petition, KWTO asks that FCC issue an order for KFDM to show cause why its license should not be revoked.

In the other petition, KWTO asks FCC to hold a hearing in an effort to determine if KFDM has violated the terms of its license and is a fit party to hold a license.

Attorney for KWTO is George O. Sutton, Washington.

Brewer Urges Congress To Let EPT Die Tuesday

CONGRESS last week was urged to let the excess profits tax expire tomorrow (Tuesday) by Basil Brewer, vice president and treasurer, E. Anthony & Sons Inc., licensee of WNBH WFMR (FM) New Bedford, Mass., and permittee for uhf Ch. 28 WNBH-TV.

Mr. Brewer, also publisher of the New Bedford *Standard-Times,* and *Hyannis* (Mass.) *Cape Cod Standard-Times,* in a letter to Chairman Daniel A. Reed (R-N.Y.) of the House Ways & Means Committee, said "Republicans, including President Eisenhower, state the excess profits tax is entirely inequitable but urge retention rather than favor a few corporations as against many. If the President is correct the tax is inequitable. Let's stop the inequity June 30 as provided in the Act."

Correspondents Named For Bermuda Conference

THE WHITE HOUSE has listed these radio and TV representatives for the Bermuda conference:

Radio — Martin Agronsky, John Edwards ABC; William Costello, CBS (Eric Sevareid, and David Schoenbrun or Howard Smith tentatively scheduled); Richard Harkness, Ray Scherer, Leroy Van Winkle (engineer); Ray Henle, 3-Star Extra; Leslie Higbie, MBS; James M. Minifie, Canadian Broadcasting Corp.; Peter Von Zahn, Northwest German Radio; Charles F. Sabastian, WJFL (FM) Chicago.

Television—John Krumpleback, Robert Butterfield, John F. Hofen, Joseph Vadale, NBC-TV; Robert Hess, William Macy, Charles Von Fremd, CBS-TV.

Jobs Order on CSC Status Hurts FCC Lawyers Little

NEW Executive Order issued Thursday by the White House will deprive some government attorneys of civil service protection under Schedule A but only two or three FCC lawyers are likely to be affected. These would be attorneys who came into civil service status since 1947 and would be confined to those of Grade 12 or under, it was indicated at the FCC.

Attorneys protected by the Lloyd-LaFollette Act or having veterans preference would not be affected. The new order will amend one handed down some weeks ago.

Status of 68 FCC staff executives became doubtful last March when a Civil Service Commission list enumerated positions available to the new Administration because they lacked civil service protection [B•T, March 2].

Strauss Named AEC Chief

LEWIS L. STRAUSS, member of the RCA board, last week was picked by President Eisenhower to be the new chairman of the Atomic Energy Commission. He is a financier and was adviser to the President on atomic energy matters. His nomination is for a five-year term for which he is being designated as chairman. He will succeed Gordon Dean, who retires tomorrow (Tuesday).

Mr. Strauss will be principal speaker July 2 at ceremonies marking the 30th anniversary of the Naval Research Lab. The laboratory has 12 scientific divisions, three of them in radio. Using "radio" telescopes, laboratory scientists are studying microwave radiations from the sun, moon and the stars. Information gathered is expected to improve long-distance radio communication. The laboratory also has been studying radio-frequency propagation.

Hurry, Hurry, Hurry

TELEVISION legal and engineering staffs at FCC are alerted for emergency duty each Tuesday night, eve of the Commission's regular meeting day, to process last-minute mergers and amendments resulting from the new speed-up policy [B•T, May 25]. The Commission also has put on notice Washington attorneys and the staff of its Secretary's office that 5 p.m. closing time will be strictly observed and that last-minute amendments must be stamped in by FCC before 5 p.m. Tuesday to be eligible for Wednesday consideration.

WORZ

proudly announces

TWO IMPORTANT MILESTONES IN OUR PATH OF PROGRESS . . .

appointment of

THE O. L. TAYLOR COMPANY

as National Representatives

and

Increase in Daytime Power to

5000 WATTS

As this goes to press, WORZ is completing final tests of its new 5000 watt transmitter—an increase in power, giving coverage "from the Gulf to the Sea" over Central Florida.

The best advertising buy in Central Florida at *no increase in rates.*

Join a growing list of satisfied advertisers—Beginning July 1, see your O. L. Taylor man.

WORZ

ORLANDO

NBC for Central Florida

John E. Surrick

General Manager

STORER SELLS WMMN AFTER BUYING KABC

Transaction was made to keep within FCC's limit of seven AM stations. Sale price for WMMN is reported at $340,-000; KABC cost $700,000.

SALE of WMMN Fairmont, W. Va., by Storer Broadcasting Co. to Peoples Broadcasting Corp. was announced last week on the heels of the Storer company's acquisition of KABC San Antonio [CLOSED CIRCUIT, June 15]. Both transactions are subject to the customary FCC approval.

Sale price in the KABC transaction is approximately $700,000 while the WMMN figure is reported at $340,000, plus net qiuck assets. KABC operates on 680 kc with 50 kw day and 10 kw night and WMMN is on 920 kc with 5 kw.

The WMMN sale was "necessitated" by Storer's acquisition of KABC, in view of FCC's policy against common ownership of more than seven AM stations.

With the acquisition of KABC, Storer will own combination radio-TV operations in five major markets. The company already owns KEYL (TV) San Antonio. It also operates both AM and TV in Atlanta, Detroit and Toledo and has received FCC approval for its purchase of WBRC-AM-TV Birmingham. It also owns WWVA Wheeling and WGBS Miami.

"It was with great reluctance that the Storer Broadcasting Co. decided to dispose of WMMN, but the exigencies of the situation required this action," said President George B. Storer in announcing the sale jointly with Herbert E. Evans, vice president and general manager of Peoples, a subsidiary of the Farm Bureau Mutual Automobile Insurance Co.

Peoples owns and operates WRFD Worthington, Ohio; WOL Washington and WTTM Trenton.

"We look forward with great interest to working with the people of Fairmont, Morgantown, Clarksburg and other communities served by WMMN in the further development of public service programming," Mr. Evans said, and "we wish to have a part in the great development under way in the Monongehela Valley."

WMMN is almost 25 years old. It started operations Dec. 22, 1928. One of its programs, *Campus Hi-Lites,* has been presented weekly by Fairmont State College for 22 years. WMMN is a CBS Radio affiliate.

Peoples Broadcasting is headed by Murray D. Lincoln, who also is president of Farm Bureau Insurance Co. and of CARE, the international relief agency.

The transaction was negotiated by Howard E. Stark, radio and TV station broker, of New York. Negotiations for purchase of KABC, an ABC affiliate, were completed by Mr. Storer, and for KABC, Sid Richardson and Gene Cagle, present owners. Mr. Cagle is president of the Texas State Network.

Mastin Takes WNBF Reins

CECIL D. MASTIN has taken over as general manager of WNBF Binghamton, N. Y., due to the serious illness of Guy Cunningham, who had fulfilled those duties. In making the announcement last week, Mr. Mastin, who is vice president of Clark Assoc., station licensee, said that a permanent replacement for Mr. Cunningham will be announced soon. Mr. Mastin had managed WNBF for many years.



CONCLUDING arrangements for sale of WMMN Fairmont, W. Va., are (l to r): Seated Lee B. Wailes, executive vice president, Storer Broadcasting Co., and Herbert E. Evans, vice president-general manager, Peoples Broadcasting Corp.; standing, James Littell, Detroit attorney representing Storer; Howard Stark, New York radio-TV broker, and James Lawrence Fly, Fly Shuebruk & Blume, Washington attorneys for Peoples.

WBBM-TV SETS SWITCH TO CH. 2

CBS' WBBM-TV to move from Chicago Ch. 4 to 2 wth FCC's special temporary authorization pending Zenith Radio Corp.'s protest before U. S. Appeals Court of D. C. in which Zenith also seeks Ch. 2. WTMJ-TV Milwaukee to move from Ch. 3 to 4.

WBBM-TV Chicago will change from vhf Ch. 4 to 2 next Sunday, H. Leslie Atlass, vice president in charge of the CBS Central Div., announced last week after FCC issued a special temporary authorization to the CBS-owned station for the channel shift.

The STA is conditional upon the outcome of Zenith Radio Corp.'s protest, now before the U. S. Court of Appeals for the District of Columbia, which challenges the final TV reallocation order by FCC requiring WBBM-TV to move from Ch. 4 to 2 and denying Zenith's bid for a new TV station on Ch. 2.

As a result of the WBBM-TV move, WTMJ-TV Milwaukee will change from Ch. 3 to 4 on July 11, according to Walter J. Damm, vice president and general manager of radio-TV for the *Milwaukee Journal* properties. He said the channel switch will eliminate conflict with the signal of WKZO-TV Kalamazoo, Mich., operating on Ch. 3.

Move Required

The channel moves were required by FCC's Sixth Report & Order of April 14, 1952. Zenith, which has been operating an experimental station on Ch. 2 since 1939 and seeks a regular commercial outlet on the facility, appealed to the court. Several weeks ago, Zenith won a stay on a permanent basis, until its formal appeal could be heard [B•T, May 25].

Because of the urgency of the Ch. 4 interference problem, the Commission invited CBS and Zenith to submit applications for temporary operation on Ch. 2 under an STA, pending termination of the litigation.

With Comr. Frieda B. Hennock dissenting and Comr. E. M. Webster issuing a concurring statement, the FCC majority by memorandum opinion and order granted the STA to CBS subject to the following terms:

(a) It will be in effect until final court action in the Zenith appeal, or (b) until award of a license to operate on Ch. 2 after comparative hearing between CBS and Zenith. (c) The STA also is subject to the express condition that if a comparative hearing is held neither party shall urge, and the Commission shall not consider it pertinent to that controversy, the fact that any party may have made expenditures of any sort pursuant to or in consequence of this STA.

FCC authorized transmitter output power of 5 kw visual and 3 kw aural to WBBM-TV, using its present antenna, 650 ft. above average terrain.

Majority View

The Commission majority, in choosing between CBS and Zenith as the temporary Ch. 2 operator under the STA, commented:

It is our view that an STA for operation on Ch. 2 should be issued to Columbia upon the conditions set forth in the order of the Court of Appeals of May 20, 1953. In our view it would be inappropriate to require Columbia, the present licensee of WBBM-TV operating on Ch. 4, to cease that operation and to authorize someone other than the existing licensee to operate a television broadcast station in Chicago on the new channel.

Neither Comdr. Eugene F. McDonald, Zenith president, nor other top officials would comment on FCC's decision.

WBBM-TV last Wednesday started converting its technical equipment from Ch. 4 to 2, with the aid of CBS-TV New York engineers. Adjustments are being made with the station off the air.

In Milwaukee, Mr. Damm said WTMJ-TV plans to shift channels in the middle of a special program that Saturday evening. The station also will put into use a new RCA 10 kw transmitter with 25 kw amplifier, which, coupled with antenna gain of 9.8, would give an effective radiated power of 100 kw.

WTMJ-TV started test patterns on Ch. 4 June 21, and is running them each morning and after signoff. Dealers in Wisconsin and Michigan will be asked to report on reception. Viewers of the special program will be told how to tune their sets for better reception.

ARRIES TO WTTG; COMPTON RESIGNS

APPOINTMENT of Leslie G. Arries Jr., assistant director of programming and production for the DuMont Television Network in New York for the past two and a half years, as manager of the network's WTTG (TV) Washington is being announced today (Monday) by Chris J. Witting, DuMont's managing director.



Mr. Arries

In his new post, Mr. Arries will succeed Walter Compton, who has resigned. Mr. Compton has directed the station since January 1948.

Mr. Arries began his career in television with WTTG seven years ago as a junior engineer. He also worked there as a cameraman, production assistant and director of special events until February 1948 when he joined DuMont's WDTV (TV) Pittsburgh as program operations manager. At the network's headquarters in New York, Mr. Arries has worked under James L. Caddigan, director of programming and production, on the development of network programs and program policies.

Mr. Compton has been in radio and TV more than two decades. Originally a newscaster on WOL Washington, he later became an MBS commentator and was the first quizmaster on the MBS *Double or Nothing*, one of the first radio quiz shows. Joining WTTG, he became one of TV's first newscasters.



Mr. Compton

KOSA TV Bid Withdrawal Seen If KECK Builds Outlet

KOSA Odessa, Tex., president-general manager Cecil L. Trigg has promised his competitor for vhf Ch. 7 in that city, Ben Nedow, owner-general manager of KECK there, that he will withdraw his mutually exclusive application for TV in Odessa if Mr. Nedow will promise to build a TV outlet.

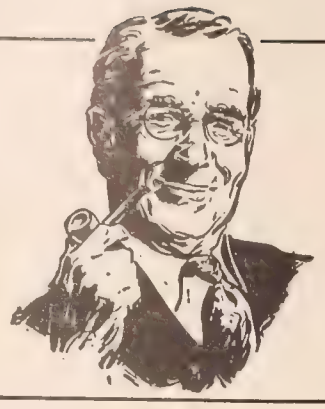
Mr. Trigg's offer to take himself out of the TV picture, provided Mr. Nedow will build an Odessa outlet, was carried in a news story June 17 in the *Odessa American*.

Mr. Nedow is sole owner of Ector County Broadcasting Co., applicant for Ch. 7 and licensee of KECK.

According to FCC records, Mr. Trigg joined forces several months ago with Cecil Mills in Mr. Mills' Ch. 7 application under the name of Odessa Television Co.

An initial application by the Odessa Broadcasting Co., licensee of KOSA, now dismissed, carried Mr. Trigg as 75% owner; Brooks L. Harman, vice president, as 10% owner; John Vacca, secretary, as 10% owner, and William B. Stowe, treasurer, as 5% owner.

Advertisement



From where I sit
by Joe Marsh

Heard About the Electric Weather Predictor?

Squint Smith has built up quite a reputation the last month or so by predicting the weather. What he says usually comes true.

Folks often go out of their way and sit around his little Antique Shop just to get his "expert" opinion.

Last Monday he said he didn't know what the weather was going to be like next day. That surprised us and when we asked what happened, Squint said, "Slipped up on my electric bill and was turned off. I'll hear my radio tomorrow though." Squint had been getting the weather over the radio—just like anyone else!

From where I sit, that's the way it goes with some "experts." They often don't have any more inside information than you can get for yourself. Like those who "know" cider is the only thirst-quencher after a day's work. Far as I'm concerned, I'll take a temperate glass of beer. But—I won't try to "predict" your choice for you.

Joe Marsh

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ROUNDUP OF POST-THAW TELEVISION: 80 STATIONS NOW IN BUSINESS

Post-thaw stations reach 80 as programming begins from KROC-TV Rochester, Minn., KSWS-TV Roswell, N. M., and WFAM-TV Lafayette, Ind. The score now: 42 post-thaw vhf and 38 uhf outlets, of which one vhf is noncommercial educational.

THE NUMBER of operating TV stations in the U.S. and Hawaii crept closer to 200 last week as three more began commercial programming. There now are 80 post-thaw stations programming regularly, of which one is noncommercial educational. The stations put on the air within the last year, plus 108 pre-freeze commercial vhf outlets, raise total operating stations to 188.

There are 42 post-thaw vhf stations and 38 uhf stations.

Newest stations are KROC-TV Rochester, Minn., vhf Ch. 10; KSWS-TV Roswell, N. M., vhf Ch. 8, and WFAM-TV Lafayette, Ind., uhf Ch. 59.

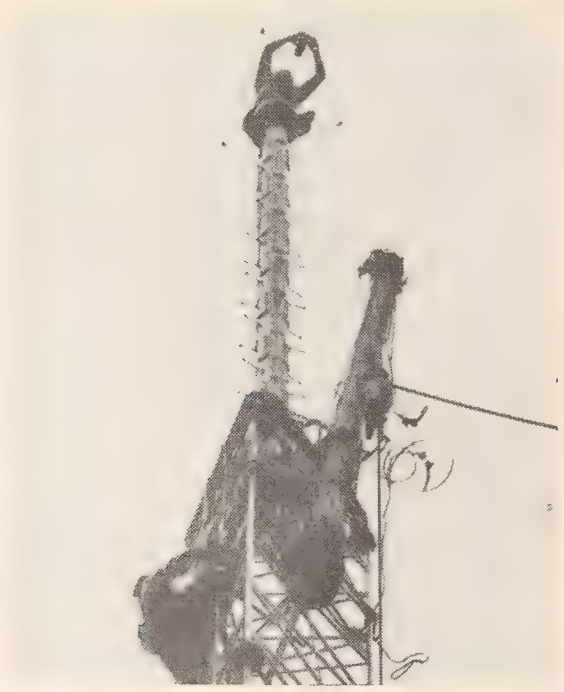
Last Saturday WOSH-TV Oshkosh, Wis., uhf Ch. 48, was to have started programming, and KCSJ-TV Pueblo, Colo., vhf Ch. 5, was planning its debut this week. Five more outlets hope to begin about July 1 (see complete listing below).

Here are late reports from some of the stations and the plans of a few of the newer grantees:

• KSWS-TV Roswell, N. M., vhf Ch. 8, went on the air with commercial programming June 24, John A. Barnett announced. He said the first test patterns were aired June 18 [B•T, June 22].

• KTXL-TV San Angelo, Tex., vhf Ch. 8, held an open house June 20 and 21. A half-page announcement in a San Angelo newspaper invited readers to see the new station's studios, equipment and offices. The June 14 issue of *San Angelo Standard-Times* included a 16-page section on KTXL-TV and television in general. The station plans to begin operating July 4.

* * *



FINISHING touches are being put on the tower for WAKR-TV Akron, reaching 500 feet over the center of Akron. The station now is airing a test pattern, with programming scheduled to begin about July 15. Temporary TV studios in the 28-story First National Tower in downtown Akron will be used until WAKR-TV's new ultra-modern TV center in southwest Akron is completed. WAKR-TV, on uhf Ch. 49, will be an ABC-TV affiliate.

• KTVH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12, put its first test pattern on the air June 22 at midnight. Bill Ritchie, the station's promotion manager, said the pattern was picked up 75 miles away with "very good results." The station, a CBS-TV affiliate, plans programming for July 1.

• KIMA-TV Yakima, Wash., uhf Ch. 29, will begin commercial programming July 19, Thomas C. Bostic, vice president in charge of television, reported last week. He said the station's GE transmitter had been shipped and that it was due to arrive this week. Testing he added, probably will begin June 30.



THE PLANS being made by C. B. Akers (r) of WEEK-TV Peoria, Ill., and H. M. Crosby, General Electric Co. transmitter development engineer, bore fruit recently when the Illinois station received a 12 kw GE transmitter. WEEK-TV had been operating with a 100 w GE unit since February.

* * *

• KFSD-TV San Diego, Calif., vhf Ch. 10, has a Sept. 1 target date for commercial operation, according to Thomas E. Sharp, president. He said the station plans to air its test pattern in August, and that RCA promised delivery of the station's 10 kw transmitter by the end of this month. Mr. Sharp estimates that it will take four or five weeks to assemble, install and wire the station.

• WIFE (TV) Dayton, Ohio, uhf Ch. 22, now is building its studios at 380 West First St., Ronald B. Woodyard announced. He says the cost of studios will be between $125,000 and $150,000. Two studios, one 40x60 feet and the other 35x30 feet, are being constructed. Mr. Woodyard said all GE equipment was being used, including a 12 kw transmitter which has an ERP of 254 kw visual. The expected on-the-air date for WIFE (TV) is Sept. 15.



REACHING for part of the 10 kw RCA transmitter for KEYT-TV Santa Barbara, Calif., are (l to r) James Hoyt, comptroller; Lloyd Jones, chief engineer, and Colin M. Selph, president. Station plans to be on the air July 25.

* * *

• KSTM-TV St. Louis, assigned uhf Ch. 36, is still making progress in its excavation work for the new building and antenna tower, but William E. Ware, president, reports that if strikes of building materials, construction drivers, and steel workers, are not settled within a few days, construction will have to stop. "Every day of delayed work means a day's delay in telecasting target date," Mr. Ware lamented.

• WERE-TV Cleveland, uhf Ch. 65 grantee, will begin operation as soon as equipment can be obtained, according to R. M. Klaus, station's general manager. He said it was too early to predict an exact on-the-air date.

• WBLN-TV Bloomington, Ill., uhf Ch. 15, will be an ABC-TV affiliate when it goes on the air, probably next Oct. 1, Cecil W. Roberts, president, reported.

• Armistead Rust, president of KTXL-TV San Angelo, Tex., vhf Ch. 8, last Thursday said the station was to begin airing its test pattern at 10 a.m. last Friday. Opening night, he added, is planned for July 6 and the starting date for regular programming is set for July 7.

• RCA Victor has shipped two more low-band vhf transmitters. The units were sent to KFEQ-TV St. Joseph, Mo., assigned vhf Ch. 2, and KYTV (TV) Springfield, Mo., vhf Ch. 3. KFEQ-TV will have an ERP of 52 kw visual and KYTV (TV) will have an ERP of 60 kw visual.

• RCA shipped a uhf transmitter to KAFY-TV Bakersfield, Calif., on Ch. 29. The station's antenna and other equipment will be sent next month, RCA said.

• WTVP (TV) Decatur, Ill., uhf Ch. 17, probably will air a test pattern the first week of July, W. L. Shellabarger, president, reported. The transmitter now is operating, he said, and RCA has advised the station its antenna was to have been shipped by last Friday.

Live network programs will be available in October, Mr. Shellabarger said. He referred to the telephone company's scheduled date for

completion of microwave connections into Decatur. Meanwhile, he said, kinescopes of network programs and many live programs will be telecast.

• WREX-TV Rockford, Ill., vhf Ch. 13, revealed plans for a 10,000-sq.-ft. building to include a 32x64 ft. studio, an 18x16 ft. studio and an outdoor studio. Soren Munkhof, general manager, said the call letters are in memory of Rex Caster, son of L. E. Caster, station president, killed in World War II.

Mr. Munkhof said the transmitter site has been changed from east to west of Rockford where Auburn Road intersects Winnebago Road. The new location makes it possible to erect a higher tower, he explained, which in turn will improve the potential signal into Madison and points northwest of Rockford.

Mr. Munkhof was unable to estimate a starting date.

• KJEO-TV Fresno, Calif., uhf Ch. 47, planning its debut for next October, has made the following personnel appointments, according to Edgar L. Deatherage, national sales director: Charles Theodore, vice president in charge of operations; Bert Williamson, chief engineer, and Francis Quinn, director of women's programs. J. E. O'Neill is president and L. E. Chenault executive vice president and general manager.

• WROM-TV Rome, Ga., which also claims coverage of Chattanooga, Tenn., is on vhf Ch. 9. It was listed erroneously as on vhf Ch. 3, which is allocated to Chattanooga and is a contested channel. WROM-TV began operating June 15.

• WTRF-TV Wheeling, W. Va., vhf Ch. 7, plans a Nov. 1 starting date, according to Robert W. Ferguson, vice president and general manager. Mr. Ferguson asserted that the station would be an NBC-TV affiliate and that George P. Hollingbery is the representative.

• John A. Vietor, granted uhf Ch. 48 for San Jose, Calif., said the approximate starting date was three to four months from now. He said equipment probably would be RCA. No network contracts have yet been signed, he added, and no representative has been appointed.

• WGEM-TV Quincy, Ill., vhf Ch. 10, is proceeding rapidly as possible with construction, Joe Bonansinga, general manager, said. The station's studios will be in the Hotel Quincy.

• WOI-TV Ames, Iowa, which had planned to shift from vhf Ch. 4 to vhf Ch. 5 June 20, did not make the change because the construction company which had contracted for the tower work was held up in its schedule and could not be in Ames for adequate preliminary testing, according to a WOI-TV spokesman. The station was to have actually made the move to Ch. 5 last Friday night, and was to have begun telecasting on its new frequency Saturday night.

Roundup of the new starts and imminent target dates shows:

On the Air

(With Commercial Programming)

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Robert Meeker TV Inc., affiliated with DuMont, went on the air June 24.

KSWS-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc., affiliated with ABC-TV, went on the air last week.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William Rambeau Co., went on the air June 15.

June 27

WOSH-TV Oshkosh, Wis., uhf Ch. 48, represented by Headley-Reed TV Inc., affiliated with ABC-TV.

This Week (June 28-July 5)

KCSJ-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knodel Inc.

July 1

KCMC-TV Texarkana, Tex., vhf Ch. 6, represented by O. L. Taylor, affiliated with CBS-TV.

KTVH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12, represented by H-R Television Inc., affiliated with CBS-TV.

WKOW-TV Madison, Wis., uhf Ch. 27, represented by Headley-Reed TV Inc., affiliated with CBS-TV.

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont.

WTVP (TV) Decatur, Ill., uhf Ch. 17, represented by George W. Clark Inc., affiliated with ABC-TV and DuMont.

July 4

KTXL-TV San Angelo, Tex., vhf Ch. 8, represented by O. L. Taylor Co., affiliated with CBS-TV.

July 12

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair-TV, affiliated with CBS-TV, DuMont and NBC-TV.

July 15

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all TV networks (now on the air with test pattern).

WAKR-TV Akron, Ohio, uhf Ch. 49, represented by Weed Television, affiliated with ABC-TV (now on the air with a test pattern).

WCAN-TV Milwaukee, Wis., uhf Ch. 25, represented by O. L. Taylor Co.

WGLV (TV) Easton, Pa., uhf Ch. 54, represented by Headley-Reed TV Inc., affiliated with ABC-TV and DuMont.

WICA-TV Ashtabula, Ohio, uhf Ch. 15, represented by Gill Perna Inc.

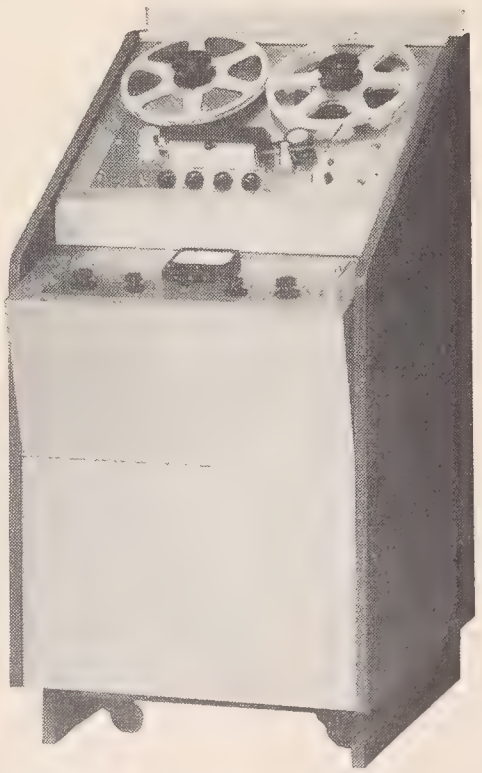
WILK-TV Wilkes-Barre, Pa., uhf Ch. 34, represented by Avery-Knodel Inc., affiliated with DuMont.

WMTV (TV) Madison, Wis., uhf Ch. 33, represented by the Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont.

WNAO-TV Raleigh, N. C., uhf Ch. 28, repre-

ANNOUNCING

THE **AMPEX 350** TAPE RECORDER



AMPEX MODEL 350

Tape speeds — 7½ & 15 in/sec. or 3¾ & 7½ in/sec.

Frequency response

15 in/sec. — ± 2 db from 30 to 15,000 cycles
7½ in/sec. — ± 2 db from 30 to 10,000 cycles
± 4 db from 30 to 15,000 cycles
3¾ in/sec. — ± 2 db from 50 to 7,500 cycles

• A NEW MODEL *by the leader in tape recording*

Ever since the first AMPEX (the Model 200) set a milestone in progress by making recorded sound "come to life," the broadcasting and recording industries have rightly expected new AMPEX models to set the pace.

• A NEW SLANT *on operating convenience*

With introduction of the AMPEX 350, a new 30° slant on the top plate puts the reels, editing knobs and all controls within easier reach of any operator — tall or short, standing or sitting. Tape editing is faster and less tedious. Servicing is simplified by pivoting of the top plate and sliding out of the internal assemblies.

• A NEW STANDARD *of reliability*

In precision of timing, response to controls and freedom from breakdowns and repairs, AMPEX Tape Recorders have consistently led the industry. For utmost reliability, this new Model 350 has a three motor tape transport mechanism (previously used in the AMPEX 300, but now available in this lower priced machine).

• A NEW REASON *to change to the best*

Ultra high fidelity recording is now priced within reach of discriminating users in every field — radio stations, home high fidelity systems, schools, industry and professional music. And because the AMPEX 350 is built to last, it will cost the least per hour, per week and per year.

If you plan for tomorrow, buy AMPEX today

For further details write today to Dept. D-1228C

AMPEX
ELECTRIC CORPORATION
934 Charter Street, Redwood City, California

sented by Avery-Knodel Inc., affiliated with ABC-TV, CBS-TV and DuMont.

WTPA (TV) Harrisburg, Pa., uhf Ch. 71, represented by Headley-Reed TV Inc. (now on the air with a test pattern).

WTVP (TV) Decatur, Ill., uhf Ch. 17, represented by George W. Clark.

July 16

WISE-TV Asheville, N. C., uhf Ch. 62, represented by The Bolling Co.

July 19

KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson Television, affiliated with DuMont.

KIMA-TV Yakima, Wash., uhf Ch. 29, represented by Weed Television.

July 25

KEYT (TV) Santa Barbara, Calif., vhf Ch. 3, represented by George P. Hollingbery Inc., affiliated with all TV networks.

Late July

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by William Rambeau Co., affiliated with ABC-TV and DuMont.

Aug. 1

KEDD (TV) Wichita, Kan., uhf Ch. 16, represented by Edward Petry & Co. (TV Div.), affiliated with ABC-TV and NBC-TV.

KFEQ-TV St. Joseph, Mo., vhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV and DuMont.

KMMT (TV) Austin, Minn., vhf Ch. 6, represented by John E. Pearson TV Inc.

KQTV (TV) Fort Dodge, Iowa, uhf Ch. 21, represented by John E. Pearson TV Inc.

KRBC-TV Abilene, Tex., vhf Ch. 9, represented by John E. Pearson TV Inc.

KTVE (TV) Longview, Tex., uhf Ch. 32.

WENS (TV) Pittsburgh, Pa., uhf Ch. 16, represented by Edward Petry & Co., affiliated with ABC-TV.

WGVL-TV Greenville, S. C., uhf Ch. 23, represented by H-R Television Inc., affiliated with ABC-TV.

WJHL-TV Johnson City, Tenn., vhf Ch. 11, represented by John E. Pearson TV Inc.

WTVU (TV) Scranton, Pa., uhf Ch. 73, represented by The Bolling Co.

Aug. 15

KFAZ-TV Monroe, La., uhf Ch. 43, represented by Headley-Reed TV Inc.

KTAG (TV) Lake Charles, La., uhf Ch. 25, represented by Adam Young Television Inc.

WBUF-TV Buffalo, N. Y., uhf Ch. 17, represented by H-R Television Inc., affiliated with ABC-TV and DuMont.

WPFA (TV) Pensacola, Fla., uhf Ch. 15, represented by Adam Young Television Inc.

Aug. 22

WETV (TV) Macon, Ga., uhf Ch. 47, represented by Headley-Reed TV Inc., affiliated with NBC-TV.

Late August

KRDO-TV Colorado Springs, Colo., vhf Ch. 13, represented by Joseph Hershey McGillvra Inc.

Aug. 5-Sept. 1

WVEC-TV Hampton, Va., uhf Ch. 15, represented by William G. Rambeau, affiliated with NBC-TV.

Sept. 1

KFXD-TV Nampa, Idaho, vhf Ch. 6, represented by George P. Hollingbery.

KSTM-TV St. Louis, Mo., uhf Ch. 36, represented by H-R Television Inc., affiliated with ABC-TV.

WNCT (TV) Greenville, N. C., vhf Ch. 9, represented by John E. Pearson Co., affiliated with CBS-TV.

WNOK-TV Columbia, S. C., uhf Ch. 67, represented by Paul H. Raymer Co., affiliated with CBS-TV and DuMont.

WTVH (TV) Peoria, Ill., uhf Ch. 19, represented by Edward Petry & Co.

Sept. 10

WNLC-TV New London, Conn., uhf Ch. 26, represented by Headley-Reed TV Inc.

Sept. 15

KFSD-TV San Diego, Calif., vhf Ch. 10, represented by The Katz Agency.

KNUZ-TV Houston, Tex., uhf Ch. 39, represented by Forjoe & Co.

WBCK-TV Battle Creek, Mich., uhf Ch. 58, represented by Headley-Reed TV Inc.

WTOB-TV Winston-Salem, N. C., uhf Ch. 26, represented by H-R Television Inc.

Sept. 27

KCMO-TV Kansas City, Mo., vhf Ch. 5, represented by The Katz Agency.

WMT-TV Cedar Rapids, Iowa, vhf Ch. 2, represented by Katz Agency, affiliated with CBS-TV.

WMAZ-TV Macon, Ga., vhf Ch. 13, represented by Katz Agency, affiliated with CBS-TV and DuMont.

KNUZ-TV 'Square Deal'

KNUZ-TV Houston, which expects to begin commercial operation on Ch. 39 late this summer, has introduced a "Square Deal" rider to its rate card No. 1. The rider provides for flat time rates based on a count of sets in the area, with rates readjusted at the end of 13-week periods until sets in the area reach 35,000, at which time the regular rate card with frequency discounts goes into effect.

Dunville Tells NBC Guests Ratings Don't Show All

RATINGS fail to tell the complete story of what a client receives when he purchases radio and TV time, Robert E. Dunville, Crosley Broadcasting Corp. president, told NBC executives and salesmen visiting Cincinnati June 19-20.

Headed by William Fineshriber, NBC vice president and general manager, the network sales forces from Chicago, New York and Detroit toured the facilities of Crosley in Cincinnati. A closed circuit telecast brought in the Crosley TV setup in Dayton and Columbus.

Describing the merchandising and promotional work of the Crosley organization, Mr. Dunville said that plus services are both tangible and intangible, and the client should base buying decision on those extra services.

The weekend project, "Mission Main Street," stressed the importance of the Ohio Valley market in radio and television plans of the advertiser.

WFBG-TV Plans 316 kw

WFBG-TV ALTOONA is slated to increase power to the 316 kw maximum July 5, Managing Director Jack Snyder reported last week. He said the boost will make the station the most powerful in the eastern U. S. The station, on vhf Ch. 10 and in operation with 75 kw since March 1, is owned by Gable Broadcasting Co. George P. Gable is president.

Lamb Names Reynolds for D.C.

J. LACEY REYNOLDS has been named by Edward Lamb Enterprises Inc. as its representative in Washington, D. C. Mr. Reynolds has been a capital newsman for 20 years, and in his new post will represent Lamb radio, television and newspaper interests in Pennsylvania, Florida and Ohio.

E. P. H. James Appointed To KVOA-TV Post

E. P. H. JAMES has been appointed coordinator of television planning and public relations at KVOA-TV Tucson, according to R. B. Williams, president of the licensee, Arizona Broadcasting Co.



Mr. James

Mr. James is a former NBC promotion director and vice president of MBS. Before he left New York for Arizona for his children's health, Mr. James was a director of the American Television Society and active in NARTB, BAB and other industry groups.

Noting that Mr. James was in charge of NBC's commercial TV planning in its formative period, Mr. Williams said his experience "will be of great value not only to our operations but also to the advertisers and agencies we hope to serve [as KVOA-TV]. He is one of the pioneers of broadcasting and has taken a key part in the development of both radio and television advertising, with particular emphasis on the merchandising and audience building activities which make the advertiser's dollar more productive."

KVOA is grantee for vhf Ch. 4 in Tucson. It will be affiliated with NBC-TV. Target date for service to begin is Sept. 15.

Funeral Services Held For J. Frank Gallaher

FUNERAL services were held Tuesday for J. Frank Gallaher, 68, treasurer and director of WONE Dayton, Ohio, widely known as operator of a midwestern drug chain comprising 50 stores.

Mr. Gallaher died the night of June 19 at his Dayton home. He had been ill some months, having been stricken during the winter at Miami Beach, Fla.

His broadcast interests included participation in the partnership of Gallaher, Berry & Woodward, applicant for TV Ch. 42 in Memphis. The application was dropped last week.

Survivors are his wife, the former Frances Roberts, of Shelbyville, Ill., and a daughter, Mrs. Rodney J. Reynolds, of Barrington, R. I.

Arthur T. Brush Dies

FUNERAL services for Arthur T. Brush, commercial manager of WHDH Boston, were held Wednesday at the Newton Highlands (Mass.) Congregational Church. Mr. Brush died after a heart attack June 21. He is survived by his wife, the former Lois Newton, and two children.

Harry Geise Dies

FUNERAL services were held Thursday in Burbank, Calif., for Harry Geise, 53, one time manager of KSTP St. Paul, Minn., who died Monday following a heart attack. He was the first announcer for *Amos 'n' Andy* when the radio duo were on WMAQ Chicago in the late 1920s.

KFAD Amplifier Stolen

KFAD Fairfield, Iowa, new outlet now under construction, has reported that a remote amplifier has been stolen from the station. Amplifier, Model CB-65, was manufactured by Gates Radio Co. Serial number is 28872.

WEAR Names Hollingbery

WEAR Pensacola, Fla., has named George P. Hollingbery Co. as national representative, Mel Wheeler, WEAR president and general manager, has reported. Hollingbery also is to represent proposed WEAR-TV there, the station becoming sole applicant for vhf Ch. 3 with the dismissal of the competitive application of WCOA [B•T, June 1]. Mr. Wheeler reported Hollingbery likewise has been appointed national representative of WJDM (TV) Panama City, Fla., new vhf Ch. 7 grantee of which he also is manager. WJDM (TV) plans a Sept. 6 starting date.

H-R Reps. Plans Move

IN LINE with its expansion plans, H-R Representatives Inc. and H-R Television Inc. will move to larger quarters at 380 Madison Ave., New York, in mid-September, Frank M. Headley, president of the radio and television representative companies, has announced. The Chicago offices recently moved to larger quarters in the Pure Oil Bldg.

Christal Opens New Offices

HENRY I. CHRISTAL Co., radio station representative, has opened offices in Boston and Detroit in addition to those already operating in New York, Chicago and San Francisco, it was announced last week. Boston office is located at 581 Boylston St., telephone Copley 7-1180. The manager is Richard Charlton, formerly with the New York office of George P. Hollingbery Co. Joseph Spadea, for the past eight years in charge of the Detroit office of the CBS Radio, is now in charge of the Christal office in that ctiy, with quarters in the Book Bldg. Telephone is Woodward 3-2365.

Representatives Shorts

WCAN-TV Milwaukee appoints O. L. Taylor Co. as national representative.

KSAN-AM-TV San Francisco appoints Joseph Hershey McGillvra Inc. national representative, effective Aug. 1.

WEHT Henderson, Ky., appoints Meeker TV Inc., as national representative.

WHBQ-AM-TV Memphis appoints John Blair & Co., N. Y., national representative, effective July 1.

CHUM Toronto has appointed, effective June 1, Omer Renaud & Co., as representative at Montreal.

KIWW San Antonio, Tex, appoints National Time Sales as representative, effective June 1.

NBC SPOT SALES MOVES TO EXPAND STATION REPRESENTATIONS LIST

The network's Spot Sales Dept., with KSD-AM-TV already on its national representation list, adds KONA (TV) and KGU Honolulu and signifies its intention to add at least one more radio-TV operation. Although SRA is noncommittal, independent representative firms speak up.

A DRIVE to expand its station representation list has been launched by NBC's Spot Sales Dept., evoking prompt but thus far unofficial protests from independent representatives who once before sought to put the networks out of this business.

Spot Sales Director Thomas B. McFadden announced Thursday his department had added KONA (TV) Honolulu to its list and has signed KGU there, besides the previews week's addition of the *Post-Dispatch's* KSD-AM-TV St. Louis as of Oct. 1 [B•T, June 22].

Top officials made it clear that Spot Sales intends to build up its list, and acknowledged negotiations are in progress for signing at least one other major radio-TV entity. The build-up, they said, will not necessarily be in number of stations signed but in the quality of those added.

Spokesmen for independent representation firms described themselves as alarmed by the NBC move and, without indicating whether any such formal move now is being considered, recalled the heated hearings which, at their instigation, FCC conducted on the subject in the winter of 1948-49.

It was the networks' activity in representing affiliates in the sale of national spot business which served at the catalyst leading to formation of Station Representatives Assn. (then known as National Assn. of Radio Station Representatives) in the summer of 1947. In October that year the organization filed a petition with FCC charging that network representation of stations was contrary to the Commission's rules or at least was against public interest.

After detailed hearings in December 1948 and January 1949, FCC finally handed down its decision: This network activity is not contrary to any existing FCC regulation, but FCC would keep under consideration the question of whether rules should be adopted to control such activity [B•T, July 24, 1950]. There has been no indication of recent FCC study on the question.

* * *

SRA, successor to NARSR, had no comment last week on NBC's expansion of its list.

While other representation firms contend network representation activity in the national spot field gives the networks too great a "monopoly," "control," and "dominance" over the stations' time and income, the networks claim the field is a perfectly legitimate one for them and that they are thus able to serve their stations and at the same time bolster the lesser revenues they derive from network operation.

NBC officials said their client list in this field now is considerably shorter than CBS. Aside from their respective owned-and-operated stations, NBC Spot Sales represents five TV and two radio affiliates while CBS Radio Spot Sales represents six radio affiliates and CBS-TV Spot Sales represents seven TV affiliates.

Mrs. Zorbaugh Named ABC General Counsel

GERALDINE B. ZORBAUGH, a member of ABC's Legal Dept. since 1934, has been appointed general counsel of ABC, Robert E. Kintner, president, announced Wednesday.

In January 1950 Mrs. Zorbaugh was named acting general counsel and in January 1952 was designated acting general attorney of the network.

Mrs. Zorbaugh, a member of the New York Bar, is a graduate of the New York U. law school. Prior to joining ABC, she was associated with the New York law firm of Crawford & Sprague.

Prominent in various phases of the broadcasting industry, Mrs. Zorbaugh is a member of the American Women in Radio & Television. She belongs to the Assn. of the Bar of the City of New York and to the Federal Communications Bar Assn. in Washington.



KSD-AM-TV, St. Louis *Post-Dispatch* stations, has appointed NBC Spot Sales as the outlets' national advertising representative, effective Oct. 1 [AT DEADLINE, June 22], and the pact is completed by: seated, George M. Burbach, general manager of the stations; standing (l to r) William P. Rogers, stations' auditor; Thomas B. McFadden, director of NBC Spot Sales; David Pasternak, promotion manager; Edward W. Hamlin, commercial manager, and Harold Grams, program director, all of KSD-AM-TV.

RICE, HAUSER NAMED MBS VPs

APPOINTMENTS of Herbert Rice as vice president in charge of programs for Mutual and Bertram J. Hauser as vice president in charge of co-operative programming, were announced Wednesday by Thomas F. O'Neil, Mutual president.

Mr. Rice, who will continue his activities in the General Teleradio operation, is a radio



Mr. Rice



Mr. Hauser

producer of more than 20 years experience. He joined Mutual in 1945 as creative producer and has served the organization as executive producer and program sales manager.

He is credited with having played a major role in development and supervision of a large variety of Mutual shows, including *Bobby Benson, Lanny Ross Show* and *Wonderful City*.

Mr. Hauser came to Mutual from the old Blue network in January 1945 as manager of co-op programming. The network's co-op department, under Mr. Hauser's supervision, is said to have grown to the point where Mutual currently carries more co-op programs than any other network and has more local and regional advertisers than the three other networks combined.

'Breakfast Club' Simulcast May Precede More of Same

DON McNEILL'S *Breakfast Club* entered its third decade of broadcasting last week with a simulcast of the ABC show's 20th anniversary from Chicago's Morrison Hotel.

Following conclusion of the program on both ABC radio and TV networks, there was immediate speculation that the early-morning program might be simulcast periodically this fall. The question loomed, however, whether advertisers may be persuaded to pick up the tab for the television end.

The sponsors to whom ABC probably would make any pitch are Toni Co. and Philco Corp., which sponsored 15-minute and 45-minute segments of the anniversary show, as well as Swift & Co. and O-Cedar. Swift sponsored 30 minutes of the Broadcast, with Toni (Bobbi, White Rain) and Philco sharing the other two periods.

WHBF Sets Switch To CBS Radio Network

WHBF Rock Island, Ill., joins CBS Radio at sign-on Wednesday, Les Johnson, station manager, announced last week. The station operates on 1270 kc with 5 kw, and claims coverage of Rock Island, Moline and East Moline, Ill., and Davenport, Iowa.

WHBF was with the Mutual network from 1939 until 1947, and with ABC from that time until now. WHBF-AM-FM-TV are owned by Rock Island Broadcasting Co., an affiliate of the *Rock Island Argus*.

TV Beats Heat

FACED with overflow registration for its 28th annual convention, the American National Red Cross last week solicited the aid of ABC-TV to arrange closed circuit TV system to link the meeting in Washington's Constitution Hall with extra seating accommodations in the U. S. Interior Dept.'s auditorium. Microwave link was used to span the short jump from Constitution Hall to the Interior auditorium. Not long after the June 22-24 convention was underway, Red Cross officials found more and more delegates becoming "overflow" and leaving the non-air conditioned Constitution Hall to watch proceedings via TV in the air conditioned Interior auditorium.

'Show of Shows' Sets Format Change for Fall

FORMAT of NBC-TV's *Your Show of Shows* will change next season when the program returns on Sept. 5.

"We are going from format to no format at all," Max Liebman producer-director of the show reported.

He currently is in Hollywood negotiating with Danny Kaye, Judy Garland, Betty Hutton, Patrice Munsel, and other stars for appearances on the show. Other negotiations are underway with Sadler's Wells Ballet and NBC Opera.

Four regulars on the show will be the stars, Sid Caesar and Imogene Coca, and character actors Carl Reiner and Howard Morris. Each program will be different in format from the previous week.

Tobacco Network Boosts Willson

PROMOTION of Ken Willson from general sales manager to executive vice president and general manager of the Tobacco Network was announced in New York last week by Harmon Duncan, president of the network of nine stations in eastern North Carolina.

Mr. Willson joined the network 16 months ago from WMRC Greenville S. C., where he was general manager and sales manager.

Mr. Duncan also announced the appointment of H. A. Patten as farm director of the Tobacco Network.

Benny's 'Gaslight' Satire Sealed Pending Court Case

SATIRE version of MGM's "Gaslight," filmed by Jack Benny in mid-June for his next season's TV show, has been sealed until the Los Angeles Federal Court suit, brought by Loew's Inc. and Patrick Hamilton, author of the play, against the comedian, CBS, American Tobacco Co. and several John Does and John Doe corporations, is adjudicated. Hearing is set for July 27 before Federal Judge James Carter.

The defendants originally were enjoined from filming the satire version. Because of the expense and hardship involved in a postponement of the shooting, the court allowed the filming pending hearing for injunctive relief and damages.

Copyright infringement and unfair competition are charged. An accounting of profits on previous comedy take-offs on radio and TV is asked.

RCA Announces Three TV Programming Aids

RCA Victor's Engineering Products Dept. last week announced three TV studio programming aids—film editing equipment, a dual-disc slide projector, and a large-screen projection TV system.

Editing gear includes a complete line of Neumade accessories. The dual-disc projector is designed with push-button control for remote operation, and allows uninterrupted presentation of 2-inch square slides.

The projection system is said to allow studio audiences to follow the program as it goes on the air and to give producers a check on quality of the pickup. Details on the equipment can be obtained from Broadcast Equipment Section, RCA, Camden 2, N. J.

Three Sub-Departments Created at GE Tube Unit

CREATION of three sub-departments within the General Electric Tube Dept. was announced last week by J. Milton Lang, department manager. The Tube Dept., in turn, is one of four product divisions of the GE Electronics Div.

Named general manager of the new Industrial and Transmitting Tube Sub-Dept. was Robert O. Bullard, who will headquarter in Schenectady with responsibility for all engineering and manufacturing activities relating to industrial and transmitting tube products of the Tube Dept.

L. Berkley Davis has been appointed general manager of the new Receiving Tube Sub-Dept., with headquarters in Owensboro, Ky., and parallel responsibilities for receiving tube operation.

Robert E. Lee has been named general manager of the Cathode Ray Sub-Dept. His responsibility for cathode ray tubes corresponds with that of the other sub-department heads.

Prior to these latest appointments all three of the general managers had headed the same operations under the old setup.

Silver Leaves Federal to Join WTVU (TV); Knight Successor

MARTIN SILVER resigned last week as manager of the television division of Federal Telecommunications Labs. Inc., Lodi, N. J., research associate of IT&T, to become vice president and managing director of the Appalachian Co., permittee of WTVU (TV) Scranton.

Succeeding Mr. Silver at Federal will be Gordon C. Knight who has been serving as assistant to the president of IT&T since Aug. 1952. Mr. Knight formerly was associated with the Capehart-Farnsworth Corp. as operations manager of the commercial products division.

After a short vacation, Mr. Silver will take up duties at the Appalachian Co. on July 6. He said that WTVU is expected to go on the air sometime in July.

Tarzian Seeks Selenium

IN AN effort to add to the short supply of selenium, the rectifier division of Sarkes Tarzian Inc., Bloomington, Ind., is offering to purchase defective rectifiers throughout the country. It is believed there are enough of these rectifiers to yield four million pounds of selenium. The company reported it will allow 2½ cents on each rectifier rated at 150 milliamperes or less and 5 cents on each rectifier rated at 200 milliamperes or more.

Chicago Market Show Features New Receiver Lines

THE 1954 line of new radio-TV receivers of leading manufacturers passed on display at the semi-annual Home Furnishings Market in Chicago last week.

Keynote of the two-week display was compounded of optimism and the feeling that it will be "a hard-hitting, competitive market." There were also echos of claims that radio-TV set business is dragging and that money is "tight." This was said to be especially true as it involved dealer payments to distributors, with many of the former taking longer periods to pay for their wares.

In addition to main displays, some manufacturers held distributor meetings on the side as a starting point for launching new sales campaigns. About 18,000 buyers were expected to attend the 12-day show.

GE's 1954 TV Set Line

GENERAL ELECTRIC Co. last week introduced its new 1954 line of 24 television receivers at the Midwestern Furniture Mart in Chicago. Three series of chassis are featured, the "Black Daylite" and "Black Daylite Deluxe," which GE says have been in process of development more than two years and represent the "utmost in economical TV receivers," and "Black Daylite with Ultra-Vision," which is "two to three times more powerful than any formerly used in GE sets and provides the best picture at any price," according to Paul H. Leslie, GE TV sales manager.

Stewart-Warner Shows Line

STEWART-WARNER Corp., Chicago, June 20 displayed its new fall line of TV and radio receivers to distributors. Included in the line are 34 TV models, with half of them featuring automatic, all-wave, single knob tuner capable of receiving all 70 uhf and 12 vhf channels.

Full line of radios also was shown at the one-day session at the Drake Hotel.

Crosley's New TV Line

CROSLEY Div. of Avco Mfg. Co. last week announced a new line of 30 TV receivers ranging from 17 to 27 inches, all equipped with its new "Picture Sentry" feature, which it claims eliminates outside interference and makes tuning easier. The 1954 TV models were shown to 500 distributor principals and sales personnel at Crosley's Cincinnati headquarters.

Emerson Slates Meeting

EMERSON Radio & Phonograph Corp. will hold a convention for distributors from all parts of the U. S., Canada, Europe, South America, Central America and the Caribbean Islands in New York June 29-July 1. The complete 1954 Emerson line of television and radio receivers will be displayed.

KFBB-TV Buys DuMont Gear

SALE of a 5 kw vhf television transmitter and related gear to KFBB-TV Great Falls, Mont., was announced June 18 by Allen B. DuMont Labs. J. P. Wilkins is president and general manager of KFBB-TV, which has a Ch. 5 CP.

Plan Louisiana TV Link

A TV channel from New Orleans to Baton Rouge and additional telephone message circuits will be provided early next year by a radio-relay route between those cities to be constructed by Long Lines Dept. of AT&T and Southern Bell T & T Co. if FCC approves plans filed Tuesday.

The 76-mile system will include five channels, according to A. F. Jacobson, Long Lines director of operations, who said there would be one west-bound TV channel and two in each direction for telephone messages and protection. "According to present plans," he said, "the west-bound video channel will be ready to carry network programs to Baton Rouge next February; telephone channels will be completed later in 1954."

Rosenberg Emphasizes Farm Market Importance

IMPORTANCE of the nation's farm market, with "an annual gross income of over $40 billion," to the television set industry was emphasized June 14 by Irving Rosenberg, director of operations for the receiver and cathode-ray tube divisions of Allen B. DuMont Labs. To DuMont salesmen in East Paterson, N. J., Mr. Rosenberg said the lifting of the "freeze" last year has made television coverage available to one-third of the country's farms. He added that he based his optimism on the value of the farm market to TV set merchandisers on the results of a U. S. Dept. of Agriculture survey showing that farm income has tripled since prewar years and that the average income is now set at a record $7,800 yearly.

DuMont Labs. C-C Sale

ALLEN B. DuMONT Labs last week announced another sale of its portable closed circuit camera equipment, this time to Green Mountain Television Corp., Burlington, Vt., which expects to bring that city local programs over the firm's master antenna system. John Abajian Jr., M.D., is Green Mountain president.

WKBW SUES UNIONS FOR $250,000

The Buffalo station charges attempts to "coerce and induce" WBKW's customers and prospective customers against dealings with the station.

WKBW Buffalo has filed suit for $250,000 damages against officers and directors of a half-dozen CIO unions, including NABET's local chapter and the Greater Buffalo Industrial Union Council. The suit grew out of a Feb. 3 walkout by NABET in which WKBW was off the air 2¼ hours. (See box below).

The suit also asks a perpetual restraining order forbidding the defendants from interfering with the station's business.

The union maintains WKBW needs 11 technicians, with the station claiming it does not need that many. WKBW asks relief from NABET's alleged acts in "calling upon the customers and prospective customers of the plaintiff to coerce and induce them to discontinue their business dealings with the plaintiff."

In a second cause of action, WKBW asks $5,000 damages from the defendants and others for damage to its transmitting facilities at the time of the walkout, claiming this kept the station off the air "for a considerable time." WKBW states it is bringing the suit in equity because it is without adequate remedy at law and "will be compelled to bring a multiplicity of suits from time to time as the several damages and losses hereafter occur."

Radio Staff Musicians Earn $14.2 Million in '51

FIGURES on musicians employed in radio and television, presented to the 56th annual convention of the American Federation of Musicians in Montreal last week, showed that in 1951 a total of 1,976 worked as staff musicians at U. S. radio stations and grossed $15,262,858.

The report also revealed 2,163 men had works and earned gross salaries of $4,651,152.

WKBW's Dr. Churchill Decries 'Featherbedding'

(See story above)

Dr. CLINTON H. CHURCHILL, president-general manager of WKBW Buffalo, N. Y., is distributing a booklet under his authorship which protests what he describes as "featherbedding" practices by the National Assn. of Broadcast Engineers & Technicians (CIO).

Being sent to "those who use the facilities of the station for the sale of their products, and to others interested in the city's welfare," the booklet describes WKBW's fight with NABET after a walkout by 11 employes Feb. 3.

Titled "Featherbedding. . .a Vicious Practice," the booklet charges five engineers and six technicians "left their jobs without notice after disabling the station's transmitting equipment." He said the station for three years had been required to keep unneeded employes at an expense of almost $50,000 a year.

Maintaining that the Taft-Hartley Act prohibits featherbedding, Dr. Churchill said 10 of the men had been employed at WKBW between 10 and 20 years, while one was employed four years.

Dr. Churchill said his company had proposed to NABET that the men be kept one year while the company installed new equipment, making their employment unnecessary. After the men left, they were replaced by qualified engineers on a permanent basis. Dr. Churchill said.

He said the new men were necessary to keep WKBW's 50 kw facilities on the air as required by FCC regulations, and that the new men "have been maligned, harassed and threatened, and their property unlawfully damaged and disabled."

The advent of television and the resultant "decrease in radio network income" have caused the FCC to recognize the need for economical operation of all radio stations by such examples as its authorization April 15 of 33 AM and 13 FM stations to operate transmitters by remote control, Dr. Churchill said.

"Any man, displaced by new push-button methods, can find not one, but 20 eager seekers for his services," Dr. Churchill said.

AWARDS



DR. ALLEN B. DuMONT (c), president of Allen B. DuMont Labs, wins the distinguished service award of the New York State Society of Professional Engineers [B•T, June 22]. Presenting the award is H. Gregory Shea (l), while Rodney D. Chipp, director of engineering for DuMont TV Network, looks on.



BRIG. GEN. DAVID SARNOFF (c), RCA board chairman, receives the honorary degree of Doctor of Engineering from Drexel Institute of Technology, Philadelphia. Dr. James Creese (l), Drexel president, presents the award. At right is Harry A. Kuljian, owner of Kuljian Corp., Philadelphia, who also received an honorary degree at the commencement ceremonies.



SPECIAL award by NARTB for his role in originating the register-and-vote campaign by radio-TV during 1952 elections is shown by Joseph P. Wilkins, president-general manager, KFBB Great Falls, Mont. [B•T, June 15].

EDUCATION

KYW Donates Equipment To Phila. Educ. TV Group

KYM-AM-FM Philadelphia has given its television tower, FM transmitter and antenna, all valued at $90,000, to the Delaware Valley Educational TV Corp., bringing closer to reality both an educational FM station and an educational TV station, according to a joint announcement by the two groups last week.

Franklin A. Tooke, KYW manager, said the antenna, erected five years ago and "easily adaptable" to television, is 576 ft. high at its location atop the Architects Bldg. at 17th and Sansom Sts. It can broadcast FM programs at the same time, he said.

Walter Biddle Saul, president of the educational TV organization which represents more than a hundred area educational groups, and W. Laurence Lepage, its chairman, said its board of directors accepted the offer with gratitude. Delaware Valley TV is applicant for noncommercial educational uhf Ch. 35 in Philadelphia.

Mr. Tooke said KYW also has offered the advisory services of its complete staff to help the educational broadcasters start operations. He said KYW will cease its FM operation upon FCC approval of FM operation by the educational group. The KYW licensee, Westinghouse Radio Stations Inc., also is licensee of WPTZ (TV) Philadelphia.

Educational TV Discussed At Wisconsin U. Seminar

SOCIAL role and obligations of educational TV stations were explored by some 45 leaders in that field at a seminar held at the U. of Wisconsin last week. The meeting was conducted June 21-27 by the National Assn. of Educational Broadcasters, with financial aid from the Ford Fund for Adult Education.

Dr. Harry Newburn, president of the U. of Oregon, addressed the seminar in his new capacity as president of the Chicago Educational Television & Radio Center.

Prof. Harold Lasswell, dean of the Yale U. Law School, suggested educational outlets contribute to realization of human dignity.

Changes in adult education methods were predicted by Prof. Lorentz H. Adolfson, extension director, U. of Wisconsin.

Form Pittsburgh Educ. Unit

CITIZENS Committee, to participate in a fund-raising drive, is being organized by the board of directors of WQED (TV) Pittsburgh, noncommercial educational station. About 350 people have been invited to join the committee according to WQED. In addition to working on the subscription drive, which is planned for next fall, some members of the Citizens Committee also will serve on subcommittees to act as advisory panels to consult with the station's board of directors. General chairman of the Committee is Dr. Alfred W. Beattie.

WAAM Fellowship Awarded

TADEUSZ DANIELEWSKI, NBC New York studio supervisor, has been awarded the $6,000 WAAM (TV) Baltimore Television Fellowship for graduate study at Johns Hopkins U. during 1953-54. Fellowship was established in 1951 by the WAAM board of directors to allow one person currently active in TV to have nine months free to pursue special studies at graduate level which may add to the recipient's effectiveness in his or her career.

INTERNATIONAL

Canadian Campaigns Will Skip Television

FOUR national political parties eligible for free time on Canadian Broadcasting Corp. networks have turned down the CBC's offer of free time on its three-station TV network. Thus the forthcoming political campaign culminating in the Canadian federal election on Aug. 10 will see no TV campaigning this year. The parties did not give any reasons for not using TV, and inasmuch as CBC regulations do not permit the CBC to sell political time on its owned stations, there will be no paid TV political campaigning. The picture may change when there are privately-owned TV stations in operation, which will not be until after the election.

CANADA



INVESTIGATING video advances for possible use in his projected Television Luxembourg, Louis Marlin (l), president-general director of Radio Luxembourg, gets a closeup look at a U. S.-made TV station tube held by Thomas C. McCray, assistant director of NBC Western Div. Raymond R. Morgan Jr., executive of Raymond R. Morgan Co., Hollywood agency, listens in on the explanation.

CARF Names Rimmer To Board Chairmanship

H. H. RIMMER, advertising manager of the Canadian General Electric Co. Ltd., Toronto, was elected chairman of the board of directors of the Canadian Advertising Research Foundation Inc., at its recent annual meeting. J. M. Bowman, of Stewart-Bowman-MacPherson Ltd., Toronto advertising agency, was elected vice-chairman, and John Galilee, Assn. of Canadian Advertisers, Toronto, secretary.

CANADA

It was planned at the annual meeting to reorganize the CARF with a view to admitting additional advertisers and agencies, following a similar move by the Advertising Research Foundation, New York. A study also is to be made on how to better use in advertising and merchandising campaigns the data available at the Canadian government's Dominion Bureau of Statistics.

Grants Time to Alaska U.

SIX stations of the Alaska Broadcasting Corp. will devote free time to the U. of Alaska under a grant made by William J. Wagner, president of the company. Stations involved are KFQD Anchorage, KFRB Fairbanks, KINY Juneau, KTKN Ketchikan, KIBH Seward and KIFW Sitka.

ALASKA

UNITY TELEVISION CORP.

in association with

MAJOR ATTRACTIONS INC.

presents

the "plus 80" TV PROGRAM

20 Charlie Chan Mysteries

THE MAJOR SERIES . . . NEW TO TV . . . STARRING RAY MILLAND, ARLENE WHELAN, CESAR ROMERO, ROBERT YOUNG

20 All Star Adventure Classics

THE ROMANCE . . . THE ACTION . . . THE DRAMA OF THE GREAT AMERICAN SCENE . . . STARRING GARY COOPER, ANN SHERIDAN, JOHN WAYNE

20 International Masterpieces

MASTERPIECES RANGING FROM DUMAS TO OSCAR WILDE . . . PRODUCERS SUCH AS ALEXANDER KORDA AND HAL ROACH . . . STARS AS BRILLIANT AS VIVIEN LEIGH AND PAULETTE GODDARD.

20 Hollywood Major Features

"plus 80"

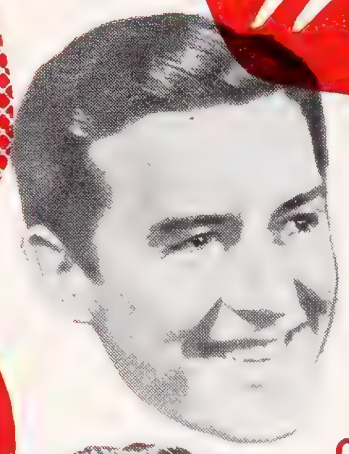
INTRODUCING TO TV SUCH EXCITING PERSONALITIES AS MARILYN MONROE, JEFF CHANDLER AND JAMES MASON.

UNITY'S CATALOGUE IS GROWING BIGGER AND BETTER.....

1001 TITLES "PLUS 80"

20 CHARLIE CHAN *Mysteries*



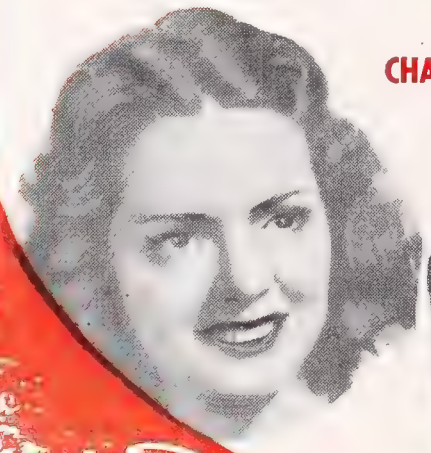


CHARLIE CHAN in LONDON
with
Ray Milland • Mona Barrie



CHARLIE CHAN in CITY OF DARKNESS
with
Lynn Bari • Lon Chaney, Jr.

CHARLIE CHAN'S MURDER CRUISE
with
Marjorie Weaver • Robert Lowery



CHARLIE CHAN in MONTE CARLO
with
Sidney Blackmer • Virginia Field

CHARLIE CHAN AT THE WAX MUSEUM
with
Marguerite Chapman • Marc Lawrence



CHARLIE CHAN in THE BLACK CAMEL
with
Robert Young • Bela Lugosi

CHARLIE CHAN in RENO
with
Phyllis Brooks • Ricardo Cortez

CHARLIE CHAN in CASTLE IN THE DESERT
with
Arleen Whelan • Richard Derr

CHARLIE CHAN in RIO
with
Mary Beth Hughes • Victor Jory

CHARLIE CHAN in MURDER OVER NEW YORK
with
Melville Cooper • John Sutton

UNITY'S
20 Charlie Chan Mysteries 20 Hollywood Major Productions

NEVER BEFORE SHOWN ON TV!





Follow the Maze of MYSTERY—ACTION and INTRIGUE with the World-famous Wizard Detective — CHARLIE CHAN!

co-starring

Ray Milland, Arleen Whelan, Cesar Romero, Robert Young, Mary Beth Hughes, Victor Jory, Boris Karloff and J. Carroll Naish . . .

CHARLIE CHAN AT TREASURE ISLAND
with
Cesar Romero • Douglas Dumbrille

CHARLIE CHAN AT THE CIRCUS
with
J. Carroll Naish • Keye Luke

CHARLIE CHAN in DEAD MEN TELL
with
Sheila Ryan • George Reeves

CHARLIE CHAN in PANAMA
with
Jean Rogers • Jack La Rue

CHARLIE CHAN in HONOLULU
with
Phyllis Brooks • George Zucco

CHARLIE CHAN AT THE OPERA
with
Boris Karloff • William Demarest

CHARLIE CHAN on BROADWAY
with
Douglas Fowley • Donald Woods

CHARLIE CHAN in SHANGHAI
with
Irene Hervey • Keye Luke

CHARLIE CHAN AT THE OLYMPICS
with
John Eldredge • Katherine De Mille

CHARLIE CHAN AT THE RACE TRACK
with
Alan Dinehart • Frankie Darro

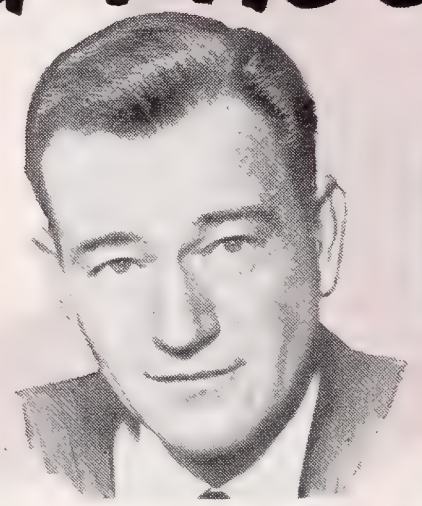


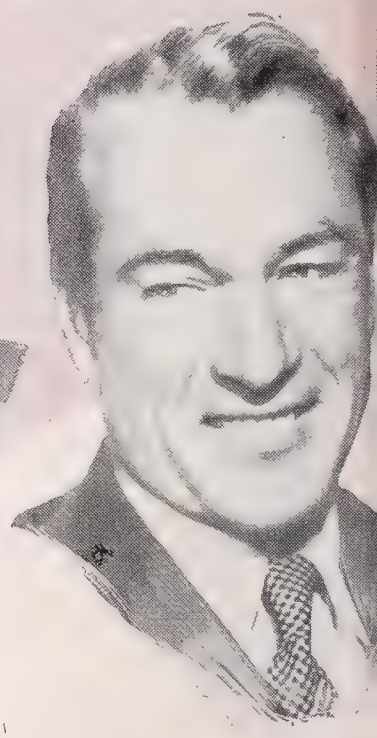


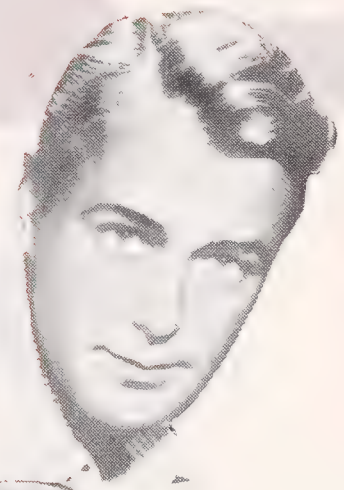
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"PLUS 20"
20 International Masterpieces 20 All-Star Adventure Classics

The ROMANCE - - - - ACTION
....DRAMA and PASSION
of the Great American Scene







GARY COOPER in BLAZING ARROWS
with Charles Winninger • Eugene Pallette

ANN SHERIDAN in FIGHTING WESTERNER
with Randolph Scott

ALAN LADD in BORDER RENEGADE
with Victor Jory

RANDOLPH SCOTT in BUFFALO STAMPEDE
with Buster Crabbe • Barton MacLane

CHARLES BICKFORD in THUNDER PASS
with Marsha Hunt • J. Carroll Naish

RANDOLPH SCOTT in CHALLENGE OF THE FRONTIER
with Barton MacLane

RANDOLPH SCOTT in WHEN THE WEST WAS YOUNG
with Sally Blane

HERITAGE OF THE PLAINS
with Russell Hayden • Donald Woods • Evelyn Venable

BAD MEN OF ARIZONA
with Marsha Hunt • Buster Crabbe

WINNING THE WEST
with Richard Arlen • Mary Brian







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THE GREATEST STARS..
Truly 20 All Sta

UNITY'S
20 Hollywood Major Productions
20 Charlie Chan Mysteries



20 ALL★STAR Adventure CLASSICS

JOHN WAYNE in HELL TOWN
with Alan Ladd • Marsha Hunt

RANDOLPH SCOTT in CARAVANS WEST
with Gail Patrick • Raymond Hatton

ROBERT CUMMINGS in DESERT STORM
with Buster Crabbe • Marsha Hunt

RANDOLPH SCOTT in LAW OF VENGEANCE
with Gail Patrick • Jack La Rue

ROBERT CUMMINGS in ARIZONA THUNDERBOLT
with Buster Crabbe • John Miljan

VICTOR JORY in BAD MEN OF NEVADA
with Jean Parker • J. Farrell MacDonald

KENT TAYLOR in FIGHTING PHANTOM
with Gail Patrick • Irving Pichel

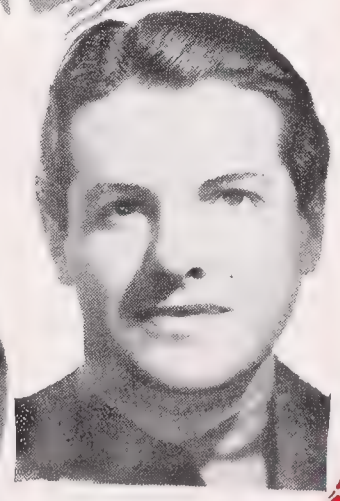
MARK OF THE AVENGER
with Russell Hayden • Douglas Dumbrille

RIVER OF DESTINY
with Buster Crabbe • June Martel

TEXAS DESPERADOES
with Buster Crabbe • Katherine De Mille









THE GREATEST AUTHOR
Adventure Classics!

"PLUS 80"
20 International Masterpieces 20 All-Star Adventure Classics

20 INTERNATIONAL

from Alexander Korda,

Screened from the pages of literature's greats







VIVIEN LEIGH in
ANNA KARENINA
with Ralph Richardson

BURGESS MEREDITH in
MINE OWN EXECUTIONER
with Dulcie Gray • Kieron Moore

ERIC PORTMAN in
WANTED FOR MURDER
with Dulcie Gray • Derek Farr

WILLIAM EYTHE in
MEET ME AT DAWN
with Hazel Court • Basil Sydney

ROBERT NEWTON in
SNOWBOUND
with Dennis Price • Stanley Holloway

CECIL KELLAWAY in
HURRICANE AT PILGRIM HILL
with Virginia Grey • David Bruce

GRETA GYNT in
I AM A STRANGER
with James Hayter

JOHN JUSTIN in
HOT ICE
with Barbara Murray

FRANCES DAY in
TREAD SOFTLY
with John Bentley • John Laurie

SALLY NEWTON in
NO HAUNT FOR A GENTLEMAN
with Gus MacNaughton

UNITY'S

20 Charlie Chan Mysteries 20 Hollywood Major Productions

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MASTERPIECES...

Hal Roach, other Major Studios!

. . . DUMAS—TOLSTOY—WILDE to name a few!

PAULETTE GODDARD in
AN IDEAL HUSBAND
with Michael Wilding

STEWART GRANGER in
LOVE STORY
with Margaret Lockwood • Patricia Roe

KIERON MOORE in
A MAN ABOUT THE HOUSE
with Margaret Johnston • Dulcie Gray

ERIC PORTMAN in
UNCENSORED
with Phyllis Calvert • Griffith Jones

JOHN HUBBARD in
THE SWORD OF D'ARTAGNAN
with Mel Archer • Robert Clarke

DENNIS PRICE in
NOOSE FOR A LADY
with Rona Anderson • Ronald Howard

RICHARD BURTON in
GREEN GROW THE RUSHES
with Jean Patterson

DEREK BOND in
DISTANT TRUMPET
with Jean Patterson

ELSIE RANDOLPH in
CHEER THE BRAVE
with Roger Livesey

PETER HAMMOND in
COME BACK, PETER



BURGESS MEREDITH



STEWART GRANGER



RICHARD BURTON

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"PLUS 80"
20 International Masterpieces 20 All-Star Adventure Classics

20 Hollywood Major Features



***presenting to* TV**

exciting MAJOR Hollywood Personalities

including these stars

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JEFF CHANDLER • JAMES MASON

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. . . Produced by Sol M. Wurtzel in Hollywood as recently as 1949 . . . now booked by CBS, New York, Washington; ABC, Los Angeles, San Francisco, Detroit; WPTZ, Phila.; WSB, Atlanta; and many other stations, sponsors, and agencies.

* * *

ROSES ARE RED
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* * *

STRANGE JOURNEY
Paul Kelly and Osa Massen

* * *

RENDEZVOUS 24
William Gargan and Maria Palmer

* * *

CRIMSON KEY
Kent Taylor and Doris Dowling

* * *

DEADLINE FOR MURDER
Paul Kelly and Sheila Ryan

* * *

DANGEROUS MILLIONS
Kent Taylor and Dona Drake

* * *

TROUBLE PREFERRED
Peggy Knudsen and Lynne Roberts

* * *

ARTHUR TAKES OVER
Lois Collier and Jerome Cowan

* * *

FIGHTING BACK
Paul Langton and Joe Sawyer

* * *

DANGEROUS YEARS
Marilyn Monroe and Jerome Cowan

* * *

HALF-PAST MIDNIGHT
Kent Taylor and Peggy Knudsen

* * *

NIGHT WIND
Charles Russell and Virginia Christine

* * *

MISS MINK
Jimmy Lydon and Lois Collier

* * *

TUCSON
Jimmy Lydon and Penny Edwards

* * *

INVISIBLE WALL
Jeff Chandler and Virginia Christine

* * *

SECOND CHANCE
Kent Taylor and Betty Compson

* * *

JEWELS OF BRANDENBURG
Richard Travis and Carol Thurston

* * *

BACKLASH
Jean Rogers and John Eldredge

including

JAMES MASON
They Were Sisters
PHYLISS CALVERT • HUGH SINCLAIR



ASSASSIN FOR HIRE
SIDNEY TAFLER • RONALD HOWARD
A Killer Whose Gun Is For Hire

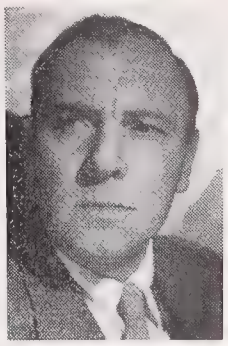
Unity TV Features Top Film Stars

A galaxy of screen stars who have scored with millions of American audiences in many hit films appear in the 20 new major features that are included in Unity's "Plus 80" package. Labelled "International Masterpieces" and produced by Alexander Korda, Hal Roach and others, this group offers, for the first time on television, the greatest array of international favorites in some of the finest feature films ever produced.

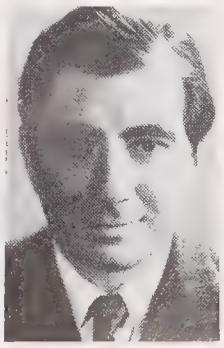


GRANGER

Among the stars and features comprising the International Masterpieces are: Vivien Leigh and Ralph Richardson in "Anna Karenina"; Paulette Goddard and Michael Wilding in "An Ideal Husband"; Burgess Meredith and Dulcie Gray in "Mine Own Executioner"; Stewart Granger and Margaret Lockwood in "Love Story"; Robert Newton in "Snowbound"; Richard Burton and Roger Livesey in "Green Grow the Rushes"; John Justin and Barbara Murray in "Hot Ice"; Kieron Moore and Margaret Johnston in "A Man About the House"; Eric Portman in "Wanted for Murder"; William Eythe in "Meet Me at Dawn"; Phyllis Calvert and Eric Portman in "Uncensored"; John Hubbard in "The Sword of D'Artagnan"; and Cecil Kellaway and Virginia Gray in "Hurricane at Pilgrim Hill."



RICHARDSON



NEWTON

Other major features in this group are "Noose For a Lady"; "I Am a Stranger"; "Tread Softly"; "Distant Trumpet"; "Cheer the Brave"; "Come Back, Peter"; and "No Haunt For a Gentleman," all with prominent screen celebrities who have established enviable reputations.

UNITY HIGHLIGHTS

● ● ● **Unity's "Plus 80" represents a production cost of approximately 40 million dollars. Many of the films comprising this group cost in excess of a million dollars each to produce, but reaching an over-all estimate, officials of Unity Television Corporation have estimated the aggregate cost of this group to exceed 40 million dollars. This is probably the most expensive group of films ever offered to the television market.**

☆ ☆ ☆ ☆

● ● ● Unity is proud of many "firsts." The "Plus 80" is the first multi-million dollar package in TV history. Unity's catalog listing 1,001 titles was an industry "first"; the famous Laurel and Hardy comedies were a big-time rating "first," and the stars shining in Unity's "Plus 80" (such as John Wayne, Vivien Leigh, Gary Cooper, Paulette Goddard, Randolph Scott, Ray Milland, Marilyn Monroe, Alan Ladd, Ann Sheridan, etc.) surely represent many "firsts" in TV Hollywood star debuts.

☆ ☆ ☆ ☆

● ● ● **Twenty Charlie Chan major mysteries, starring Ray Milland, Marguerite Chapman, Robert Young, Cesar Romero, Arleen Whelan, Virginia Field, Boris Karloff, Bela Lugosi, etc., represent the first major mystery series to be available for TV, geared for programming and TV continuity.**

☆ ☆ ☆ ☆

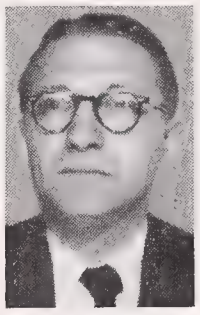
● ● ● Hal Roach, Jr., originally got his start in films producing comedies among which are the famous Laurel and Hardy comedies and Charlie Chase series. Many famous stars of today have risen through the comedy training on the Hal Roach lot. In addition to producing "Sword of D'Artagnan" and "Hurricane at Pilgrim Hill," Hal Roach Studios produced such films as the "Topper" series, "Of Mice and Men" and "One Million B.C."

☆ ☆ ☆ ☆

● ● ● **Alexander Korda, who made many of the major features in Unity's International Masterpieces group, has produced numerous outstanding features throughout the continent. Some of his best remembered films were "Henry VIII," "Scarlet Pimpernel," "Four Feathers" and many others.**

☆ ☆ ☆ ☆

● ● ● Sid Weiner, who handles Film Booking and Programming for Unity, has been directly responsible for two top honors awarded to the firm. In the second national quarterly TV film survey conducted by Billboard, first place in the categories of "Best Shipping" and "Best Labeling and Leaders on Film" were voted to Unity. Another prize earned by Weiner's perfect station relations is the nickname of "Never-Miss Sid." He knows the meaning of "the show must go on" and its great importance to TV stations.



WEINER

Coming Soon . . . "50 Years Of Boxing"

Unity Television is now preparing a symposium of 50 years of boxing revealing some of the most thrilling fights of the great masters of the ring from 1907 to date. Many of these fights were fought without a "third man" in the ring and the gladiators really slugged it out.

From Tommy Burns, Freddy Welsh and Jimmy Wilde to Mickey Walker, Joey Maxim and Lee Savold, this half-hour tailor-made show brings you the great moments in ring history—the highlights of 50 YEARS OF BOXING!

Unity Sales Reps Cover Entire U. S.

In anticipation of expanded sales activity with the acquisition of its new "Plus 80" package and ever-increasing interest in the company's Random Library Plan, Unity Television sales force now encompasses the entire country.

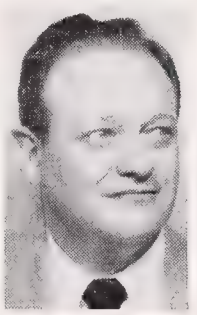
Unity representatives covering various sections of the country and working closely with both stations and sponsors are: Len Firestone, formerly with radio and television stations throughout the East, North Eastern division manager; Connie Lazar, one of the pioneer TV film representatives since the inception of the industry, Western division manager; Bob Hoffman, formerly with NBC and MCA now Unity's South Central division manager. Also Bill Young, formerly with Vitapix, now handling the North Central division; Vic Bikel, formerly with UA now Unity's Southwestern division manager; and Jim Orchard, formerly with Paramount TV and KOTV in Tulsa, recently appointed to take over the South East.



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LAZAR



HOFFMAN



BIKEL



YOUNG



ORCHARD

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Mysteries

20
INTERNATIONAL
Masterpieces

20
ALL-STAR
Adventure Classics

20
HOLLYWOOD
~~*Major Package*~~

"plus 80"

and 1001
TITLES

1001 TITLES from UNITY!



★ 300 FEATURES
★ 52 LAUREL & HARDY comedies
★ 39 HALF HOUR Programs
★ 125 CARTOONS
★ 40 WESTERNS
★ 22 SERIALS

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Reaching for the Sky

There is no such thing as programs remaining static, or "by formula" at WREC. Programming is kept fresh, interesting, keyed to the moment . . . constantly reaching for that which is better.

That this practice pays off in listeners is proved by the latest Standard Audit & Measurement Reports and Hooper Ratings. These reports show why we say WREC delivers the "Better Half" of both Rural and Metropolitan listeners with a single schedule.

Join the ever-increasing list of advertisers who know that their message on WREC carries MORE prestige . . . produces MORE sales, yet actually costs 10% LESS, per thousand listeners than in 1946.

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features

- How to make a profit on television news. Page 94.
- Baseball re-creation by teletype. Page 98.
- WDSU-TV is in the boxing business. Page 100.

A radio success story:

A BIG BANK BANKS ON CALIFORNIA RADIO

ALTHOUGH not confining the promotion of any of its services to a single medium, Bank of America assigns radio an important role in its effective use of California media. Success with radio in its advertising and public relations over the years has been the result of carefully matching purchases with clear-cut objectives.

"We are a mass bank, servicing all of California," says Henry L. Buccello, advertising manager. "Therefore we try to develop programs which will reach as broad a segment of the state's population as possible. However, we must always maintain good taste, stability and dignity. Our customers expect it of us."

An occasional user of radio in past years for specific departments, it was in early 1950 that Bank of America went looking for a low-budget program which combined the appeal of a personality and a public service format for continued expansion of the company's goodwill within the communities it serves.

The idea was tested with participation programs on various California stations. Among the personalities selected was Ralph Story, identified as the *Morning Host* on KNX Hollywood, the CBS owned and operated radio station. This choice proved to be an especially happy one for Bank of America, according to executives of Charles R. Stuart Advertising, San Francisco agency servicing the account.

During the KNX campaign which started in February 1950, Mr. Story and the bank developed an informative and informal approach which has since characterized Bank of America's California radio advertising.

Quick Results, Quick Expansion

Originally assigned to present the bank's "Timeplan" loans, that brief campaign had results that were so immediate and effective that Bank of America on March 13, 1950, started sponsoring Mr. Story in a Monday through Friday *Top of the Morning* strip on KNX.

It was with this program that the successful format of the bank's radio began to hit its stride, according to Mr. Buccello. On *Top of the Morning,* from 7:15 to 7:30 o'clock, Mr. Story, then as now, combined his own easy-going humor with top recordings, weather information, and news of amusement and civic events of the day to come. This "calender of events for Californians," as it is now identified, has become an especially important feature of the program, bank officials declare. Civic groups within California communities regard a mention on the program a top interest builder for their events.

As a result the cooperation between these groups and Bank of America branches throughout the state, in the words of one manager has "been one of the best ways of gaining community recognition and goodwill."

Using the basic format of its KNX series, Bank of America in Sept. 1950, shifting to a nighttime spot, expanded coverage with a once weekly 15 minute *Top of the Week* on Columbia Pacific Radio's California Network (KNX KCBS KFRE KFMB KROY KHUM KXOC KERN KMBY KCMJ KGDM). Approximately six months later, on Feb. 26, 1951, using the same regional network, the banking firm reverted back to early morning time and expanded to its present Monday through Friday *Top of the Morning* with Ralph Story.

Use of the early morning time, bank officials feel, gives a more economical combination of family listening and frequency of impact.

Copy on the morning broadcast is intimate and friendly. It never high pressures. The approach used recognizes that financial problems can beset all listeners. And the commercials create the feeling that the bank is interested in helping them . . . that their problems aren't without a solution . . . and that the financial services and advice which a Bank of America branch can give them will often solve those problems without creating new ones.

Service to People and Places

Because the approach is institutional in nature, yet personal in appeal, Bank of America uses the program to stress its services to individuals and through them, the community.

Thus, Mr. Story on his daily morning broadcast has presented, in addition to "Timeplan" loans, the bank's LISA (Life Insured Savings Account) plan, its home building and home loan operations, and various savings plans such as the Christmas Club.

Mr. Story's common sense treatment of Bank of America's Christmas Club has been particularly successful, Mr. Buccello declares. By relating the problem of starting the savings habit in terms which listeners can readily identify and citing listeners' experiences, he shows how the Christmas Club habit leads not only to other types of savings accounts, but also how it teaches the important lessons of money management.

With the banking firm having clients from all media, executives are reluctant to give a breakdown on radio's pull. The bulk of Bank of America's radio expenditure today however is for *Top of the Morning,* with spot announcements and special programs added in markets where additional impact is desired.

Published figures show that Bank of America spent less than $100,000 on regional network radio during 1952 and while executives refrain from discussing what percentage of new or renewed business the program has brought in return, renewal of *Top of the Morning* on last Feb. 23 for another 52 weeks is an indication of its success.

TELEVISION NEWS



News programming, including local coverage, can be as profitable for TV stations as it has been for radio. The trick is to keep the cost within recoverable limits. Here the veteran news director of WHAS-TV Louisville tells how that station makes its news pay.

WHEN sight was added to sound and radio became a two dimensional medium, a little band of intrepid explorers went plunging off into an unexplored wilderness. Those sturdy pioneers of our industry were better outfitted than any in history. Anything and everything that money could buy was theirs. In the field of news, I cite you the clasic example of the station which undertook a daily newsreel with a sorry little staff of only 40 cameramen.

It was not long, although the business office no doubt anguished through an eternity, before that station realized that it had undertaken the economically impossible. It could get a 15-minute film show of sorts together every day. But nobody, not even the gold vault at Fort Knox if it were interested in sponsoring television, could finance such a thing and remain solvent.

Four or five years ago in New York City, one of the hardy pioneers connected with this ill-fated newsreel told the National Assn. of Radio News Directors that it was absolutely impossible to produce newsreel films for television for less than $100 per minute. That was rock bottom, he said, and he gave figures and evidence to prove his case.

It was this example and this kind of cost in the early days that discouraged a good many people from trying to use television as it should be used—that is to say, with a filmed, daily newsreel, to present news.

In all fairness let's put the blame where it belongs for that ridiculous, uneconomic, and impractical approach to what is, after all, a busines proposition. There was so much money floating around in the early days of television and advertisers were so eager to buy time, any old time and any old program at all, that it must have been difficult to think in terms of profit and of balancing the budget.

In those pioneering days the trail was being slashed through an exciting wilderness. There were new wonders every day or two, and it was pretty difficult just to keep up with the crowd, let alone take occasional readings of the economic compass to find out where you were.

There wasn't much reason to find out, either, because there seemed to be no limit to the money rolling in. If you needed a new camera, you bought it. If you needed another man, you hired him. If you wanted a new car, you ordered it. Eventually the day of reckoning had to come. It is with us now.

Those pioneer days with money growing on trees must have been wonderful ones. I'm happy, though, that I never knew them except indirectly. The wilderness *we* carved *our* way through in getting into television news was a somewhat different one. Our owners and management were scared to death of the totally uneconomic possibilities of a daily newsreel, because they had seen what happened to others.

Cautious Start

Our management, however, was operating on a different philosophy from that which had guided other pioneers in the business. We came onto the television scene in a competitive situation. We were the second station in the market and we were 18 months late in arriving. We decided it would be prudent policy to go slowly, and try to break even, or even, if possible, make a little profit, instead of plunging in headlong as so many others had done—and find out if we could swim after we got in the water.

So, instead of buying the extra equipment or hiring the additional manpower, we scraped along with what we had. As a matter of record, not one person was added to the payroll until there was a demonstrated imperative need. And that need had to be proved and proved again.

I'm very happy today that we followed into the wilderness, and did not have all the luxury that accompanied those very first pioneers. Our trail was not as exciting, but it was a lot more difficult. And we know where we are. We're on the black side of the ledger—and we haven't acquired any expensive luxuries along the way that will make life tough for us in the days to come, the days of economic awareness and of possible retrenchment.

Because those days are with us, and will be from now on. You can read, today, in the publications of our trade about the hard calculating eye that sponsors are casting at television costs. All of you know the difficulties the networks are having in peddling their super colossal productions of the utterly stupendous price tag. There are lots of young geniuses in television who can turn out a Cecil B. DeMille epic every two or three weeks, and they can do it for only a little more than DeMille spends.

But the boys who'll have the jobs in the next year or five or ten years, are the ones who can put on a really good show at a price that will please sponsors and completely satisfy the watching public. They don't need to be expensive shows. And that goes for news. At which point we seem to have come down to some hard facts about how to make television news pay. It can be done.

We have done it at WHAS-TV. Our news programs have been a profit item since a matter of a few weeks after we started in television three years and one month ago. They've had a high audience rating from the beginning, too.

There are five things to consider in making television news pay, make it for your TV station the goose that lays golden eggs, as it is in radio. The first thing is cost of production. This is also the second, third, fourth, and fifth items.

If your manpower and daily newsreel costs are prohibitive, you can't sell your product, and if you can't sell it, then news —or whatever the program may be—is too much of a luxury to be supported by the average station. We are in this business to perform a service and for doing it we are entitled to a profit. You can't perform your service in bankruptcy.

How much then, should your television

CAN PAY OFF

By Richard Oberlin

news cost? The price will come as something of a shock to the radio station manager who has a one-man news room, or a part-time reporter, or an announcer reading copy on the air. But, then, with one or two most remarkable one-man news room exceptions, those radio operations are not providing a news service.

Let's start with manpower. It will take three full-time men to give you a basis from which to work. We are including one full-time cameraman in this trio, because it is my contention that a television station that does not provide a daily newsreel is not using television to present news. A trained newscaster can do a better job reading complete, well-written newscasts on radio than he can trying to ad-lib facts in front of a camera.

Your three men will be a cameraman, a co-ordinator (at least that's what we call him for lack of a better name) and a news director.

The cameraman shoots film and keeps his cameras in working condition. The co-ordinator edits film, writes narration, backstops as a second cameraman when you have two stories at the same time, and directs the news program. The news director is general supervisor, and does the actual on-camera news and reads the film narration.

In addition to these three somebody has to process the film and, for the sake of economy, break up 1,000 foot rolls into spools of 100 feet each. That takes an average of two hours a day. The manpower can be taken from any of a number of places. Since maintenance of your developer is also an item, probably the most practical place is from the engineering crew if a man can be spared at the right time. If not, the film editor should be able to run it through. Or the cameraman—although that's likely to give him a long day and presents some complications because he should be writing out a report on what he's filmed during the day while the stuff is going through the soup.

In any case, the total payroll for these three full-time men and one part-timer will run from $300-$350 a week.

Your next basic cost is a news service. For competitive reasons none of the wire services is eager to quote an exact price, and the amount you pay is bound to depend on a lot of factors—including how shrewd a bargainer you are. To get some sort of answer, I asked the wire services: "How much would you charge for radio wire only in an average size community with 200,000 television receivers?"

The price, I gathered from much hemming and hawing and beating around the bush might be as low as $60 a week, or as much as $100. For the sake of what I believe is reasonable accuracy, let's take $75. A difference of a few dollars isn't going to make a whole lot of difference, anyhow. That makes our total cost so far for running the news room $375-425 per week. Add to that $60 for film and developing chemicals. That figure gives you 500 feet of film per day—roughly 15 minutes—from which to edit down what is usable. It is too high, but there's no sense in figuring it too low because unusual things always are happening which throw your film budget completely out of kilter. Actually, we average about 400 feet per day for our newsreel—which gives up, daily, approximately 5 minutes of edited film.

Then, to get around the city to capture for posterity the great events that a cameraman films, you need an automobile. That can be figured about any way you choose. Our experience shows our cameraman averages about 40 miles a day. There are days when he drives nearly 200 miles, but there are plenty of other days when





Mr. Oberlin (above) depends upon a three-man unit to produce the local newsreel for WHAS-TV. Unit (right) consists of (l to r) Bob Boaz, day news editor who makes assignments; Cy Smith, TV news coordinator who edits film, writes narration, assembles newscast, and Jack Murphy, photographer who shoots film and gathers facts.

it's only 10 or 15. For the sake of a figure let's use the amount paid per mile by the networks, and let me note right here, I'm appalled at the lavish way the networks throw money around, their figure is 10 cents per mile. That comes to $20 a week, on the basis of a 5-day week.

And we have a grand total of just over $500 per week for operating your news room.

For this investment you get a couple of 15-minute news programs per day, in which you should have about 5-minutes of local newsreel. How can you make money at those prices? What man in radio ever heard of a $100 per program production cost for a newscast? Not in these middle-sized stations in middle-sized cities that we're talking about you don't get prices like that!

Let me cite some economic facts of television life. The very cheapest kind of film that can be purchased in these middle-sized cities I'm talking about will run from $75 to $100 per half hour—and it admittedly is not Class C or Class D but Class X stuff. You buy a package and take what you get. Sometimes you get distorted sound, and it's on film so dim you can't see it because it's been used so often since it was shot back in 1880.

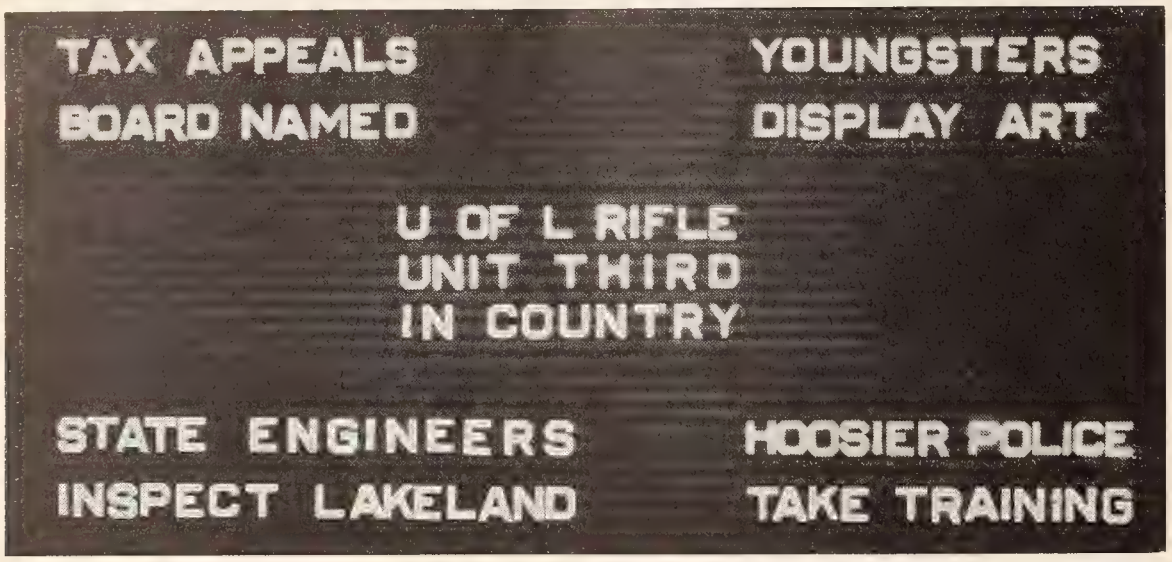
In this same average city we're talking about a really good half-hour film will cost about $400. So, you see, $100 a day for a half hour of news isn't so bad at all.

But one sponsor doesn't have to foot this whole bill. Many, many stations use the same newsreel twice, first early in the evening and again for a sign-off or late evening newscast. Often the second run is a somewhat edited version. Sometimes on those rare and happy occasions when you get a really good story during the early evening hours, and can get the story filmed, processed, edited and narration written, the late show may run longer.

It is a common and sensible practice to divide up the total production cost of the newsreel and assess part of the total against each newscast. Generally, the sponsor who has the film on the early show pays a higher production fee—as he should. However, don't let anybody sell short that late-evening re-run of your newsreel film.

I didn't think when we first went into this business that the guy getting the late, before bed-time playback was getting a bargain. To me, it was warmed-over hash. But the same sponsor has been with us since we started on our sign-off news and he is happy with his buy. He pays about 40% of the production cost compared to 60% for the guy who gets the early program. But he has found from experience that a whole lot of people phone their neighbors that they are going to be on television—they just saw themselves in the early news program—and why don't they watch the late newsreel show?

Also, not often, but occasionally in three years, we've had something happen in the evening that was big enough to justify plenty of overtime and lots of extra hard work to get filmed. When that happens it goes on the late show. But, usually, although we struggle mightily to keep our news programs really up to the minute and emphasize that our daily newsreel is really a "daily" affair, that film justifies itself because it can be used on the 6:30 news program the following evening.



Here's an inexpensive way to make TV newsreel titles. WHAS-TV uses a cafeteria menu board which takes only a few minutes to set up. Live camera shoots titles while blank leader runs through between newsreel film stories.

There are countless ways to spend money in television. There are a million little gimmicks that you can have—for a price. And we've added some of them to our news programs as we learned more about the business. However, before anything is added, we sit down and carefully go over the cost and all that's connected with it, because sometimes something that looks pretty cheap can turn out to be an expensive luxury.

Take newsreel titles for example.

I suppose most of the newsreels extant today have titles. They are time consuming, and, over the course of a year, they'll use up a surprising amount of film. The stuff in quantity lots only costs 2¼ or 2½ cents a foot—but you shoot it so fast! It only takes five seconds to send 7 cents worth of film through the camera. And 7 cents multiplied by hundreds or thousands begins to run into money.

You've seen those menu boards they use in some restaurants and all cafeterias? That's what we use for our titles. It takes a man a few minutes to set up the titles. It would take as much time to set up, anyhow, to film them, We turn our television camera on the titles on the sandwich board while about 3 seconds of blank leader runs through between newsreel stories. We even can get fades and dissolves this way. It is not the best and most beautiful title in the world, but the engineers do something with that mess of machinery they have on the control panel and wipe out the horizontal lines of the menu board, so is doesn't look too bad. Right now I'm working on a kind of adjustable plastic frame which will identify our program—about the same way that programs are identified in the titles of those big, classy newsreels our better-off friends put out. We're not going to buy them if they won't dress up the titles considerably without making a whole lot of extra work. They've got to be worth the money or they don't go in the show.

That goes for every part of our newsreel and our news programs, which may explain why we have been able to present news on television with a local, daily newsreel, and do it profitably. It may be the whole answer to the question of how to make television news pay. There are plenty of news rooms in this business that are *not* paying—which is not always the fault of the news director. Maybe the owner or the manager wants something so elaborate that it is simply impossible to operate in the black.

That's a whim that an owner or manager with that much money—and rocks in his head—can afford to indulge.

Turning a Profit

Most people, though, want to make a profit. So let's tackle that problem— making a profit on television news.

First, you must have a desirable product. We think that our daily, local newsreel, showing familiar faces and familiar places makes our news programs desirable. The film itself would be desirable alone, but it is supported by well-established news names who do the necessary on-camera presentation of news for which there is no film, or other pictures of any kind available. It's nice to have a man or men to do this who do not frighten the children and send the family dog cringing under the lounge when his face appears on the screen. He need not be pretty—but he shouldn't look like an unreconstructed Borneoan either.

The product must be produced at a price which makes it attractive. Because the time charges, plus production charges, no matter how low production costs are kept, are going to make anybody, even General Motors or the Chase National Bank think twice before he gobbles up what is obviously a good buy. In preparing this opus, I gathered facts from six stations. They all are in middle-sized cities, all with about 200,000 television receivers. And the time charge in every case, with discounts and everything else, was within a few dollars of $200 for a quarter hour Class A time. Certainly your early evening news program will be Class A time.

There's nothing you can do about time charges. That's what makes the station money. Low production cost, though, will keep sponsors happy. It seems to me that the best and most practical way is to figure out to the penny the total

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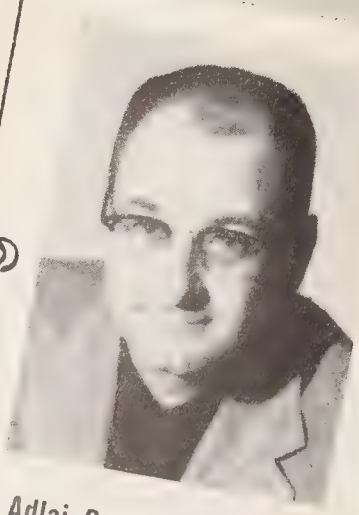


George Gothberg,
Manager WFPA,
Fort Payne, Ala.

Says George Gothberg, Manager of WFPA, Fort Payne, Ala.: "WFPA's billings are way up, with 108 sponsored AP newscasts weekly. No other news service can do the job that AP does day after day, week after week."

From Rex Mitchell, insurance underwriter at Fort Payne: "We get tremendous results from our 18 weekly AP newcasts. Never a day goes by but that I sell several policies to listeners. I wouldn't give up my AP news for anything. It's done me the most good in 15 years of insurance advertising."

"One third of total revenue from AP NEWS"



Adlai C. Ferguson, Jr.
President & General Manager
WPRS, Paris, Ill.

"The M. Farnham Implement Company tripled sales of their Little Giant Elevators with their 6:30 a.m. AP news six days a week. When a new Picker was promoted on the same program farmers came as far as 60 miles to see it."

Continues WPRS President and General Manager Adlai C. Ferguson, Jr., "With 48 sponsored AP newcasts each week producing one third of our revenue, we're really sold on AP. In selling sponsors we stress the completeness of AP news, the close attention of listeners, and the fact that their commercials will get the same close attention."

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

cost per week of salaries, transportation, film, equipment, wire service, and everything else. Then add 10%. Divide the total by three, and set your production charge at two-thirds of the total for your first film run, at one-third for the second go-round.

Why the 10%?

Well, occasionally, to get a good film story you have to charter an airplane. It's a lot easier to have a cushion to work on than it is to collect from even the happiest sponsor an additional $60 or $100. It is not chiseling, either, lest anyone get the wrong idea. It simply gives you a little something to work on so that you can do a good news coverage job, so that when the unexpected story that costs a lot of dough in a lump to cover comes along, you don't have to worry about bonded indebtedness to go get it.

Some stations make money by selling reprints of portions of their film to the surprising number of people who will request them of you. Some of the charges are shocking. We don't think that is a proper way to make money on television news. In the first place, where the price is high, the demand is so small that you can't make much anyhow. In the second place, your news is a public service in the first place. You can't give those reprints away promiscuously though because you'd go bankrupt. There will be some people who do real favors for you who request a print. We love to make a present of 50 or 100 feet of film, or whatever it is, to those people. We charge enough —just enough—for the others, for which we are paid, to be able to make a present occasionally. It just strikes us as being more honest, as well as more practical.

A Bad Start

Television news got off to a bad start in the early days of our still reasonably young business for two reasons. First, so many of those pioneers spent such fantastic sums of money that the cost was frightening. Second, a lot of news on television wasn't much good. There was too much film for the sake of film, or the man trying to present news on camera wasn't really able.

So a lot of people were leary of TV news. They should not be afraid of it today. If they realize they can present a good, informative, highly commercial program for a reasonable cost— a bargain, compared to some film costs—and if they recognize that treatment of news on television must be different because it is a different medium, there's nothing to be afraid of.

We have learned how to keep costs down, and there should be no hesitation on the part of anyone today to plunge eagerly into a daily, local newsreel to make well-rounded his television news programs.

We should do a good job and be proud of doing it. We should, with clear eyes and honest hearts, ask for and receive a fair price for our efforts. We can make television news pay, if we do, not just at the cash register, but in the non-assessable intangible of higher public regard which your audience will have if you give them the something extra that any good news program is.

BASEBALL RE-CREATION BY TELETYPE

By Jack Paige*

IF baseball is America's No. 1 national sport, it is also one of radio's greatest revnue getters and audience builders.

The major league teams and major league sponsors can send their broadcasting crews to follow every play direct from whatever field of action, but the hundreds of stations throughout the country who carry the broadcast of their minor league teams must of economic necessity rely on re-creations whenever the home team is playing out of town. For years this re-creation service has been furnished by the Western Union Co.

In these days of rising costs it was a foregone conclusion that Western Union should ask for and receive an increase in the rates charged for this re-creation material. When those rates were imposed many broadcasters felt that rate increases had reached proportions where it would not be economically feasible to continue these re-creations. Then, too, in the early part of 1952 Western Union was confronted with a strike which hampered its ability to set up their re-creation service for the early games in the spring and broadcasters were forced then to search around for other means of securing re-creation material.

It was at that time that the stations carrying Pioneer League Baseball, in Utah, Idaho and Montana, began to cast around for re-creation facilities that could replace those they were then using.

Teletype Plan

To that end I met with the officials of the Mountain States Telephone Co. here in Salt Lake City and discussed with them the possibility of setting up a private line teletype service interconnecting the eight stations carrying Pioneer League Baseball. After quite a few months of negotiation we finally consummated the following setup which we feel will be of interest to broadcasters thruout the country who have been faced with similar situations.

Radio stations releasing Pioneer League Baseball (incidentally, the Pioneer League is recognized as one of the fastest in the United States and has for years led class "C" leagues in attendance records) are as follows: KALL Salt Lake City, KLO Ogden, Utah; KLIX Twin Falls, Idaho; KIFI Idaho Falls, Idaho; KWIK Pocatello, Idaho; KDSH Boise, Idaho; KMON Great Falls, Mont.; KBMY Billings, Mont.

The setup calls for a sending and received teletype located in the studios of each station and one located in the press box of the ball parks; a total of 16 machines. The machines are put in operation at 4 p.m. each afternoon and are in continuous operation until 12 midnight. At 4 o'clock each afternoon each station is dialed in and each station in turn sends weather information, records of any new players added to member teams, pertinent sports information from each of the cities and each sportscaster sends 75 to 100 words of material that can be used by each of the other sportscasters in their nightly sports features. At that time the sending rotation of the four teams that will be playing is set up and at approximately 7 p.m. the four teams send their starting lineups and all information regarding the night's game. As soon as the game has gotten underway, each team that is playing sends each half inning as it is completed.

The sending rotation which works out very easily is that if the first team in the rotation isn't ready at, say 8:15 or 8:20 he clears and the next station comes up. If he isn't yet ready to send he also clears and the third station takes over. Presuming that he is ready he sends his first half inning and clears for the fourth station which likewise either sends material or passes for the next station, so the rotation goes on through the evening until the last game has been completed. All stations of course receive all of this material which keeps them abreast of what is happening in each of the other three games. Scores are available to them at the end of each half inning and in the event of a game being called because of rain the sportscaster can immediately pick up material from any of the other three games and continue with baseball. At the end of his own scheduled game he then has available to him resumes of all of the other games being played which makes for a sports roundup that is readily salable at the end of each game.

Personnel Needs

First of all, each station requires two men in addition to its sportscaster; one, the statistician who writes down the material and the sender who must be a rather fast typist in order to transmit the material. All of our stations have been able to find men extremely interested in baseball who are more than happy for a few dollars remuneration to send this material. The teletype is easy to operate and the eight sportscasters involved have worked out a code that enables them to receive a great deal more material than they have in the past for re-creation.

Of course every broadcaster is interested in costs and while costs will vary in each locality each station here, through the use of this service, is effecting a saving of approximately $1,100 during the course of the 5-month baseball season.

---

* Mr. Paige, now executive vice president of Intermountain Network, Salt Lake City, started in radio in 1935 at NBC Chicago, was later promotion director of the Cowles stations and in special events at MBS, New York.

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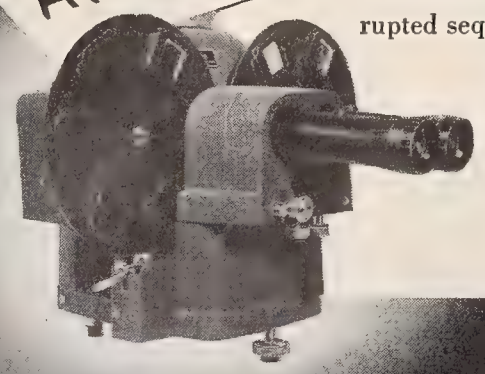
Makes profits grow — projects low-cost, easily produced commercials. Four optical openings for projection of opaque and transparent photos, rolling titles, slides, small objects, etc., with superimposition, lap dissolve, or fade-out effects. America's best-known, most-used television optical projector!

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New, compact unit for automatic remote control projection of standard 2 x 2 slides . . . in uninterrupted sequence . . . with fading, lapping and superimposition. Solves many problems for both large and small stations. Get all the facts, now!

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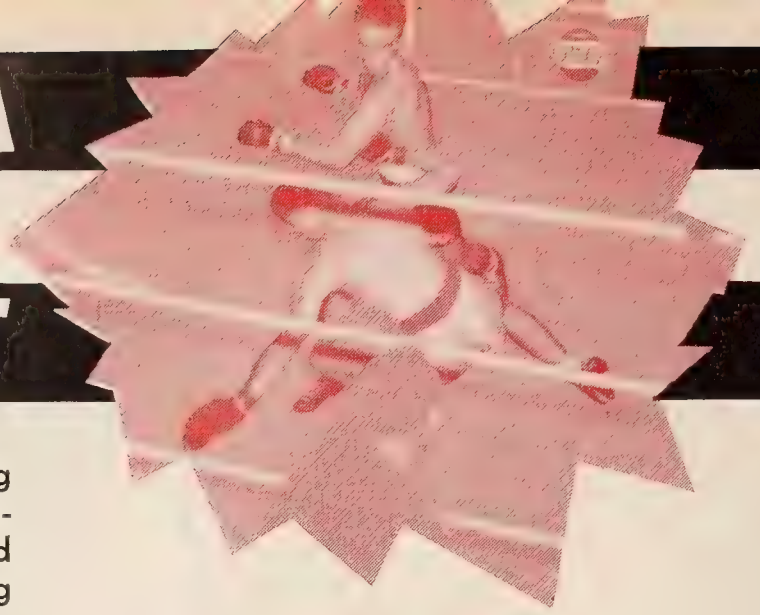
GRAY RESEARCH

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Division of The GRAY MANUFACTURING COMPANY—*Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph*

FOUNDED 1891 AUDOGRAPH

PEPSI-COLA HITS THE SPOT



The Pepsi-Cola bottler in New Orleans is getting plenty of advertising impact out of a weekly amateur boxing show that is promoted, packaged and produced by WDSU-TV. And the station is being hailed for rebuilding confidence in boxing and combatting juvenile delinquency.

DOWN in New Orleans, where sports always has held its own in a culture which mothered jazz, Creole cooking and the Mardi Gras, WDSU-TV has endeared itself to the hearts of that city's sports lovers with a weekly series of local boxing shows.

WDSU-TV last March 21 inaugurated a weekly half-hour series of regulation "live" amateur boxing matches, completely staged, promoted and packaged by the station and televised from its own studios. The series has won the support of business, civic, religious and athletic groups.

Robert D. Swezey, vice president and general manager of WDSU-TV, feels the large audience and the general praise accorded to the station and the show's sponsor, Pepsi-Cola, can be traced to the fact that the weekly event is not just a "program," but a community "project."

The project developed from discussions by Mr. Swezey and Mel Leavitt, WDSU-TV sports and special events director. Mr. Leavitt is a former sports writer (*St. Louis Globe-Democrat*) and commentator (MBS), and in three years with WDSU-TV has been identified with several of the station's notable achievements, including the first telecasts of the hearings by Senate Crime Investigating group headed by Sen. Estes Kefauver, and the first network originations of the Sugar Bowl football classic and Mardi Gras.

Mr. Swezey assigned Mr. Leavitt to study the local sports picture for some method of lessening the growing hostility of sports promoters toward TV. Out of this study came the present plan, by which Messrs. Swezey and Leavitt believed the station could gain these four specific objectives:

1. WDSU-TV could rebuild confidence in boxing, which had declined steadily for some time partly because of poor professional notices and mainly because of insufficient interest on the amateur level.

2. By using the glamor of TV, WDSU-TV could highlight and strengthen the program of the Amateur Athletic Union, impressing parents with the careful supervision practiced by the AAU, and combatting delinquency by influencing youngsters to join a regulated boxing program.

3. WDSU-TV might open the way to a new area of TV activity by telecasting live sporting events exclusively to large TV audiences.

4. By helping rebuild a declining sport, WDSU-TV could gain closer cooperation from promoters who have placed the blame on TV for declining gate receipts.

To put over such a project, the station obviously needed an unusually well-equipped and spacious plant, and WDSU-TV's huge modern studio, located in the historic French Quarter and measuring 55 by 100 ft., seemed made to order. The floor area affords space for seating more than 500 people and it has a high ceiling similar to sports arenas and auditoriums.

The audience angle proved to be important, for spectator response, it was shown, served to stimulate the boxers and provide an authentic "crowd reaction" to the sports event.

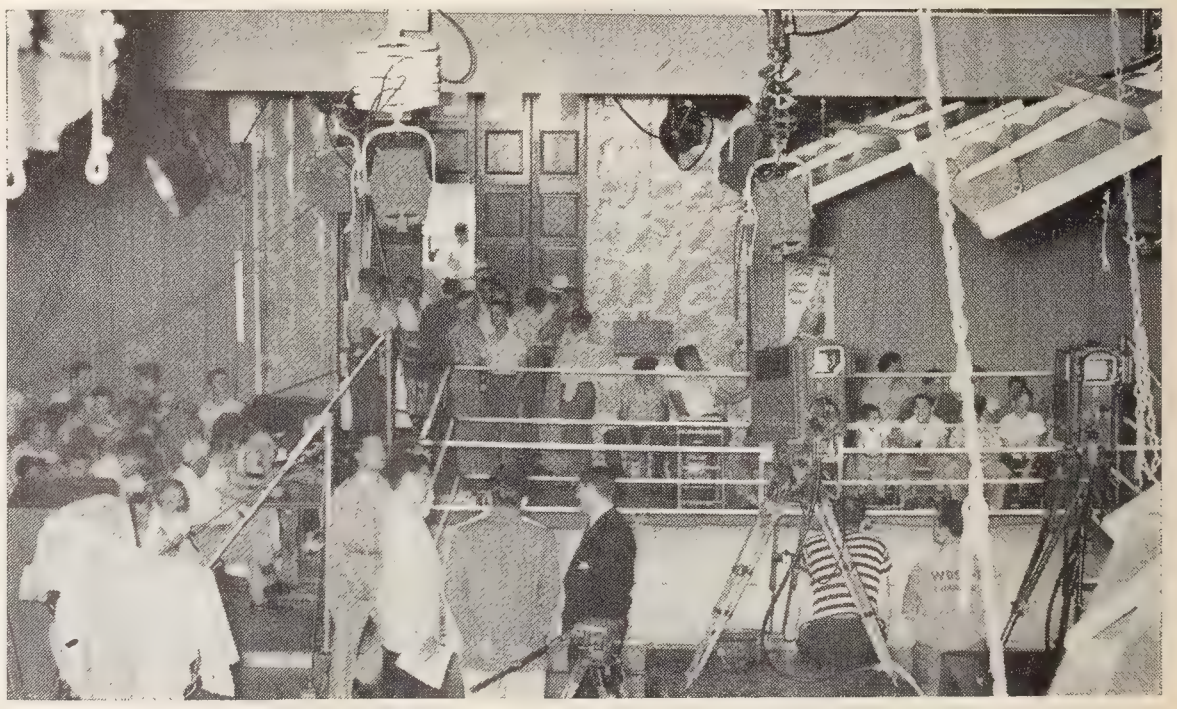
Every effort was made to simulate the actual surroundings of a boxing arena. A ring announcer was employed to introduce boxers and announce decisions, with a special "drop-mike" rigged so it could be lowered into the ring for each announcement. A ring bell, warning buzzer and round cards were used.

Biggest problem was construction of the ring to meet rigid AAU requirements. WDSU-TV solved the problem of anchoring the ring by stretching cables from the ringposts to the walls, eliminating the studio damages or expense that would be required in anchoring it in the floor or elevating it. High-ranking AAU officials were so impressed with the ring that they have requested plans for possible future use, according to Mr. Swezey.

Every essential article of equipment was supplied by WDSU-TV and Pepsi-Cola: Trunks, socks, hand-wrappings, towels and medical supplies. AAU provided handlers, referees, seconds, timekeepers, judges and other officials, and a physician was kept at the ringside for emergencies.

The station, rather than overwork a good idea, limits the show to 30 minutes once a week. Three matches are shown with a standby bout for emergencies.

Officials are orientated to avoid unnecessary delays so the program can be kept going at a rapid clip, with amateur rules



Here's how WDSU-TV stages boxing in its studio. Note elevated cameras at right of picture. Parts of studio audience, already assembling at time this picture was made, 30 minutes before show, are visible in background and at left.

A SALUTE

TO THE

FORD MOTOR COMPANY

The American Society of Composers, Authors and Publishers congratulates the Ford Motor Company on its Fiftieth Anniversary, and on the good taste and quality of a television program presented by a leading exponent of the American system of free enterprise.

We point with pride to the fact that almost without exception the songs performed on this incomparable two-hour show were the works of ASCAP writers and publishers, whose compositions truly reflect the life of America—past and present.

These songs were selected on their merit—without any solicitation on the part of ASCAP. We salute the judgment of those responsible for the all-around excellence of the Ford Fiftieth Anniversary Show.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.

aiding in the acceleration. Rounds are only two minutes, each bout consisting of three rounds with a one-minute rest period between rounds. To keep the program moving steadily, officials allow only a minute and a half between bouts, with the result being an almost constant flow of spirited action throughout, Mr. Swezey says.

Supported by a promotion-wise sponsor, Gulf Bottlers of New Orleans, distributor of Pepsi-Cola, the program was enlarged during its first five weeks to include teams of boxers from the "fringe area" which embraced the sponsor's territory, according to Mr. Swezey. Youngsters from nearby New Iberia and Reserve, La., already have appeared and plans are underway to bring in others from such distant points as Shreveport, Mobile, Biloxi and Memphis.

Because it qualifies both as TV entertainment and as a legitimate sporting event,



Mel Leavitt (third from right), WDSU-TV sports and special events director, presents Pepsi-Cola trophies to winners. Fourth from left is Harry England, president of Gulf Bottling Co. (Pepsi-Cola distributor) which sponsors bouts. Second from right is Joe Schaeffer, New Orleans chairman of A.A.U. boxing.

the series has received double the usual amount of newspaper coverage, in its first five weeks receiving equal attention from both radio-TV and sports columnists. By including boys from outside New Orleans, it also enlarged its audience, Mr. Swezey says.

Both station and sponsor agreed the entire commercial appeal should be along semi-institutional lines, with "pitch" commercials vetoed. Mr. Leavitt was supplied with a list of "sales points" and told to ad-lib brief messages concerning Pepsi-Cola whenever he felt they would fit in smoothly with the movement of the show.

Simple but effective props identify Pepsi-Cola with the show. Free bottles of Pepsi-Cola are distributed to the studio audience. A Pepsi-Cola clock hangs in the background. Attendants in the boxers' corners wear special sweaters with small Pepsi monograms. And at the end of each program the sponsor awards specially engraved "Pepsi-Cola" trophies to winners and medals to losers.

One surprising feature is the low cost to the sponsor. Each program costs the sponsor less than $320, including station time, studio charge and talent fees, plus expenses for the fighters, equipment, medical supplies and trophies. What makes it more amazing, according to Mr. Swezey, is that in remote coverage of a comparable event, the sponsor would pay much more just to send out the remote unit than Pepsi-Cola now pays for the entire program. He estimates the sponsor saves at least $200 a week that way.

The sponsor has gone a step farther in promotion, strengthening identification with youth by promoting various other activites such as announcements of neighborhood functions and upcoming sports events.

Several interesting results have come from the WDSU-TV project, Mr. Swezey says. The show has won over many parents previously opposed to boxing, by stressing supervision and the manly aspects of self-defense, and by distinguishing between the "sport" of amateur boxing and the "business" of professional prize-fighting.

Of the first 18 bouts, the most serious injury was a bloody nose and nine of the matches were stopped before conclusion to avoid possibility of injury.

This type of supervision has gained support from many civic and athletic leaders. Since the majority of the boxers are affiliated with the Catholic Youth Organization in New Orleans, the series has been recognized by the clergy, too, Mr. Swezey says.

Irwin Poche, athletic director of the New Orleans Athletic Club and president of the Sugar Bowl organization, voiced a typical reaction: "This amateur boxing series being promoted by WDSU has provided the biggest stimulant the sport has enjoyed in years. We of the New Orleans Athletic Club can already see the increased interest in boxing as a result of it." Mr. Poche added he felt it would help fight juvenile delinquency.

Another commendation came from Dr. Barry Barrodale, president of the Southern A.A.U. and manager of the 1952 U. S. Olympic boxing team: "The WDSU-TV series is the finest thing that has happened to amateur athletics down South in many years. It is definitely the shot in the arm that boxing needs. I wouldn't be surprised to see similar programs launched by TV stations elsewhere in the country now that WDSU has shown what can be done."

Station officials say that boxing has been revitalized in New Orleans, where it was almost extinct before the show was begun. Community leaders have hailed the bouts as a contribution to correction of juvenile delinquency. Aside from its public service aspects, the series has created a commercial success for its sponsor, providing the Pepsi-Cola distributor with a low-cost, easily-promoted feature that reaches a big audience.

Mr. Swezey sees it this way:

"The amateur boxing program is much more to us than just another television show. It has already won popular acceptance, and is proving itself to be a sound commercial vehicle. But I believe its real success will be written in terms of its secondary effect . . . the rendition of a stimulating and far reaching service which can be provided to a community only through television."

— PROGRAMS & PROMOTIONS

SCRANTON TV SUPPLEMENT

"SCRANTON goes TV" is the large headline on a 35-page supplement to the June 6th *Scranton Times.* The many-pictured section shows WGBI-TV station personnel as well as network stars. The station is a CBS affiliate. According to a map in *The Scranton Times,* WGBI's signal is expected to reach parts of New Jersey and New York, as well as Pennsylvania. [B•T, June 15].

CLOSED CIRCUIT TV

"CLOSED Circuit Television" is the title of a booklet released by the Closed Circuit Television Co. of New York. The booklet explains what closed circuit TV is, who can use it, how it works, where it is used and where it can be used, how much it costs and who is behind it.

'THE ITALIAN INFLUENCE'

"THE ITALIAN influence" is the theme of a recent series of advertising pieces by WOV New York. The ads usually picture an attractive girl depicting the Italian influence on hair styling, liquor, etc. The copy reads that the Italian influence is having its way with all phases of modern American life and that WOV interprets "the Italian influence for better living" to a market represented by more than two million Americans of Italian origin who live in the New York area.

GENE AUTRY CONTEST

FORTUNE Merchandising Corporation, Los Angeles, has announced a 1953 Gene Autry National Awards contest, to be used by independent bakers in local markets, as well as 60 or more Gene Autry bakery franchise holders. The contest, which will begin September 8, consists of the participants pasting end labels to entry forms and completing a slogan on the local product, or for clients not using end labels, coloring panels and completing a slogan. Of the more than 22,160 prizes offered, the top 20 will consist of round trips to Hollywood via United Air Lines. Among the other prizes are cowboy outfits, flashlights, guns, etc., all bearing the Gene Autry label.

TRANSPARENT 'VISI-MAP'

WAAM (TV) Baltimore is airing a new program, *Weekend Highway Guide,* which presents a ten-minute weekly session of road information, travel tips, detour and construction warnings and resort highlights, conducted as a public service by Richard Hartman, director of safety and public relations for the Automobile Association of Maryland. Mr. Hartman points out routes, detours, etc., using a trans-

Older Brother Helps Out

ALL YOU NEED is an AM affiliate —to do what KTBC-TV Austin, Tex., did recently.

The television audio went out just 15 minutes before a live show was to go on the air. So KTBC-TV turned to KTBC-AM, killed out a sustaining show on radio, wrote out a message to television viewers to tune in their radios for a simulcast—and the show went on.

Star of the TV show was Mrs. Jim Morris—who is the wife of KTBC's radio program director.



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Every town has at least one drugstore where all the pharmaceutical needs of the community are satisfied. In vast areas covered by the 650 KEYSTONE HOMETOWN AND RURAL AMERICA stations, the drugstore is one of the most important spots on Main Street. Not only the dispenser of medicinals and health aids . . . the HOMETOWN drugstore is growing in acceptance as the source of cosmetics, grooming and beauty products. If your product's sales channel is the druggist, we offer you an exceptional listening market on KBS. Whether you want cross-section or cross-country coverage . . . a minute spot or an hour's show . . . KBS is a lucrative, low-cost Main Street to America's richest radio market. It will pay you to investigate KEYSTONE . . . more-for-your-money with complete coverage throughout HOMETOWN AND RURAL AMERICA!

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BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

RATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	[illegible] Morning Headlines	Steel Pier Show	Libby, McNeill & Libby Nick Carter	Mutual Benefit H&A—On the Line, 3. Considine (183)
6:15	Don Cornell	"	6:25 State Farm Ins., C. Brown	Meet the Veep
6:30	Co-op George Sokolsky	Summer in St. Louis	Squad Room	Listen to Washington S
6:45	Vacationland U.S.A.	"	"	"
7:00	American Music Hall	Amer. Tobacco Guy Lombardo (210) R	Treasury Varieties	Juvenile Jury S
7:15	"	"	"	"
7:30	"	Rexall Drug Richard Diamond (210)	Chamber Music	We Saw Tomorrow S
7:45	"	"	"	"
8:00	"	Junior Miss	Hawaii Calls	RCA Tonny Martin Show (180)
8:15	"	"	"	"
8:30	"	Philip Morris My Little Margie (201)	Enchanted Hour	Best Plays
8:45	"	"	"	"
9:00	Gruen Walter Winchell (325)	December Bride	U. S. Marine Band	"
9:15	Lorillard Taylor Grant News (328)	"	"	"
9:30	The Adventurer S	Escape	Answers For Americans (S)	Confession 7/5—8/23
9:45	"	"		"
10:00	Co-op Paul Harvey (118)	Webster Chicago Roberts Q's Waxworks (48)	London Studio Melodies	Barrie Craig Confidential Investigator OT*
10:15	London Column S		"	"
10:30	Chautauqua Story S	10:30-10:35 p. m. Edw. P. Morgan-News 10:35-45 p. m. Listen To Korea John Duer Sports	Little Symphonies	Meet the Press
10:45	Songs by Fisher		"	"
11:00	News S	News	The Political Picture	News from NBC
11:15 PM	Chet Huntley S	Dance Orchestra	Dance Orchestra	Jim Fleming

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15	"	You and the World	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	Lowell Thomas	"	Sun Oil Co. 3-Star Extra (34)
7:00	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (164)	Co-op Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Johnny Mercer Show	This Week Inside Russia	No Network Service
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	"	Gabriel Heatter	Miles Labs News of World (166)
7:45	(See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (97)	Co-op (7:45-7:55) Mutual Newsree	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Crime Classics	The Falcon	AA of RR's Railroad Hour (192)
8:15	Field & Stream S	"	"	"
8:30	American Concert Studio S	Lever-Lipton Godfrey Talent Scouts (170) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)
8:45	"	"	"	"
9:00	"	Lever Brothers Lux Summer Theater (183)	Co-op Reporters Roundup	Bell Telephone Telephone Hou (185) R
9:15	"	Summer Theatre	"	"
9:30	"	"	Co-op On and Off The Record	Cities Service Band of America (113) N
9:45	Jan Peerce Show	"	"	"
10:00	News of Tomorrow	R. J. Reynolds Walk a Mile (185)	A. F. of L. Frank Edwards (151)	Hollywood Showcase *OT
10:15	Virgil Pinkley S	"	Co-op Elton Britt	"
10:30	Brevard Music Festical (See Footnote) S	10:30-10:35 Chas. Collingwood Cedric Adams Sonotone (150)	(Coca-Cola) Coke Time	Henry Cassidy News
10:45	"	Dance Orchestra	Dance Orchestra	Stars from Paris 10:35-11:00
11:00	Ebony & Ivory S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15	"	You and the World	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	Kaiser-Frazer Lowell Thomas (175) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (164)	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Johnny Mercer Show	Co-op Hazel Markel	No Network Service
7:30	Starr of Space	"	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
7:45	(See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (97)	Co-op Mutual Newsree (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
8:00	3-City Byline	Amana People Are Funny (206)	Mickey Spillane Mystery*	Coca-Cola Coke Hour (195)
8:15	TBA	"	* "	Rosemary Clooney
8:30	Discovery S	Halo, Palmolive Mr & Mrs North (204) R	(Co-op) High Adventure	First Nighter * OT
8:45	Literary Greats	"	"	"
9:00	Co-op Town Meeting	Wrigley Johnny Dollar (193)	Search That Never Ends	TBA
9:15	"	"	"	"
9:30	"	21st Precinct	Co-op On and Off The Record	Cousin Willie S
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
10:00	News of Tomorrow 180	C-P-P, L. Creme Louella Parsons (184)	A. F. of L. Frank Edwards (151)	P. Lorillard Two for the Money (190)
10:15	Virgil Pinkley S	Sammy Kaye Show	Co-op Elton Britt	"
10:30	Orchestra (See Footnote)	10:35-10:35 Chas. Collingwood Cedric Adams 10:35-45 Dance Orchestra	Bands For Bonds	Henry Cassidy News
10:45	"			TBA
11:00	Ebony & Ivory S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WE

	ABC	CB
6:00 PM	Not in Service	Metro. L Allan Ja (30
6:15	"	You an Wor
6:30	"	No Se
6:45	"	Kaiser- Lowell T (175
7:00	7:00-7:05 News 7:05-7:15 M F Co-op News	Toni, Ma Family S (16
7:15	Co-op Elmer Davis	Johnny Sho
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	"
7:45	(See Footnote)	Am. Oil- Ed. R. M (97
8:00	3-City Byline	Brylcreem Nestl FBI in P War
8:15	TBA	
8:30	City of Times Square	Chesek Dr. Chi (186
8:45	"	"
9:00	Co-op Mr. President	Philip P Playh (20
9:15	"	"
9:30	Co-op Crossfire	Rogers Gaze
9:45	"	"
10:00	News of Tomorrow 180	Straw Conc
10:15	Virgil Pinkley S	"
10:30	Orchestra (See Footnote) S	10:30- Chas. Colli Cedric
10:45	"	Dan Orche
11:00	Ebony & Ivory S	Ne
11:15 PM	Sports Report S	Dan Orche

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Opera Album S	Trinity Choir	Dr. Wyatt Wings of Healing	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	(Co-op) Bromfield Reporting	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	Poetry of Our Times
12:00 N	News S	Europe Story	BBC Bandstand	Sammy Kaye's Sunday Serenade
12:15 PM	Gloria Parker	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Music of Worship	"
1:00	Churches of Christ Herald of Truth (108)	On a Sunday Afternoon	Vandeventer & The News S	Youth Wants to Know
1:15	"		Co-op Merry Mailman	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	O-Cedar-Toni Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
9:30	"	"	"	Thy Neighbor's Voice
9:45	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM
10:00	Sterling Drug My True Story (212)	Snow Crop Intl. Celluc. Godfrey (194) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:15	"	Star-Kist Owens-Corning Godfrey (190) R	Mutual Music Box	"
10:30	G.Mills M-W-F Toni Tu&Th Whispering Streets (224)	Lever Bros. Frigidaire-Arthur Godfrey (192) R	10:35-10:45 Wonderful City S	General Foods Bob Hope (139)
10:45	When A Girl Marries (165)	Pillsbury Arthur Godfrey (194) R	10:45-11:00 Holland Furnace	It Pays to Be Married
11:00	Live Like A Millionaire	National Biscuit Toni-Arthur Godfrey (201) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
11:15	"	Liggett & Myers Arthur Godfrey (204) R	Queen For a Day	"
11:30	Campbell Double or Nothing 11:30-11:55	Contnl. Baking Grand Slam (53)	Tues. & Thurs. Quaker; M-W-F Realemon	C-P-P The Phrase that Pays (183)
11:45	Turn to a Friend 11:55-12:25	P&G Ivory Snow Rosemary (143)	M-F 11:45-12 P. Lorillard	Second Chance
12:00 N	Jack Berch Prudential 12:25-12:30	General Foods Wendy Warren (159)	Miles Labs Curt Massey Time	No Network Service
12:15 PM		Lever Bros. Aunt Jenny (169)	Johnson & Son News 12:15-12:20	"
12:30	G.Mills M-W-F Tu & Th NNS The Bill Ring Show (174)	Whitehall Helen Trent (180)	12:20-12:30 Carl Warren's Guest Time	"
12:45	Not in Service	Whitehall Our Gal Sunday (177)	Faith In Our Time	"
1:00	Co-op Paul Harvey	P&G Ivory Road of Life (151)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (165)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15	"	No Service	"	Howdy-Doody 8:30-9:30 a.m.*
9:30	"	Garden Gate	"	Mind Your Manners
9:45	"	St. Louis Melodies	"	"
10:00	Co-op	Animal Fdtu. Galen Drake (69)	Miscellaneous Program S	Archie Andrews S
10:15	"	Galen Drake	"	"
10:30	Ralston Space Patrol (284)	Let's Pretend	Dixie Four Quartet	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Junior Junction	Cream of Wheat Grand Central Station *(124)	11-11:25 Transylvania Music Camp Orch	My Secret Story
11:15	"	"		"
11:30	Little League Cubhouse S	Cannon Mills Give & Take (154)	Farm Quiz	Modern Romances S
11:45	Frank & Jackson	"		"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (188)	Man on the Farm	News (12-12:05)
12:15 PM	"	"	"	Dude Ranch Jamboree (12:05-12:30) S
12:30	American Farmer S	Carnation, Stars Over Hollywood (194)	5th Army Band	Coffee in Washington
12:45	"	"	"	"
1:00	Navy Hour S	Toni Fun For All (203)	Dance Orch	Allis-Chalmers Natl. Farm & H Hour (188)
1:15	"	"	"	"

SATURDAY

	AB
1:30 PM	Nati Vesp S
1:45	"
2:00	Pan Am Uni S
2:15	"
2:30	Dr. W Wings of
2:45	"
3:00	Marin Revi S
3:15	"
3:30	Dr. Billy Hour of (225
3:45	"
4:00	Gospel Bo Old-Fas Revival H
4:15	"
4:30	"
4:45	"
5:00	This W Around World
5:15	"
5:30	This W In Mo
5:45 PM	"

NING — FOR JULY 1953

TESDAY

MBS	NBC
Repeat of Kid Strips	Kaltenborn
"	Bill Stern's Sports Review (MM)
"	No Network Service
"	Sun Oil Co. 3-Star Extra (34)
Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
Co-op Men's Corner	No Network Service
Gabriel Heatter	Miles Labs News of World (168)
Co-op 7:45-7:55 Mutual Newsree	Miles Labs 1 Man's Family (166) Rp
Deadline	My Son Jeep
" *	"
(Co-op) Crime Fighters	Kraft Gildersleeve (160)
"	"
Family Theatre	DeSoto Plymouth Dealers, Best of Groucho (191)
"	"
On and Off The Record	Pet Milk Truth or Consequences (166)
Co-op	"
A. F. of L. Frank Edwards (26)	Adventures of the Scarlet Pimpernel *OT
Co-op Elton Britt	"
Bands for Bonds	Henry Cassidy News
"	Dangerous Assignment *M-M. 10:35-11
Co-op Baukhage Talking	No Network Service
U.N. Highlights	News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
"	You and the World	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	Kaiser-Fraser Lowell Thomas (175) R	"	Sun Oil Co. 3-Star Extra (34)
7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (164)	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
Co-op Elmer Davis	Johnny Mercer Show	Co-op Rukeyser Reports	No Network Service
Starr of Space	"	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (97)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
3-City Byline S	Brylcreem Nestle Co. Meet Millie (198)	Official Detective	General Foods Roy Rogers (162)
TBA	"	* "	" News 8:25
Heritage S	Gen. Elec. GE Playhouse (205)	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)
"	"	"	"
Mike Malloy S	Romance	Rod &Gun Club Co-op	Gulf Oil Counterspy (135)
"	"	"	"
Time Capsule	Cathy & Elliott Lewis	On and Off The Record	Eddie Cantor Show S
"	"	Co-op	"
News of Tomorrow 180	Amer. Tob. Horace Heidt (209)	A. F. of L. Frank Edwards (151)	Judy Canova (OT) *
Virgil Pinkley S	"	Co-op Elton Britt	"
Orchestra (See Footnote)	Chas. Collingwood 10:30-10:35 Cedric Adams	(Coca-Cola) Coke Time	Henry Cassidy News
"	Dance Orchestra	"	Jane Pickens Show 10:35-11 Co-op
Ebony & Ivory S	News	Co-op Baukhage Talking	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
"	You and the World	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	Kaiser-Fraser Lowell Thomas (175) R	"	Sun Oil Co. 3-Star Extra (34)
7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (164)	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
Co-op Elmer Davis	Johnny Mercer Show	Dinner Date	No Network Service
Gen. Mills, Lone Ranger (153) (See Footnote)	"	(Mennen) Gabriel Heatter	Miles Labs News of World (168)
" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (97)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
3-City Byline S	Brylcreem P & G, Nestle Co. Mr. Keen (198)	Take a Number *	Coca-Cola Co. Coke Time (195)
TBA	"	* "	Rosemary Clooney S
Platterbrains	There's Music in the Air 8:30-9:30 p. m.	(Co-op) True or False	Name That Tune
"	"	"	"
Turn to a Friend	9:30-10 p. m. The World Dances	Great Day Show	Parade of Bands
"		"	"
Electric Cos. Meet Corliss Archer (325)		On and Off The Record	Pick & Play with Bob & Ray *OT
"		Co-op	"
News of Tomorrow	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	TBA
Virgil Pinkley	"	Co-op Elton Britt	Words in the Night
Orchestra (See Footnote)	10:30-10:35 Chas. Collingwood Cedric Adams	Dance Orchestra	Henry Cassidy News
"	Dance Orchestra	"	Radio City Previews 10:35-10:45 Pro and Con
Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Uan Mac Carlisle S	Edw. P. Morgan News	Otto Thurn's Orchestra	George Hicks News
Bible Messages S	UN on the Record	"	Henry Cassidy MM
Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	TBA
Labor-Management S	Daniel Schoor News	"	"
"	Saturday at the Chase	Co-op Al Helfer	"
John McVane News S	"	Report From The Pentagon	"
Dinner At The Green Room S	Broadway Is My Beat	Down You Go (7:30-7:55)	New Talent USA
"	"	State Farm Auto Ins. Co. C. Brown	"
Dancing Party Co-op	Wrigley Gene Autry (188) R	20 Questions	"
"	"	"	"
"	Mr. Chameleon	Co-op Virginia Barn Dance	"
"	" *	"	"
" S	Gangbusters	(Co-op) New England Barn Dance Jamboree	"
"	*		"
"	Gunsmoke	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (91)
"	"	"	"
Orchestra S	Saturday Night Country Style	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)
"		"	"
Lawrence Welk	10:30-35 News-Edw. P. Morgan	"	Pee Wee King Show S
"	Saturday Night Country Style	"	"
News S	News	News	News from NBC
Frank & Jackson S	Dance Orchestra	Dance Orchestra	Alex Dreier News

TIME

SUNDAY

CBS	MBS	NBC
On a Sunday Afternoon	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
"	"	"
String Serenade	Bandstand USA	The Catholic Hour
"	"	"
Willys Motors Inc World Music Festivals (196)	US Military Academy Band	American Forum of the Air
"	"	"
"	Top Tunes with Trendler	Critic at Large
"	"	Youth Brings You Music
"	Highway U.S.A.	Music for Relaxation S
"		Elmo Roper
World News Round Up	Under Arrest	Hollywood Bowl Concerts 7/19-9, 6
"	"	"
On a Sunday Afternoon	4:30-4:55 Dear Margy It's Murder	"
"	4:55 News S	"
"	The Shadow	NBC Summer Symphony
"	"	"
5:30-5:55 Music for You	Motorola (alt. wks.)	"
5:55-6 p. m. onotone (165) Cedric Adams	True Detective Mysteries	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	P&G Crisco Dr. Malone (160)	Luncheon with Lopez	Pauline Frederick Reporting—Co-op
"	P&G Duz Guiding Light (159)	"	Wesson Oil Dr. Paul (61)
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (142)	Say It With Music	No Network Service
"	P&G Tide Perry Mason (170)	2:25 Johnson & Son, News	No Network Series
Tennessee Ernie S	Toni, Seeman Nora Drake (193)	M-W-F Mac McGuire S Tu&Th Pequot Paula Stone	Armour (191) Dial Dave Garroway
"	P&G Ivory Fl. Brighter Day (167)	No Network Service	Jane Pickens News 2:55
"	Miles Labs Hilltop House (146) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)
"	Lever, Kellogg Houseparty * (181) R	"	P&G Road of Life (163)
"	Pillsbury House Party (187) R*	"	P&G Pepper Young (166)
3:55-4:00 Edward Arnold Story Teller	Toni, Man. Soap Wizard of Odds (167)	"	P&G Right to Happiness (163)
Jack Owens	Gen. Fds.(4-4:05) Cole (46)* Robt. Q. Lewis (46)	Music with Bruce & Dan	P&G Backstage Wife (175)
"	MTW Chicagoan ThF St. Louis Corn Prod. Sunshine Sue (57) Matinee	"	Sterling Drug Stella Dallas (151)
Music in the Afternoon S	Treasury Bandstand	"	Sterling Drug Young Widder Brown (151)
"	"	"	Manhtn. Soap Woman in My House (181)
Co-op Big Jon & Sparkie	4:55-5 News	Songs of the B-BAR-B	Whitehall† Just Plain Bill (143)
The Play Fair S	5-5:45 p.m. No Service	"	Whitehall Front Page Farrell† (138)
Ronnie Kemper	"	"	C-P-P Lorenzo Jones (191)
John Conte S	Miles Labs Curt Massey Time (148) R	5:30-5:55 Keynote Ranch	Ex-Lax Inc. Doctor's Wife (172)

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Carter City Hospital (199)	1:30-2:25 Ruby Mercer Show	U. S. Army Band S
"	" *	"	"
2:00-2:05 News Playland U.S.A.	Hormel & Co. Music with H. Girls (124)	"	U. S. Marine Band S
"	"	2:25 Johnson News	"
"	Make Way For Youth	101 Ranch Boys	Design for Listening
"	"	"	"
3:00-3:05 News Pan-American Union	Report From Overseas	Bandstand USA	What's the Score
"	Adventures In Science	"	"
Martha Lou Harp	Farm News Co-op	Sports Parade	Marine Hall of Bands
"	Correspondents Scratchpad	"	"
Gillette Horse Races	Ronnie Vincent Army Show	Salute to the Nation	Stars in Action
"	"	"	"
CBC Concert	Treasury Show	Mac McGuire Show	All Star Parade of Bands
"	"	"	"
London Concert Studio S	Washington U.S.A.	Walter Preston's Show Shop	Big City Serenade S
"	"	"	"
Paulene Carter	Steel Pier Show	"	Author Speaks S
Club Aluminum Club Time (20)	"	5:50-6 Johnson & Son News	Public Affairs S

Explanation: Listings in order: Sponsor—name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-F, Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News, (332).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30- 9:15 a.m. Sun. General Foods Corp. Sunday Gatherin' 107
11:30-11:35 a.m. Sun. Peter Hackes—News (S)
5:45- 5:55 p.m. Sun. Bill Downes—News (S)
3:15- 3:30 p.m. MWF Lever—Houseparty 177
3:15- 3:30 p.m. Tue Kellogg—Houseparty 190
3:15- 3:30 p.m. Fri Green Giant –Houseparty 172
3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 186
3:30- 3:45 p.m. Fri Kellogg—Houseparty 190
4-4:15 p.m. M-F Gen. Fds.—Grady Cole 46
4-4:05 p.m. M-F Gen. Fds.—Robert Q. Lewis 84
4:15-20 p.m. M-F Corn Prod.—Sunshine Sue 57
11:00-05 a.m. Sat Campana—B. Shadel—News 189
1:55-2 p.m. Sat Gen. Foods—Galen Drake 157
8:55-9 p.m. Sat Gen. Foods—Sanka Salute 97

MBS—M-F 7:55-8:00 p.m.—Titus Moody Speaking—sustaining M-F 8:55-9:00 a.m.—Gabriel Heatter-Block Drug & VCA Labs, alternate days
10:30-10:35 a.m., Mon.-Sat., News-S. C. Johnson
11:25-11:30 a.m., M-Sat., Johnson & Son, News
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mutual-Multi-Message Plan—Participating sponsors: M-Tu.-F, 8:8:30 p.m. programs—General Mills; Mon.-Tues.-Thurs. 8-8:30 p.m. Programs—R. J. Reynolds, (Lever Bros.) Mon.-Fri. 8:00-8:30 p.m. Programs. Jacques Kreisler—Wed. Thurs. & Fri.
Baseball: (Bristol-Myers) Vitalis Warm-Up—Mon.-Sun. 5 min. preceding "Game of the Day."
Game of the Day—Mon.-Sun. Approx. 2-4:30 p.m. Regional Net.—Falstaff Brewing & Co-op.
Camel Scoreboard—Reynolds Tobacco. 5 min. following Game of the Day Mon.-Sat.
Wheaties Scoreboard-Gen. Mills. 5 min following Game of the Day-Sun.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations.
† Whitehall Pharm. & Carter Co., "Just Plain Bill" alt. dates. Whitehall, "Front Page Farrell" alt. days.
* MM—"Minute Man" Programs.
* OT Operation Tandem—Emerson Drug & Knowmark Mfg.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
June 29, 1953

K-2 Coverage

NBC has secured television and radio rights for coverage of the third American Karakoram expedition, which this summer will attempt to climb K-2, the second highest mountain in the world, Charles C. Barry, NBC vice president in charge of programming, reported last week. K-2 is in northwest Pakistan.

The complete story of the success or failure of this expedition will be carried in a series of filmed programs on NBC this fall, Mr. Barry said. He added that it is possible that NBC radio will present a series of programs on the venture.

parent "visi-map," which enables him to remain visible to the audience. The program is heard Friday, at 7:20 p.m.

'TEN MOST WANTED FUGITIVES'

IN COOPERATION with the FBI, WABD (TV) New York will devote a segment of its *Final Edition of the News* (Mon.-Fri., 11-11:15 p.m. EDT) to a Ten-Most-Wanted-Fugitives feature, starting today (Mon.). Photographs and description of the fugitives will be presented, with a request that viewers send any pertinent information to the FBI.

ABC PROGRAM AIRED BY KBOR

BECAUSE the graduating class of the Brownsville, Tex., High School wanted Paul Harvey, ABC commentator, as guest speaker at commencement exercises, the commentator's network program was aired from KBOR Brownsville, a non-affiliate. Bob Fowler, national sales manager for KBOR, reports that there were innumerable complications over lines, station origination, etc., plus many phone calls and wires to ABC vice presidents, but that the request was met due to the perseverance of the high school students and the good will of Mr. Harvey.

BOYS' BASEBALL

WGN-TV Chicago has begun a series of telecasts of boys' major league baseball contests, with Jack Brickhouse handling play-by-play commentary each Monday evening. The league comprises six teams, with boys ranging in age from 9 to 14 years. The series marks its second consecutive year on WGN-TV.

AFFILIATION ADVERTISED

A FIFTEEN-page supplement in the *Arkansas Democrat* on June 14 announced that KTHS Little Rock "Arkansas' only 50,000 watt station, joins CBS Monday, June 15th." The supplement gave further information on programming and CBS and KTHS staffs.

NEW ORLEANS PROBE

WDSU-TV will televise the New Orleans waterfront probe by Sen. Charles W. Tobey and his Senate committee investigating waterfront racketeers. The telecast will emanate from the courtroom of Federal Judge J. Skelly Wright in the Post Office building, and will include highlights of the proceedings over which Sen. Tobey, chairman of the committee, is presiding. Also appearing on the hearings will be Sen. Charles E. Potter, a subcommittee member, and Downey Rice, chief counsel for the subcommittee.

'SEARCHING FOR OIL'

AMERICAN Petroleum Institute is offering a free booklet titled "Searching for Oil—The Gamble That Pays Off for You," which may be obtained by writing to Oil Industry Information Committee, American Petroleum Institute, Box 127, 50 West 50th St., N. Y. 20 [B•T, June 22, p. 79].



DOUG PLEDGER (r), program manager, KEAR San Mateo, Calif., signs a seven-year contract as disc m.c. personality with KNBC San Francisco. Co-signer Lloyd E. Yoder, KNBC general manager, smiles his approval.

WGAK's Drive In Films

DRIVE-IN moviegoers in northeastern Ohio are seeing a boost about radio, too, when watching their favorites on the screen.

It's all part of WGAR Cleveland's promotion of using station personalities in trailers in Ohio drive-ins. The theme: Listen while you work, play, ride, rest.

Based on a three-month radio listening habit study by the station, the promotion also is using an on-the-air announcement campaign and soon will get to billboards in the greater Cleveland area.

What did the station study come up with? WGAR proudly found: "Many people prefer to listen to radio for drama and comedy as well as music, news and sports." Reasons? WGAR says people like radio because it is a great time-saver, it is versatile, it is relaxing as a form of entertainment, it is mobile, it is effortless —a twist of a dial for information and/or entertainment, it exercises the imagination and gives freedom of choice.

TRIBUTE TO CANADA

IN A TRIBUTE to Canada on its observance of National Day on Wednesday, more than 150 radio stations in the U. S. will broadcast a special transcribed musical program featuring Kay Starr, Don Cornell, Percy Faith and Lowell Thomas. The program was conceived by Robert Burton, vice president of BMI and BMI Canada Ltd., and was written and produced by the BMI Special Projects Dept.

'ADVENTURES IN ISRAEL'

A SERIES of documentary films showing the founding, history and growth of Israel, titled *Adventures in Israel,* will be presented on WFIL-TV Philadelphia, 1:30 to 2 p.m. Sunday, beginning July 5. Presented in cooperation with the Allied Jewish Appeal of Philadelphia, narration for the filmed documentaries had been recorded by Quentin Reynolds and Maurice Samuel.

SONG-WRITING CONTEST

RCA THESAURUS has announced a 26-week song-writing contest to be conducted among listeners of the company's transcribed library series, *The Sammy Kaye Show.* The contest will begin July 6 and will feature a local and national prize each month plus a grand prize to be awarded at the end of each of two 13-week periods. Called "So You Want to Write a Song," the competition is designed to stimulate mail for stations and sponsors.

BASEBALL PROMOTION

DRESSED in full baseball uniform and carrying portable clock radios tuned to the Mutual major league *Game of the Day,* two college students were hired by WLOS Asheville, N. C., to carry sandwich boards calling attention to the program. The "players" also gave away season "passes" to listen to all the games.

Radio Station and Newspaper

Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Advertisers

Norman W. Foy elected vice president in charge of sales of Republic Steel Corp., Cleveland.

Robert Waddell, director of advertising, named director of public relations, Hamilton Watch Co., Lancaster, Pa. **R. J. Gunder,** sales promotion manager, named director of advertising and sales promotion.

Mary Stringfellow, sales dept., United Air Lines, Hollywood, promoted to publicity representative for radio-TV and motion pictures.

C. B. Mayshark, N. Y. art director, appointed director of New Mexico State Tourist Bureau, Santa Fe. Agency is McCann-Erickson Inc., L. A.

Richard C. Sickler, duPont, re-elected president of Eastern Industrial Advertisers. Others elected are **Edward M. Reynolds,** Fox & Mackenzie, vice president; **John F. Coverley-Smith,** Geare-Marston, secretary, and **James P. Dwyer,** William Jenkins Inc., treasurer.

Robert A. Schmid, vice president of General Teleradio; **John Poole,** KBIG Los Angeles; **Rosser Reeves,** partner and creative supervisor of Ted Bates & Co., N. Y., and **David J. Mahoney,** president of David J. Mahoney Inc., N. Y., presented with certificates of outstanding achievement by Assn. of Adv. Men at meeting in N. Y. last week.

Agencies

John B. Gray, copy chief at Maxon Inc., Detroit, elected vice president of agency.



Mr. Lewin

Charles L. Lewin, formerly partner in David D. Polon Co., N. Y., to Rockmore Co., N. Y., as vice president and director of radio and TV.

Patrick O'Rourke, account executive with L. A. office of The Caples Co., named head of agency's new office in Phoenix.

C. W. Duncan, executive vice-president of Harry E. Foster Adv. Ltd., Toronto, to same post with Stewart-Bowman-MacPherson Ltd., Toronto, in charge of eastern Canadian operations of agency.

Donald R. Mayer, account executive with Goold & Tierney Inc., N. Y., named director of radio and television.

Kingman Moore, director on NBC-TV *Colgate Comedy Hour,* to Benton & Bowles Inc., Hollywood, as agency supervisor on filmed NBC-TV *Letter to Loretta,* sponsored by Procter & Gamble Co., starting in fall, and packaged by Lewislor Inc.

Alvin J. Hetfield, N. W. Ayer & Son, N. Y., to Hicks & Greist, N. Y., as director of marketing and research.

D. H. Steele, president of Hamilton Adv. Agency, Chicago, to Carson-Roberts Inc., L. A., as copy director and plans board member.

Bette Nasse, Harry B. Cohen, N. Y., to Duane Jones Co., N. Y., as chief radio timebuyer.

Arthur Block Jr., formerly assistant sales promotion manager of Snellenburg's Dept. Store, Phila., to Weightman Adv. Agency, Phila., in executive capacity.

Andrew Akamian to Sidney Garfield & Assoc., S. F., as account executive.

Ann Roush, previously with Hockaday Assoc., to Smith, Hagel & Snyder, N. Y., as account executive; **Grace Quinn,** formerly with Revlon, named publicity assistant with agency, and **Gene Sprung** named industrial publicist.

John R. Gillingham, advertising manager, Inet Inc., L. A. electrical manufacturer, to Walter McCreery Inc., Beverly Hills, as account executive.

James R. Johnson, formerly with Campbell Soup Co., to BBDO, N. Y., as an account executive.

Charles W. Stubbs, account executive, Western Lithograph Co., L. A., to Western Adv. Agency, that city, in same capacity.

Dennis O'Sullivan, copy chief, Lee Ringer & Assoc., L. A., to Vick Knight Adv., that city, in same capacity.

Robert G. Everett, formerly vice president and account supervisor at Price, Robinson & Frank, Chicago, to Leo Burnett Co., Chicago, as account executive.

David Ng, former production manager of Paul Heller Agency, Washington, appointed assistant production manager of Kal, Ehrlich & Merrick, same city.

Harry L. Smith, Alfred Politz Research Inc., to N. W. Ayer & Son, N. Y., in radio-TV department to head research staff. **Ira Rothbaum,** RCA, to Ayer's Phila. office on copy staff.

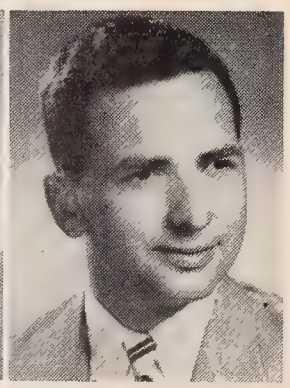
Robert Moeller, formerly assistant advertising manager of Crucible Steel Co. of America, to G. M. Basford Co., N. Y., as assistant account executive.

Richard L. Dexter will resume connection with Potts-Turnbull Adv. Co., Kansas City, as advertising copywriter and junior account executive, upon completion of active duty in Navy in Aug.

Fred Nettere, space salesman for *Wall Street Journal,* and **Roger O'Connor,** radio time salesman for Avery-Knodel, N. Y., to television sales staff of N. Y. office of The Katz Agency, national advertising representatives.



Mr. Nettere



Mr. O'Connor

Wauhillau LaHay, head of radio and television publicity dept., of N. W. Ayer & Son. N. Y., to Kenyon & Eckhardt, that city, in newly created





position of promotion and publicity on feminine accounts.

Hyman Olken and **William Schurr** appointed to industrial public relations staff of John Falkner Arndt & Co., Phila.

Alice McDonough, media director at Olian Adv. Co., St. Louis, has added media direction of radio and television to duties involving newspapers, magazines and posters.

Homer Heck, production manager at NBC Chicago (WMAQ WNBQ (TV)), to Foote, Cone & Belding, Chicago, in radio-TV capacity.

Jerry Gordon, Sun Ray Drug Co., to Sherman & Marquette, N. Y., merchandising dept.

Daniel C. Ellis, formerly with J. Walter Thompson Co., to copy staff of Kudner Inc., advertising agency.

Ray J. Mauer, writer, to Cunningham & Walsh, N. Y., on creative radio and television staff.

Earle A. Buckley, president of Buckley Organization, Phila., named eastern governor of Trans-America Advertising Agency Network.

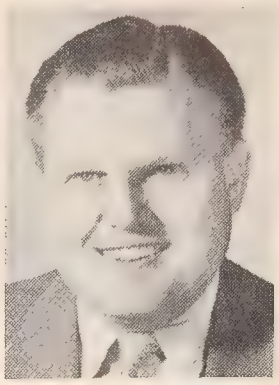
Jack Roberts, art director, Carson-Roberts Inc., L. A., elected president of Art Directors of Los Angeles.

Stations

Robert E. Chaffee, formerly with CBS, to KXIC Iowa City, Iowa, as sales manager.

John Mowbray, account executive with KSFO San Francisco, to KXA Seattle as commercial manager. **Dick Schutte,** KSFO account executive, also to KXA.

Ansel E. Gridley, president, general manager and majority stockholder of WFGM Fitchburg, Mass., appointed vice president and general manager of Salisbury Bcstg. Corp., recent grantee of Ch. 4, Worcester, Mass.



Mr. Gridley

James H. Ranger, salesman-announcer, named manager of KWG Stockton.

Robert D. Peel, former program director at WFRX West Frankfort, Ill., to WIND Chicago as production manager and assistant program director. **Dominic Quinn,** staff announcer at WFDF Flint, Mich., to production staff of WIND.

Joe Farris named program director of WGKV-AM-FM Charleston, W. Va., replacing **Phil Vogel,** who shifts to WKNA Charleston.

A. T. Leonard appointed program director at WRBC Jackson, Miss. **R. A. Miller** appointed farm director of station.

Craig Maudsley appointed program director at KONA (TV) Honolulu. **Jim Gunn, Jim Spencer, Nita Benedict** and **Paul Wilcox** are account executives for station. **Frank Fitch** named chief engineer and **Vic Rowland** appointed director of public relations.



Mr. Bailey

B. Hillman Bailey Jr., general manager at KSIG Crowley, La., named general manager at KTAG (TV) Lake Charles, La.

Charles H. High, sales manager, appointed station manager of WGKV-AM-FM Charleston, W. Va., replacing **Col. B. W. Venable,** vice president of Kanawha Valley Bcstg. Co., operator of station.

Robert Lyons, assistant manager at WRAP Norfolk, Va., promoted to general manager.

Alan W. Trench, salesman at WCAE Pittsburgh, promoted to assistant sales manager.

Howard Salesbury rejoins WGKV-AM-FM Charleston, W. Va., as account executive. **Bill Richards,** newscaster, appointed assistant program director of WGKV.

Walter Dibble, announcing and news staff of WSTC-AM-FM Stamford, Conn., promoted to assistant program director. **Bob Perham,** WWNY Watertown, N. Y., and **Ira Harsell,** WRCS Ahoskie, N. C., to announcing staff of WSTC.

Jim Travis, formerly with KOMA Oklahoma City, to WFIN Findlay, Ohio, as head of continuity dept.

Henry T. Wilson, business editor for WOR-AM-TV New York, named to newly-created post of manager of press information.

Frank J. Howard, promotion manager at WJAR-TV Providence, appointed to sales dept. of WBZ-TV Boston. **Hank Elliott,** staff announcer at WMEX Boston, will be summer replacement on WBZ-AM-TV announcing staff.

John A. Sullivan appointed news director of WCAX Burlington, Vt.

Alfred W. Crapsey, local sales manager, promoted to supervisor of public affairs, education and transcription sales operations at KNBC San Francisco.

Tom Baxter, engineer-writer-producer, rejoins KECA Hollywood, as producer-director.

William M. Greene, free lance Hollywood writer, to KNBH (TV) that city, as producer on *Jack McElroy Show.*

A. B. Jolley, former Dallas county agent, to KRLD-AM-TV Dallas as agricultural director.



Mr. Jolley

Johnnie Williams, KAAA Redwing, Minn., to KDUB-TV Lubbock, Tex., as announcer. **Marilyn Rupe** to film dept. of KDUB-TV.

Ronald Tighe to KCBS San Francisco news staff, replacing **Donald Shields,** resigned.

Bill Guthrie, formerly with WIND Chicago, and **Don Anderson** to announcing staff of WENR Chicago.

Bill Burns appointed news director at WDTV (TV) Pittsburgh.

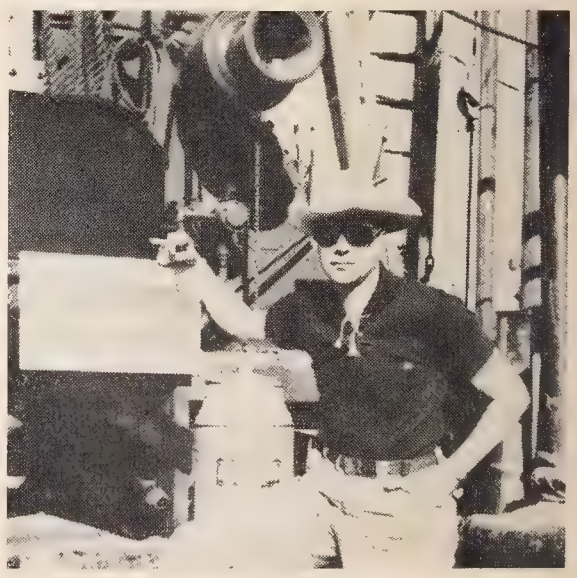
Cal Rains appointed night news editor at WIRL Peoria, Ill.

Chris Patte promoted to chief announcer at WLBG Laurens, S. C.

Mrs. Mescal Johnston named women's service director at KLRA Little Rock, Ark. **Herbie Byrd** named sports director at KLRA.

Frank Barron, WJW Cleveland sales representative, to sales staff of WXEL Cleveland.

Fred Eames Jr., supervising engineer at WLWD (TV) Dayton, Ohio, to WENS (TV) Pittsburgh, as chief engineer.



S. (BUD) FANTLE Jr., formerly owner of KELO Sioux Falls, S. D., still puts his faith in towers, but now they are oil derricks instead of radio antennas. Here he is on the job in the South Dakota oil fields.



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

Alan Baldridge to WSRK Shelbyville, Ind., as director of news and special events. **Don Clark** to WSRK as disc jockey and staff announcer. **Larry Schott,** part-time announcer, to sports dept., and **Jan Stine,** disc jockey, named assistant women's program director.

Milo Hamilton to WTVI (TV) Belleville, Ill., as sports director.

Howard Williams to engineering staff at WICC-TV Bridgeport, Conn.

Al Alexander, former sports director and announcer for KHMO Hannibal, Mo., to KXEL Waterloo, Iowa, in same capacity. **Charlie Trussell,** WNOW York, Pa., to KXEL as disc jockey and m.c.

Don Anderson, KHUM Eureka, to engineering staff of KCBS San Francisco.

William T. Romaine, manager of film library at CBS New York, to WSAZ Huntington, W. Va., as administrative assistant.

Ted Work, formerly with WBTM Danville, Va., to WISP Kinston, N. C., as announcer-disc jockey.

Lois Rainville named sales secretary at KCBS San Francisco. **Ralph Buchanan** is new KCBS librarian.

Howie Leonard, WLAW Boston, to announcing staff of WPOR Portland, Me.

Michael Doyle, Hollywood TV writer-director, father of triplets, Bruce, Laurence and Moira, June 20.

Hollis Seavey, director of Clear Channel Broadcasting Service, father of boy, June 17.

Dolly Banks, co-owner and manager of WHAT Philadelphia and **Shep Shapiro,** Chicago lawyer with offices in Phila., were married Jan. 18.

Norman Ross, 57, WMAQ Chicago announcer, died June 19.

Networks

Sam Rossant, head of MGM radio attractions' sales div., to ABC Radio sales dept., as account executive.

Murry Salberg, with CBS Radio promotion dept. since 1948, named program promotion manager for network.



Mr. Salberg

Charles M. Stark, Solow-Stark Productions packaging firm, N. Y., appointed account executive in sales dept. of DuMont TV Network.

Frank Telford, radio and television producer-director for Young & Rubicam, to producing staff of DuMont TV Network, where he will work on packaging ideas of his own and other related assignments.

Max Liebman, producer-director, NBC-TV *Your Show of Shows,* granted ASCAP license, has organized new music publishing company, Savoy Music Inc.

Earl Bronson, formerly with Schwimmer & Scott, to ABC Radio production staff.

William Storke, assistant manager, NBC-AM-TV Hollywood continuity acceptance dept., named network junior account executive.

Robert Bersbach to NBC Chicago staff as NBC-TV film syndicated salesman, **Franklyn Ferguson** as announcer, **Robert Knoles** as TV prop procurement coordinator, **Tom Elrod** as TV production facilities assistant, and **Janice Kingslow** as junior promotion writer for WMAQ-WNBQ (TV) advertising and promotion staff.

Barbara Britton and **Richard Denning,** who portray title roles in CBS-TV *Mr. and Mrs. North* film series, assume same roles on CBS Radio version.

Mark Stevens replaces **Lee Tracy** on *Martin Kane, Private Eye,* NBC-TV, Thurs., 10-10:30 p.m., sponsored by U. S. Tobacco Co.

Herbert H. Sonnenburg, 48, sales promotion manager of Don Lee Bcstg. System, Hollywood, died June 10.

William J. Harding, 44, ABC Radio producer in Hollywood, died.

Herman I. Smith, 34, CBS-TV Hollywood cameraman and technician, was believed drowned June 15.

Manufacturing

Donald Crawford, treasurer of Duplan of Canada Ltd., textile firm, appointed coordinator for associated companies of RCA International Div., located in Argentina, Australia, Brazil, Canada, Chile, England, Greece, India, Italy, Mexico and Spain.

Harry E. McCullough, sales manager for radio and TV, promoted to general sales manager of radio and TV, Crosley Div., Avco Mfg. Corp., Cincinnati.



Mr. McCullough

Philip J. Herbst, RCA Victor engineer, named head of Communications Engineering Section of engineering products dept.

John J. Poister, formerly with Zenith Radio Corp. in sales promotion and creative advertising activities, to Tempo Inc. as account executive.

Fred M. Pugh appointed sales representative for General Electric silicone products dept. to industries in central and eastern Ohio.

C. D. Pitts, former Coast Guard officer and radio and sound engineer, appointed field sales representative for RCA equipment in company's Washington, D. C., office.

G. Harold Metz, manager of personnel div., RCA Service Co., named director of personnel, RCA Victor Div., Camden, N.J. **Joseph F. Murray,** formerly manager of wage and salary administration and services section in company's personnel div., replaces Mr. Metz as personnel manager of RCA Service Co.

Roger Somerville, formerly with Fairchild Recording & Equipment Co., named mechanical project engineer on government assign-

"Hey, Mac, which Altoona station packs more punch, power, pep and personalities"?



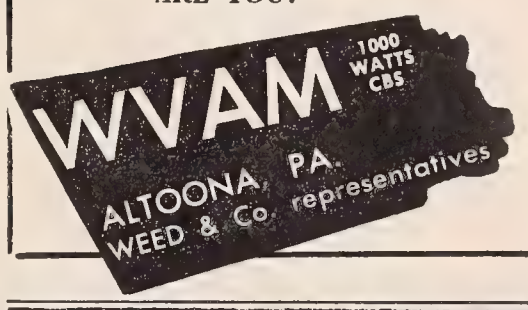
"That's easy, Jack, naturally it's always . . .

WVAM"

"It reaches *more* people in central Pennsylvania with *more* power (1000 watts, day and night) with *more* of radio's best shows—CBS.

"That's why *more* local and national sponsors are putting their sales messages on WVAM."

ARE YOU?



JET FIRE
MERCHANDISING
IN THE TRI-CITY AREA
TO GIVE YOUR PRODUCT
TIME PLUS
WPTR
50,000 WATTS
UPSTATE NEW YORK'S
LEADING INDEPENDENT
ALBANY SCHENECTADY-TROY
ASK YOUR
WEED REPRESENTATIVE

ments at CBS-Columbia Inc., Long Island City, N.Y.

Representatives

Bill Walsh, media director for John C. Dowd Inc., Boston, named supervisor of radio spot sales for Weed & Co.'s Boston office.

George I. Weinman Jr., formerly with *Tide* magazine, to N. Y. sales staff of George P. Hollingbery Co., station representative firm.

Calvin S. Cass, sales staff of WINS New York, to radio sales staff of Adam J. Young Jr., N. Y., radio station representative firm.

Eddie Bond, salesman at CHUM Toronto, to sales staff of H. N. Stovin & Co., Toronto, station representative firm.

Program Services

Alan Johnston, account executive, KCBS San Francisco, to Ziv TV Programs Inc., in same capacity.

Ray Boley, owner of Arizona Recording Productions, Phoenix, and partner in Canyon Films, advertising film producers of that city, elected president of Phoenix Advertising Club.

Arthur Hogan, owner-manager, Universal Recorders, Hollywood, father of boy, June 22.

Personnel Relations

Robert Robb elected president, Hollywood Local of Radio & Television Directors Guild, succeeding **Ted Bliss.**

Irving Rogosin, National Labor Relations Board principal trial examiner, named general counsel for Independent Motion Picture Producers Assn., and will head labor negotiations committee.

Trade Associations

Carey Wilson, M-G-M producer, has been elected president of Screen Producers Guild, Hollywood. Other officers are **Samuel G. Engel, Arthur Freed** and **Jesse L. Lasky,** first, second and third vice presidents, respectively; **William Thomas,** executive secretary; **Walter Mirisch,** treasurer, and **William Wright,** assistant treasurer.

New Grantees' Commencement Target Dates

* Educational permittee ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KRBC-TV Abilene, Tex. (9)	4/16/53 8/1/53	..... Pearson
WROW-TV Albany N. Y. (41)	4/16/53 Oct. '53	....
WPTR-TV Albany, N. Y. (23)	6/10/53	....
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
KOAT-TV Albuquerque, N. M. (7)	6/18/53 Unknown	....
KSPJ (TV) Alexandria, La. (62)	4/2/53 Unknown	....
KMMT (TV) Austin, Minn. (6)	3/26/53 8/1/53	..... Pearson TV
KERO-TV Bakersfield, Calif. (10)	6/18/53 Late Sept. '53	....
WRBJ (TV) Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHFB-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	..... Blair TV
Rudman TV Co., Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
WBLN (TV) Bloomington, Ill. (15)	3/4/53 10/1/53	ABC .....
KDSH-TV Boise, Idaho (2)	5/14/53 Unknown	....
WSTB-TV Boston, Mass. (50)	3/26/53	....
KXLF-TV Butte, Mont. (6)	2/26/53 8/1/53	....
WWTV (TV) Cadillac, Mich. (13)	4/8/53 Nov. '53	....
WTAO-TV Cambridge, Mass. (56)	3/11/53 Sept. '53	....
WACA-TV Camden, S. C. (14)	6/3/53 11/1/53	....
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53 Unknown	....
KSPR-TV Casper, Wyo. (2)	5/14/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/27/53	CBS Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	..... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 9/1/53	....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	CBS Grant
WCIN-TV Cincinnati, Ohio (54)	5/14/53 Unknown	....
WERE-TV Cleveland, Ohio (65)	6/18/53 Fall '53	....
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
KOMU-TV Columbia, Mo. (8)	1/15/53 10/1/53	NBC H-R TV Inc.
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
WDAK-TV Columbus, Ga. (28)	3/11/53 10/1/53	NBC Headley-Reed
WOSU-TV Columbus, Ohio (34)*	4/22/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
KDIO (TV) Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
KTLV (TV) Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....
WGLV (TV) Easton, Pa. (57)	12/18/52 7/15/53	ABC, DuMont Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	..... Hollingbery
WTRC-TV Elkhart, Ind. (52)	6/3/53 Summer '54	....
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	..... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	....
Eugene, Ore. TV Co. (13)	5/14/53 Sept. '53	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 8/1/53	..... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	..... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 7/15/53	ABC Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	....
KJEO (TV) Fresno, Calif. (47)	4/9/53 Oct. '53	....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	..... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 May '54	..... Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	....
WNCT (TV) Greenville N. C. (9)	3/11/53 9/1/53	CBS Pearson
WGLV (TV) Greenville, S. C. (23)	1/23/53 8/1/53	ABC H-R TV Inc.
WCRS-TV Greenwood, S. C. (21)	4/8/53	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
KHQA-TV Hannibal, Mo. (7)	2/18/53 Unknown	....
KGBS-TV Harlingen, Tex. (4)	5/21/53 Unknown	....
WSIL-TV Harrisburg, Ill. (22)	3/11/53 Nov. '53	....
WSVA-TV Harrisonburg, Va. (3)	3/11/53 Sept. 1	NBC Devney

THE SCOPE OF THIS LIST

B•T's New Grantee's Commencement Target Dates table includes call letters, target dates, networks and representatives on all grants issued since the closing of the TELECASTING YEARBOOK forms on Feb. 10, 1953. Construction permits issued prior to that time are included in that volume.

Where there have been *changes* in call letters, target dates, networks or representatives from the information in the YEARBOOK the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the YEARBOOK. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.

It's Happening in NEW HAVEN

ON WNHC

Pies, anyone? Pastries? Tell 'em about it over WNHC Radio. Marzullo's Pastry Shop is in its *eighth year* of continuous *selling* to WNHC listeners.

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!

Represented Nationally by The Katz Agency

Location & Channel	Date Granted & Target for Start	Network Representative
WHKP-TV Hendersonville, N. C. (27)	3/11/53 Midsummer '53	.....
American Bcstg. Station Inc., Honolulu, T.H. (4)	5/14/53 Unknown	.....
KXYZ-TV Houston, Tex. (29)	6/18/53 Unknown	.....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	CBS .....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53 1954	ABC .....
WNES (TV) Indianapolis, Ind. (67)	3/26/53 Oct. '53	.....
WJRE (TV) Indianapolis, Ind. (26)	3/26/53	....
WJHP-TV Jacksonville, Fla. (36)	6/3/53 Fall '53	..... Perry Assoc.
KCMO-TV Kansas City, Mo. (5)	6/3/53 Fall '53	Katz .....
WKNE-TV Keene, N. H. (45)	4/22/53 Unknown	....
WCEE-TV Knoxville, Tenn. (26)	3/26/53	....
WWLA (TV) Lancaster, Pa. (21)	5/7/53 Fall '53	....
KLAS-TV Las Vegas, Nev. (8)	3/19/53 July '53	ABC, CBS Weed TV
General Bcstg. Co., Lawrence, Mass. (72)	6/10/53	....
WMRF-TV Lewiston, Pa. (38)	4/2/53 Unknown	....
KARK-TV Little Rock, Ark. (4)	6/18/53 Dec. '53	....
KTVE (TV) Longview, Tex. (32)	2/5/53 8/1/53	..... Forjoe
KFYO-TV Lubbock, Tex. (5)	5/7/53 Fall '53	..... Taylor
KTRE-TV Lufkin, Tex. (9)	3/11/53 1954	..... Taylor
WETV (TV) Macon, Ga. (47)	2/12/53 8/1/53	ABC, NBC Headley-Reed
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53 9/27/53	CBS, DuM Katz
WMRI-TV Marion, Ind. (29)	3/11/53 Unknown	....
WMEV-TV Marion, Va. (50)	4/2/53 Unknown	..... Donald Cooke
KRIO-TV McAllen, Tex. (20)	2/18/53 September	....
KBES-TV Medford, Ore. (5)	3/4/53 7/1/54	CBS .....
WTOK-TV Meridian, Miss. (11)	6/3/53 9/27/53	..... Headley-Reed
Miami TV Co., Miami, Okla. (58)	4/22/53 Unknown	....
WOKY-TV Milwaukee, Wis. (19)	6/3/53 9/1/53	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	....
WTCN-TV Minneapolis, Minn. (11) (ST-WMIN-TV)	4/16/53 9/15/53	....
KGVO-TV Missoula, Mont. (13)	3/11/53 Spring 1954	..... Gill-Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 [CP stayed]	....
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53 Fall 1953	....
KFXD-TV Nampa, Idaho (6)	3/11/53 9/1/53	..... Hollingbery
WDHN (TV) New Brunswick, N. J. (47)	4/2/53 Unknown	....
WJMR-TV New Orleans, La. (61)	2/18/53 Sept. '53	..... Bolling
CKG Co., New Orleans, La. (26)	4/2/53 Fall 1953	..... Gill-Perna
Community TV Corp., New Orleans, La. (32)	4/2/53 Unknown	....
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WMGT (TV) North Adams, Mass. (74)	2/18/53 10/15/53	..... Walker
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Sept. '53	....
KTVQ (TV) Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
WJDM (TV) Panama City, Fla. (7)	3/11/53 Sept. '53	..... Hollingbery
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 9/21/53	....
WEAR-TV Pensacola, Fla. (3)	6/3/53 9/1/53	..... Hollingbery
WTVH-TV Peoria, Ill. (19)	12/18/52 9/1/53	..... Petry
KOOL-TV Phoenix, Ariz. (10) (ST-KOY-TV)	5/27/53 10/1/53	....
KOY-TV Phoenix, Ariz. (10) (ST-KOOL-TV)	5/27/53 10/1/53	....
Central South Sales Co., Pine Bluff, Ark. (7)	6/18/53 Fall '53	....
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53 August	..... Headley-Reed
WQED (TV Pittsburgh, Pa. (13)*	5/14/53 1/1/54	....
KJRL-TV Pocatello, Idaho (6)	2/26/53 Nov. '54	CBS .....
KWIK-TV Pocatello, Idaho (10)	3/26/53 Spring 1954	..... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Everett-McKinney-N.Y. Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	8/11/53 Unknown	....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	....
WGEM-TV Quincy, Ill. (10)	6/18/53 Unknown	....
WNAO-TV Raleigh, N. C. (28)	10/16/52 7/1/53	ABC, CBS, DuM Avery-Knodel
Blue Grass TV Co., Richmond, Ky. (60)	4/29/53 Unknown	....
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	....
WRNY-TV Rochester, N. Y. (27)	4/2/53 Unknown	....
Star Bcstg. Co., Rochester, N. Y. (15)	6/10/53	....
WREX-TV Rockford, Ill. (13)	5/14/53 Unknown	....
KPIC (TV) Salem, Ore. (24)	1/29/53 Oct. '53	....
KUTV (TV) Salt Lake City, Utah (2)	3/26/53 Fall '53	ABC Hollingbery
KALA (TV) San Antonio, Tex. (35)	3/26/53	....
WJON-TV St. Cloud, Minn. (7)	1/23/53 Late Oct. '53	..... Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 8/1/53	CBS, DuM Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
KETC (TV) St. Louis, Mo. (9)*	5/7/53 Unknown	....
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	....
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	4/16/53 9/15/53	....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 [CP stayed]	....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	Katz .....
KBAY-TV San Francisco (20)	3/11/53 Unknown	....
KSAN-TV San Francisco (32)	4/29/53 Unknown	..... McGillvra
John A. Vietor, San Jose, Calif. (48)	6/17/53 Oct. '54	....
WTRI (TV) Schenectady, N. Y. (35)	6/11/53	....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	..... Hollingbery
KOMO-TV Seattle (4)	6/10/53	....
KDRO-TV Sedalia, Mo. (6)	2/26/53 Early '54	....
Sherman TV Co., Sherman, Tex. (46)	3/4/53 Late Summer, '53	....
WICS (TV) Springfield, Ill. (46)	2/26/53 Unknown	....
Stamford-Norwalk (Conn.) TV Corp. (27)	5/27/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 July 1953	ABC Taylor
WIBW-TV Topeka, Kan. (13)	6/3/53 Late fall '53	....
KCOK-TV Tulare, Calif. (27)	4/2/53 Sept. '53	DuM Forjoe
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	....
KLIX-TV Twin Falls, Ida. (11)	3/19/53 Unknown	....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Nov. '53	..... Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	....
WINT (TV) Waterloo, Iowa (15)	4/16/53 10/1/53	....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	....
WTRF-TV Wheeling, W. Va. (7)	4/22/53 11/1/53	NBC Hollingbery
KEDD (TV) Wichita, Kan. (16)	2/18/53 8/1/53	ABC Petry
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel

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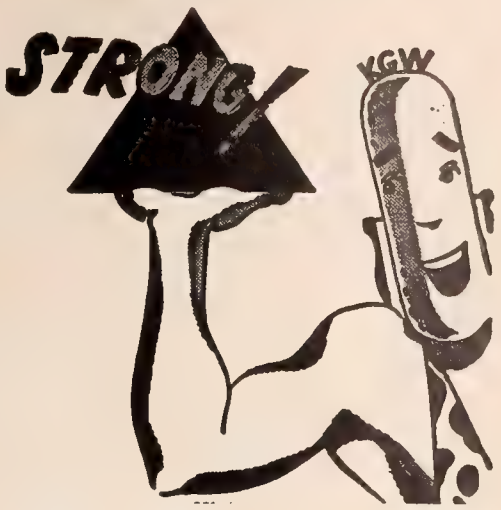
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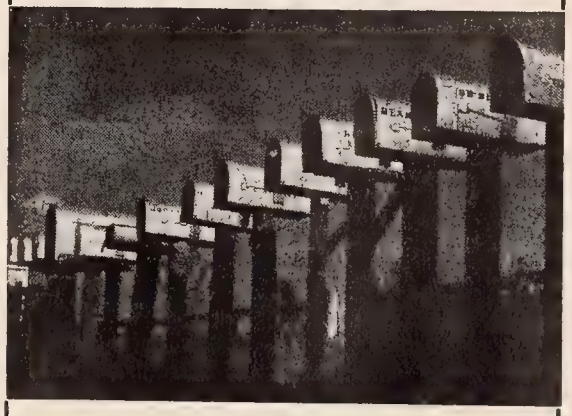
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WIBW CBS RADIO in Topeka

Ben Ludy, Gen Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

Licensee & Channel	Date Granted & Target for Start	Network Representative
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM
Salisbury Bcstg. Corp., Worcester, Mass. (14)	6/18/53 Unknown	.....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/1/53	..... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
KAGR-TV Yuba City, Calif. (52)	3/11/53 Unknown	.....
KIVA-TV Yuma, Ariz.	3/25/53 Unknown	.....

Upcoming Events

June 28-30: National Appliance & Radio-TV Dealers Assn., mid-year meeting, Conrad Hilton Hotel, Chicago.

June 29: FCC Mock Hearing Conference, Hearing Room A, ICC Bldg., Washington.

June 29-July 11: TV Workshop, Pasadena, Playhouse.

July 8-10: Hearing on North American Regional Broadcast Agreement; Senate Foreign Relations subcommittee. U. S. Capitol. Open.

July 24-25: National sales meeting, Columbia Records Inc., Palmer House, Chicago.

Aug. 3-12: Summer TV Workshop, Michigan State College, Lansing.

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

SPECIAL LISTING

Program and sales conferences, co-sponsored by BAB and BMI.

June 20-July 1: Utah, Salt Lake City; Ansley, Atlanta.

July 1-2: U. of Denver, Denver; Wade Hampton, Columbia, S. C.

July 6-7: Northern, Billings, Mont.

July 7-8: Selwyn, Charlotte, N. C.

July 8-9: KFYR Studios, Bismarck, N. D.

July 9-10: Roanoke, Va.; Ladisson, Minneapolis.

July 10-11: Daniel Boone, Charleston, W. Va.

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VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 16,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

ACTIONS OF THE FCC

June 18 through June 24

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Stations Authorizations as of May 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,430	569	101
CPs on air	15	32	†88
Total on air	2,445	601	†179
CPs not on air	130	20	266
Total authorized	2,575	611	455
Applications in hearing	90	1	108
New station requests	244	9	611
Facilities change requests	183	32	23
Total applications pending	913	95	730
Licenses deleted in May	0	11	0
CPs deleted in May	2	0	1

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

AM and FM Summary through June 24

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,454	2,431	157	240	93
FM	597	596	52	9	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	129	235	364[1]
Educational	4	13	17

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	149	38	187
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	792	337	632	503	1,135[2]
Educational	48		25	23	48
Total	847	337	657	526	1,183[3]

[1] Five CPs (2 vhf, 4 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 381 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

ACTIONS BY FCC

Little Rock, Ark.—Arkansas Radio & Equipment Co. (KARK) granted vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,901 ft., above ground 1,332 ft. Estimated construction cost $729,682, first year operating cost $846,354.31, revenue $700,053,76. Studio location 6815 Cantrell Road. Transmitter location 13 miles NW of Little Rock. Geographic coordinates 34° 47′ 55″ N. Lat., 92° 29′ 58″ W. Long. Transmitter and antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **T. H. Barton**, owner of Barton Corp. (securities), owner of Real Properties Inc., chairman of board of Lion Oil Co.; Vice President **T. K. Barton** (18.16%), owner of 30% of Sonbar Corp. (oil and gas); Vice President **Dave Grundfest** (4.58%), and Vice President **Harry C. Couch** (4.58%). Address: 112-14 East Capitol Ave., Little Rock. Granted June 18.

Pine Bluff, Ark. — Central-South Sales Co. granted vhf Ch. 7 (174-180 mc); ERP 24.5 kw visual, 13.2 kw aural; antenna height above average terrain 510 ft., above ground 537 ft. Estimated construction cost $248,455, first year operating cost $168,000, revenue $216,000. Post office address 1850 South Bolder, Tulsa, Okla. (temporary); general office 201 North Second St., Fort Smith, Ark. Studio and transmitter location 4600 W. Sixth Ave., Pine Bluff. Geographic coordinates 34° 13′ 21″ N. Lat., 92° 93′ 06″ W. Long. Transmitter and antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President **John T. Griffin** (41.67%), Vice President **James C. Leake** (41.67%), Administrative Vice President **John Esau** (10%) and Secretary-Treasurer **Bryan Mathes** (6.68%). Mr. Griffin is president and majority stockholder of KTUL Tulsa, KOMA Oklahoma City and KFPW Ft. Smith, Ark. Mr. Esau is vice president-general manager of KTUL and KFPW. KOMA is applicant for vhf Ch. 9; KTUL seeks vhf Ch. 8 at Muskogee. Concurrently the Commission dismissed competitive application of Arkansas TV Co. for the same channel [B•T, June 22]. Granted June 18.

Bakersfield, Calif.—Kern County Bcstrs. Inc. (KERO) granted permit for vhf Ch. 10 (192-198 mc); ERP 11.7 kw visual, 5.89 kw aural; antenna height above average terrain 380 ft.; estimated construction cost $172,401, first year operating cost $190,000, revenue $228,000. Post office address: 1420 Truxton Ave., Bakersfield. Studio location: 1420 Truxton Ave. Transmitter location: Alfred Hornell Hwy., near Bakersfield. Geographic coordinates 35° 24′ 41″ N. Lat., 118° 56′ 25″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Albert DeYoung** (51%), general manager and 10% owner of KERO Bakersfield; Vice President **G. L. Harlan** (24%); Secretary-Treasurer **Bryan J. Coleman** (5%), secretary treasurer of Bakersfield Savings & Loan Assn.; **Edward E. Urner** (10%), sales manager of KERO; **Kenneth R. Croes** (5%), program manager of KERO, and **S. B. Gill** (5%), attorney with law firm of Deadrich, Gill & Bates. Granted June 18.

San Jose, Calif., John A. Vietor granted uhf Ch. 48 (674-680 mc); ERP 107.12 kw visual, 58.2 kw aural; antenna height above average terrain 2,642 ft., above ground 175 ft. Estimated construction cost $216,530, first year operating cost $255,000, revenue $275,000. Post office address 6210 Camino de la Costa, La Jolla, Calif. Studio location to be determined. Transmitter location 11 mi. SE of Los Gatos, Calif. Geographic coordinates 37° 06′ 40″ N. Lat., 121° 50′ 33″ W. Long. Transmitter and antenna RCA. Legal counsel Laidler Mackall, Washington. Consulting engineer L. N. Papernow, San Diego. Mr. Vietor has interest in T.B.C. Co., applicant for vhf Ch. 10 at San Diego. Granted June 17.

Quincy, Ill.—Quincy Bcstg. Co. (WGEM) granted vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 680 ft., above ground 574 ft. Estimated construction cost $372,150, first year operating cost $220,000, revenue $275,000. Post office address: Hotel Quincy, 513 Hampshire St., Quincy. Studio location: Hotel Quincy. Transmitter location: on Columbus Highway, 0.7 mi. West of Franklin School, 4 mi. NE of center of Quincy. Geographic coordinates 39° 51′ 09″ N. Lat., 91° 19′ 50″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **T. C. Oakley**, Vice President, Treasurer and Manager **Joseph S. Bonansinga** (5%), **Donald S. Gardiner** (8.5%), **Clarence H. Quest** (7%) and **Anita C. Lavery** (5%). Quincy Newspapers Inc. owns 70% of stock. Granted June 18.

Albuquerque, N. M.—Alvarado Bcstg. Co. Inc. (KOAT) granted vhf Ch. 7 (174-180 mc); ERP 24.8 kw visual, 12.4 kw aural; antenna height above average terrain 770 ft., above ground 538 ft. Estimated construction cost $253,140.36, first year operating cost $156,000, revenue $208,000. Post office address: 122 S. Tulane, Albuquerque. Studio location: 122 S. Tulane. Transmitter location: 1¾ miles West of Albuquerque. Geographic coordinates 35° 12′ 40″ N. Lat., 106° 27′ 02″ W. Long. Transmitter DuMont, antenna RCA.



Legal counsel Dow, Lohnes & Albertson. Washington. Consulting engineer William H. Carman, Albuquerque. Principals include President **Herbert Wimberly** (49.5%); Vice President and General Manager **Albert M. Cadwell** (49.5%). Applicant also is licensee of KTRC Santa Fe and lessee of KRSN Los Alamos. Granted June 18.

Cleveland, Ohio—Cleveland Bcstg. Inc. (WERE-AM-FM) granted uhf Ch. 65 (776-782 mc); ERP 204 kw visual, 110 kw aural; antenna height above average terrain 650 ft., above ground 434 ft. Estimated construction cost $406,735, first year operating cost $330,000, revenue $275,000. Post office address: 1501 Euclid Ave., Cleveland. Studio location: 1501 Euclid Ave., Cleveland. Transmitter location: 9256 Ridge Road. Geographic coordinates: 41° 20′ 28″ N. Lat., 81° 44′ 29″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George P. Adair, Washington. Principals include President **Ray T. Miller** (14.6%), Vice President **Paul C. Aiken** (3.28%), Secretary **Ray L. Lamb** (2.2%) and **Donald W. Horbeck** (7.16%). Granted June 18.

Houston, Tex.—Shamrock Bcstg. Co. (KXYZ) granted uhf Ch. 29 (560-566 mc); ERP 1,000 kw visual, 501 kw aural: antenna height above average terrain 670 ft., above ground 698 ft. Estimated construction cost $609,845.17, first year operating cost $400,000, revenue $450,000. Post office address: 5th Floor, Gulf Bldg., Houston 2, Tex. Studio and transmitter location: On Cullen Blvd., 1,200 ft. south of Wheeler Ave., on campus of U. of Houston. Geographic coordinates 29° 42′ 53″ N. Lat., 95° 20′ 54″ W. Long. Transmitter, antenna and studio equipment GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Granted June 18.

Applications

Hot Springs, Ark.—Southern Newspapers Inc. requests vhf Ch. 9 (186-192 mc); ERP 12.59 kw visual, 6.31 kw aural; antenna height above average terrain 671 ft., above ground 137 ft. Estimated construction cost $185,626, first year operating cost $150,000, revenue $175,000. Post office address 912 Central Ave. Studio location to be determined. Transmitter location 0.7 miles N of U.S. Highway 70, W of western city limits on West Mtn. Geographic coordinates 34° 30′ 21″ N. Lat., 93° 04′ 21″ W. Long. Transmitter RCA, antenna GE. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Clyde E. Palmer** (20.50%), publisher of newspapers in Arkansas and Texas and stockholder in KAMD Camden, Ark., KWFC Hot Springs, Ark., and KCMC Texarkana, Tex.; Secretary-Treasurer **Alden P. Mooney** (31.5%), stockholder in KCMC. Associated Arkansas Newspapers owns 33.8%. Filed June 19.

High Point, N. C.—High Point Enterprises Inc. requests vhf Ch. 6 (82-88 mc); ERP 66 kw visual, 33 kw aural; antenna height above average terrain 433 ft., above ground 350 ft. Estimated construction cost $189,914.57, first year operating cost $135,000, revenue $175,000. Post office address 305 N. Main St. Studio location 305 N. Main St. Transmitter location Prospect St. (Ext.) at south edge of city. Geographic coordinates 35° 55′ 10.6″ N. Lat., 80° 01′ 57″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Scharfield, Jones & Baron, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **R. B. Terry** (49.2%), Secretary **D. A. Rawley** (25.8%), **Mrs. J. P. Rawley** (24.2%) and **Mrs. R. B. Terry** (0.8%). All have local interests. Filed June 23.

Valley City, N. D.—North Dakota Bcstg. Co. (KCJB Minot) requests vhf Ch. 4 (66-72 mc); ERP 10.58 kw visual, 5.29 kw aural; antenna height above average terrain 657 ft., above ground 582 ft. Estimated construction cost $147,450 first year operating cost $96,000, revenue $170,000. Post office address 15A W. Central Ave., Minot. Studio and transmitter location Highway 10, 5 miles E of Valley City. Geographic coordinates 46° 55′ 19″ N. Lat., 97° 53′ 43″ W. Long. Transmitter and antenna RCA. Legal counsel D. F. Prince, Washington. Consulting engineer Lloyd R. Amov, Des Moines. Principals include President **John W. Boler** (0.35%), president and principal stockholder of KSJB Jamestown, N. D., president of KIOA Des Moines, Iowa; Secretary **John Hjellum** (0.02%). Jamestown Bcstg. Co. (KSJB) owns 73%. Filed June 22.

Irwin, Pa.—Irwin Community TV Co. requests vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 474.5 ft., above ground 310 ft. Estimated construction cost $454,199.11, first year operating cost $630,000, revenue $860,000. Post office address 407 Oak St. Studio location to be determined. Transmitter location at Foster Rd., North Versailles Twsp. Geographic coordinates 40° 21′ 52″ N. Lat., 79° 48′ 49″ W. Long. Transmitter Federal, antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Edward J. Hirshberg** (6.0%), president of WEDO McKeesport, Pa.; Vice President **Clarence T. Schade** (10%), Treasurer H. Clair Altman (10%). Filed June 23.

Irwin, Pa.—Wespen TV Inc. requests vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 57 kw aural; antenna height above average terrain 735 ft., above ground 732 ft. Estimated construction cost $637,092.78, first year operating cost $789,959, revenue $1,000,000. Post office address Coulter Bldg., Greensburg, Pa. Studio location 415 Main St. Transmitter location approximately 0.25 miles S. of city limits. Geographic coordinates 40° 19′ 04″ N. Lat., 79° 41′ 49″ W. Long. Transmitter and antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include President **Scott Fink** (6.25%), Secretary **R. T. Jennings Jr.** (2.5%) and Treasurer John T. Barclay Jr. (6.25%). There are some 20 local stockholders. Filed June 22.

Orangeburg, S. C.—WTND Inc. (WTND) requests uhf Ch. 44 (650-656 mc); ERP 77 kw visual, 41.5 kw aural; antenna height above average terrain 350 ft., above ground 344.2 ft. Estimated construction cost $125,000, first year operating cost $100,000, revenue $125,000. Post office address Radio Center Bldg. Studio and transmitter location S. C. Highway 56. Geographic coordinates 33° 30′ 45″ N. Lat., 80° 52′ 11″ W. Long. Transmitter and antenna RCA. Consulting engineer Robert D. Lambert Jr., Columbus, S. C. Principals include President **J. I. Sims** (33.36%), owner Augusta TV Co., seeking Ch. 12 at Augusta, Ga.; Vice President **G. L. Sims** (16.66%); Secretary **H. R. Sims** (16.66%); Treasurer **J. L. Sims** (16.66%) and estate of **H. S. Sims** (16.66%). Filed June 22.

Elkins, W. Va.—Elkins TV Assn. requests permit for experimental TV station on vhf Ch. 13 with power of 10 w visual and 5 w aural. Proposes to rebroadcast programs of WDTV (TV) Pittsburgh, test propagation characteristics of hilly area. Filed June 23.

Applications Amended

Sacramento, Calif. — Sacramento Telecasters Inc. amends application for vhf Ch. 10 to make changes re stockholders. Filed June 22.

New Haven, Conn.—Connecticut Radio Foundation (WELI) amends application for new TV station on uhf Ch. 59 to change officers, directors, stockholders, ERP from 200 kw visual and 100 kw aural to 19.25 kw visual and 10.3 kw aural antenna height above average terrain from 560 ft. to 563 ft.; studio location to Baldwin Dr., top of West Rock Ridge, Woodbridge (near New Haven). Filed June 24.

Thomasville, Ga.—E. D. Rivers Sr. amends application for vhf Ch. 6 to change ERP from 1.92 kw visual and 0.96 kw aural to 7.76 kw visual and 3.9 kw aural; antenna height above average terrain from 335.5 ft. to 259 ft.; trans. location to U. S. Hwy. 19, 5.9 mi. N of Thomasville courthouse. Filed June 24.

Cedar Rapids, Iowa—Cedar Rapids TV Corp. amends application for uhf Ch. 20 to change name to Hawkeye TV Corp.; make changes in officers, directors and stockholders; change ERP from 184 kw visual and 92 kw aural to 18.4 kw visual and 9.2 kw aural. Filed June 22.

Baton Rouge, La.—Louisiana TV Bcstg. Corp. amends application for new TV station on vhf Ch. 2 to change officers, directors and stockholders; change ERP from 55.8 kw visual and 33.4 kw aural to 100 kw visual and 50 kw aural; antenna height above average terrain from 465 ft. to 552 ft.; studio and trans. site to River Rd. and W. Chimes St. Filed June 4.

Kansas City, Mo.—Midland Bcstg. Co. (KMBC) amends application for vhf Ch. 9 to change hours of operation from unlimited to sharing time with WHB Bcstg. Co. (WHB). Contingent upon grant of WHB Bcstg. Filed June 23.

Kansas City, Mo. — WHB Bcstg. Co. (WHB) amends application for vhf Ch. 9 to change hours of operation from unlimited to sharing with Midland Bcstg. and contingent upon grant to Midland; change antenna height above average terrain from 832 ft. to 1,079 ft.; transmitter location to NW corner 23d St. and Topping Ave. and studio location to site to be determined. Filed June 23.

Knoxville, Tenn.—Radio Station WBIR Inc. amends application for new TV station on vhf Ch. 10 to make change in officers, directors and stockholders and change studio location to 1126 Broadway N.E. Filed June 1.

Corpus Christi, Tex.—K-Six TV Inc. (KSIX) amends application for vhf Ch. 10 to change ERP from 209.3 kw visual and 104.7 kw aural to 212 kw visual and 106 kw aural; change antenna height from 675 ft. to 698 ft. above average terrain; change trans. site to State Hwy 44, 1.7 mi. E of Robstown, Tex. Filed June 23.

Applications Dismissed

New Haven, Conn. — WAVZ Bcstg. Corp. (WAVZ) dismisses application for new TV station on uhf Ch. 59, leaving uncontested application of WELI there. Dismissed June 23.

Hattiesburg, Miss.—Mississippi Electronics Co. dismissed application for new TV station on vhf Ch. 9, leaving uncontested application of Hattiesburg TV, composed of principals in WFOR and WHSY there. Dismissed June 23.

Havre, Mont. — North Montana Bcstg. Co. (KOJM) dismissed application for new TV station on vhf Ch. 9. No other application pends for channel. Dismissed June 24.

Rochester, N. Y.—WARC Inc. (WARC) dismissed application for new TV station on uhf Ch. 15. Grant subsequently was made to Star Bcstg. Co., which has purchased WARC. Dismissed June 9.

Schenectady, N. Y.—Champlain Valley Bcstg. Corp. (WXKW Albany) dismissed application for uhf Ch. 35, subsequently granted to Van Curler Bcstg. Corp. WXKW is to be dropped in consolidation plan, with physical assets of station purchased by Van Curler, WTRY Troy and WPTR Albany [B•T, June 15]. Dismissed June 9.

Troy, N. Y.—Troy Bcstg. Co. (WTRY) dismissed application for uhf Ch. 23, subsequently granted to WPTR Albany. WTRY principals acquire half-interest in Van Curler Bcstg. Corp., new uhf Ch. 35 grantee at Schenectady [B•T, June 15]. Dismissed June 9.

Existing TV Stations . . .

Actions by FCC

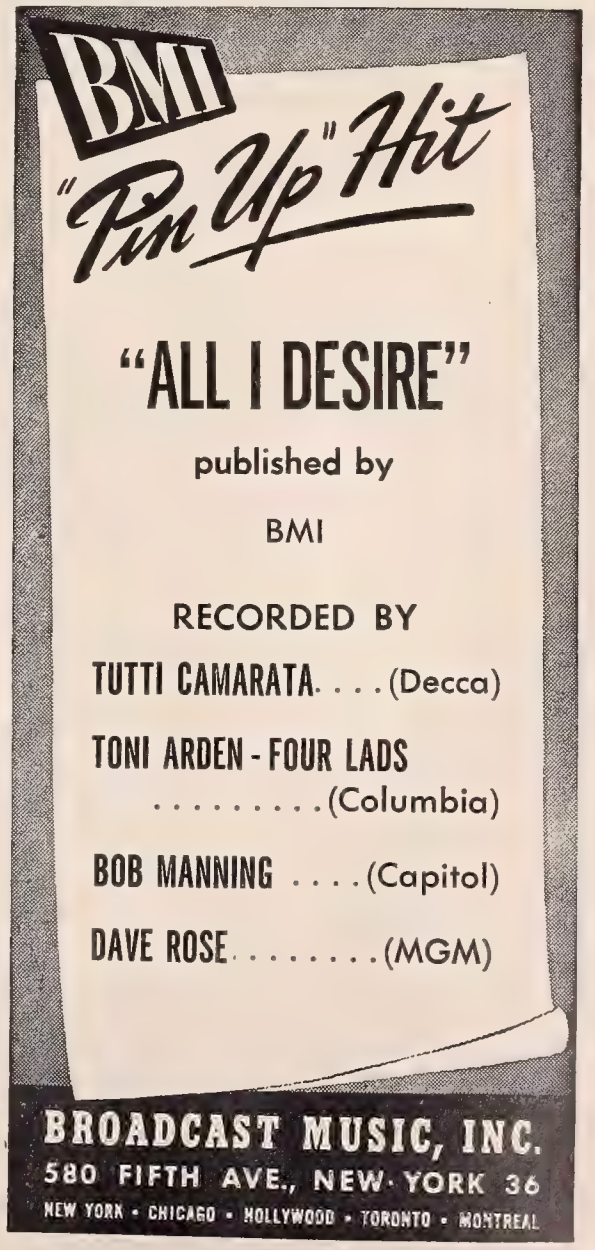
KVOA-TV Tucson, Ariz.—Arizona Bcstg. Co. granted special temporary authority to operate on Ch. 4 on commercial basis from May 20 to July 12. Decision June 11; announced June 23.

KETV (TV) Little Rock, Ark.—Great Plains TV Properties of Arkansas Inc. granted modification of CP to install new trans. and change ERP from 17.5 kw visual and 9.9 kw aural to 18.6 kw visual and 10 kw aural; antenna height above average terrain 510 ft. Decision June 18; announced June 23.

KFSD-TV San Diego, Calif. — Airfan Radio Corp. granted modification of CP to change studio and transmitter locations and change ERP from 180 kw aural to 178 kw aural; antenna height above average terrain 700 ft. Decision June 18; announced June 23.

WNLC-TV New London, Conn.—Thames Bcstg. Corp. granted modification of CP to change ERP from 105 kw visual and 54 kw aural to 19.1 kw visual and 10.2 kw aural; change transmitter location; antenna height above average terrain 700 ft. Decision June 18; announced June 23.

KTVI (TV) Boise, Idaho—Idaho Bcstg. & TV Co. granted modification of CP to change ERP from 32 kw visual and 16 kw aural to 31.6 kw visual and 15.8 kw aural; change trans. location; antenna height above average terrain 2,360 ft.





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KCTV (TV) Sioux City, Iowa—Great Plains TV Properties of Iowa Inc. granted modification of CP to install new transmitter and change ERP from 18.5 kw visual to 19.5 kw visual; antenna height above average terrain 530 ft. Decision June 18; announced June 23.

KTAG (TV) Lake Charles, La.—KTAG-TV Inc. granted modification of CP to change ERP from 20 kw visual and 10.5 kw aural to 24.4 kw visual and 11 kw aural; change transmitter and studio locations; antenna height above average terrain 330 ft. Decision June 19; announced June 23.

KTVH (TV) Hutchinson, Kan.—Hutchinson TV Inc. granted special temporary authority to operate on commercial basis on Ch. 12 from June 15 to Oct. 15. Decision June 15; announced June 23.

KEDD (TV) Wichita, Kan.—The C.W.C. Co. granted modification of CP to change corporate name to KEDD Inc.; change ERP from 215 kw visual and 110 kw aural to 204 kw visual and 110 kw aural; move trans. site slightly (description same but change in coordinates); antenna height above average terrain 670 ft. Decision June 19; announced June 23.

WPMT (TV) Portland, Me.—Portland Telecasting Corp. granted modification of CP to change ERP from 22.5 kw visual and 12 kw aural to 10.2 kw visual and 5.49 kw aural; change coordinates (not a move); antenna height above average terrain 260 ft. Decision June 15; announced June 23.

WTAC-TV Flint, Mich. — Trendle-Campbell Bcstg. Corp. granted modification of CP to change ERP from 59 kw visual and 29.5 kw aural to 4.36 kw visual and 4.36 kw aural; antenna height above average terrain 420 ft. Decision June 8; announced June 16.

KOMU-TV Columbia, Mo.—Curators of U. of Missouri granted modification of CP to change ERP from 205 kw visual and 105 kw aural to 316 kw visual and 162 kw aural; change studio location and waive Sec. 3.613(b); correct coordinates (not a move); antenna height above average terrain 790 ft. Decision June 18; announced June 23.

WBNS-TV Columbus, Ohio—Dispatch Printing Co. granted modification of CP to change ERP from 93 kw visual and 56 kw aural to 219 kw visual and 123 kw aural; antenna height above average terrain 450 ft. Decision June 15; announced June 23.

WHIZ-TV Zanesville, Ohio—Southeastern Ohio TV System granted modification of CP to change ERP from 91 kw visual and 52 kw aural to 70.8 kw visual and 38 kw aural; antenna height above average terrain 540 ft. Decision June 15; announced June 23.

WENS (TV) Pittsburgh, Pa.—Telecasting Co. of Pittsburgh granted modification of CP to change ERP from 89 kw visual and 50 kw aural to 200 kw visual and 105 kw aural; change transmitter and studio locations. Decision June 9; announced June 16.

WCSC-TV Charleston, S. C.—Radio Station WCSC granted special temporary authority to operate on Ch. 5 on commercial basis from June 17 to Sept. 17. Granted June 12; announced June 23.

WGVL (TV) Greenville, S. C.—Greenville TV Co. granted modification of CP to change ERP from 22 kw visual and 11 kw aural to 17 kw visual and 8.51 kw aural; make slight change in transmitter location (description same but change in coordinates); antenna height above average terrain 1,130 ft. Decision June 9; announced June 16.

KRBC-TV Abilene, Tex.—Reporter Bcstg. Co. granted modification of CP to change ERP from 17.4 kw visual and 8.7 kw aural to 25.7 kw visual and 12.9 kw aural; change studio location and waive Sec. 3.613(b); antenna height above average terrain 770 ft. Decision June 19; announced June 23.

KETX (TV) Tyler, Tex.—Jacob A. Newborn Jr. granted modification of CP to change ERP from 2.4 kw visual and 1.3 kw aural to 270 kw visual and 141 kw aural; change trans. location; antenna height above average terrain 900 ft. Decision June 8; announced June 16.

WROV-TV Roanoke, Va.—Radio Roanoke Inc. granted modification of CP to change ERP from 105 kw visual and 62 kw aural to directional antenna with 9.77 kw visual and 5.25 kw aural; antenna height above average terrain 670 ft. Decision June 18; announced June 23.

Applications

WSGN-TV Birmingham, Ala.—Jemison Bcstg. Co. requests modification of CP to change ERP from 1,600 kw visual and 500 kw aural to 18.37 kw visual and 10.40 kw aural; change studio location to Protective Life Bldg.; antenna height above average terrain 597 ft. Contingent on grant of application to assign permit from Birmingham News Co. to Jemison Bcstg. Co. Filed June 22.

KFEL-TV Denver, Colo.—Eugene P. O'Fallon Inc. requests modification of CP to change ERP from 56 kw visual and 28.5 kw aural to 100 kw visual and 50 kw aural; antenna height above average terrain 778 ft. Filed June 23.

WKNB-TV West Hartford, Conn.—New Britain Bcstg. Co. requests mod. of CP to change ERP from 205 kw visual and 105 kw aural to 154.5 kw visual and 80.7 kw aural. Filed June 24.

Station Deleted

KCTV (TV) Austin, Tex.—Charles Henry Coffield d/b as Capital City TV Co. turns in CP for new TV station on uhf Ch. 18 and it is deleted and call letters cancelled. Deleted June 4; announced June 9.

New AM Stations . . .

Actions by FCC

Bogalusa, La.—Bogalusa Bcstg. Co. Granted CP for new AM station on 920 kc, 1 kw daytime. Estimated construction cost $15,600, first year operating cost $30,000, revenue $50,000. Principals include general partners Charles W. Holt (50%), one-third owner WHSY Hattiesburg, Miss., and Dave A. Matison, Jr. (50%), one-half owner WHSY and one-fourth owner WAML Laurel, Miss. Post office address % W. E. James, 17 Molton St., Mobile, Ga. Granted June 17.

Poteau, Okla.—LeFlore Bcstg. Co. Granted CP for new AM station on 1280 kc, 1 kw daytime. Estimated construction cost $21,900, first year operating cost $24,000, first year revenue $36,000. Partnership of R. B. and Bernice Bell. Mr. Bell is owner-manager of KENA Mena, Ark. Granted June 17.

Corvallis, Ore.—Mid-Land Bcstg. Co. Granted CP for new AM station on 1050 kc, 1 kw daytime. Estimated construction cost $22,100, first year operating cost $63,000, first year revenue $73,000. Principals include President Donald B. McCormick (99.2%), Vice President Alvin H. Barnard (0.4%) and Secretary-Treasurer Susan P. McCormick (0.4%). Mr. McCormick's brother is stockholder in KSLM Salem, Ore., and KORE Eugene, Ore. Post office address: 1202 Equitable Bldg., Portland. Granted June 17.

Seattle, Wash.—W. Gordon Allen. Granted CP for new AM station on 1590 kc with 5 kw daytime. Estimated construction cost $15,900, first year operating cost $72,000, revenue $108,000. W. Gordon Allen is 60.1% owner of KGAL Lebanon, Ore., 33⅓% owner of KGAE Salem, Ore., and sole owner of Oregon's Beaver Network (radio sales and promotion), Salem. Post office address: 260 Hansen Ave., Salem, Ore. Granted June 17.

Application

New Castle, Ind.—Courier-Times Inc. (WCTW-FM), 930 kc, 500 w daytime. Estimated construction cost $18,835, first year operating cost $20,000, first year revenue $30,000. Principals are President Scott B. Chambers (14.5%), editor of *New Castle Courier-Times*; Vice President-Treasurer Walter S. Chambers Jr. (14.5%). Post office address: E. D. Ogborne, WCTW (FM), 202½ S. 14 St., New Castle, Ind. Filed May 29.

Applications Amended

St. Augustine, Fla.—Ben Akerman and Thomas S. Carr d/b as St. Augustine Bcstg. Co. amends application for new AM station on 550 kc with 500 w daytime to change frequency to 1420 kc and power to 1 kw. Filed June 24.

Sheboygan, Wis. — Sheboygan Bcstg. Co. Amended application for new AM station on 1420 kc with 500 w daytime to make changes in stockholders from President Norman Haagenson (80%) and Secretary-Treasurer Joseph W. Gerard (20%) to President Norman Haagenson (74%); Secretary-Treasurer Joseph W. Gerard (20%); Leo C. Matzke (4%) and Joseph F. Kraftcheck (2%). Lorrain Haagenson was made vice president. Filed June 8.

Existing AM Stations . . .

Actions by FCC

KHJ Los Angeles, Calif.—General Teleradio Inc. Requests permit to change from employing directional antenna both daytime and nighttime to nighttime only. Filed June 16.

WAVA Ava, Ill. — Ava Bcstg. Co. Granted permit to change main studio location from Ava to DuQuoin, Ill. Transmitter remains at Ava. Assigned 250 w daytime on 1580 kc. Granted June 17.

WGNR-AM-FM New Rochelle, N. Y.—Irving J. Roth, trustee in bankruptcy, granted authority to remain off the air for 60 days from June 21. Decision June 15; announced June 23.

WSVA Harrisonburg, Va.—Shenandoah Valley Bcstg. Corp. granted change from 1 kw fulltime, directional night, to 1 kw night, 5 kw day, directional night, on present 550 kc. Granted June 17.

KYAK Yakima, Wash.—Yakima Bcstg. Corp. granted change from 250 w fulltime on 1400 kc to 500 w night, 1 kw day on 1390 kc, directional night. Granted June 17.

Applications Amended

WWPF Palatka, Fla. — Palatka Bcstg. Co. amends application, seeking change from 250 w daytime on 800 kc to 500 w fulltime on 1260 kc, directional night, to change proposed directional pattern. Filed June 24.

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Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B•T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B•T.

New 10,000 watt independent daytime opening about September 1st in southeast, needs personality hillbilly disc jockey, also good staff man able to handle news, special events. Salary depends on what manager thinks of your audition tape and background. Box 945W, B•T.

Livewire DJ who can sell own show; accent on sales; salary plus commission. 250,000 market, 1000 watt indie, N. Y. state. Box 970W, B•T.

Announcer, must have top voice; excellent delivery of commercials, for CBS station in south Atlantic state. Good possibilities for further promotion. Send tape, photo and resume. Apply Box 14X, B•T.

Experienced announcer-operator for 5 kw Georgia station. Restricted permit sufficient. Box 16X, B•T.

Exceptionally good combo man, morning or afternoon shift. Virginia ABC. Only top grade announcers need apply. $80, forty hours. Box 22X, B•T.

Announcer-musician for station in midwest. Must have AFM card. Mostly announcing short schedule. Salary $100 per week. Write fully. Box 32X, B•T.

Immediate opening for staff announcer, 1000 watt network affiliate. KBWD, Brownwood, Texas.

Immediate opening for good announcer to do radio and television work. Audition, references, picture, salary. KCSJ, Pueblo, Colorado.

Help Wanted—(Cont'd)

Announcer-engineer at KWCO, Chickasha, Oklahoma.

Young man now working, announcing, program, to train in better-paying sales field. Salary and commission. New station, progressive small market. Opportunity for excellent pay. Send full details, photo, immediately, to Station WBTN, Bennington, Vermont.

Announcer. Good voice who can also do play-by-play on football and basketball. References and tape required. WJBC, 209 E. Washington Street, Bloomington, Ill.

Experienced, stable announcer. Ability to sell on the air essential. Prefer married man with family. Leading station in southern Illinois. Send tape or disc to Manager, WMIX, Mount Vernon, Ill.

Shenandoah Valley AM-FM-TV needs men with first tickets interested in announcing, production, etc. Contact Braun, WSVA, Harrisonburg, Virginia.

Announcer-engineer needed immediately. No experience necessary. Wire or phone collect Edward Williams, Chief Engineer, WTWA, Thomson, Georgia.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Chief engineer with medium station experience. Daytime station, major northern Ohio market. Please write including background, experience, references and salary requirement. Box 909W, B•T.

AM control room operator. Start at $70 for 5 day, 40 hour week. Transfer to well established midwest VHF TV operation when opening occurs. State background. Prefer first phone. Box 980W, B•T.

Engineer with first class license to fill job of chief engineer in combo operation. No announcing. Maintenance of Gates equipment only. Here is a good job, excellent working conditions with lots of time off for outside interests. Salary $50.00 per week. Address Box 4X, B•T.

Technicians—Excellent opportunity for young technicians with first class license. No experience necessary, will train both AM and TV. Include background and present salary first letter. Box 9X, B•T.

Engineer-announcer, with ability to become chief engineer in group-owned stations. Good pay, modern equipment, excellent opportunity for advancement. Apply Box 15X, B•T.

Two first class engineers wanted for 5 kw Ohio station. One engineer immediate opening. One later in summer. Box 40X, B•T.

Opening for transmitter or control operator. No announcing. First class license. Call or wire W. H. Torrey, Chief Engineer, KGNC, Amarillo, Texas.

Technicians: Station established radio 26 years now operating TV needs first class license technician. Excellent working conditions assured. Technicians with previous TV experience will start at $79.80 for 45 hour week. Slightly less for non-TV experience. Rapid increase to top rate. Merit, pay increases. Call collect Burton or Crain. WLBC-TV, Muncie, Ind.

Northeastern Michigan directional needs engineer with first class ticket. Car necessary, send complete details first letter, WSGW, Saginaw, Michigan.

Help Wanted—(Cont'd)

Transmitter engineers, car necessary, permanent. Television construction permit. Write WTRC, Elkhart, Indiana.

Immediately — engineers for AM-TV operation. Union scale. Contact Wallace Wurz, WTVH, Peoria, Illinois.

Production-Programming, Others

Copywriter for commercial account. Immediate opening. In resume state salary and length of time necessary for change. Enclose sample of copy to Gustave Nathan, Commercial Manager, WKNB, 213 Main St., New Britain, Conn.

Farm director-announcer. New York state independent needs combination man capable of doing both jobs well. Radio school graduate with farm background may be acceptable. Box 992W, B•T.

Commercial writer with ideas that sell. Experience necessary. Leading station in fast growing southwestern market. Ideal climate. Opportunity to advance. Sell yourself in letter stating expected, etc., to Box 49X, B•T.

Copywriter for 250 Mutual affiliate in friendly city near seashore. Airmail full data, salary requirements. WHIT, New Bern, North Carolina.

Promotion and publicity director wanted for AM and TV station. Immediate opening. Give full details on experience and state salary desired. Address Mr. Peter Kenney. General Manager, WKNB AM and TV, 213 Main St., New Britain, Conn.

Television

Salesmen

Opening for experienced television sales with WJTV, Mississippi's pioneer station. Apply John Rossiter, Jackson, Mississippi.

Technical

First class engineers for TV station must have AM experience. Advise immediately qualifications, references and availability. Contact Frank Laughlin, WGEM-TV, Quincy, Illinois.

WPAG-TV has openings for two men, permanent, first phone required. WPAG, Ann Arbor, Michigan.

Production-Programming, etc.

A new TV station needs a program-production man and a sales manager right now. Wire Box 34X, B•T., if you are interested.

Situations Wanted

Managerial

General manager—thoroughly experienced. Successful. Top references. Prefers small or medium market. South or southwest. Box 957W, B•T.

Manager-salesman. Employed Washington, D. C., wishes small town operation. College graduate. Family man, age 32. Best references. Box 976W, B•T.

Presently general manager small market network station. Desire position with radio, TV station or agency in larger market. Background includes engineering, programming, announcing and sales. With present company 6 years. Box 13X, B•T.

Sober, reliable, experienced manager who can sell hardboiled clients good radio, wants to make change. Present position long time. Box 24X, B•T.

Looking for me? Major TV network (New York City) experience—programming, production, promotions, studio management. No locational preference. Reply Box 31X, B•T.

Salesmen

Experienced salesman and promotion. Employed. Looking for something permanent. References. Can show results. Young, family man, civic-minded. Small medium market only. Would make good assistant manager. Prefer Florida. Give full details, please. Box 974W, B•T.

Announcers

Good, deep voice. Radio announcing school and 20 months' experience. Desire announcing position near Minneapolis. Box 748W, B•T.

Versatile announcer, know control board, TV programming, can write copy. Box 940W, B•T.

Situations Wanted—(Cont'd.)

Top newscaster, directing city news department. Big market. Minimum $5,200. Box 990W, B•T.

6 years staff announcing, news, sports, programming. References. Prefer work Texas, Louisiana, Oklahoma. Minimum $80, 40 hours. Available August 1st. Box 993W, B•T.

Top DJ, now on 50,000 watter in large metropolitan area, desires DJ or staff work on radio or television station. 12 years experience. 31 years old. Family man. Will consider any large market. Want to settle permanently in right location. 11 years in present job. Sincere, good appearance, reliable. Best references. Box 997W, B•T.

Announcer—Thoroughly trained. Good voice, deejay, ad-lib. Strong on commercials, newscasting, can write, know board, television experience. Tape available. Box 1X, B•T.

Commercial manager—Experienced as time salesman since 1947 with rep and station outstanding sales record. Box 7X, B•T.

Announcer-DJ, experienced, good voice, strong, all types music, especially jazz. Good news and commercial. Operate board, single, veteran, 26, Box 8X, B•T.

Topnotch morning man—proven success 12 years. Minimum $100. No southern stations. Box 10X, B•T.

Versatile duo! Fresh original approach. Strong sports, news, DJ, control board. Married, steady, draft exempt. Photo-tape on request. Box 21X, B•T.

Announcer-engineer. Desires change, 6 years experience all phases, veteran, wants fair deal with future. Will relocate, no south. Box 26X, B•T.

Night disc jockey is also experienced staff announcer. Box 28X, B•T.

Announcer, single, draft exempt, reliable, ambitious young man seeks permanent staff connection. News, sports and DJ . . . specialty—experience light. Good potential. References, tape. Box 29X, B•T.

Announcer, versatile. Single. News and disc jockey. Free to travel. Disc available. Box 30X, B•T.

Young, personable announcer. A natural for your radio or TV station. Pleasant voice, excellent on commercials. Good pitchman. Enjoy late hour DJ work. Single, draft exempt and rarin' to go. Box 33X, B•T.

Announcer. Cooperative individualist seeks remunerative challenge. Draft exempt veteran. Eastern experience, amenable relocation. French and Russian spoken. Speech major. Married, age 23. Resume, audition available. Box 35X, B•T.

Radio and TV announcer, newly married, desires permanent, worthwhile position. Versatile. Four years experience. Good news and commercial delivery. Prefer midwest — treated right . . . anywhere. Box 36X, B•T.

Announcer—family man, 6 years. Experienced. Photo, tape, resume available. Box 41X, B•T.

Single, sober, 28, five years experience. Former PD. Prefer sports. Strong on all play-by-play. Prefer west coast, but will travel. Tape and references on request. Box 47X, B•T.

Announcer - control board operator. Looking sound future—smaller community. Staff connection—strong on news and commercials. Single, mature, reliable. Available now. References, tape, resume. James P. Dolan. 260 North Main Street, Ansonia, Connecticut.

Clear, mature, selling voice. Three years university, one year commercial experience, including net. Prefer staff announcing, midwest. Single, 31. Charles May, 4001 Bell, Kansas City, Missouri, Valentine 6755.

To manager one of country's better stations, 5 kw up, TV future, or straight TV, 3 or more station market seeking announcer for highly qualified stable staff demanding ability, several years varied experience, versatility, appearance, complete dependability, long term association. Exempt, settle anywhere, best references. Start $75 forty hours. Harvey Murphey, 523 Elm Tree Lane Lexington, Kentucky.

Announcer—news, commercials, control board. Light experience, single, sober, reliable, strong musical background. References, tape, resume —available, free to travel. Austin Schneider, 25 Warren Street, Bloomfield, N. J.

Technical

Dependable engineering staff, five men. Present 10 kw directional ceases operation August 1st due to merger. This harmonious group desires employment construction or operation of TV or AM station. Experienced in all phases of AM construction as well as operation and maintenance of directional systems. Excellent references. Permanent position desired. Box 5X, B•T.

Situations Wanted—(Cont'd.)

Former chief engineer of 235,000 watt television station desires position as studio supervisor or technical director in east. First phone, married veteran. Box 20X, B•T.

Engineer available two weeks notice. Ex-Signal Corps, age 49. Car. Long experience in radio, twelve years overall broadcast Washington and south, AM, FM, directional, important remotes, recording and control. Box 48X, B•T.

Experienced. Five years with present employer 10 kw network directional in major market as assistant chief and maintenance engineer. Solid knowledge of radio. Desire position of responsibility. Salary $4500. Age 31. Please write Joseph Doak, Glenmont, N. Y.

Position wanted with station having TV permit. One year experience radio as transmitter engineer and control room work. Veteran. Available immediately. Raoul Kunstadt, 34-31 72nd Street, Jackson Heights 72, New York.

Production-Programming, Others

Need a continuity writer? Here's a man, trained, experienced and employed. Weekly minimum, $125. Box 996W, B•T.

Guarantee highest possible results from programming; originality, not imitation. Experienced writing, producing, directing, announcing. Box 12X, B•T.

Experienced writer, reporter, salesman. Handles traffic, copy, programming, production, promotion. Also, good announcer. Radio, TV or agency. Box 37X, B•T.

Writer-announcer, presently employed . . . seeking better opportunity. Single, excellent references. Box 44X, B•T.

Florida stations note—Dynamic female, six years TV and radio experience Washington, D. C., desires Florida affiliation. Salary secondary. Box 46X, B•T.

Senior H.S. student with expert knowledge of records, desires position with radio station or record company in any capacity (record library, etc.) N.Y.C. metropolitan area, or nearby N. J. Please write Bernard Einbond, 601 West 184 Street, New York 33, N. Y.

Television

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 793W, B•T.

Commercial or local sales manager. Experienced all phases TV-AM operations. Excellent record. Presently employed similar capacity. Box 931W, B•T.

Calling all Florida stations! Ambitious young family man wishes to return home. Desires station or agency sales and/or programming position. 3 years TV programming—sales coordination. 2½ years radio sales—programming. For details, Box 18X, B•T.

Announcers

Television director or announcer, 10 years radio, film, dramatic experience, B.A. Degree, including TV production course. Box 998W, B•T.

Production-Programming, Others

Experienced television production worker available August 1st. Ten years radio background. Excellent training, business, character references. Consider radio job with TV future. Box 946W, B•T.

TV continuity director, plus announcing. Midwest only. Thoroughly experienced, 4 years TV, 7 radio. Married. Presently employed TV. Copy samples. Box 11X, B•T.

TV program directors—need a top "on camera" newsman? 13 years radio, 2 years TV. Write or wire best offer Box 17X, B•T.

Woman TV producer of news features, now in New York with major network, wants locate southern California. College, member AFRA. Eight years commercial, continuity, publicity writing. Box 50X, B•T.

For Sale

Stations

Southwest—indie. 250 watt. Well accepted. Only $10,000 down. Box 991W, B•T.

For Sale—(Cont'd.)

I am offering for sale half interest in a 250 watt network station in non-TV area. Station grossed over $100,000 in 1952 and netted an income of $24,500. Due to other radio interest cannot devote any time to this particular property. Only persons financially qualfied will be interview in this matter. Box 994W, B•T.

Equipment, etc.

Building TV? 28-20 foot sections Andrew No. 453 transmission line 6⅛" 51.5 ohms. New in storage—never used. Big saving possible. Make offer. Box 934W, B•T.

Antenna feed (RCA #M1-26186) for 4 foot reflector. Priced to sell $130 each. Box 42X, B•T.

Paraboloid, 4 foot reflector with 14½" focal length, holes drilled for use with RCA 7000 MC/S equipment $155 each. Box 43X, B•T.

Presto dual disc recorder all 3 speeds crated FOB Jacksonville, Florida. $500. P. O. Box 4554.

Presto recorder in leather case—type MLC16. 16 inch; serial No. M299, with 24 sonic aluminum discs. Good condition. All for $100. Norman Loose, Manager, KAVE, Carlsbad, New Mexico.

RCA 76 B console with power supply $949.50 plus shipping. KCBQ, P. O. Box 1629, San Diego, California.

5 kw AM transmitter RCA type BTA-5F and seven 229 ft. self-supp. Blaw-Knox towers, insulated, marked for erection. Write John M. Sherman, WCCO-TV, Minneapolis, Minn.

RCA ML 6206 mike and stand. $36. RCA M1-11056 boom, $110.50. RCA M1-4090A stand, $32. RCA M1-4027H mike, $206. Truscon 176' self-supporting tower, excellent, $2000 (loaded). GE two-bay FM antenna $410 (crated). Shure 51 mike. $36. Electro-Voice mike and stand, $34.75. GE 109 photo relay, $74.50. Westinghouse RQ photo relay, $74.50. Graphic System traffic board, $24. Raytheon RT1000 antenna coupler, $100. Radio Music Corporation arm and filter, $30. WFAH, Alliance, Ohio.

REL 603 two channel console complete with all amplifiers and power supplies. Used 15 months. $550 FOB Boston. WGBH, Symphony Hall, Boston 15, Massachusetts.

Wanted to Buy

Stations

Qualified party wishes to buy 250-1000 watt full-time station in mid-Atlantic coastal state. Please send complete details to Box 19X, B•T.

Will buy a radio station, but the price must be fair, preferably in the east. Box 25X, B•T.

250 to 1000 watt station in the south. Able to operate. Box 27X, B•T.

Equipment, etc.

REL type 670, 646 or 722 FM monitor receivers. Box 2X, B•T.

Used equipment, 10 kw transmitter including tower, master control and turntables. Will pay cash. Write P.O. Box 43, Guatemala City, Central America.

RCA 70-C vertical lateral turntable. Also RCA BA-2C booster amplifier. KFRO, Longview, Texas.

Small console or consolette with or without one or two turntables. Send complete details to KTBB, Tyler, Texas.

Wanted, prompt purchase, complete studio console plus four-position remote amplifier. Advise Avery Elkins, 1733 Broadway, New York 19, New York.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Tex., phone 3-3901.

FCC license in a hurry. Correspondence and residence courses. Many successful graduates Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, Calif.

Continued on next page

Help Wanted

Television

TV Positions Available This Fall

UNIVERSITY OF MISSOURI

Operating Engineers, studio and transmitter—write Chief Engineer.

Continuity Director-Writer; Announcer; Commercial Artist; Cameraman; Film Editor; Traffic Manager—write Program Director.

Mail complete details to:

KOMU-TV Commercial Television Station Of the University of Missouri

507 Hitt Street Columbia, Missouri

Salesmen

WANTED:

Topnotch TV Salesman for Topnotch TV Station in Rich Market

WFMY-TV, Greensboro, N. C., wants to hire a man of high caliber, excellent sales record, good character, keen judgment and pleasant personality to represent station as account executive. Will pay substantial base salary plus good commission. Send detailed information about background and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

Announcers

UNUSUAL SPORTS ANNOUNCER WANTED

Midwest TV station wants man to handle programs of participator sports, such as hunting, fishing, golf, etc. Experience in these activities required. Send background reference, picture to BOX 6X, B•T.

Situations Wanted

Managerial

Profit Minded Station Manager Available

Presently manager of network AM station in major market. Fifteen years of radio administrative sales and promotion experience have proven profit making ability. Now want to direct major market radio or TV station with definite stock participation based on results. Prefer to remain in East.

Box 39X, B•T

Situations Wanted—(Cont'd)

Announcers

ADD A DISTINGUISHED NEWSCASTER . . . to your Radio-TV staff. If *you* and the *sponsors* are tired of ordinary newscasts delivered on-the-run by bored, uninspired announcers, here's your chance to get a man with an *outstanding* background, professionally, commercially—and Hooperwise. Writes own stuff and airs it in an excellent voice, friendly, yet authoritative and colorful. Former newspaperman. *Box 38X, B•T*

Technical

CHIEF ENGINEER

AM or TV chief's opportunity desired by reserve officer being released from active duty in Germany, July 1.

Well qualified to asset your station with background in TV and broadcast engineering. All phases TV including color, European applications, kinescope recording, staff management and program production; radar indicator and video development and manufacture; teletype, radio-teletype, carrier, VHF, UHF, Radio CW, radio-telephone and telephone communications. Hold FCC first class radiotelephone operator's license.

Past experience with General Electric designing, supervising manufacture video equipment with radio and TV applications. Motion picture recording and sound with ABC including development of quality control procedures. While working for B. S. Degree in Electrical Engineering, on G.I. Bill, University of Nebraska, built and supervised operation of radio studios.

Studio and transmitter engineer, prior to World War II duty, at 50 kw and 250 watt radio station, as well as aiding in construction of 50 kw international broadcasting transmitter for Crosley Corporation.

Opportunity prime requisite; salary secondary. 29, family man.

Box 45X, B. T.

Production, Programming, Others

RUDY BRETZ
VISITING CONSULTANT
TV STAFF TRAINING (Basic or advanced)
PROGRAMMING, PRODUCTION, OPERATIONS
Directing, Camerawork, Film, Lighting, Artwork, etc.
TV Production Specialist for 14 Years
Brochure sent on request **Croton on Hudson New York**

Wanted to Buy

Equipment, etc.

WANTED - - - *PROGAR*

Langevin type 119-A Progar amplifier.

State condition and price.

Box 995W B•T.

FOR THE RECORD

WWPA Williamsport, Pa.—Williamsport Radio Bcstg. Assocs. Inc. amends application, seeking change of facilities from 250 w on 1340 kc to 5 kw on 1330 kc directional and change trans. site to N. White Deer Ridge on State Hwy. 554, 0.75 mi. S of Williamsport, to reduce night power to 1 kw. Filed June 24.

Station Deleted

WREX Duluth, Minn.—Lake Superior Bcstg. Co. Granted request to cancel license and dismiss application for renewal of license; delete call letters WREX. Station was assigned 10 kw day, 5 kw night on 1080 kc, directional. Deleted June 9; announced June 16.

Existing FM Stations . . .

Actions by FCC

WAPF-FM McComb, Miss. — Southwestern Bcstg. Co. of Mississippi granted modification of CP to change transmitter location and change antenna height above average terrain from 180 ft. to 155 ft. Decision June 15; announced June 23.

KCMO-FM Kansas City, Mo.—KCMO Bcstg. Co. granted permit to change ERP from 56 kw to 50 kw and change antenna height above average terrain from 390 ft. to 760 ft. Granted June 17.

Application

KUTF (FM) Salt Lake City—Frank C. Carman, David G. Smith, Grant R. Wrathall and Edna O. McCrea-partnership d/b as Utah Bcstg. & TV Co. requests new CP to replace CP for new FM station which expired April 20, 1953. Filed June 24.

Station Deleted

WCVS-FM Springfield, Ill.—WCBS Inc. Granted request to cancel license and delete FM station on Class B Ch. 275. Deleted June 17; announced June 23.

Ownership Changes . . .

Decisions by FCC

KFVD Los Angeles, Calif.—Standard Bcstg. Co. Granted assignment of license to new partnership, deleting William M. Burke, deceased, and adding several minors of Burke family. Transfer accomplished as gifts. Granted June 17.

KIBE Palo Alto, Calif.—J. B. Rhodes. Granted assignment of license and CP to Sundial Bcstg. Corp., operator of KDFC (FM) San Francisco. Consideration $60,000. Granted June 17.

KGHL Billings, Mont.—Northwestern Auto Supply Co. granted modification of license to change name to Northwestern Industries Inc. Decision June 15; announced June 23.

WBAX Wilkes-Barre, Pa.—John W. Stenger Jr. Granted assignment of license to Anne Stenger, executor of estate of John W. Stenger Jr., deceased. Granted June 23.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Miscellaneous

For the best in Complete Erection of Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

KRUN Ballinger, Tex.—Runnels County Bcstrs. Granted assignment of license to new partnership of present part owners Walter G. Russell, M. M. Rochester and J. W. Youngblood. They acquire 30% interest of D. P. Pinkston and assume latter's share of station's obligations totaling $21,000. Trio also assumes Mr. Pinkston's debt of $3,360 to Mr. Russell. Granted June 18; announced June 23.

WDSM Superior, Wis.—Lake Superior Bcstg. Co. Granted modification of license to change name to WDSM Inc. Decision June 19; announced June 23.

Applications

WRAG Carrollton, Ala.—Roth E. Hook and William E. Farrar request assignment of license to new corporation, Pickens County Bcstg. Co. There is no change in ownership as assignment is merely to transfer the operation to a corporation. Filed June 8.

KDAS Malvern, Ark.—Malvern Bcstg. Co.. David M. Segal, Edward M. Guss, Leslie Eugene Abrahamson and Ernest W. Hackworth, owners of 80% of stock, request transfer of control to Thomas F. Alford (100%) for $24,998.40. Mr. Alford is vice president of KDAS and manager of KTFS Texarkana, Tex. Filed May 29.

KMLB and KMFM (FM) Monroe, La.—Liners Bcstg. Station Inc. Requests transfer of control to Melba Liner Gaston, individually and as administrator of estate of J. C. Liner Sr., deceased. Filed June 11.

KABQ Albuquerque, N.M.—KVER Bcstg. Co. Requests modification of license to change name to KABQ Bcstg. Co. Filed June 24.

WETB Johnson City, Tenn.—East Tennessee Bcstg Co. Requests assignment of license to Press Inc. and to liquidate East Tennessee Bcstg. Co., the wholly owned subsidiary of Press Inc. Filed May 27.

KFDA-AM-TV Amarillo, Tex.—Amarillo Bcstg. Co. Requests transfer of 25% interest of Gene L. Cagle, 50% owner, to a trust for the benefit of his daughter, Carol Cagle. Filed June 15.

WCAV Norfolk, Va.—Cavalier Bcstg. Co. Requests assignment of license to Larus & Brother Co. for $125,000. Purpose of assignee is to increase service to tidewater area of Virginia, heretofore rendered by WRVA Richmond, CBS affiliate, but expected to be decreased by affiliation of WTAR Norfolk with CBS as its tidewater outlet effective September 27. Attempts are being made to obtain for WCAV affiliation with NBC to replace the NBC service to be relinquished by WTAR when it becomes a CBS affiliate. Larus & Brother Co. is owner of WRVA and WRVB (FM) Richmond, and WRVC (FM) Norfolk. Filed June 4.

WHTN-AM-FM Huntington, W. Va.—General Huntington Radio Corp. Requests transfer of control to Greater Huntington Theatre Corp. as a dividend in kind. Effect is to eliminate Biggs-Long Realty Corp. from chain of ownership. Filed June 15.

Hearing Cases . . .

Final Decisions

Sparta, Ill.—New AM, 1230 kc. FCC announced decision to grant application of Hirsch Communication Engineering Corp. for permit for new AM station on 1230 kc with 250 w unlimited and denying application of Hawthorn Bcstg. Co. seeking same facilities in St. Louis. Final decision June 17; announced June 19.

Worcester, Mass.—New TV, uhf Ch. 14. FCC announced order making effective immediately an initial decision to grant application of Salisbury Bcstg. Corp. for new TV station on Ch. 14 with ERP of 200 kw visual and 106 kw aural and antenna height above average terrain 812 ft. Order June 17; announced June 18.

WELS Kinston, N.C.—Farmers Bcstg Service Inc. FCC announced decision granting application for renewal of license. Final decision June 17; announced June 22.

Brownwood, Tex.—New AM, 1240 kc. FCC announced decision granting application of Lyman C. Brown tr/as Lyman Brown Enterprises for permit for new AM station on 1240 kc with 100 w unlimited. Final decision June 17; announced June 19.

Initial Decisions

Denver, Colo.—New TV, vhf Ch. 4. Examiner James D. Cunningham issued initial decision looking toward grant of application of Metropolitan TV Co. (KOA) for permit for new TV station on Ch. 4 with ERP 25 kw visual and 15 kw aural and antenna height above average terrain 323 ft.; subject to condition that within 30 days from final decision Metropolitan must furnish concrete proof of the removal of all presently existing conditions under which NBC has an ownership interest and controlling status therein. Examiner would deny competitive application of KMYR Bcstg. Co. (KMYR) seeking same channel. Initial decision June 18.

Trenton, N.J.—New TV, uhf Ch. 41. Examiner Hugh B. Hutchison issued initial decision looking toward grant of the application of Peoples Bcstg. Corp. (WTTM) for new TV station on Ch. 41 with ERP of 18.45 kw visual and 9.23 kw aural and antenna height above average terrain 385 ft. Initial decision June 22.

Portland, Ore.—New TV, vhf Ch. 6. Examiner Elizabeth C. Smith issued initial decision looking toward grant of application of Mt. Hood Radio & TV Bcstg. Corp. (KOIN) for new TV station on Ch. 6 with ERP of 100 kw visual and 50 kw aural and antenna height above average terrain 1,530 ft. Examiner would deny competitive application of Pioneer Bcstrs. Inc. (KGW), whose owners acquire option for 50% interest in new Ch. 6 prospective grantee. Initial decision June 18.

Harrisburg, Pa.—New TV, uhf Ch. 27. Examiner William G. Butts issued initial decision looking toward grant of application of Rossmoyne Corp. (WCMB LeMoyne) for new TV station on Ch. 27 with ERP of 98.9 kw visual and 49.5 kw aural and antenna height above average terrain 784 ft. Examiner would deny competitive application of Kendrick Bcstg. Co. (WHGB). Initial decision June 15.

Vancouver, Wash.—New TV, uhf Ch. 21. Examiner Elizabeth C. Smith issued initial decision looking toward grant of the application of Vancouver Radio Corp. (KVAN) for new TV station on Ch. 21 with ERP of 107 kw visual and 62 kw aural and antenna height above average terrain of 1,014 ft. Examiner would deny competitive application of Mt. Scott Telecasters Inc. (KGON Oregon City) for same channel in Portland, Ore. Initial decision June 18.

Other Actions

KRLW Walnut Ridge, Ark.; Tri-State Bcstg. Co., Memphis, Tenn., and Southern Bcstg. Service, Memphis, Tenn.—Designated for consolidated hearing applications of Tri-State and Southern Bcstg. for new AM stations on 730 kc with 250 w daytime, and application of KRLW to change from 1 kw daytime on 1320 kc to 1 kw daytime on 730 kc. Made KWRE Warrenton, Mo., party to proceeding. Decision June 17.

WBBM-TV Chicago, Ill.—FCC by memorandum opinion and order granted special temporary authorization to CBS to operate WBBM-TV on vhf Ch. 2 with transmitter output power of 5 kw visual and 3 kw aural and antenna 650 ft. above average terrain. STA is effective pending (a) final court action in proceeding involving CBS and Zenith Radio Corp. competition for Ch. 2, or (b) award of a license to operate on that channel after comparative hearing between CBS and Zenith. STA is subject to further condition that, if comparative hearing is held, neither party shall urge and the Commission shall not consider it pertinent to controversy the fact that any party may have made expenditures of any sort pursuant to or in consequence of this STA. FCC denied application of Zenith for an STA and its alternate request for joint operation or trustee operation. Comr. E. M. Webster concurred; Comr. Frieda B. Hennock dissented. Order June 23.

Baton Rouge, La.—New TV, vhf Ch. 2. FCC designated for hearing in Washington on July 17 competitive applications of Louisiana TV Bcstg. Corp. and Southern TV Co. of Baton Rouge Inc. Order June 18.

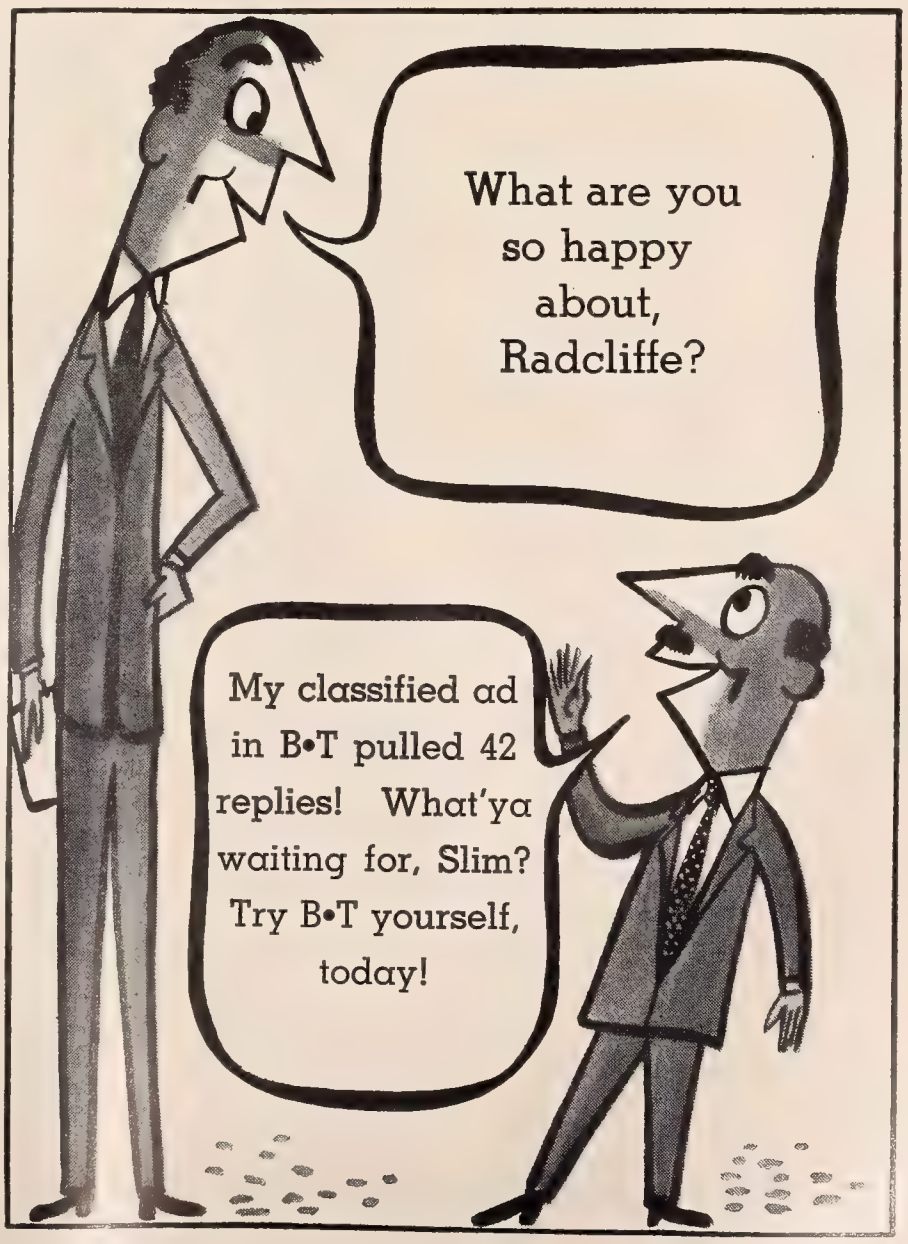
Grand Rapids, Mich.—New TV, uhf Ch. 23. FCC designated for hearing competitive applications of Music Bcstg. Co. (WGRD) and W. S. Butterfield Theatres Inc.

Trenton, N.J.—New TV, uhf Ch. 41. Motions Comr. Robert T. Bartley granted petition of Morrisville Bcstg. Co. (WBUD) to dismiss without prejudice its application for new TV station on Ch. 41 and ordered that application of Peoples Bcstg. Corp. (WTTM) for Ch. 41 be retained in hearing status. Decision June 16; announced June 17.

Akron, Ohio—New TV, uhf Ch. 61. In separate actions, Motions Comr. Robert T. Bartley granted petitions of Matta Enterprises and Allen T. Simmons (WADC) to dismiss their applications for new TV stations on Ch. 61. No other application pends for this channel. Decisions June 23; announced June 24.

Portland, Ore.—New TV, vhf Ch. 8. FCC announced order denying petition of Cascade TV Co. for review of examiner's ruling of June 18 which denied petitioner's motion for postponement of further hearing set June 22; on its own motion, FCC continued proceeding to July 6 insofar as presentation of Cascade case is concerned. Decision June 22.

Allentown, Pa.—New TV, uhf Ch. 39. Motions Comr. Robert T. Bartley granted petition of B. Bryan Musselman et al (WSAN) for dismissal without prejudice of his application for new TV



Station ... uhf Ch. 39 and retained in hearing status competitive application of Queen City TV Co. Decision June 23; announced June 24.

TV Allocation—FCC finalized proposed rule making to add uhf Ch. 70 to Bowling Green, Ohio, reserved for noncommercial, educational use, to be effective 30 days after publication in *Federal Register*. Order June 17.

TV Allocation—FCC finalized proposed rule making to add uhf Ch. 55 to Porterville, Calif., for commercial use, to be effective 30 days after publication in *Federal Register*. Order June 17.

Opinions and Orders . . .

Decisions by FCC

Columbus, Miss.—New AM, 1540 kc. FCC announced memorandum opinion and order dismissing protest of KXEL Waterloo, Iowa, directed against May 6 grant of new AM station to J. W. Furr at Columbus on 1540 kc with 10 kw daytime. Denied KXEL's further request that grant be set aside. Order June 19; announced June 22.

FM Allocation Plan—FCC adopted order to delete Class B Ch. 247 from Knoxville, Tenn., and to add Class B Ch. 246 to Crossville, Tenn., effective immediately. On May 20, FCC granted new FM station on Ch. 246 at Lenoir, Tenn., to WLIL there, conditioned upon allocation change. Order June 17.

New Petitions . . .

June 15

TV Allocation—Iowa Joint Committee on Educational Television submitted report of year's activity and commended FCC for reserving channels until local plans can be put into effect. Appropriation from 1955 legislature is predicted.

June 17

KXLY-TV Spokane, Wash.—Petitions for acceptance and grant of application for modification of permit for new TV station on vhf Ch. 4 to boost ERP to 146 kw visual, greater than 100 kw maximum allowed by FCC rules. Cites area characteristics and sparse outlying population as reasons for grant, explaining surrounding mountains would prevent interference to other stations. KXLY-TV has transmitter site atop 6,000 ft. Mt. Spokane, urges use of site to fullest by means of greater power.

Youngstown, Ohio—New TV, uhf Ch. 21. Polan Industries, grantee and applicant for modification of permit to extend completion date (BMPCT-1075, 1133), files further reply to Valley TV Co.'s petition to dismiss the Polan applications. Polan charges certain interpretations purported by Valley TV to pleadings in case are "entirely unwarranted."

Joliet, Ill.—New TV, uhf Ch. 48. Sanders Bros. (Docket 10532) and Joliet TV Inc. (Docket 10533). Chief of FCC Broadcast Bureau petitions for deletion of issue No. 4 re effect of proposed Joliet TV Inc. station on WJOL there.

Sacramento, Calif.—New TV, uhf Ch. 46. John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Chief of FCC Broadcast Bureau states he will not file exceptions to examiner's initial decision to grant Poole and dismiss Gross application.

TV Allocations—Lawrence A. Harvey asks allocation of uhf Ch. 30 to Washington, D. C. Would affect no other city.

Pontiac, Mich.—New AM, 1460 kc. James Gerity Jr. (Docket 10346) opposes petition of Chief Pontiac Bcstg. Co. for reconsideration of FCC action granting permit to Gerity without hearing. Gerity and WKMF Flint, Mich., file joint petition in which WKMF withdraws portion of earlier protest under Sec. 405 of Communications Act, retaining portion of protest under Sec. 309(c), and Gerity consents to WKMF's petition insofar as it constitutes a protest under Sec. 309(c). Gerity consents to postponement of effective date of his grant and both parties waive right to expedited hearing, asking for delay of hearing until conferences on working out interference problems can be concluded. On June 22, Chief Pontiac filed reply to Gerity.

Lebanon, Pa.—New TV, uhf Ch. 15. Lebanon TV Corp. petitions that initial decision to grant its application be made effective immediately. Chief of FCC Broadcast Bureau stated he would not file exceptions.

Portland, Ore.—New TV, vhf Ch. 8. Westinghouse Radio Stations Inc. (KEX) (Docket 9138); Portland TV Inc. (Docket 10245), Cascade TV Co. (Docket 10324) and North Pacific TV Inc. (Docket 10319). Westinghouse opposes petition of Cascade asking reconsideration of FCC order of June 4 denying amendment of Cascade's application. Westinghouse on June 19 also filed opposition to Cascade's appeal for review of examiner's ruling denying request that hearing set June 22 be postponed to date about two weeks subsequent to action by the Commission on Cascade's petition for reconsideration of amendment denial.

June 18

KGBS Harlingen, Tex.—Change from 250 w on 1240 kc to 5 kw directional on 850 kc (Docket 8836). Petitions to dismiss six-year-old application to change facilities since licensee, Harbenito Bcstg. Co., has purchased KSOX there from Roy Hofheinz, subject to FCC approval, and will surrender KGBS license. KSOX is on 1530 kc with 50 kw day, 10 kw night directional.

Waterloo, Iowa—New TV, uhf Ch. 16. L. E. Kelly and Charles H. Gurney. Black Hawk Bcstg. Co., vhf Ch. 7 applicant, files supplement to its June 12 reply which answered statements made by Kelly in June 2 petition asking for conditional grant and attacking Gurney bid.

WWBZ Vineland, N. J. — License renewal (Docket 10033). Chief of FCC Broadcast Bureau opposes petition of WWBZ for reconsideration and grant without hearing.

June 19

TV Allocation—Polan Industries replies to oppositions and counter-proposals to proposed allocation of vhf Ch. 5 to Glenville, W. Va., requested by Polan [B•T, June 22]. West Virginia Research Center June 22 supplemented earlier opposition to proposal and reaffirmed request that Ch. 5 be reserved for educational use at Weston.

TV Allocation—Metropolitan Telecasting Co., prospective applicant, asks allocation of uhf Ch. 24 there through three plans affecting allocation of uhf channels at Cairo, Ill.; Fulton, Poplar Bluff and Moberly, Mo.

TV Allocation—Alabama Polytechnic Institute asks continued reservation of educational channels in that state and recites intention to join state-wide efforts for joint use of facilities.

San Juan, P. R.—New TV, vhf Ch. 4. Jose Ramon Quinones (WAPA) (Docket 10436) and American Colonial Bcstg. Corp. (WKVM) (Docket 10436). Quinones replies to letter of American Colonial requesting that its petition for review of the FCC order denying amendment of its application be retained by the Commission and that preliminary ruling be made by the hearing examiner.

Eugene, Ore.—New TV, vhf Ch. 13. Eugene TV Inc., grantee, requests dismissal or denial of protest to Ch. 13 grant filed by W. Gordon Allen, permittee of uhf Ch. 20 KTVF (TV) there. KUGN Eugene and KIHR Hood River, Ore., on June 22 filed opposition to Allen's petition that their transfer applications be set for hearing in associated proceeding.

Knoxville, Tenn.—New TV, vhf Ch. 10. Scripps-Howard Radio Inc. (WNOX), (Docket 10512), Radio Station WBIR Inc. (WBIR) (Docket 10513) and Tennessee TV Inc. (Docket 10514). WBIR petitions to make corrective amendment to application.

June 22

Elyria-Lorain, Ohio—New TV, uhf Ch. 31. Lorain Journal Co., Lorain (Docket 10525); Elyria-Lorain Bcstg. Co. (WEOL), Elyria (Docket 10526). Elyria-Lorain Bcstg. petitions to amend its application to show new site and confirm financial data in application.

Allentown, Pa.—New TV, uhf Ch. 67. Penn-Allen Bcstg. Co. (WFMZ-FM) (Docket 9045) and Allentown TV Corp. (WROL) (Docket 10495). Penn-Allen petitions to amend application to bring it up to date and make minor corrections.

KOB Albuquerque, N. M.—Extension of SSA for 770 kc (Docket 10336). Pierson & Ball, counsel for KOB, corrects pleading made in behalf of KOB to remove certain unapproved characterizations made with respect to management and controlling stockholders of American Broadcasting-Paramount Theatres and substituted new paragraph therefor. Pleading was filed in reply to exceptions of AB-PT to initial decision on SSA extension.

Evansville, Ind.—New TV, vhf Ch. 7. South Central Bcstg. Corp. (WIKY) (Docket 10461); Evansville TV Inc. (Docket 10462), On the Air Inc. (WGBF) (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464). Chief of FCC Broadcast Bureau petitions for review of examiner's ruling as to course and procedures of comparative hearing. Appeal also filed by WFBM Inc.

KWTO Springfield, Mo.—Applicant to increase night power from 1 kw to 5 kw; presently operating on 560 kc with 5 kw day, 1 kw night, directional night (Docket 8380). KWTO replies to proposed findings submitted by Chief of FCC Broadcast Bureau, KFDM Beaumont, KLZ Denver and WIND Chicago. KWTO agrees with findings of FCC Broadcast Bureau chief, differs with those of KFDM and KLZ.

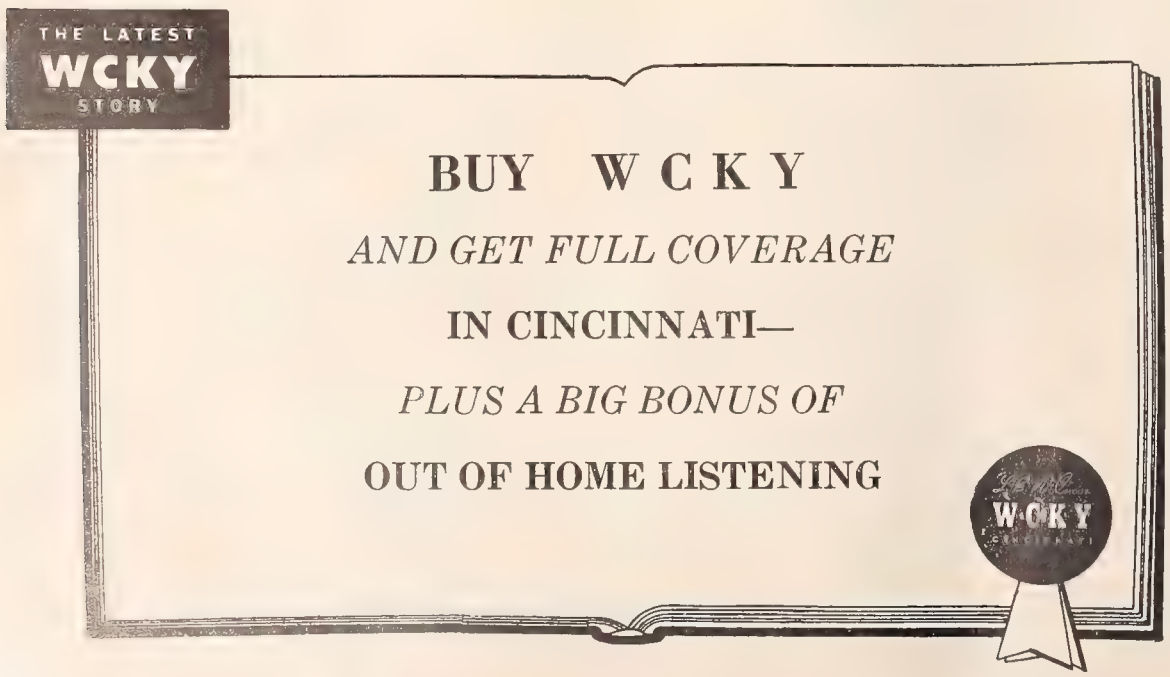
Spokane, Wash.—New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423). Wasmer petitions for reconsideration of order of June 4 granting petition of TV Spokane to delete Issue No. 1 respecting its financial qualifications.

WDZ Decatur, Ill.—WHKC Columbus, Ohio, opposes petition of WDZ for reconsideration of decision which denied application for change from 1 kw daytime on 1050 kc to 1 kw unlimited on 610 kc (Docket 9548). On June 23, WDAF Kansas City filed similar opposition.

June 23

Amendment of AM Standards to Delete Provisions Respecting Skywave Measurements (Docket 10492)—Assn. of Federal Communications Consulting Engineers files comments stating it is opposed to rules prohibiting introduction of any relevant engineering facts in case by case consideration. Asks for consolidation of proceeding with others affecting amendment of AM standards for joint consideration.

Savannah, Ga.—New TV, vhf Ch. 3. WSAV Inc. (WSAV) (Docket 10517) and WJIV Inc. (Docket 10518). WSAV Inc. opposes petition of WJIV Inc. requesting deletion of issue relating to its financial qualifications.



Routine Roundup . . .

June 18 Decisions

Color Test Authorized

Commission waived rules to permit testing non-standard color television signals, in accordance with National Television System Committee specifications, over facilities of National Broadcasting Company network during regular broadcast day, starting immediately and ending July 31, 1953. Operation is limited to noncommercial sustaining programs. Besides testing feasibility of networking TV color signals under NTSC specifications, NBC proposes to obtain reaction of non-technical viewing audience to reception in monochrome (black and white) on ordinary TV sets. This authorization should not be construed as indicating Commission approval of any new color system involved in these tests.

June 19 Applications

ACCEPTED FOR FILING

Modification of CP

WEZB Homewood, Ala., Emory M. McElroy and Dorsey E. Newman d/b as Voice of Homewood—Mod. CP (BP-7985) which authorized new AM for extension of completion date. (BMP-6234).

License to Cover CP

WLVA-TV Lynchburg, Va., Lynchburg Bcstg. Corp.—License to cover CP (BPCT-715) which authorized new comm. TV. (BLCT-136).

License Amended

Knight-Cutler System, Madison, Ind.—CP for new AM to be operated on 1440 kc, 500 w, D only, using DA, amended to change name to Frances Knight (Breckenridge) and Charles N. Cutler d/b as Knight-Cutler System (BP-8835 amended).

Remote Control

Following stations request remote control operation of trans.

KVMA Magnolia, Ark., Magnolia Bcstg. Co. (BRC-92); WTBO Cumberland, Md., Maryland Radio Corp. (BRC-89); WKOX Framingham, Mass., WKOX Inc. (BRC-90); KCLE Cleburne, Tex., Marti Inc. (BRC-94); WEPM Martinsburg, W. Va., C. M. Zinn and C. Leslie Golliday d/b as Martinsburg Bcstg. Co. (BRC-91); WOMT Manitowoc, Wis., Francis M. Kadow (BRC-93).

Renewal of License

KDSX Denison, Tex., Radio Station KDSX (BR-2160); **KVSP Lubbock, Tex.,** R. Briggs Irvin, Rolan C. Simpson, J. C. Sanders, James G. Jarrett, Wayne D. Tibbs Jr. d/b as Hub Bcstg. Co. (BR-2782); **WATW Ashland, Wis.,** Upper Michigan-Wisconsin Bcstg. Co. (BR-1058).

APPLICATIONS RETURNED

Assignment of License

KIHR Hood River, Ore., C. H. Fisher and C. O. Fisher d/b as Oregon-Washington Bcstrs.—Voluntary assignment of license to C. H. Fisher, tr/as Oregon-Washington Bcstrs.

Transfer of Control

WELP Easley, S. C., Pickens County Bcstg. Co.—Voluntary transfer of control of licensee corp. from J. Lade Williams through sale of 72 shares of stock to Frances M. Brazzell.

Remote Control

Requests for remote control operation of trans. returned to:

KUDL Kansas City, Mo., David M. Segal; WFTC Kinston, N. C., Kinston Bcstg. Co.

June 22 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Chief, Broadcast Bureau—Granted petition for extension of time to June 22, 1953, to file appeal to examiner's order in Evansville, Ind., Ch. 7 proceedings (Dockets 10461 et al.).

By Hearing Examiner Annie Neal Huntting

The Lorain Journal Co., Lorain Ohio; Elyria-Lorain Bcstg. Co., Elyria, Ohio—Granted joint petition for postponement of hearing on applications for new TV stations to operate on Ch. 31, from June 26, 1953, to Sept. 15, 1953 (Dockets 10525, 10526; BPCT-1116, BPCT-1124).

Chief, Broadcast Bureau—Granted petition to reopen the record in Beaumont, Tex., Ch. 6 proceeding solely to receive into evidence stipulation of counsel concerning revised television ant. gain figures which are applicable to ants. proposed by The Enterprise Co. and Beaumont Broadcasting Corp., and closed record (Dockets 10286 et al.).

By Hearing Examiner James D. Cunningham

KMYR Bcstg. Co., Denver, Colo.—Granted motion requesting that memorandum of law and facts filed by National Broadcasting Co. in proceeding re applications of KMYR and Metropolitan Television Co. for TV stations in Denver to operate on Ch. 4, be stricken and dissociated from docket file (Dockets 9043 and 10238).

By Examiner Herbert Sharfman

Scripps-Howard Radio Inc., Knoxville, Tenn.—Granted motion for leave to amend application for new TV station to operate on Ch. 10 to change certain figures in Section III, Question 1.a, and to eliminate name of Roy W. Howard and substitute Edward W. Scripps II as one of Successor Trustees of The Edward W. Scripps Trust in Section II (Docket 10512) (Action 6/17).

On Examiner's own motion, continued hearing from June 30, 1953, to July 6, 1953, in matter of Cease and Desist Order to be directed to **William Russell Milroy Jr.** (Docket 10531) (Action 6/19).

By Hearing Examiner Fanney N. Litvin

Radio Station KRMD Shreveport, La.—Granted petition for leave to amend its application for new TV station to operate on Ch. 12, to change cost of construction, number of hours of operation, various percentages of time to be devoted to types and character of proposed programs, and change street address of proposed main studio (Docket 10523).

By Hearing Examiner H. Gifford Irion

Music Bcstg. Co., Grand Rapids, Mich.—Denied request that examiner issue subpoenae in proceeding in re Docket 10442 (Versluis Radio and Television Inc., Muskegon, Mich., TV proceeding) to require attendance at Government expense of Leonard Versluis and Hy Steed, who are president and vice president, respectively, of Versluis Radio and Television Inc.

By Hearing Examiner Elizabeth C. Smith

Cascade Television Co., Portland, Ore.—Denied motion for postponement of further hearing scheduled for June 22, 1953, in Portland, Ore., Ch. 8 proceeding (Dockets 9138 et al.).

June 22 Applications

ACCEPTED FOR FILING

License to Cover CP

WOSA Wausau, Wis., Alvin E. O'Konski—License to cover CP (BR-8239) which authorized increase in power, change from employing DA-N to DA-DN, change type trans. and studio locations and changes in ant. system (BL-5050).

Renewal of License

WITA San Juan, P. R., Electronics Enterprises Inc.—Renewal of license. (BR-2077).

Modification of CP

WNBK Cleveland, Ohio, National Bcstg. Co.—Mod. CP (BPCT-943) which authorized changes in facilities of existing station, for extension of completion date from 7/25/53 to 1/25/54. (BMPCT-1180).

WARD-TV Johnstown, Pa., Rivoli Realty Co.—Mod. CP (BPCT-895) which authorized new commercial TV, for extension of completion date from 7/19/53 to 1/15/54. (BMPCT-1181).

June 23 Decisions

ACTIONS TAKEN JUNE 19

Modification of CP

WCIN Cincinnati, Ohio, Robert W. Rounsaville—Granted mod. CP to change type trans. (BMP-6223).

WLET Toccoa, Ga., R. G. LeTourneau—Granted mod. CP to change type trans. (BMP-6226). Condition.

ACTIONS TAKEN JUNE 18

Granted License

KTNT-FM Tacoma, Wash., Tribune Pub. Co.—Granted license covering changes in FM; 97.3 mc. (Ch. 247); 10.5 kw; ant. 410 ft. (BLH-895).

Modification of CP

The following stations were granted mod. CP's for extension of completion dates:

KROW Oakland, Calif., to 10/6/53 (BMP-6228); WABJ Adrian, Mich., to 12/1/53, conditions (BMP-6229); KECC Pittsburg, Calif., to 9/1/53, condition (BMP-6232); KANG-TV Waco, Tex., to 1/15/54 (BMPCT-1175); WWLP Springfield, Mass., to 8/30/53 (BMPCT-1176).

WATW Ironwood, Mich., Upper Mich.-Wis. Bcstg. Co. Inc.—Granted authority to operate trans. by remote control (BRC-88).

ACTIONS TAKEN JUNE 17

Granted License

KDNT Denton, Tex., Harwell V. Shepard—Granted license covering change in facilities, installation of new trans. and DA-N; 1440 kc, 500 w, 1 kw-LS, DA-N, Unl. condition (BL-4992).

WAKR-FM Akron, Ohio, Summit Radio Corp. Granted license covering changes in licensed station; 97.5 mc. (Ch. 248); ERP 4.4 kw, Unl. (BLH-894).

WNAC-FM Raleigh, N. C., Sir Walter Tele. Co.—Granted license covering changes in licensed station; 96.1 mc. (Ch. 241); ERP 30 kw; ant. 420 ft. (BLH-898).

Granted CP

KECA-TV Los Angeles, Calif., American Bcstg.-Paramount Theatres Inc.—Granted CP for installation of emergency ant. at site of existing station KECA-TV, to be used for tests and maintenance purposes only (BPCT-1561).

KFWB Hollywood, Calif., KFWB Bcstg. Corp.—Granted CP to install old main trans. at present location of main trans., to be used for auxiliary purposes only (BP-8879).

Modification of CP

WAGS Bishopville, S. C., Lee County Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans. (BMP-6129).

ACTIONS TAKEN JUNE 16

Remote Control

The following stations were granted authority to operate trans. by remote control:

WQAN-FM Scranton, Pa. (BRCH-31); KOZY Rapid City, S. Dak. (BRCH-32).

ACTIONS TAKEN JUNE 15

Modification of CP

WLSA Andalusia, Ala., The Montezuma Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location (BMP-6084).

Granted CP

KLO Ogden, Utah, Interstate Bcstg. Corp.—Granted CP to install a new trans. (BP-8884).

Modification of CP

The following were granted mod. CP's for extension of completion dates as shown:

WCIN Cincinnati, Ohio, to 9/30/53 (BMP-6220), conditions; WBID Henderson, N. C., to 9/1/53 (BMP-6218); KSGA Cottage Grove, Ore., to 8/2/53 (BMP-6221); WHWD Hollywood, Fla., to 9/10/53 (BMP-6231); WHDF Houghton, Mich., to 7/15/53 (BMP-6224).

June 23 Applications

ACCEPTED FOR FILING

Modification of CP

WHAR Clarksburg, W. Va., Mountain State Bcstg. Co.—Mod. CP (BP-8571) which authorized installation of new ant. (increase height) and move tower 20 ft., for extension of completion date (BMP-6239).

KRDO-TV Colorado Springs, Colo., Pikes Peak Bcstg. Co.—Mod. CP (BPCT-837) which authorized new commercial TV for extension of completion date from 7/19/53 to 1/19/54. (BMPCT-1184).

KONA Honolulu, Radio Honolulu Ltd.—Mod. CP (BPCT-984) which authorized new commercial TV, for extension of completion date from 6/23/53 to 12/23/53. (BMPCT-1185).

WBAY-TV Green Bay, Wis., Norbertine Fathers—Mod. CP (BPCT-1145) which authorized new commercial TV, for extension of completion date from 7/12/53 to 12/6/53. (BMPCT-1183).

License to Cover CP

WDAF-TV Kansas City, Mo., The Kansas City Star Co.—License to cover CP (BPCT-726) which authorized changes in facilities of existing station. (BLCT-137).

Renewal of License

KWSK Pratt, Kan., Clem Morgan and Robert E. Schmidt d/b as The Pratt Bcstg. Co.—Change name of applicant to Clem Morgan. (BR-2747) Amended.

KWKC Abilene, Tex., Citizens Bcstg. Co.—Informal request. (BR-2081).

Remote Control

KVOX Moorhead, Minn., KVOX Bcstg. Co.—Application for remote control of trans. filed. (BRC-96).

June 24 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

KSEO Durant, Okla., Democrat Printing Co.—Granted petition to accept late appearance in re applications of Texas Star Broadcasting Co., Dallas, Tex. (Docket 8258) and KTRH Houston (Docket 8753).

KDNT Denton, Tex., Harwell V. Shepard—Granted petition to intervene in proceeding re applications for AM CP's of Memorial Broadcasting Co. Commerce, Tex. (Docket 10432) and KPLT Paris, Tex. (Docket 10433).

By Examiner Benito Gaguine

Allentown Television Corp., Allentown, Pa.—Granted petition for leave to amend its TV application to show minor changes in engineering data (Docket 10495).

Savannah Bcstg. Co., Savannah, Ga.—Granted petition to amend its TV application to show minor changes in engineering data Docket 10519).

Queen City Tele. Co. Inc., Allentown, Pa.—Granted petition to amend its TV application to make minor changes in financial information and programming data (Docket 10494; BPCT-1001).

By Hearing Examiner Thomas H. Donahue

Gave notice of further hearing on June 25, 1953, in re applications of Maria Helen Alvarez and Cal Tel Co., for TV stations in Sacramento, Calif., for Ch. 40 (Docket 10340-41).

By Hearing Examiner Hugh B. Hutchison

Mid-Continent Tele. Inc., Wichita, Kans.—Granted petition for correction in transcript of hearing record in re applications for new TV stations (Docket 10262-63).

By Hearing Examiner Elizabeth C. Smith

Northwest Tele. and Bcstg. Co., Portland, Ore.—Granted motion for extension of time to July 21 in which to file proposed findings and conclusions in re applications for TV Ch. 12 in Portland (Docket 10317 et al).

By Hearing Examiner James D. Cunningham

Gave notice that record in proceeding re applications of Sanders Bros. and Joliet Television Inc., for TV Ch. 48 in Joliet, Ill., will be opened at 9 a.m. on July 3, 1953, for conference of counsel to discuss matters specified in Sec. 1.841 of Commission's rules, and to take such action as is prescribed therein; no testimony will be received on this occasion and no witnesses need be present (Docket 10532-33).

By Hearing Examiner J. D. Bond

Upon basis of proceedings had in re applications of Southern Tele. Inc., Tri-State Telecasting Corp. and WDEF Bcstg. Co., applicants for Ch. 12 in Chattanooga, (Dockets 10471-73), and for purpose of clarifying and simplifying issues, shortening record and defining matters of inquiry and for decision, ordered that to extent indicated statements and provisions shall control subsequent course of hearing in this proceeding, that further order herein contemplated shall bind parties as to matters to be relied on by them; hearing to be resumed at 9 a.m. July 22, 1953 (Dockets 10471-73).

By Hearing Examiner Basil P. Cooper

Michiana Telecasting Corp., Notre Dame, Ind.—Granted petition for leave to amend its TV application (Docket 10535), to supply data concerning its plan of financing.

By Hearing Examiner Herbert Sharfman

Pursuant to understanding at preliminary conference of June 5, 1953, ordered that proposed amendments to TV applications of Mountcastle Bcstg. Co. Inc. and WKGN Inc., Knoxville, Tenn., for Ch. 6, be accepted (Dockets 10510-11); Mountcastle to make certain engineering and program changes, WKGN, certain changes in lay portion of application.

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 58th St.

New York 22, N. Y. [illegible]do 5-0405

Score: 61 to 3

THE National Retail Dry Goods Assn. has made its annual study of department store promotion expenditures. The results, reported elsewhere in this issue, tell a story that is not a pleasant one for broadcasters' ears. Newspapers got 61 cents of the department store's advertising dollar; radio and TV together got three cents of it.

That story is as familiar as it is sad. Year after year newspapers carry the bulk of department store advertising. Year after year broadcasters get only peanuts—and without any salt.

What's the reason? Listen to BAB President Bill Ryan, addressing the Indianapolis sales clinic: "The key to the retailer's advertising habits is the customer buying pattern, which fluctuates widely from day-to-day and from week-to-week. Nothing broadcasters do or say will change the retailer's custom of spending perhaps $1,000 in advertising one week and not one thin dime the next, according to these variations in buying patterns."

Stores channel their promotional efforts to take advantage of the habits of their customers. Now, think back at the way radio time salesmen have traditionally tried to sell their medium to department stores. Was it in accordance with the stores' pattern of a lot today and a little or none tomorrow, or was it along the station-network pattern of the same time, same station, day after day?

The truth is that broadcasters have failed to follow the first rule of good salesmanship—to think only of what the customer wants—and have tried to force department stores to adapt themselves to the radio pattern. The result of this kind of salesmanship is sadly reflected in the NRDGA figures: three cents for broadcast media, 61 cents for newspapers.

Where stores have used radio according to their own advertising patterns the results have been uniformly good, as the department store studies and ARBI figures have shown time after time. Radio used in this fashion has outpulled and outsold newspapers, the same items being advertised in both media with the same amount of money spent in each.

The moral is obvious: If enough broadcast station operators want department store business badly enough to adapt their schedules to the stores' pattern of advertising, the NRDGA figures for 1953 will show a much better newspaper-broadcast ratio than 61 to three.

"Mr. Chairman"

TOMORROW (Tuesday) Paul A. Walker ends a distinguished career as a federal official. He will terminate 19 years on the FCC —its only charter member. For many years he served as vice chairman and for over a year as chairman.

Paul Walker would prefer to remain on the FCC. Despite his 72 years, he retains the vigor of his Pennsylvania forebearers. He is at his best before an audience.

But Mr. Walker won't remain because of political fortunes. The Republicans are entitled to a four-man majority. His commission is needed. Moreover, the statutes do not take into account a man's ability to carry on. Mr. Walker has passed the statutory retirement age and for nearly two years has served by special dispensation.

We suspect Mr. Walker will not retire from the arena altogether. He will leave government. But his knowledge and his talents will not retire. A college lecture tour, for example, would be apple pie for him. And, while we don't happen to agree with their philosophy, the educational television folk certainly would find him an inspired and devoted counsellor.

In government or out, "Pappy" Walker will always be "Mr. Chairman" to the legions who worked with him during nearly two decades of the "Radio Revolution."



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Lady, if you would turn that radio down I could tell you why everybody *reads* Life."

Pay Within Pay Without Work

THE LONGEST strike-caused station shut-down on the broadcast records ended June 19. For a solid month the radio and television stations of the *Kansas City Star* (WDAF-AM-TV) were silent. The issue was "pay-within-pay"—or the payment of commercial fees to announcers during regular shifts.

Settlement came after agreement with the AFTRA local to defer the fee consideration until fall. In the interim the station management will survey the feasibility of the fee system. Arbitration will be invoked, if need be.

Individual radio stations and networks heretofore had been subjected to strikes. But never before has service been blacked out for more than a matter of hours. Supervisory personnel has taken over.

In television, however, a different problem arises. Operation is far more complex. In the ordinary station operation there are not enough qualified supervisory employes to take over. In the WDAF-AM-TV situation there may have been other reasons—possibly the threat of secondary boycotts or refusal of union employes of the newspapers to cross picket lines.

The significant point, as we see it, is that the WDAF-AM-TV ownership stood its ground on principle. It didn't yield on the "pay-within-pay" issue. At no time was there a stalemate on scale.

We frankly don't understand the union's reasoning on the fee system. At those stations where the system is in effect, the announcer gets a wage agreed upon for a week's work. But he also gets a cut on the station rate on every commercial he announces. His salary (now $108 per week at WDAF-AM-TV) apparently is merely a sustaining fee for the privilege of having the announcer on the payroll.

The more equitable approach, if the usual salary method is abandoned, would be to place announcers on a nominal drawing account, against fees earned on commercials. This would approximate the practice of organizations which pay their salesmen commissions against the business they bring in.

If the fee system is imposed for announcers, what about other station employes? The announcer is dependent upon the engineer and the operator, the script writer and the salesman. In television there are a dozen other people who participate before the announcer beams before the camera.

WDAF-AM-TV took a terrific economic lacing in going dark for a month. But in so doing it performed a valuable service in arresting the spread of the fee system, which is dangerous to the stability of both radio and TV.

Once in a while, one radio station comes close to capturing the true nature of its city . . . draws its strength from the same forces that have made its city great . . . and because of this gives strong, forceful, popular voice to the entire city. This has happened in Pittsburgh . . . and the station is WWSW.

liked most by Pittsburghers . . .

because it is most like Pittsburgh!



WWSW

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